

Solutions

Each answer shows the steps, then the **result**.

2.1

- what is assumed without argument shows what they already believe; what is explained at length shows what they do not

2.2

- accommodating starts from shared ground and moves the audience gradually; challenging confronts the belief directly

2.3

(a)

- they know the assumed term but not the explained one

(b)

- quote or name both, and state the inference each supports

3.1 B

- shared ground is established before the audience is asked to move

3.2 B

- explanation is supplied where knowledge is not assumed

3.3

(a)

- claims that would be acceptable in the hall may be risky in public

(b)

- the immediate audience rewards partisan warmth while the wider audience rewards restraint, so the speech must satisfy both at once