

8.2 Writing for an audience’s beliefs and needs

Name: _____ Class: _____ Date: _____ Total: 13 marks

KEY WORDS style 文体

Objective

Build the skills to **write** for a divided audience.

You must be able to:

- write a passage that serves two groups without contradicting itself
- choose a shared value as the argument’s foundation
- vary evidence to reach both groups
- avoid saying different things to different readers

1 Worked examples

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

■ Serving two groups honestly

Provide different **evidence**, not different **claims**. A figure for the officers and a case for the residents can support the same claim; a different claim for each is dishonest and, once noticed, fatal.

■ The shared value

Name it early. “Both of us want this to still be affordable in ten years” gives every following paragraph a foundation both groups accept.

■ The failure to avoid

Telling one group the scheme is cheap and the other that it is generously funded is not audience awareness. It is a contradiction that a shared document will expose.

2 Practice

2.1 State what may vary between groups and what may not. [2]

2.2 Explain the benefit of naming a shared value early. [2]

2.3 You must persuade both staff and parents to support a timetable change.

(a) Name a shared value. [1]

(b) State one piece of evidence for each group. [2]

3 Exam-style questions

3.1 Serving two groups honestly means varying [1]

- A B

C D
- A the claim

B the evidence

C the thesis

D the facts

3.2 Telling two groups incompatible things in one document is [1]

- A B

C D
- A effective audience awareness

B a contradiction the document will expose

C a concession

D a qualification

3.3 Write two sentences supporting one claim, the first aimed at a finance officer and the second at a resident.

[4]
