

**Compare the frontpages using elements from the chart
AND link words expressing opposition or contrast**

LAYOUTS	WRITING STYLES
Sober fonts # catchy fonts	Long sentences # short sentences
Overuse of bold/italics/underlines # no bold/italics/underlines	Factual / action verbs / unbiased # fancy words / biased
1 image # several images	Description # opinion / emotions
Paragraphs # no paragraphs	Declarative sentences # exclamatory sentences
Clear # messy	Trustworthy / reliable # untrustworthy / unreliable
1 headline # several headlines	
Informing # worrying	