

# Black Friday

## Pre-Reading

### A. Warm-Up Questions

1. When is Black Friday?
2. What is Black Friday?
3. What does the colour "black" refer to in Black Friday?
4. Will you go shopping on Black Friday? Why or why not?



### B. Vocabulary Preview

Match up as many words and meanings as you can.  
Check this exercise again after seeing the words in context on page 2.

- |                       |   |
|-----------------------|---|
| ___ 1. retailer       | a) expensive                                  |
| ___ 2. encourage      | b) in debt                                    |
| ___ 3. big-ticket     | c) to begin with great energy                 |
| ___ 4. traffic        | d) a good price, a sale                       |
| ___ 5. in full swing  | e) a lot of vehicles on the roads             |
| ___ 6. in the red     | f) a person or place that sells products      |
| ___ 7. cross-border   | g) to try to get someone to do something      |
| ___ 8. deal           | h) in another country                         |
| ___ 9. jump-start     | i) already in progress                        |
| ___ 10. crowded       | j) caring and concerned about the environment |
| ___ 11. consumerism   | k) full of people                             |
| ___ 12. eco-conscious | l) the desire to buy new things often         |

## Reading

1. Black Friday occurs at the end of November on the Friday after American Thanksgiving. It is not an official holiday; however, it is the most popular shopping day in the US. On Black Friday, US **retailers** offer special discounts to **encourage** people to begin their holiday shopping.
2. Retailers often open early on Black Friday. In fact, the opening times seem to get earlier each year, and some stores open as early as midnight. Serious shoppers camp out the night before to make sure they are first in line for **big-ticket** items. Discounted electronics are often only available in limited quantities.
3. The term “Black Friday” originated in the 1960s. Bus and taxi drivers used the word “black” to describe heavy **traffic** the day after Thanksgiving. Retailers, on the other hand, had a different explanation. With holiday shopping **in full swing**, their businesses were no longer **in the red**. (Traditionally, red ink meant debt and black ink meant profit.)
4. As Black Friday caught on, many Canadians began heading south for **cross-border** shopping. Canadian retailers had to offer special **deals** to keep shoppers in Canada. Likewise, retailers in other countries, including India, France, and Mexico, adopted Black Friday promotions to **jump-start** holiday shopping. In fact, these days, Black Friday is more of a season than a single shopping day.
5. In some ways, Black Friday is the opposite of Thanksgiving. On Thanksgiving Day, people enjoy food with friends and family and express thanks for what they have. In contrast, Black Friday shoppers stand in long lines to buy things they don’t need. Fights often break out, and some people have even been killed in **crowded** parking lots and malls.
6. Many people think Black Friday has taken the focus away from family during the holidays. Moreover, it encourages **consumerism** in a world that needs to be more **eco-conscious**. Those who are against Black Friday can observe “Buy Nothing Day” instead.

## Comprehension

Answer the following questions in your notebook.

1. What happens on Black Friday?
2. What is paragraph three mainly about?
3. Why did Canadian retailers begin holding Black Friday sales?
4. What are some negative aspects of Black Friday?
5. How does the reading end?

# Vocabulary Review

## A. Complete the Sentences

Complete the sentences using vocabulary from page 1.  
You may need to change the word forms.

1. I never buy \_\_\_\_\_ items like TVs online.
2. Holiday shopping is \_\_\_\_\_ by late November.
3. We were \_\_\_\_\_ until we sold our house.
4. I \_\_\_\_\_ you to check out the online deals before you go to the mall.
5. I'd rather take the train than sit in \_\_\_\_\_ for two hours.
6. We're not using plastic bags anymore. We're trying to be more \_\_\_\_\_.
7. I don't like shopping malls because they are too \_\_\_\_\_.
8. Unlike Black Friday, Buy Nothing Day is an anti-\_\_\_\_\_ holiday.

## B. Synonyms or Antonyms?

Indicate whether the word pairs are synonyms (same meaning)  
or antonyms (opposite meaning).

1. jump-start / delay \_\_\_\_\_
2. deal / discount \_\_\_\_\_
3. debt / profit \_\_\_\_\_
4. cross-border / national \_\_\_\_\_
5. consumerism / minimalism \_\_\_\_\_
6. eco-conscious / environmentally friendly \_\_\_\_\_
7. encourage / persuade \_\_\_\_\_
8. crowded / empty \_\_\_\_\_

# Grammar Review

## TRANSITION WORDS & PHRASES

### A. Introduction

Transition words and phrases show relationships between ideas. They improve the flow of your writing (and formal speaking).

#### Adding Information

Here are some that introduce more information:

- In addition,
- Moreover,
- In fact,
- Furthermore,
- Similarly,
- Likewise,

#### Contradicting Information

These ones introduce conflicting information:

- In contrast,
- On the other hand,
- Unlike \_\_\_\_\_ ,
- However,
- Nonetheless,
- And yet,

### B. Practice

Improve the flow of these sentence pairs by rewriting them in your notebook. Use transition words and phrases from Part A above.

Ex. Black Friday shoppers are looking for good deals. Retailers are looking for profits.

*Black Friday shoppers are looking for good deals. In addition, retailers are looking for profits.*

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1. Black Friday sales take place in shopping malls. Cyber Monday sales take place online.
2. Black Friday season is bad for the environment. Black Friday shoppers waste their money.
3. Americans spend Thanksgiving weekend at the malls. Many Canadians go cross-border shopping.
4. On Thanksgiving, families get together to enjoy a feast. Many holiday shoppers are alone and "hangry."\*
5. Black Friday began as an American event. Several nations around the world now have Black Friday promotions.


