**Chapter 6: Command Verbs – Part 2 ( Analyse, Evaluate, Justify)**

***Summary***

**Reading Summary:**  
These verbs require deeper thinking:

* *Analyse* = break into parts
* *Evaluate* = judge effectiveness
* *Justify* = defend with evidence

**Key Skills:**

* Critical thinking
* Using evidence
* Writing structured arguments

**Mini Task:**  
Choose a business and write a short evaluation of one of its strategies.

***Classwork***

**Introduction**

Welcome to the second part of our command verb series. In the last chapter, you learned how to *describe*, *explain*, and *compare*—verbs that help you build strong Pass-level responses. In this chapter, we’re going deeper. The verbs *analyse*, *evaluate*, and *justify* require critical thinking, structured writing, and evidence-based arguments. These are the verbs that separate good work from excellent work.

If you want to hit Merit or Distinction criteria, mastering these verbs is non-negotiable.

**1. Analyse**

**Definition:**  
To analyse means to break something into parts and explore how those parts relate to each other. You are looking beneath the surface to understand structure, function, or impact.

**What to include:**

* Components or features
* Relationships between parts
* Patterns, trends, or causes
* Implications or consequences

**Example Task:**  
“Analyse the pricing strategy of a Dutch snack company.”

**Strong Response:**  
“The company uses a three-tier pricing model: budget, standard, and premium. This allows them to target different customer segments. The budget range attracts price-sensitive buyers, while the premium line appeals to ethical consumers who value sustainability.”

**Tips:**  
✅ Break things down clearly  
✅ Use examples to show relationships  
✅ Avoid listing—go deeper into how and why

**2. Evaluate**

**Definition:**  
To evaluate means to judge how effective, valuable, or successful something is. You weigh the strengths and weaknesses and come to a reasoned conclusion.

**What to include:**

* Pros and cons
* Impact or effectiveness
* Evidence to support your judgment
* A final conclusion or recommendation

**Example Task:**  
“Evaluate the effectiveness of Lay’s social media campaign.”

**Strong Response:**  
“Lay’s campaign successfully increased brand visibility through TikTok challenges and influencer partnerships. However, it lacked engagement with older audiences who prefer Facebook. Overall, the campaign was effective for its target demographic but missed opportunities for broader reach.”

**Tips:**  
✅ Be balanced—mention both strengths and weaknesses  
✅ Use data or examples to support your judgment  
✅ End with a clear conclusion

**3. Justify**

**Definition:**  
To justify means to defend your opinion or recommendation using evidence and logical reasoning. You are not just saying what you think—you are proving why it’s the best choice.

**What to include:**

* A clear opinion or recommendation
* Supporting evidence
* Logical reasoning
* Consideration of alternatives (optional)

**Example Task:**  
“Justify your choice of promotional strategy for a new product.”

**Strong Response:**  
“I recommend using influencer marketing because it aligns with the brand’s youthful image and has proven success in similar campaigns. According to a 2023 report by Nielsen, influencer-led promotions generate 11x more engagement than traditional ads. This strategy also allows for targeted reach and authentic messaging.”

**Tips:**  
✅ Use facts, data, or examples to support your view  
✅ Be confident but not biased  
✅ Make sure your reasoning is clear and structured

**Common Mistakes to Avoid**

| **Mistake** | **Why It’s a Problem** |
| --- | --- |
| Analysing without structure | Your ideas feel scattered ❌ |
| Evaluating without evidence | Your judgment seems weak or biased ❌ |
| Justifying with opinion only | You fail to meet the Distinction criteria ❌ |
| Mixing up verbs | You lose focus and miss the brief ❌ |

**Real-Life Scenario**

Imagine you are writing a BTEC assignment on Tony’s Chocolonely’s marketing strategy.

**Analyse:**  
Break down the strategy into components—social media, packaging, and ethical messaging—and explain how they work together.

**Evaluate:**  
Judge how effective the strategy is. Does it reach the target audience? Is it consistent with the brand’s values?

**Justify:**  
Recommend one part of the strategy as the most important, and defend your choice with evidence.

**Strong Example:**  
“Tony’s Chocolonely’s ethical messaging is its strongest marketing tool. It differentiates the brand in a crowded market and builds customer loyalty. While social media increases visibility, the ethical story drives long-term engagement. Therefore, I justify focusing on transparency and storytelling as the core of future campaigns.”

| **Merit Command Words** | |
| --- | --- |
| **Discuss** | To present an argument for and against. |
| **Explain** | Give logical reasons to support your view. |
| **Describe** | Give a full description including details of all the relevant features. |
| **Demonstrate** | Prove you can carry out a more complex activity. |
| **Analyse** | Identify the factors that apply, and state how these are linked and how each of them relates to the topic. |
| **Justify** | Give reasons for the points you are marking so that the marker knows how you arrived at that conclusion. |
| **Suggest** | Give your own ideas and thoughts. |

| **Distinction Command Words** | |
| --- | --- |
| **Assess** | Evaluate in terms of advantages and disadvantages. |
| **Analyse** | Identify several relevant factors, show how they are linked, and explain the importance of each. |
| **Evaluate** | Bring together all of your information and make a judgment on the importance or success of something. |
| **Recommend** | Suggest changes or improvements. |
| **Make recommendations** | Make relevant and appropriate suggestions, usually for improvement. |
| **Select and demonstrate** | Select several relevant examples or pieces of related evidence which clearly support the arguments you are making. This may include showing particular practical skills. |
| **Review** | Consider each factor in turn, providing a description and explanation of their uses, strengths and weaknesses, making recommendations. |

**Reflection Questions**

* Which of these verbs do you find most challenging?
* How do you know when you have gone deep enough in your analysis?
* What kind of evidence do you usually use to support your evaluations?
* How can you make your justifications more convincing?