

Explain

Relate cause and effect; make the relationships between things evident; provide why and/or how

PEEL

Explain **what would happen** to **software development** if licence agreements were **not legally enforceable**.

P The software development industry would become **unprofitable** if licence agreements were not legally enforceable. This may cause businesses to **stop producing software or potentially close down**.

E **Furthermore**, a business would **not be able to cover its expenses** including wages and operating costs, which could **result in business closure or job losses** across the sector.

E An example of this effect was when the file sharing websites of the late nineties caused the music industry to pursue legal intervention to stop the sites from freely distributing copied music files that was **impacting on the profitability** of the industry.

Demonstration of the structure of an explain question using the PEEL method but only using PEE in this instance.

The colour coding in the modelled example demonstrates the use of connectives to reinforce concepts and adding further information to the existing points.

In addition, the ideas of cohesion can be seen drawing the answer together linking the unprofitability to the business closure.