

Solutions

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

2.1

- it makes disagreement a failure of intelligence, so a reader who disagrees is insulted rather than persuaded

2.2

- naming a shared value states something both accept; presuming a conclusion smuggles the claim in as though already agreed

2.3

(a)

- they notice the mismatch and discount the claim

(b)

- lower the temperature and let the evidence stand

3.1 B

- the disputed claim is asserted as common knowledge

3.2 B

- plainness invites assessment rather than resistance

3.3

- removes “obviously” and the insult to dissenters; replaces assertion of consensus with an argued basis; tone suits a reader who may disagree