

Answer the question in a full sentence

Expand your ideas-why? Consequences? Link back to Case study

Use an example to prove your point

Explain-Write about how the example proves your point

Evaluate your point. How is your point effective?

**PEEE writing frame**

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| P | What is the point you want to make? How does it link to the big point?  *Argument for/against…* | *I suggest that…*  *I would recommend that…*  *It seems as if…* |
| E | Which example are you going to use to help you prove your point?  *General impact on businesses* | *For example…*  *The benefit of this…*  *The disadvantage of this is…* |
| E | In what way will you explain how this example proves your point?  *What is the effect on the business in the given scenario?* | *This/which*   * *Creates the impression that* * *Shows that* * *Suggests that* * *Emphasises that*   *The effect of this is….* |
| E | Expand your ideas.  ***Why*** *will this provide benefits/limitations to the business?* | *Additionally….*  *Furthermore…*  *However…* |
| E | Evaluate your point | *This is very effective because…*  *This would be successful/unsuccessful because…* |