### C. Context

How many transition words can you find in the reading on page 2? Circle the ones you find.

#### **\*Hangry**

*Hangry is slang for hungry + angry.*

## Listening

 <http://blog.eslibrary.com/2017/11/08/podcast-black-friday/>

Fill in the blanks as you listen to the recording.

1. Black Friday occurs at the end of November on the Friday after American Thanksgiving. It is not an official holiday; however, it is the most shopping popular day in the US. On Black Friday, US \_\_\_\_\_ offer special discounts to \_\_\_\_\_ people to begin their holiday shopping.
2. Retailers often open early on Black Friday. In fact, the opening times seem to get earlier each year, and some stores open as early as midnight. Serious shoppers camp out the night before to make sure they are first in line for \_\_\_\_\_ items. Discounted electronics are often only available in limited \_\_\_\_\_.
3. The term “Black Friday” originated in the 1960s. Bus and taxi drivers used the word “black” to describe heavy \_\_\_\_\_ the day after Thanksgiving. Retailers, on the other hand, had a different explanation. With holiday shopping \_\_\_\_\_, their businesses were no longer in the red. (Traditionally, red ink meant debt and black ink meant profit.)
4. As Black Friday caught on, many Canadians began heading south for cross-border shopping. Canadian retailers had to offer special \_\_\_\_\_ to keep shoppers in Canada. Likewise, retailers in other countries, including India, France, and Mexico, adopted Black Friday promotions to \_\_\_\_\_ holiday shopping. In fact, these days, Black Friday is more of a season than a single shopping day.
5. In some ways, Black Friday is the opposite of Thanksgiving. On Thanksgiving Day, people enjoy food with friends and family and express thanks for what they have. In \_\_\_\_\_, Black Friday shoppers stand in long lines to buy things they don't need. Fights often break out, and some people have even been killed in \_\_\_\_\_ parking lots and malls.
6. Many people think Black Friday has taken the focus away from family during the holidays. Moreover, it encourages \_\_\_\_\_ in a world that needs to be more eco-conscious. Those who are against Black Friday can \_\_\_\_\_ “Buy Nothing Day” instead.

# Answer Key

## LESSON DESCRIPTION:

In this lesson, students read about Black Friday and discuss consumerism. They learn related vocabulary, answer comprehension questions, and practise using transition words and phrases.

**LEVEL:** Int

**TIME:** 1–1.5 hours

**TAGS:** Black Friday, Thanksgiving, shopping, consumerism, deal, bargain, sale, buying, stores, retail, environment

## Pre-Reading

### A. WARM-UP QUESTIONS

Discuss as a class, in small groups, or in pairs. Answers will vary.

- Black Friday is on the Friday after American Thanksgiving (at the end of November).
- Black Friday is the unofficial beginning to the holiday shopping season. It is a day when many people shop and many stores have deals.
- The colour “black” refers to the traffic. For retailers, it also refers to the opposite of being in debt.
- Answers will vary.

### B. VOCABULARY PREVIEW

- |      |      |      |      |       |       |
|------|------|------|------|-------|-------|
| 1. f | 3. a | 5. i | 7. h | 9. c  | 11. l |
| 2. g | 4. e | 6. b | 8. d | 10. k | 12. j |

## Reading (and/or Listening)

Read individually, in small groups, or as a class. You can also play the listening as your students read along. A gap-fill version of the reading is available on page 5. Help your students with vocabulary and expressions that they are unfamiliar with.

## Comprehension

- On Black Friday, retailers hold special sales and open early. Many consumers begin their holiday shopping.
- Paragraph 3 is mainly about the origin of the term “Black Friday.”
- Canadian retailers began holding Black Friday sales because too many shoppers were going to the US to begin their holiday shopping.
- Black Friday encourages people to buy things they don’t need. They waste time in long lines and get impatient in parking lots. Sometimes shoppers get violent.
- The reading ends by mentioning an alternative to Black Friday. Many minimalists and environmentalists prefer to celebrate the day after Thanksgiving as “Buy Nothing Day.” (This idea is catching on internationally.)

## Vocabulary Review

### A. COMPLETE THE SENTENCES

- |                  |                  |                |
|------------------|------------------|----------------|
| 1. big-ticket    | 4. encourage     | 7. crowded     |
| 2. in full swing | 5. traffic       | 8. consumerism |
| 3. in the red    | 6. eco-conscious |                |

### B. SYNONYMS OR ANTONYMS?

- |             |             |             |
|-------------|-------------|-------------|
| 1. antonyms | 4. antonyms | 7. synonyms |
| 2. synonyms | 5. antonyms | 8. antonyms |
| 3. antonyms | 6. synonyms |             |

*(continued on the next page...)*

# Answer Key cont.

## Grammar Review

### A. INTRODUCTION

Review the use of transition words and phrases to introduce additional information or contradicting information. (You may also want to go over other types of transitions words and phrases using this Resource: <https://esllibrary.com/resources/2546>)

### B. PRACTICE

Now give your students some time to practise writing linked sentences using transition words and phrases. This can also be done for homework. Answers will vary. For extra practice, ask students whether adding or contradicting transition words are needed (example answer: adding).

1. contradicting
2. adding
3. adding
4. contradicting
5. contradicting

### C. CONTEXT

1. however
2. In fact
3. on the other hand
4. Likewise, In fact
5. In contrast
6. Moreover

## Listening

Play the recording and have students fill in the blanks.

1. retailers, encourage
2. big-ticket, quantities
3. traffic, in full swing
4. deals, jump-start
5. contrast, crowded
6. consumerism, observe