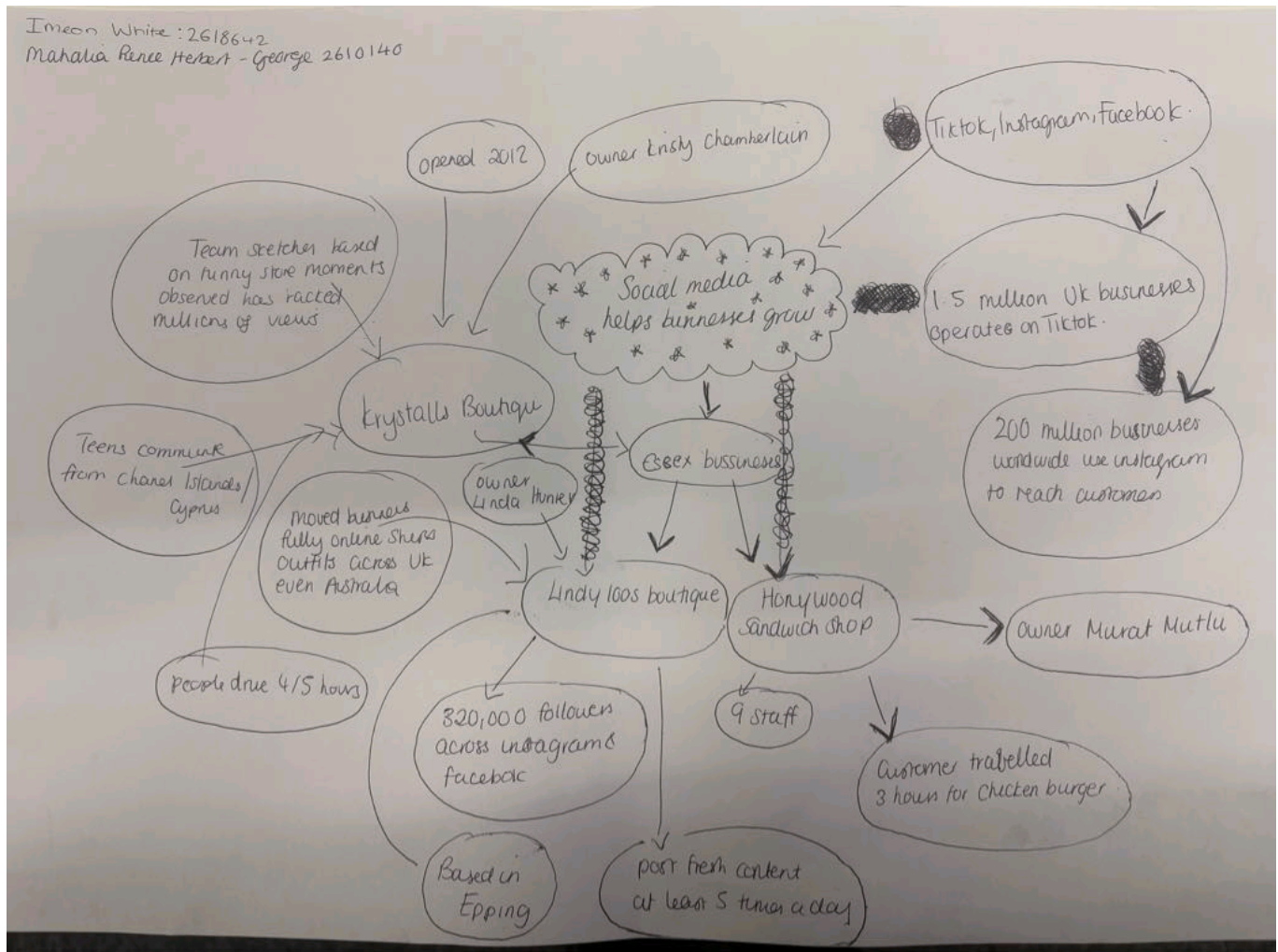




Assessment 1 – Reading Task Template

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 whole text is to show how social media platforms such as TikTok Facebook and instagram can be used to increase business sales, attract new customers and give the business international popularity.

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

A key point that supports the main idea in the article is when it's spoken about the viral videos and how it can help businesses attract more customers and increase the sales. An example of this is when Binley Mega Chippy saw its trade increase tenfold just because of videos that had been shared on social media platforms.

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

Another key point that supports the main idea is that businesses are able to reach customers from far away, not just people close by and that live locally. An example of this is that Krystalls boutique based in Leigh on Sea became extremely popular after they started posting funny videos. This caused teenagers from countries such as Cyprus to buy a prom dress making it an international success.

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

I think the most important part of the whole article is when they explained how social media changed a small business called Little Loves pamper bus. They had received over 45 million views in just under a year alone. This shows us that social media can make a huge impact on a small business grow and reach such a wide audience.

Reflection:

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

The part of this task I doing most difficult was being able to identify the main idea from the much smaller details, for example doing the mind map with my pair. There is so much information about different businesses so it was difficult to figure out what was most important.

- 6. What helped you with this difficulty, and how did it help you? Reading the article thoroughly and numerous times and discussing it with my pair and lecturer. We focused on the examples of businesses becoming successful through social media which made me understand the main message and choose the relevant information to support my final answers**