Black Friday (A2/B1)



Exercise 1: Ask and answer the questions below with a partner or in small groups.

1. What is Black Friday?
2. Do you prefer shopping online or in shops?

Exercise 2: Match the vocabulary to the definition below.

1. retailer **n**	A. move quickly.
2. profit **n/v**	B. a person/business that sells things.
3. loss **n**	C. made cheaper.
4. rush **v**	D. a person who buys things.
5. consumer **n**	E. the noun of the verb lose.
6. promotions **n**	F. offers of products/services at good/cheaper prices than usual.
7. reduced **adj**	G. the buying of products & services, and the belief that it is good for society.
8. deals **n**	H. advertising to encourage people to buy something.
9. consumerism **n**	I. the money earned by businesses, after costs are deducted.



Exercise 3: Complete the text with the vocabulary in the box below.

consumerism	promotions	deals
profit	rushing	retailers
consumers	loss	reduced

Black Friday **takes place** every year on the day after Thanksgiving Day and is usually the first day of the Christmas **shopping season** in the United States. Many people **have the day off work** to go shopping and enjoy a four-day weekend.

Traditionally, on this day, **1.** _____ open their doors for longer hours and offer their products **for sale** at **2.** _____ prices. Unfortunately, because of the high number of shoppers **3.** _____ to get into the shops and **fighting over** products, there have been a number of **injuries** and even deaths.



Nowadays, **4.** _____ are available for longer, **throughout** November and December, and **due to** the increase in online shopping, **5.** _____ can find **bargains** without leaving their couch. Black Friday was originally a U.S. event, but it is now becoming popular in other parts of the world.

Meaning of the Term 'Black Friday'

The **term** 'Black Friday' was first used in the 1960's by police to describe the streets of Philadelphia which were always busy with heavy **traffic** and shoppers on the Friday after Thanksgiving. However, retailers have since brought another meaning to the term 'black', connecting it to the idea that this is the time of year when retailers began to make a **6.** _____, which in **accounting** terms is referred to as being 'in the black', whereas before this date, they would often be 'in the red' (making a **7.** _____).

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Cyber Monday & Buy Nothing Day



Retailers soon noticed that the Monday following Black Friday was a day when consumers would commonly shop for **8.** _____ online, so they invented the term 'Cyber Monday' and used it to **encourage** people to shop online instead of **in person** on this day.

In recent years, many people have chosen not to buy anything on Black Friday, as a **protest** against **9.** _____ and **overconsumption**. Buy Nothing Day is **marked** by people in different ways; some choose to protest publicly in shopping centres while others spend the day in nature.

Since Black Friday started, other retail days have been created over the years, such as Green Monday, Small Business Saturday, Super Saturday and Giving Tuesday.

Exercise 4: In pairs, guess the meaning of the language below from the context in the text above.

take place
= _____
shopping season
= _____
have the day off work
= _____
for sale
= _____
fight over
= _____
injuries
= _____
nowadays
= _____
throughout
= _____
due to
= _____

bargains
= _____
term
= _____
traffic
= _____
accounting
= _____
encourage
= _____
in person
= _____
protest
= _____
overconsumption
= _____
mark (an occasion)
= _____

Exercise 5: Web Quest



Work in groups to find out more about the retail holidays listed below by searching online. Then share what you discovered with your group.

1. *Green Monday*
2. *Giving Tuesday*
3. *Small Business Saturday*
4. *Super Saturday*

Exercise 6: Ask and answer the questions below with a partner.

1. Do you usually try to find bargains in the Black Friday or Cyber Monday sales?
2. Why do you think people overconsume?
3. Do you think you overconsume? If so, how could you reduce your consumption?
4. How would reducing consumerism change the planet and how we live?
5. Name one thing you bought that you didn't need or never used.



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Teacher's Notes

Lesson: Black Friday | **Level**: A2 - B1 | **Time**: 1 hour

Preparation:

– Print or display handouts.

