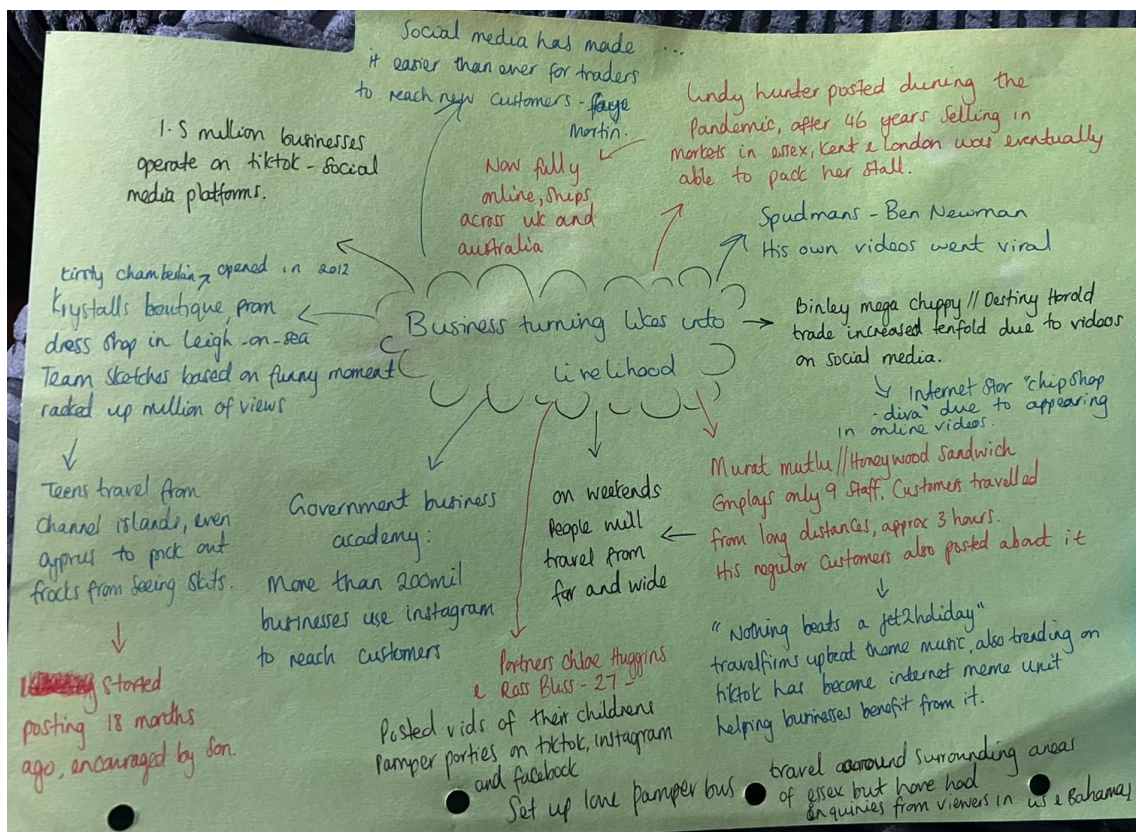


Academic Skills Assignment 1

In-Class notes:



Part 2:

1. What is the main idea of the whole text?

Social media platforms have helped many small businesses succeed in growing and expanding their customer base just by posting online. Platforms such as TikTok and Instagram help smaller businesses promote what they offer without exceeding their budget or needing physical ads to attract new customers.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

One key point is that customers travel great distances to visit a business after seeing it shared online. As shown in the article, people have travelled three hours to Honywood Sandwich Shop specifically to try the chicken burger they discovered on TikTok through their viral videos made by them or their regular customers.

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

One different key point is that being relatable as well as genuine online works better than traditional adverts because people seem to prefer to buy from real people rather than seeing standard adverts that are not as engaging. For instance, Linda Loo's Boutique has grown from a market stall into a business that ships not just out of the local area but worldwide, simply by sharing her authentic side that many customers connected with.

4. Which part of the text do you think is most important, and why?

I think the most important part is how social media gives every small business a fair chance without having to spend more than they can afford. Chloe and Ross started their party business just by posting videos and now they reach people all over the world. This matters most to me because it shows being real and sharing what you do is enough to succeed. It also shows people are drawn to you as the person behind the business and what you stand for as whole.

Reflection:

5. What did you find difficult in this task (including in-class components) and why was it difficult?

At first, I found it difficult to pick out only the most important information because skimming through texts has been my weak point. I would read every little detail over again, which delayed me from focusing on the key information and made my ideas confused, so it was hard to write a clear conclusion. It was a challenge for me because I like my thoughts to be very organised so I can present an articulate final piece. I also found designing a clear mind map difficult. Gathering my thoughts into one place would sometimes make my mind go blank and lead me back to reading the entire text again. This caused me to write full paragraphs, and I still sometimes struggle to reword things in the moment.

6. What helped you with this difficulty, and how did it help you?

To help with this I started reading through the text once to get the main idea before I went back and picked out only the key information. This helped me stop getting lost in small details and kept my focus on what mattered. I also learned to note down information that I remembered from the text instead of writing full paragraphs right away. I am still working on improving this skill, so in future my writing is well articulated and simple for anyone to understand, without adding details that does not keep them engaged.