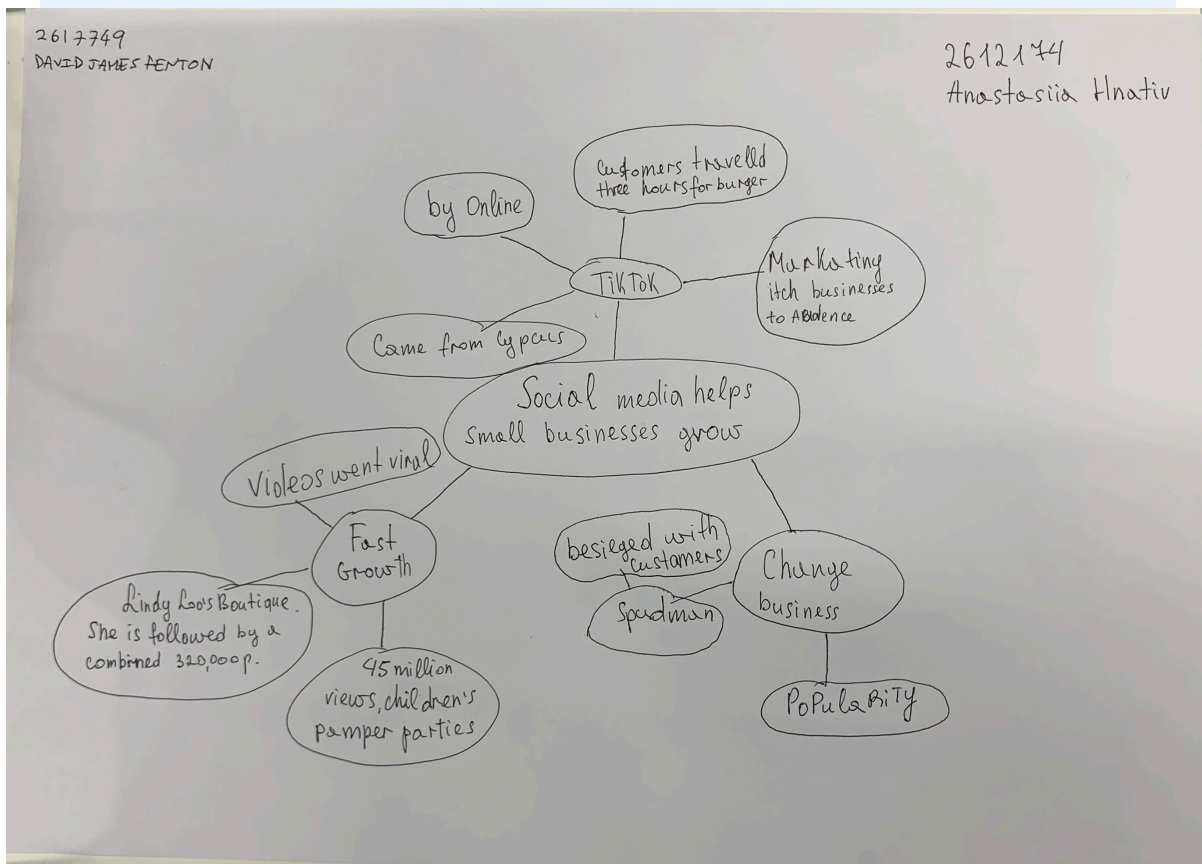




Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Assessment 1 – Reading Task Template

PART 1: Upload your photo of your A3 in-class notes here:



PART 2:

- Answer every question below in 1-3 **full** sentences.
- Use your own words. Do not use generative AI to answer these questions.
- Include a specific detail from the text when asked.

REMINDER

- The main idea is the overall message of the whole text.
 - A key point helps to explain the main idea.
 - A specific detail or example from the text shows that the key point is true.
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1. **What is the main idea of the whole text? The main idea in my opinion is how through social media marketing and promotions the businesses have boosted sales massively and transformed completely for the better. Whether it be Tiktok videos or instagram reels it has broadened there reach from local to global boosted sales and raised the profile of the owners.**
 2. **What is one key point that supports the main idea, and which specific example from the text shows this? One key point is if you begin to post about your business on social media it will drive customers to you. An example of this in the text is the headline “If you post it, they will come: The businesses turning likes into livelihoods”.**
 3. **What is a different key point that supports the main idea, and which specific example from the text shows this? Another key point that supports the main idea of the text is “People buy from people”. In this we see that corporate marketing campaigns have diminished slightly and “people know what is an ad and they don’t want to be sold to”.**
 4. **Which part of the text do you think is most important, and why? I think the most important part of the text is the very last part where it says**

“Subliminal marketing and little skits are such a good way of showing someone your brand in a really authentic, relatable way so they can look at that and go, ‘Oh, I like that brand - I’m going to purchase from them’”. This text directly shows the shift from the corporate machine to a more personal approach and how local businesses can grow from online marketing and promotions.

Reflection:

- 5. What did you find difficult in this task (including in-class components), and why was it difficult? I really struggled with overcoming my problems with technology and submitting early which did not happen. I also found the mind map very difficult to decide which was the most important parts of the text and break it down into sections and feasible compartments.**

- 6. What helped you with this difficulty, and how did it help you? I have faced my technology fear with help from the digital skills teacher and simply acting on it rather than procrastinating over and over. Anastasia my classmate was particularly helpful in pulling up different parts of the text and examples of how we should set out the mind map. I think I will improve more and more as I progress with my studies and learn more skills to overcome the issues I am experiencing.**