

Solutions

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

2.1

- any two of: conceding in one place and asserting in another; explaining a term and then using specialist language; alternating concrete cases with technical data

2.2

- by finding a value both groups hold and arguing from it, which becomes the foundation of the thesis

2.3

(a)

- the concession addresses sceptics about cost; the technical data addresses specialists

(b)

- that the audience is divided rather than uniform

3.1 B

- the two levels of assumed knowledge indicate two groups

3.2 B

- it is the common ground the whole argument rests on

3.3

(a)

- e.g. long-term value for money, or safety

(b)

- residents care about the outcome and officers about the cost, and an argument that the outcome is cheaper over time satisfies both descriptions of the same value