






1.  **WARM-UP** Discuss the following questions.

- a) What is Black Friday?
- b) Is it popular in your country? Why (not)?
- c) Do you think that people can 'save' when going shopping in the sales? Why (not)?

2.  Match the underlined words and/or phrases from the text with words of a close meaning. Not all are used! Check for pronunciation and more at <https://dictionary.cambridge.org/>.

- | | |
|----------|--|
| a) _____ | association |
| b) _____ | havoc |
| c) _____ | suffocation |
| d) _____ | nickname |
| e) _____ | foyer |
| f) _____ | sale |
| g) _____ | not attend school/work, when this is unexcused |

3.  Complete the sentences below with the underlined words from the text. You may need to change the form. Check for pronunciation and more at <https://dictionary.cambridge.org/>.

- a) Commuters in a hurry _____ anyone who gets in the way.
- b) The parents are going to _____ their firstborn child Maria.
- c) Residents were ordered _____ the area before the hurricane made landfall.
- d) The government has been _____ elected by the people.
- e) At the meeting last Tuesday, she _____ her agreement by nodding her head.
- f) The political situation in Syria is said to be extremely _____.
- g) The traffic _____ in the city gets worse during the summer.



Black Friday is the sobriquet given to the shopping day after Thanksgiving. It bore the name of Black Friday owing to the heavy volume of shoppers creating traffic accidents and sometimes even violence. Police coined the phrase to describe the mayhem surrounding the congestion of pedestrian and automobile traffic in downtown shopping zones.

Historical data reveals it was an incredibly hectic shopping day long before it got christened. In the 1950s, people began calling in sick the day after Thanksgiving to give themselves a four-day weekend. Since stores were open, those playing hooky got a head start on their holiday shopping. Rather than trying to determine who was legitimately sick, businesses just added that day as another paid holiday.

Philadelphia police coined the terms Black Friday and Black Saturday to describe the traffic jams that occurred the two days after Thanksgiving. This was first reported in 1961 in Public Relations News. Retailers, however, did not appreciate the negative connotation with a black day of the week and wanted to make the name "Black Friday" mean something positive.

The Friday after Thanksgiving was one of the most profitable days of the year. Accountants use black to signify profit when recording each day's book entries. They use red to indicate loss.

So, Black Friday means profitable Friday to retailing and to the economy. Retail and consumer spending drive almost 70% of U.S. gross domestic product. Retailers adopted the name, but this time to reflect their success. To encourage more people to shop, they offered deep discounts, originally, only available on that day.

Despite the monetary injection budget-wise, Black Friday crowds still give the police headaches. Since 2010, Black Friday violence has resulted in 12 deaths and 117 injuries. Violence has become so grave The New York Daily News renamed it "Black-eye Friday." 🙄

The worst Black Friday occurred in 2008 when a man was trampled to death at a New York Walmart. Despite being 6'5" and 270 pounds, temporary worker J.D. died of asphyxiation when crowds stampeded into the store. At least 2,000 people broke down the doors, trapping the employee in a vestibule where he suffocated. Eleven other shoppers were also injured, including a pregnant woman. The year before, crowds at a Sacramento Walmart forced the store to evacuate when they started pushing and shoving to get deals on consumer electronics at 5:30 a.m. Black Friday violence has become so large-scale and the crowds so unruly that it's led to the Twitter hashtag #WalmartFights.



4. 🧑 Read the article, and decide whether statements 1-5 are true (T), false (F), or not given (?).

- 1) ____ Black Friday used to be teeming with buyers even prior to it being named.
- 2) ____ The business sector undertook a firm approach in answer to the employees' behaviour post-Thanksgiving.
- 3) ____ Shopkeepers minded the ill associations revolving around the holiday.
- 4) ____ Discounts account for the rough two-thirds bump in US GDP.
- 5) ____ Twelve people were hurt in the blackest of Fridays back in 2008.

5. 🗨️ **HAVE YOUR SAY!**

- a) How often do you go shopping? Where to? What for?
- b) Are you influenced by seasonal clearances? Why (not)?
- c) How do you define good value for money? Give example(s).



6. 🎥 **WEBQUEST** Watch the ABC News report. Complete the gaps with up to three words / numbers.


- 1) According to broadcast journalist Benitez, _____ can provoke disorderly conduct in shoppers.
- 2) Myrtle Beach records a _____ over televisions, which are labelled as _____, deeply discounted items.
- 3) _____ are estimated to hit the stores for Black Friday nationwide.
- 4) When _____ broke out at an Alabama mall, shoppers _____.
- 5) An increase of _____ has been noted in terms of average spending compared to that of last year.

7. 🗨️ **COMMENT THE COMMENTS**



Abby Clark 11 months ago
Only in America do we fight for things the DAY AFTER we celebrate giving thanks.

👍 1K 🗨️ REPLY



liztharuler 2 weeks ago
id rather stay home and keep my dignity, instead of acting like an animal and fighting over a sweater 🙄.

