

2.1 Understanding an audience's beliefs and needs

Name: _____ Class: _____ Date: _____

Total: 11 marks

KEY WORDS audience 受众

Objective

Build the skills to answer exam questions on how an **audience** 受众 shapes an argument.

You must be able to:

- infer an audience's beliefs, values and needs from a text
- explain how a writer accommodates or challenges those beliefs
- distinguish the addressed audience from a wider readership
- link an audience inference to specific textual evidence

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ Reading the audience from the text

What a writer assumes without arguing tells you what the audience already believes. What is explained at length tells you what they do not. Both are visible on the page.

■ Accommodate or challenge

A writer may begin from shared ground and move the audience gradually, or confront a belief directly. Both are choices, and the passage will usually show which by where the concessions fall.

■ Addressed and wider audience

A speech may be delivered to a hall and printed for a country. The immediate audience shapes the tone; the wider one shapes what can safely be said. Noticing the gap often explains an otherwise odd choice.

2 Practice

2.1 State two things a text reveals about its audience. [2]

2.2 Explain the difference between accommodating and challenging an audience's belief. [2]

2.3 A writer spends a paragraph explaining a term and assumes another without comment.

(a) State what this tells you about the audience. [1]

(b) State how you would cite it as evidence. [1]

3 Exam-style questions

3.1 A speech opens by praising the audience's past record. This is most likely intended to [1]

A	B
C	D

A attack their beliefs

B establish shared ground before a difficult claim

C conclude the argument

D define a technical term

3.2 A writer's decision to explain a concept at length suggests the audience [1]

A	B
C	D

A already accepts it

B is unfamiliar with it

C rejects the writer

D is specialist

3.3 A politician addresses a conference hall but knows the speech will be broadcast.

(a) State one effect on what can be said. [1]

(b) Explain how the two audiences might pull in different directions. [2]
