

Exercise walk-through

8.1

Understanding an audience's beliefs and needs

AP English Language and Composition

Understanding an Audience's Beliefs and Needs

Unit 8 is the course's most advanced treatment of **style** – the point at which word choice, syntax, and audience stop being separate topics.

- Writers may make **comparisons** – **similes, metaphors, analogies, or anecdotes** – in an attempt to relate to an audience.
- Writers' choices regarding **syntax and diction** influence **how the writer is perceived** by an audience.
- **Word choice may reflect a writer's biases** and may affect their **credibility** with a particular audience.
- Because **audiences are unique and dynamic**, writers must consider the **perspectives, contexts, and needs** of the intended audience.

Understanding an Audience's Beliefs and Needs, continued

The third point is worth dwelling on. Diction does not only characterise the subject – it characterises the writer.

A reader who notices loaded word choice starts to discount everything that follows, which is why an unqualified vocabulary is a credibility risk, not a strength.

Exercises 2.1·2.2

2.1 State two signs that a text addresses more than one group. [2]

2.2 Explain how a writer can unite a divided audience. [2]

Exercises 2.1·2.2

2.1 State two signs that a text addresses more than one group. [2]

2.1

- 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

2.2 Explain how a writer can unite a divided audience. [2]

2.2

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

Exercise 2.3 (a)

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

(a) State which group each addresses.

[2]

Exercise 2.3 (a)

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

(a) State which group each addresses. [2]

(a)

- the concession addresses sceptics about cost; the technical data addresses specialists

Exercise 2.3 (b)

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

(b) State what this shows about the audience.

[1]

Exercise 2.3 (b)

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

(b) State what this shows about the audience. [1]

(b)

- that the audience is divided rather than uniform

Exercises 3.1-3.2

3.1 A text that explains a term and later uses specialist language most likely addresses^[1]

☐

A one homogeneous group

B more than one group

C no audience

D only specialists

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

^[1]

☐

A a digression

B the foundation of the thesis

C a concession

D a hedge

Exercises 3.1-3.2

3.1 A text that explains a term and later uses specialist language most likely addresses^[1]

- ☐ **A** one homogeneous group
B more than one group
C no audience
D only specialists

3.1 B

- the two levels of assumed knowledge indicate two groups

3.2 A shared value used to unite a divided audience often functions as ^[1]

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

3.2 B

- it is the common ground the whole argument rests on

Exercise 3.3 (a)

3.3 A council report must persuade both residents and finance officers.

(a) Name one value both might share.

[1]

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(a) Name one value both might share.

[1]

(a)

- e.g. long-term value for money, or safety

Exercise 3.3 (b)

3.3 A council report must persuade both residents and finance officers.

(b) Explain how an argument from it could satisfy both.

[2]

Exercise 3.3 (b)

3.3 A council report must persuade both residents and finance officers.

(b) Explain how an argument from it could satisfy both. [2]

(b)

- residents care about the outcome and officers about the cost, and an argument that the outcome is cheaper over time satisfies both descriptions of the same value