

Exercise walk-through

Understanding an audience's beliefs and needs ■ 2.1

eXercise

You must be able to

- infer an audience's beliefs, values and needs from a text
- explain how a writer accommodates or challenges those beliefs
- distinguish the addressed audience from a wider readership
- link an audience inference to specific textual evidence

Method — Reading the audience from the text

What a writer assumes without arguing tells you what the audience already believes.
What is explained at length tells you what they do not. Both are visible on the page.

Method — Accommodate or challenge

A writer may begin from shared ground and move the audience gradually, or confront a belief directly. Both are choices, and the passage will usually show which by where the concessions fall.

Method — Addressed and wider audience

A speech may be delivered to a hall and printed for a country. The immediate audience shapes the tone; the wider one shapes what can safely be said. Noticing the gap often explains an otherwise odd choice.

Practice 2.1 ■ 2 marks

State two things a text reveals about its audience.

Solution 2.1

Method: Reading the audience from the text

Worked steps

what is assumed without argument shows what they already believe **B1**; what is explained at length shows what they do not **B1**.

Practice 2.2 ■ 2 marks

Explain the difference between accommodating and challenging an audience's belief.

Solution 2.2

Method: Accommodate or challenge

Worked steps

accommodating starts from shared ground and moves the audience gradually **B1**;
challenging confronts the belief directly **B1**.

Practice 2.3 ■ 1 mark

A writer spends a paragraph explaining a term and assumes another without comment.

- (a) State what this tells you about the audience.
- (b) State how you would cite it as evidence.

Solution 2.3

Method: Reading the audience from the text

Worked steps

(a) they know the assumed term but not the explained one **B1**. (b) quote or name both, and state the inference each supports **B1**.

Exam-style 3.1 ■ 1 mark

A speech opens by praising the audience's past record. This is most likely intended to

- A** attack their beliefs
- B** establish shared ground before a difficult claim
- C** conclude the argument
- D** define a technical term

Solution 3.1

Method: Addressed and wider audience

- A attack their beliefs
- B establish shared ground before a difficult claim 
- C conclude the argument
- D define a technical term

Worked steps

- B. shared ground is established before the audience is asked to move.

Exam-style 3.2 ■ 1 mark

A writer's decision to explain a concept at length suggests the audience

- A** already accepts it
- B** is unfamiliar with it
- C** rejects the writer
- D** is specialist

Solution 3.2

Method: Reading the audience from the text

- A already accepts it
- B is unfamiliar with it
- C rejects the writer
- D is specialist



Worked steps

B. explanation is supplied where knowledge is not assumed.

Exam-style 3.3 ■ 1 mark

A politician addresses a conference hall but knows the speech will be broadcast.

- (a) State one effect on what can be said.
- (b) Explain how the two audiences might pull in different directions.

Solution 3.3

Method: Addressed and wider audience

Worked steps

(a) claims that would be acceptable in the hall may be risky in public **B1**. (b) the immediate audience rewards partisan warmth **B1** while the wider audience rewards restraint, so the speech must satisfy both at once **B1**.