

Exercise walk-through

Writing for an audience's beliefs and needs ■ 8.2

eXercise

You must be able to

- write a passage that serves two groups without contradicting itself
- choose a shared value as the argument's foundation
- vary evidence to reach both groups
- avoid saying different things to different readers

Method — Serving two groups honestly

Provide different **evidence**, not different **claims**. A figure for the officers and a case for the residents can support the same claim; a different claim for each is dishonest and, once noticed, fatal.

Method — The shared value

Name it early. “Both of us want this to still be affordable in ten years” gives every following paragraph a foundation both groups accept.

Method — The failure to avoid

Telling one group the scheme is cheap and the other that it is generously funded is not audience awareness. It is a contradiction that a shared document will expose.

Practice 2.1 ■ 2 marks

State what may vary between groups and what may not.

Solution 2.1

Worked steps

the evidence may vary **B1**; the claim may not **B1**.

Practice 2.2 ■ 2 marks

Explain the benefit of naming a shared value early.

Solution 2.2

Method: The shared value

Worked steps

it gives every following paragraph a foundation both groups accept **B1**, so the argument does not have to be made twice **B1**.

Practice 2.3 ■ 1 mark

You must persuade both staff and parents to support a timetable change.

- (a) Name a shared value.
- (b) State one piece of evidence for each group.

Solution 2.3

Method: The shared value

Worked steps

(a) e.g. pupils' learning, or predictability of the day **B1**. (b) staff: workload or planning-time figures **B1**; parents: effect on collection times or on homework **B1**.

Exam-style 3.1 ■ 1 mark

Serving two groups honestly means varying

A the claim

B the evidence

C the thesis

D the facts

Solution 3.1

Method: Serving two groups honestly

- A the claim
- B the evidence
- C the thesis
- D the facts



Worked steps

- B. different readers accept different evidence for the same claim.

Exam-style 3.2 ■ 1 mark

Telling two groups incompatible things in one document is

- A** effective audience awareness
- B** a contradiction the document will expose
- C** a concession
- D** a qualification

Solution 3.2

Method: The failure to avoid

- A effective audience awareness
- B a contradiction the document will expose 
- C a concession
- D a qualification

Worked steps

- B. one document reaches both groups.

Exam-style 3.3 ■ 4 marks

Write two sentences supporting one claim, the first aimed at a finance officer and the second at a resident.

Solution 3.3

Worked steps

both sentences support the same claim **B2**; each is pitched with evidence appropriate to its reader **B2**.