

2 Writing for an audience you can describe – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary

Write each word three times.

English

Write it 3 times (English)

audience

assumption

Recall

- You have simplified an explanation for a younger listener.
- You know an argument can insult the people it is trying to persuade.
- You have skipped a text because it seemed not to be for you.

New ideas

Read these first. Each idea has a short worked example. Then do the Practice below.

■ 1 Describing an audience

An **audience** is described by what it already believes, what it already knows, and what it wants. All three change what a writer must supply.

Worked example. An audience that already agrees needs evidence for *how much*, not for *whether*.

■ 2 Adapting without pandering

Adapting means choosing which evidence and which vocabulary will reach this audience. It does not mean saying what they want to hear, which loses the argument's point.

Worked example. A doctor explaining a treatment to a patient chooses plainer words, not a different diagnosis.

■ 3 Assumptions

Every argument rests on something the writer expects the audience to grant without proof. Identifying that **assumption** is often the fastest way to see why an argument fails with a particular group.

Worked example. An argument for a new stadium assumes the reader values the sport; someone who does not will reject it before the evidence.

Watch out: “General audience” is not an audience. If you cannot say what the readers believe and want, you cannot say whether the argument suits them.

Practice

2.1 State the three things an audience is described by. [3]

2.2 Explain what an audience that already agrees needs. [2]

2.3 Distinguish adapting from pandering. [2]

2.4 Define an assumption in an argument. [1]

2.5 Explain why identifying an assumption reveals why an argument fails. [2]

2.6 State why “a general audience” is not a usable description. [1]
