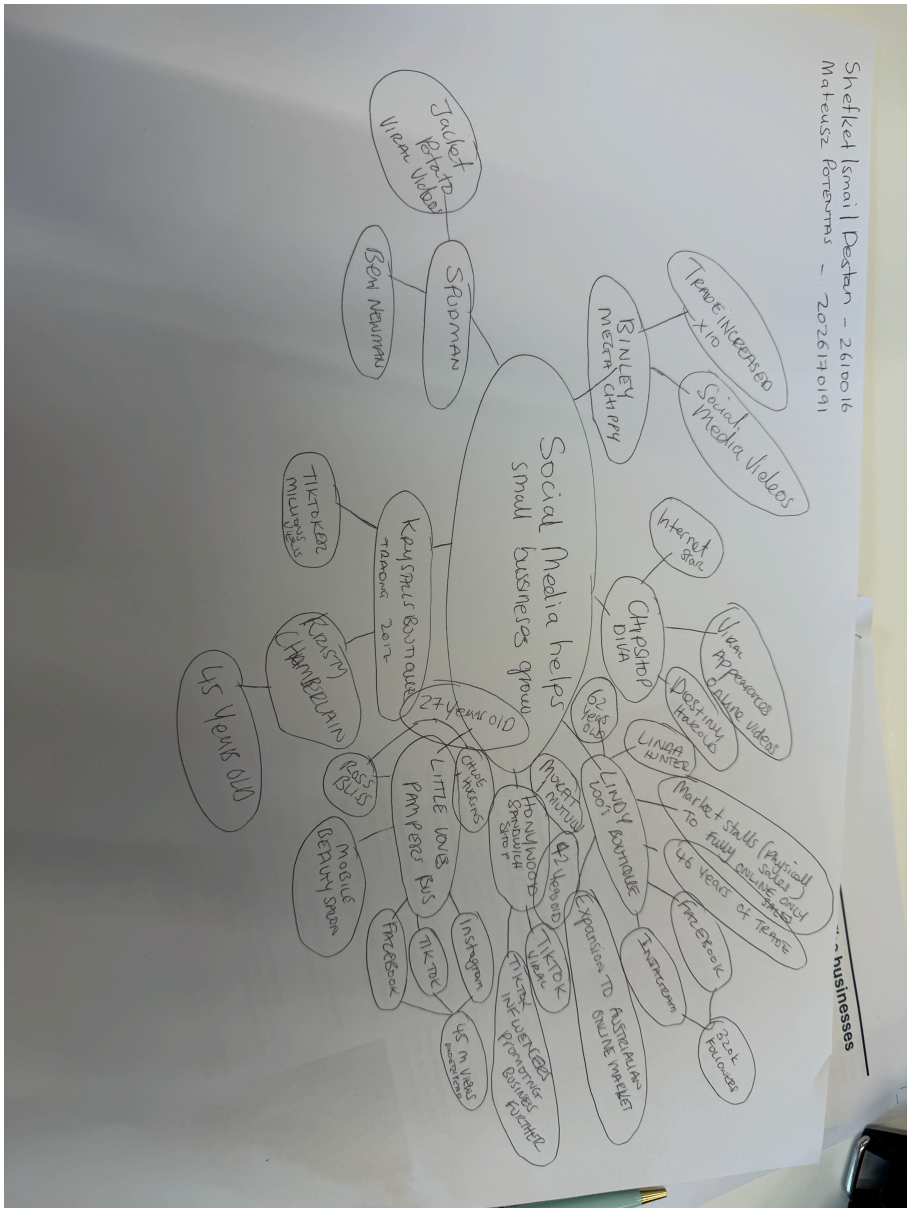
Prifysgol Cymru
Y Drindod Dewi Sant
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Trinity Saint David

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.

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

   How small businesses introduce social media and the impact it has on their growth.

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

One of the businesses that proves social media has had a positive impact is “Lindy Loo’s Boutique”. Linda Hunter the owner who has been in trade for 46 years had solely worked in market stalls. However now thanks to social media (Instagram & Facebook) reached 320k followers and grew her business to online markets in Australia and decided to do online sales only.

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 is video content creation by “Binley Mega Chipey” since uploading videos of the business on social media the owner has seen an increase in sales 10 fold.

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

Reflection: In my opinion i believe the article as a whole is important and delivers a strong message to all the small business owners. No matter if you are a fresh start up or a well established business already trading for a number of years social media can have a huge impact on your sales. As a whole i believe social media and markt trends are focusing on using social media platforms and this article is trying to get the message across.

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

In class working on citations and referencing. It was difficult because i have not used this form of writing for a while and out of academic studies for a number of years.

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

The lectures i have attended in the last two weeks have covered the academic writing and Harvard referencing.