

8 Tone and the audience it assumes – Part 1 —Answers

Answers

Work through these after you have tried the questions yourself.

2.1 who the writer thinks they are addressing - contempt assumes agreement, patient explanation assumes disagreement.

2.2 saying one thing while meaning another, relying on the audience to see the gap.

2.3 a reader who takes it literally receives the opposite of the intended meaning.

2.4 the rhetorical situation - the audience and the purpose - rather than the writer's feelings.

2.5 it may lose exactly the readers who could have been persuaded, so the argument fails for reasons unrelated to its merits.

2.6 any part of the audience taking it literally receives the opposite meaning. \