

Solutions

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

2.1

- that they may be resistant, so agreement must be secured before the difficult claim

2.2

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

2.3

(a)

- the purpose is to produce a decision or action

(b)

- quote the closing sentence and state the inference it supports

3.1 B

- the opposing view is met first because the audience holds it

3.2 C

- it links the choice to this writer's purpose

3.3

(a)

- audience

(b)

- the professional body shares the technical background so detail persuades directly, while the public needs a concrete case before any detail can mean anything