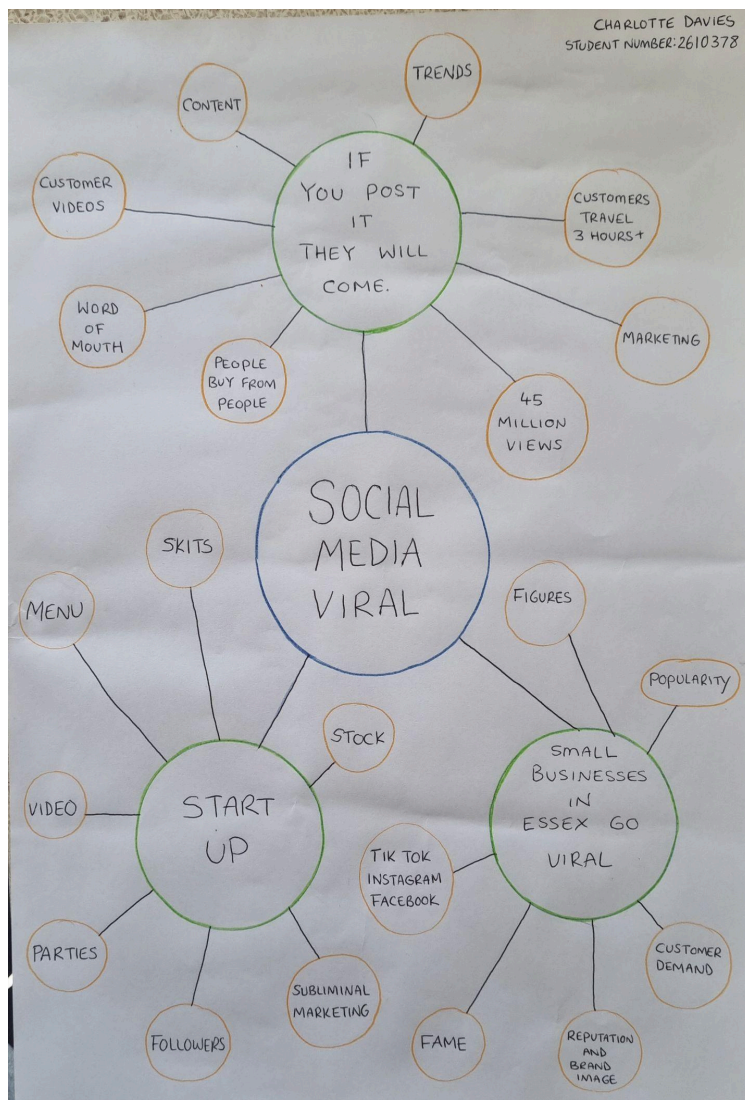




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Assessment 1 – Reading Task Template

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?

The main idea of the text is 'Going viral on Social Media'. Each story listed in the BBC article is discussing how their small businesses boosted after going viral using a range of Social Media sites. The people interviewed, explained how the use of different tools (listed in the mindmap displayed) helped going viral become possible.

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

A key point that supports the main idea is "If you post it, they will come". I have decided to use this as a key point as it is the main headline of the BBC article, which demonstrates how powerful the use of Social Media and word of mouth can be; if you're lucky enough to get on the algorithm, today's society enjoys a good trend, and people tend to follow suit. A Good example of this is Honywood Sandwich Shop, which is tucked away on a small industrial estate, and became popular over videos about their 'famous chicken sandwich', stating customers travel more than three hours just to try it.

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

The next key point that I have selected is 'Start Up' as this is a key ingredient to success. All of the businesses interviewed in the BBC article, state that they have all received Social Media success by uploading videos (themselves or customers) of their stock using subliminal marketing skits (F. Martin, Marketing expert), which gains followers, which brings in customers.

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 last paragraph interviewing Faye Martin. Faye states how people buy from people, and they want to buy products/ food/ stock that come from an authentic and relatable source. I think readers will be inspired by this piece of text, as it shows that you don't have to be a big corporate company or brand name to do well. All it takes is a video and word of mouth.

Reflection:

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

What I found difficult in this task was to not overthink, and to keep it basic. It's very easy for me to focus on one section, rather than investigate as a whole. Asking myself "Is this too much" or "have I not done enough?" I tried to keep it as focused and simple as I could.

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

Once I came up with a plan and a structure, and read through the text a few times, it definitely helped me categorise the different sections. I also think doing one or two drafts first helped me decide which format I liked the best, and which direction was best for me to go. It was enjoyable and less stressful than I thought. I feel after doing this assignment, I will definitely feel a lot more confident with it in the future.