

Exercise walk-through

Understanding an audience's beliefs and needs ■ 8.1

eXercise

You must be able to

- infer that a text addresses more than one group
- identify which passages address which group
- explain how a writer holds a divided audience together
- avoid describing a single undifferentiated “audience”

Method — Signs of a divided audience

A text that concedes in one paragraph and asserts in the next is usually addressing two groups. So is one that explains a term and then uses specialist language a few lines later.

Method — Which passage, which group

Match each move to the group it serves: the concession answers the sceptics; the technical passage rewards the specialists; the concrete case reaches the general reader.

Method — Holding it together

A writer unites a divided audience by finding a value both hold — safety, fairness, cost — and arguing from it. That shared value is often the thesis's real foundation.

Practice 2.1 ■ 2 marks

State two signs that a text addresses more than one group.

Solution 2.1

Method: Signs of a divided audience

Worked steps

any two of: conceding in one place and asserting in another; explaining a term and then using specialist language; alternating concrete cases with technical data **B2**.

Practice 2.2 ■ 2 marks

Explain how a writer can unite a divided audience.

Solution 2.2

Worked steps

by finding a value both groups hold and arguing from it **B1**, which becomes the foundation of the thesis **B1**.

Practice 2.3 ■ 2 marks

A speech concedes cost in paragraph two and cites technical data in paragraph three.

- (a) State which group each addresses.
- (b) State what this shows about the audience.

Solution 2.3

Method: Signs of a divided audience

Worked steps

(a) the concession addresses sceptics about cost **B1**; the technical data addresses specialists **B1**. (b) that the audience is divided rather than uniform **B1**.

Exam-style 3.1 ■ 1 mark

A text that explains a term and later uses specialist language most likely addresses

A one homogeneous group

B more than one group

C no audience

D only specialists

Solution 3.1

Method: Signs of a divided audience

A one homogeneous group

B more than one group



C no audience

D only specialists

Worked steps

B. the two levels of assumed knowledge indicate two groups.

Exam-style 3.2 ■ 1 mark

A shared value used to unite a divided audience often functions as

- A** a digression
- B** the foundation of the thesis
- C** a concession
- D** a hedge

Solution 3.2

Method: Holding it together

- A a digression
- B the foundation of the thesis
- C a concession
- D a hedge



Worked steps

- B. it is the common ground the whole argument rests on.

Exam-style 3.3 ■ 1 mark

A council report must persuade both residents and finance officers.

- (a) Name one value both might share.
- (b) Explain how an argument from it could satisfy both.

Solution 3.3

Worked steps

(a) e.g. long-term value for money, or safety **B1**. (b) residents care about the outcome and officers about the cost **B1**, and an argument that the outcome is cheaper over time satisfies both descriptions of the same value **B1**.