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>
> - Let's talk about... Clothes Shopping
> - Let's talk about... Grocery Shopping
> - Black Friday (B1+/B2)

Teaching Method:

Step 1:

– Put students into pairs or small groups to discuss the questions in exercise 1.
– Elicit any information about Black Friday that came up in the discussion and add it to the board.
Note: Tell students they will learn more about Black Friday in the reading exercise.

Step 2:

– Students work individually, matching the vocabulary to the definitions in ex 2, before comparing in pairs.
– Elicit answers, giving further definitions and examples where needed, and drilling correct pronunciation.

Step 3:

– Give the students about 10 minutes to read through the text in exercise 3, completing the gaps with the correct words from exercise 1, before comparing with their partner.
– Correct the answers as a class.

Step 4:

– Students work in pairs to guess the meaning of the vocabulary in exercise 4.
– Correct the answers as a class, giving further explanation and examples where needed, and drilling correct pronunciation.

Step 5:

– Explain the meaning of ***web quest***, if necessary.
– Students work in pairs/groups to find out more about other retail days by looking up the given names online. (Allow about 5 minutes for the web quest)
– Students share what they discover with their group. (Allow about 10 minutes for this)

Step 6:

– Students practise their speaking skills, asking and answering the discussion questions in exercise 6.

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Answers & Pronunciation

Lesson: Black Friday **Level:** A2 - B1 **Time:** 1 hour

Exercise 2:

1. B
2. I
3. E
4. A
5. D
6. H
7. C
8. F
9. G

Exercise 3:

1. retailers
2. reduced
3. rushing
4. promotions
5. consumers
6. profit
7. loss
8. deals
9. consumerism

Vocabulary:	British:	American:
accounting	əˈkaʊntɪŋ	əˈkaʊntɪŋ
bargain	ˈbɑːgɪn	ˈbɑrgən
consumer	kənˈsjuːmə	kənˈsumər
consumerism	kənˈsjuːmərɪz(ə)m	kənˈsumə˛rɪzəm
deals	diːlz	dilz
encourage	ɪnˈkʌrɪdʒ	ɛnˈkɜrɪdʒ
fight over	faɪt ˈəʊvə	faɪt ˈoʊvər
for sale	fɔː seɪl	fɔr seɪl
in person	ɪn ˈpɜːsn	ɪn ˈpɜrsən
injuries	ˈɪndʒəriz	ˈɪndʒəriz
loss	lɒs	lɔs
mark an occasion	mɑːk ən əˈkeɪʒən	mɑrk ən əˈkeɪʒən
nowadays	ˈnaʊədeɪz	ˈnaʊə˛deɪz
overconsumption	ˌəʊvəkənˈsʌm(p)ʃən	ˈoʊvərkən˛sʌmpʃən
profit	ˈprɒfɪt	ˈprɑfət
promotions	prəˈməʊʃənz	prəˈmoʊʃənz
protest	ˈprəʊtɛst	ˈproʊ˛tɛst
reduced	rɪˈdjuːst	rəˈdust
retailer	riːˈteɪlə	ˈri˛teɪlər
rush	rʌʃ	rʌʃ
shopping season	ˈʃɒpɪŋ ˈsiːzn	ˈʃɑpɪŋ ˈsizən
term	tɜːm	tɜrm
throughout	θru(ː)ˈaʊt	θruˈaʊt
traffic	ˈtræfɪk	ˈtræfɪk

Exercise 4:

1. happen, occur.
2. period of time before Christmas when people shop a lot.
3. not having to work on a particular day.
4. offered for people to buy.
5. argue about something that both people want.
6. physical damage or harm to someone's body.
7. in the present time in contrast with the past.
8. from the beginning until the end.
9. because of
10. something offered for sale at a cheaper price than usual.
11. a word/phrase given to describe something.
12. cars, trucks, motorbikes, etc. moving along a road.
13. the work of recording the financial transactions of a business.
14. support or motivate someone to do something.
15. being physically present doing something.
16. expressing your dissatisfaction publicly at a meeting or refusing to work, pay for something, do something, etc.
17. buying more than is needed.
18. celebrate.

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