

2 Writing for an audience you can describe – Part 1 — Answers

Answers

Work through these after you have tried the questions yourself.

2.1 what it already believes; what it already knows; what it wants.

2.2 evidence about how much or how urgently, rather than evidence that the claim is true at all.

2.3 adapting chooses evidence and vocabulary that reach the audience; pandering changes the claim to what they want to hear.

2.4 something the writer expects the audience to grant without proof.

2.5 if the audience does not grant the assumption, they reject the argument before reaching the evidence.

2.6 it says nothing about what the readers believe, know or want, so it cannot guide any choice. \