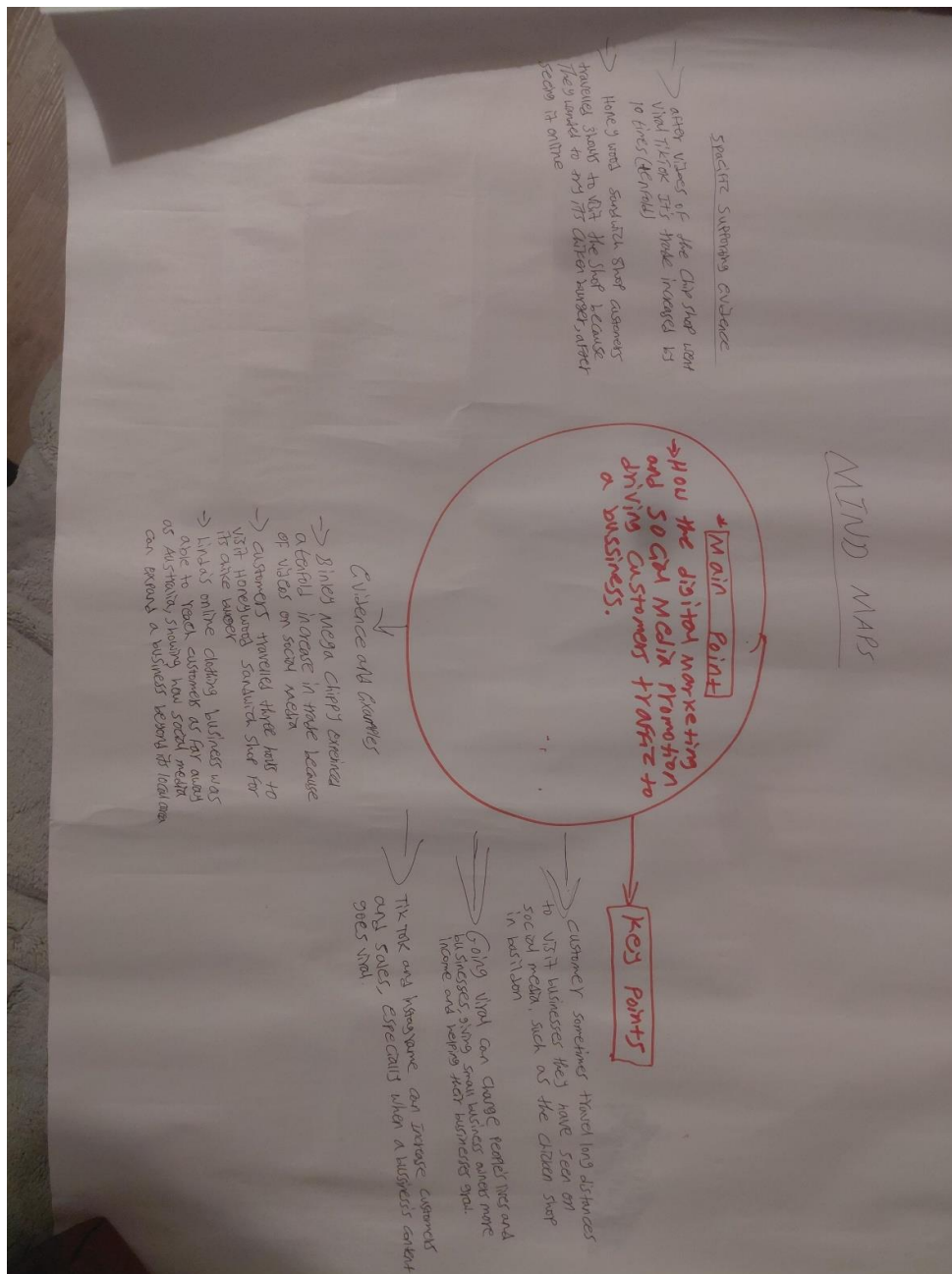




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Assessment 1 – Reading Task Template

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 THE DIGITAL MARKETING AND SOCIAL MEDIA PROMOTION DRIVING CUSTOMERS TRAFFIC TO A BUSSINESS

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

KEY POINT:- SOCIAL MEDIA CAN HELP SMALL BUSSINESS INCREASE THEIR CUSTOMERS AND SALES

Binley mega chippy became popular after its videos went viral on TikTok, and its trade increased tenfold (10 times). This shows how social media can have a major positive impact on a small business.

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

Key point: Social media can attract customers from far away, helping local businesses reach a much wider audience.

Specific example: Honeywood Sandwich Shop attracted customers who travelled 3 hours just to try its chicken burger after seeing it on social media.

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

The most important part of the text is the example of Binley Mega Chippy.

It is important because the shop's trade increased tenfold after its videos went viral on social media. This clearly shows the power of social media to help small

businesses attract more customers and increase sales, which is the main idea of the text.

Reflection:

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

I found it difficult to identify the key points and supporting evidence because the text had a lot of information and examples. It was also difficult to choose the most important evidence and explain how it supported the main idea.

- 6. What helped you with this difficulty, and how did it help you?**
Reading the text carefully and highlighting the key points, names, numbers, and facts helped me. It made it easier for me to understand the main idea and choose the best evidence to support my answers