

8.1 Understanding an audience’s beliefs and needs

Name: _____ Class: _____ Date: _____ **Total: 12 marks**

KEY WORDS divided 分歧 • style 文体

Objective

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

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

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

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

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]

3 Exam-style questions

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]
