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**

|  |  |  |
| --- | --- | --- |
| 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…* |

