

## Exercise walk-through

Components of the rhetorical situation ■ 4.1

eXercise

## You must be able to

- explain how audience shapes where an argument begins
- explain how purpose shapes what is emphasised at the end
- link a structural choice to a component of the situation
- avoid explaining structure by the subject alone

## Method — Where an argument begins

A hostile audience is met on common ground; a sympathetic one can be addressed directly. Opening choice is therefore evidence about audience, and can be cited as such.

## Method — What the ending emphasises

Purpose decides the last thing a reader is left with. An argument for action ends on what to do; one for a change of view ends on the view.

## Method — Linking structure to situation

“He opens with the objection because his audience holds it” is analysis. “He opens with the objection because objections are important” is not: the second explains nothing about this text.

## Practice 2.1 ■ 2 marks

State what an opening on common ground suggests about the audience.

## Solution 2.1

Method: Where an argument begins

### Worked steps

that they may be resistant **B1**, so agreement must be secured before the difficult claim **B1**.

## Practice 2.2 ■ 2 marks

State what the ending of an argument is shaped by.

## Solution 2.2

Method: What the ending emphasises

### Worked steps

purpose **B1**: it decides what the reader is left with — an action or a view **B1**.

## Practice 2.3 ■ 1 mark

A speech ends with a specific instruction rather than a reflection.

- (a) State what this suggests about purpose.
- (b) State how you would cite it as evidence.

## Solution 2.3

### Worked steps

(a) the purpose is to produce a decision or action **B1**. (b) quote the closing sentence and state the inference it supports **B1**.

## Exam-style 3.1 ■ 1 mark

A writer who opens by stating the opposing view most likely faces

- A** a sympathetic audience
- B** an audience that holds that view
- C** no audience
- D** a specialist audience

## Solution 3.1

- A** a sympathetic audience
- B** an audience that holds that view 
- C** no audience
- D** a specialist audience

### Worked steps

- B.** the opposing view is met first because the audience holds it.

## Exam-style 3.2 ■ 1 mark

Which is analysis rather than description?

- A** He ends with a call to action.
- B** Endings are important in speeches.
- C** He ends with a call to action because his purpose is to produce a decision, not a change of mind.
- D** The final paragraph is short.

## Solution 3.2

- A** He ends with a call to action.
- B** Endings are important in speeches.
- C** He ends with a call to action because his purpose is to produce a decision, not a change of mind. 
- D** The final paragraph is short.

### Worked steps

- C.** it links the choice to this writer's purpose.

## Exam-style 3.3 ■ 1 mark

A letter to a professional body begins with technical detail; a letter to the public on the same issue begins with a case.

- (a) State the component of the situation that explains the difference.
- (b) Explain the reasoning.

## Solution 3.3

Method: Linking structure to situation

### Worked steps

(a) audience **B1**. (b) the professional body shares the technical background so detail persuades directly **B1**, while the public needs a concrete case before any detail can mean anything **B1**.