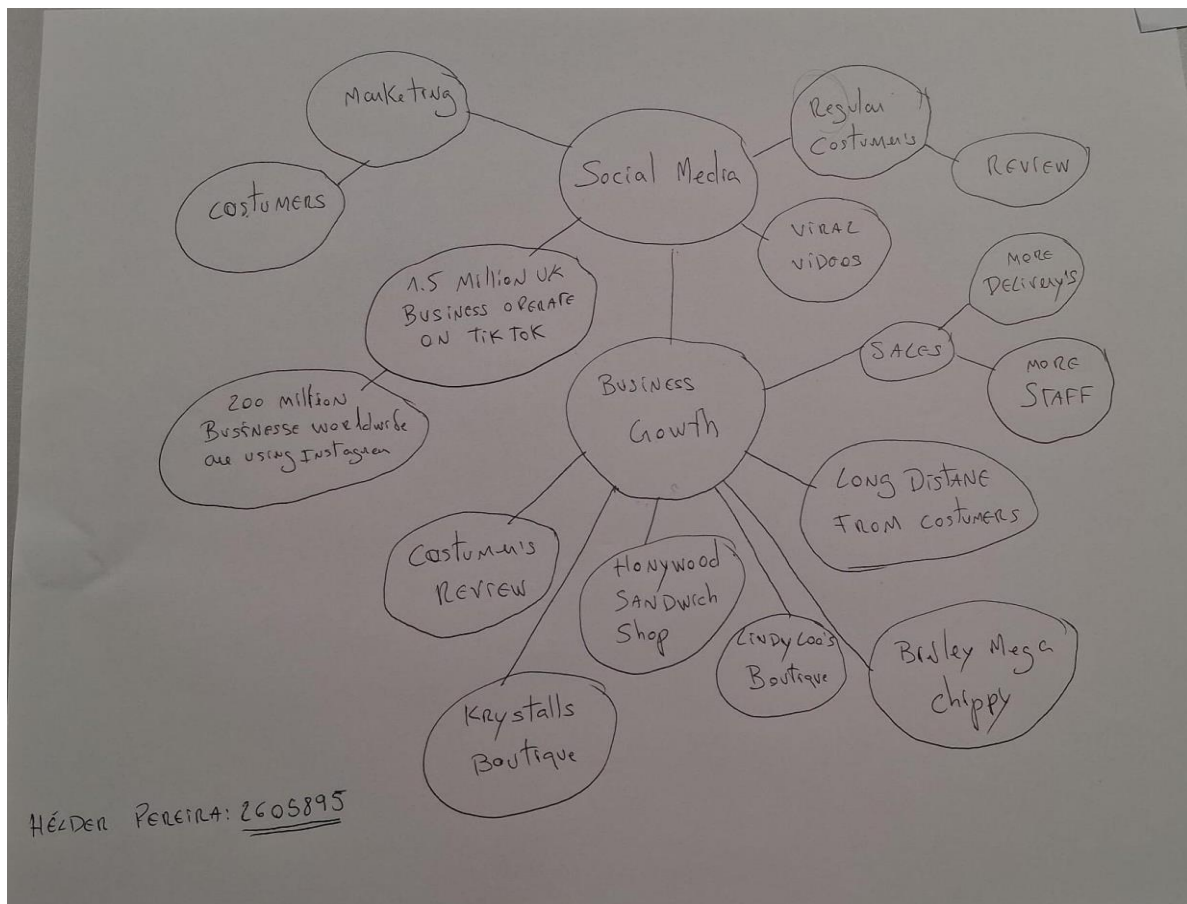




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Assessment 1 – Reading Task Template

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 that social media platforms such as tiktok, instagram and facebook can help business grow by attracting new customers.

The article gives examples of small business that have become popular with viral videos and customer reviews.

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

One key point is that social media can help business reach customers beyond their local area.

For example, Krystalls Boutique in Leigh-on-Sea become popular with funny videos and customers travelled from places such as the Channel Island and Cyprus to buy prom dresses.

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

Another Key point is that social media can help business increase sales and develop their services. For example, Lindy Loos Boutique owner, Linda Hunter, moved her clothing business fully online after using social media to reach customers across the UK and even Australia.

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 explanation that customers trust genuine and relatable content on social media. The marketing expert says that people buy from people, showing that business can build trust with customers by sharing authentic videos rather than only using traditional advertisements.

Reflection:

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

I found it difficult to understand the main idea because the article had many examples of different businesses. Some words were also difficult to understand.

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

Making a mind map helped me organise the information. Reading the article carefully and finding important points helped me understand it and answer the questions in my own words.