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| **PEEL / TEEL**  **ALARM** |  |
| **Point** or **Topic** sentence |  |
| **EXPAND:**  **Describe:** features or characteristics  Include key words |  |
| **EXPLAIN:**  **Analyse** - explain how or why  Example |  |
| **EXPLAIN:**  Explain ***significance***  - explain purpose, cause and effect  - Adv / Disadv (+/-) |  |
| **EVIDENCE:**  Illustrate your key idea with a case study, example or key evidence |  |
| **LINK:**  **Evaluate** the effectiveness of this concept / event / etc. |  |