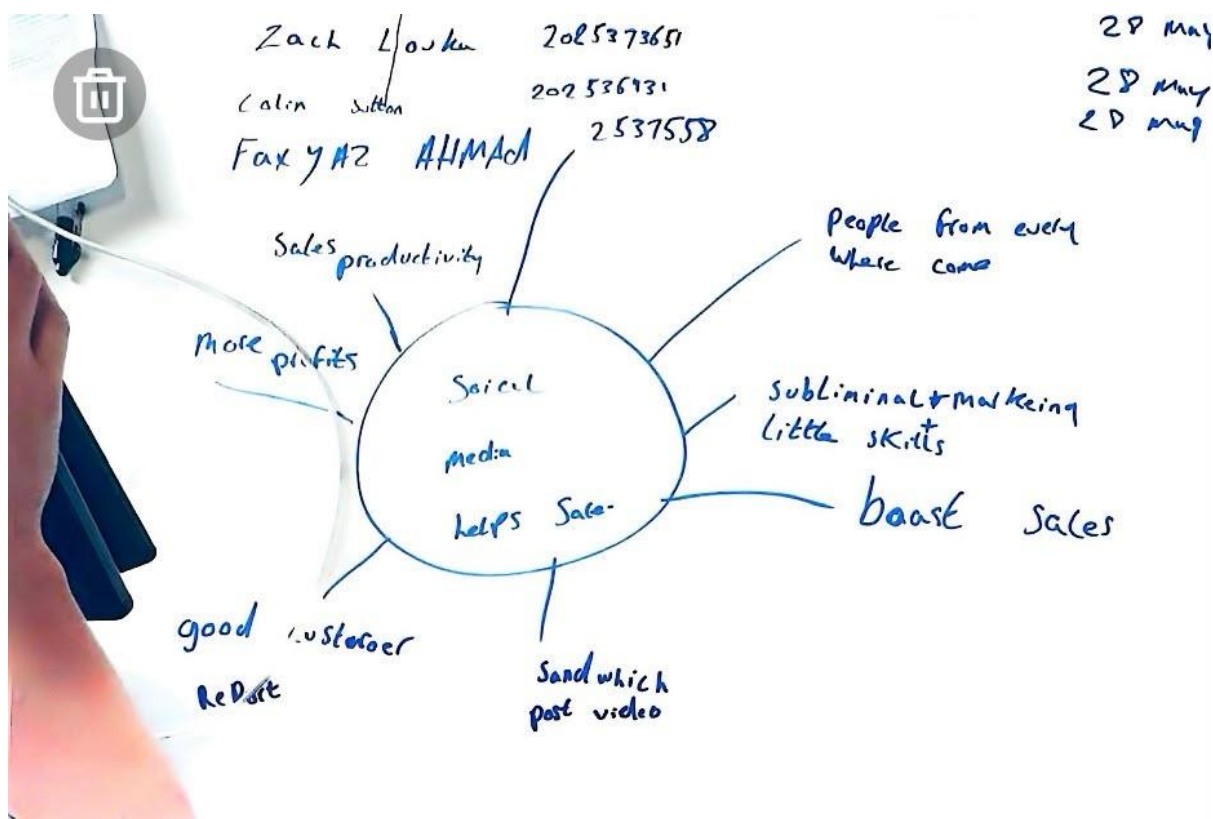




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Task 1 – Reading Task Template

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



1. Answer these questions using the sentence starters below

a. What is the main idea of the text?

The main idea is that social media platforms such as TikTok and Instagram can help businesses drastically by attracting more customers and more sales.

b. What are two key points?

One key point is that businesses can get many new customers when their videos and posts go viral.

Another key point is customers prefer short, relatable videos over normal advertising

c. What part of the text did you find most important? Why?

The most important part is people buy from people and prefer content they can relate to. This is important for businesses as it helps them build trust with their customers. This means the customers are more likely to buy.

d. Was anything unclear or difficult to understand?

I was not sure about how subliminal marketing works and how businesses use it in their social media.

e. How did your group help you understand the text better?

My group helped me by discussing the text and explaining parts I did not understand which made it easier for me.

3. One sentence reflection

Question: What did you find challenging about this task?

The hardest part was summarising the text into key points and deciding which information was most important.