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Assessment 1 – Reading Task Template

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

Week 3

Reading and analysing:

Reading and analysing is a two-step process: first you take in what the text says, then you break it down carefully to understand its meaning, check if it makes sense, and dig deeper into what it's really saying.

Mind-maps:

=a mind map is a visual diagram used to capture, organise, and link information around a single central concept. As well as this instead of writing notes a mind map mimic the human brain naturally to process.



What is a Main idea:

A main idea is the main point or central message the author wants you to take away from the text. It is like the core theme that everything else connects back to, and it holds the whole piece together.

What are key details:

Key details are the specific examples, facts, and information that back up and explain the main idea. If the main idea was the roof of a house, the key details would be the strong pillars holding it up.

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?

Social media platforms like TikTok and Instagram help small local businesses reach huge new audiences far from home and turn that attention into real income and growth that helps their business. The BBC news article shares stories of businesses such as Honywood Sandwich Shop, Lindy Loo's Boutique, and Little Love's Pamper Bus all finding far more customers through these social media platforms. This shows social media is a powerful digital tool that levels the playing field for small independent businesses.

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

Customers sharing their own experiences online can give businesses sudden, widespread attention that they could have never get otherwise. One example is, Murat Mutlu's Honywood Sandwich Shop in Basildon had people travelling three hours just to try his chicken burger after a regular customer posted about it online. This one share brought visitors from everywhere around the country and boosted his business a lot.

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

Posting directly on social media lets businesses expand beyond their local area to serve people across the country and even globally sometimes. Linda Hunter at Lindy Loo's Boutique started posting on Instagram during the pandemic and now ships her clothing across the UK and all the way to places like Australia, growing from a small market stall into a fully online business. This proves there is no longer a geographic limit on who business owners can reach.

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

The real-life examples of everyday people succeeding is the most important part for me because they show anyone can do it, not just big or famous companies. At Krystals Boutique in Leigh-on-Sea, owner Kristy Chamberlain says customers travel four or five hours from places like the Channel Islands and Cyprus after seeing her prom dress sketches online. This shows simple, authentic content really does work better than fancy money loaded ads.

Reflection:

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

The hardest part was finding the single main idea because the text covers so many different businesses, each with their own unique story. It was tricky because every example felt important on its own. For example, like the Pamper Bus getting 45 million views in under a year, so I had to think outside the box to see what message connected all of them. I had to look past individual details to find the shared theme in the article.

I also found it difficult that I had to include specific details from the article within my sentences as this type of formatting or assignment writing is slightly new to me, but I feel as if I got through it well.

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

I went through each business and wrote down what they all had in common, every single one grew significantly after posting on social media platforms. I also noticed the article states more than 200 million businesses worldwide use Instagram, which shows this is a huge, widespread trend not just a few lucky cases. Once I saw that common thread, the main idea became clear, and after reading over the text a couple of times and analysing it the best I can, I then could structure all my answers properly.