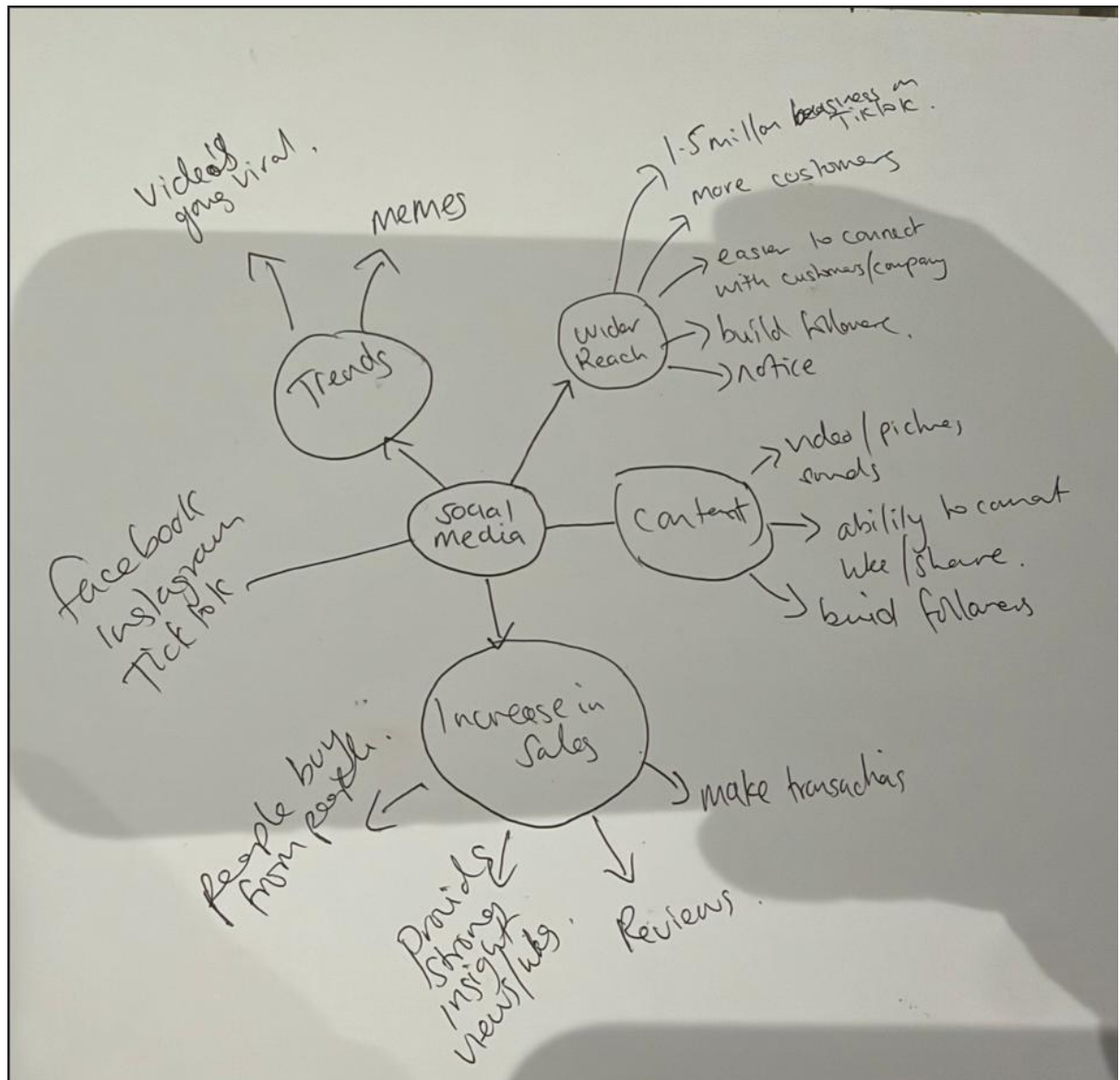


Academic skills – Assignment 1

Mariyam Yasmin

Mind map



1. What is the main idea of the whole text?

The BBC article is based around how small businesses in Essex have grown using social media. The text provides ample amount of information including figures, images and personal quotes to show the effectiveness of platforms such as TikTok, Instagram and Facebook.

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

Krisy who owns Krystalls Boutique, a prom dress shop in Leigh-on-Sea, said in her statement that her customer base has expanded far and wide and now covers Europe. this is considered as a key point which shows how powerful social media is and how effective it is for her small business.

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

Partners Chloe Huggins and Ross Bliss, from Thundersley, explained after posting videos of their children's pamper parties on TikTok, Instagram and Facebook about their business Little Love's Pamper Bus, the business has racked up about 45 million views in under a year, according to Ross. Social media has supported them to grow their business significantly.

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

I think the most import part of the text I the opening paragraph as it states what the article is about and sets the scene of the content of the articles and the strength of social media.

Reflection:

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

The mind map requires deep thinking as the topic is quite broad. Putting this into logical structure was difficult but very useful way of understanding text in depth.

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

Primary research, as I have my own business online and the strength of my own understanding of social media and how my business has grown with it helped me with this difficulty.