

5 Organisation and the reader's expectations – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary

Write each word three times.

English

Write it 3 times (English)

concession

Recall

- You know a recipe lists ingredients before steps for a reason.
- You have read an argument that answered your objection before you raised it.
- You know where you expect a conclusion to appear.

New ideas

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

■ 1 Arrangement creates expectation

Readers expect certain things in certain places - a position early, support in the middle, a consequence at the end. Departing from that is possible and must be deliberate.

Worked example. An essay that withholds its thesis until the last paragraph can work, but only if the delay is doing something.

■ 2 Answering objections

Placing a **concession** before the objection arises is stronger than answering it afterwards. It shows the writer has already considered it.

Worked example. “Buses are slower than driving - which is why the subsidy targets frequency, not speed” defuses the objection while making the point.

■ 3 Ordering by strength

Where the reader is hostile, opening with the least disputed point builds ground to stand on. Where the reader is friendly, opening with the strongest point uses their attention while it is highest.

Worked example. The same three arguments are ordered differently for a supportive and a sceptical audience.

Watch out: There is no single correct order. The order follows from the audience and the purpose, which is why the rhetorical situation of Unit 1 keeps returning.

Practice

2.1 State three things readers expect in certain places. [3]

2.2 Define a concession and state where it is strongest. [2]

2.3 Explain how a concession strengthens an argument. [2]

2.4 State how ordering should differ for a hostile and a friendly audience. [2]

2.5 Explain why there is no single correct order. [2]
