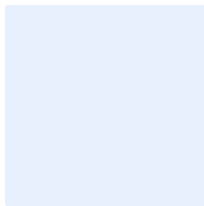


Task 1 – Reading Task Template

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 allows platform such as Instagram and TikTok to gain significant attention to go viral and to turn popularity online into real growth, increase customers and boost earnings.

b. What are two key points?

One key point is that they share genuine content and the two business owners and how they interact and reach out to customers is very compelling to captivate the attention of new customers even from even if they from very far away. Another key point is the two businesses have noticed a huge success for example 10x increase in their trading, getting above average views after they have gained significant popularity on social media.

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

The most important part is that viewers respond to real, authentic advertisement and relatable standard content advertisement as it shows how a lot of business in todays generation use social media the correct way to earn the trust of viewers and increase expansion.

d. Was anything unclear or difficult to understand?

I was not sure about what I had to do in the beginning of this module but after reviewing everything on Moodle and reading everything I was able to clearly understand what I had to do.

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

My group helped me by to understand what I was reading and how to analyse key information. Though I was not there for assignment I was able to watch the video online to understand what I had to do.

3. One sentence reflection

Question: What did you find challenging about this task?

The hardest part was analysing the whole text without copying everything word for word and to differentiate all the stories also information. For example, supporting certain details then deciding which source of information are most applicable to answer all the questions clear and correct. I have also made sure understand how to use each concept to the best of my knowledge to explain everything in the simplest term rather than copying all the information that was given to me as it required to pay close attention and use critical thinking.