

# 8.1 Understanding an audience's beliefs and needs

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Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

Total: 12 marks

**KEY WORDS** divided 分歧 • style 文体

## Objective

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Build the skills to read an audience whose beliefs are **divided** 分歧.

**You must be able to:**

- infer that a text addresses more than one group
- identify which passages address which group
- explain how a writer holds a divided audience together
- avoid describing a single undifferentiated “audience”

## 1 Worked examples

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

### ■ Signs of a divided audience

A text that concedes in one paragraph and asserts in the next is usually addressing two groups. So is one that explains a term and then uses specialist language a few lines later.

### ■ Which passage, which group

Match each move to the group it serves: the concession answers the sceptics; the technical passage rewards the specialists; the concrete case reaches the general reader.

### ■ Holding it together

A writer unites a divided audience by finding a value both hold — safety, fairness, cost — and arguing from it. That shared value is often the thesis's real foundation.

## 2 Practice

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**2.1** State two signs that a text addresses more than one group. [2]

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**2.2** Explain how a writer can unite a divided audience. [2]

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**2.3** A speech concedes cost in paragraph two and cites technical data in paragraph three.

(a) State which group each addresses. [2]

(b) State what this shows about the audience. [1]

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## 3 Exam-style questions

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**3.1** A text that explains a term and later uses specialist language most likely addresses [1]

- |   |   |
|---|---|
| A | B |
| C | D |
- A** one homogeneous group  
**B** more than one group  
**C** no audience  
**D** only specialists

**3.2** A shared value used to unite a divided audience often functions as [1]

- |   |   |
|---|---|
| A | B |
| C | D |
- A** a digression  
**B** the foundation of the thesis  
**C** a concession  
**D** a hedge

**3.3** A council report must persuade both residents and finance officers.

(a) Name one value both might share. [1]

(b) Explain how an argument from it could satisfy both. [2]

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