👍 1 🗨️ REPLY



Sofia Martinez 11 months ago
0:53 that lady on the table has me screaming 🤔🤔🤔

👍 🗨️ REPLY



E Sandoval 11 months ago
The Friday of the living dead

👍 1 🗨️ REPLY

BLACK FRIDAY ▪ TEACHING NOTES, ANSWER KEY & VIDEOSCRIPTS

 TEACHING NOTES



- Lesson summary
VOCABULARY money & holiday spending
READING online article
LISTENING unscripted YouTube news report (AmE)
SPEAKING cross-cultural comparison & personal observations
WRITING opinion composition
- Lesson outcome
I can talk about the origin and significance of Black Friday.
- CLIL correlation
 History / Economics
- Sources
<https://www.thebalance.com/why-is-it-called-black-friday-3305712>
<https://www.youtube.com/watch?v=DDhk6O5TSN0> / Runtime: 2'49"

The original text has been collated and slightly abridged so as to make it as suitable as possible for the language classroom. The footage, on the other hand, remains as is in order to expose students to natural usage of contemporary Standard American English; this is envisaged to boost both pronunciation and listening comprehension skills.

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 **Black Friday**, noun [C, usually singular] | BrE /ˌblæk ˈfraɪ.deɪ/ • AmE /ˌblæk ˈfraɪ.deɪ/ |

the Friday after Thanksgiving, when shops reduce the price of goods in order to attract customers who want to start their Christmas shopping.

e.g. The store was full of shoppers chasing deals on Black Friday.

<https://dictionary.cambridge.org>

 ANSWER KEY

1. *Students' own answers.*

2.

- a) connotation
- b) mayhem
- c) asphyxiation
- d) sobriquet
- e) vestibule
- f) retail
- g) play hooky

3.

- a) trample
- b) christen
- c) to evacuate
- d) legitimately
- e) signified
- f) grave
- g) congestion

4.

- 1) T
- 2) F
- 3) T
- 4) ?
- 5) T

5. *Students' own answers.*

6.

- 1) doorbuster deals
- 2) frenzy..... big-ticket
- 3) 116 million shoppers
- 4) gunfire.... scrambled for safety
- 5) 4.1 %

7. *Students' own answers.*

8. *Students' own answers.*

You may wish to consult the table below when assessing your student's piece of writing.

| Language input & task completion | Marks |
|----------------------------------|-----------|
| <i>Grammar accuracy</i> | 3 |
| <i>Vocabulary appropriacy</i> | 3 |
| <i>Organisation and style</i> | 2 |
| <i>General impression</i> | 2 |
| / | Total: 10 |

<https://www.youtube.com/watch?v=DDhk6O5TSN0> 2'49" 

- ABC News Anchorman: The Black Friday frenzy — an estimated 116 million shoppers hitting the stores. Bedlam in the aisles of some of the nation’s biggest retailers, shoppers fighting over garments at this Victoria Secret in Chattanooga, Tennessee. Deep discounts triggering a free-for-all, bargain-hunters at this Georgia Walmart wrestling over pots and pans. The commotion spiraling out of control at an Alabama mall. Shoppers scrambling for safety, as gunfire rings out. ABC’s Gio Benitez, starting us off.
- ABC News Correspondent: Tonight, those doorbuster deals at times creating chaos. Look at this crush of shoppers in a Chattanooga Victoria Secret Pink store. The stampede over shirt ‘n’ jackets, people seem shoving each other, one sales rep climbing on a table to escape the crowd. In a Georgia Walmart, two women fighting over pots and pans, one refusing to let go. But the euphoria over Black Friday shopping turning deadly in Alabama after a fight turned into a shooting at this mall.
- [911 insert: “We’ve got officers on the scene. There’s been shots fired.”]*
- The shooter killed, among the injured, a twelve-year-old girl. But the tragedy in Alabama aside, for the rest of the country, shopping today was mostly peaceful. Long lines of customers at stores from Maryland to Florida to Texas, an estimated 116 million spending their holiday dollars today alone. This year’s Black Friday could be the biggest since 2011. In Myrtle Beach, this frenzy over TVs, again one of the deeply discounted big-ticket items attracting buyers. The average shopper expected to spend more than a thousand dollars this holiday season, up 4% from last year. A strong economy helping boost sales here in New York, the rushing Macy’s Herald Square starting even before Thanksgiving dinner was on the table. And today, the steady stream of shoppers, flooding into stores, not letting up.
- [Vox pop insert: “Now, why didn’t you shop online? Why go through the hassle of this?!” — “Because I like seeing it in person and trying it on.”]*
- ABC News Anchorman: And Gio Benitez joining us live here in New York. Gio, we saw the images and stores across the country, but many also shopping online today, and in some cases major retail sites were not able to handle the heavy traffic.
- ABC News Correspondent: Yeah, well take a look right now because there was some trouble online. You’ve got the J. Crew website. It was down earlier today. J. Crew apologizing for that, and now take a look at the Lowe’s website — it was also down for some time. Now, this is important because experts believe that more than half of all holiday shoppers will be spending some money online. And, Web, remember, you’ve got Cyber Monday coming up.
- ABC News Anchorman: That’s right, just days away. Gio Benitez our thanks to you tonight.