



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

- a) What is Cyber Monday about?
- b) Is it becoming progressively more popular where you live? Why (not)?
- c) Have you ever gone on an online spending spree on any of the following?
What for? / 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) _____ | to a great extent | |
| b) _____ | publicity trick | |
| c) _____ | merchandise | <i>NB used figuratively</i> |
| d) _____ | income | |
| e) _____ | online shopping | |

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) The noun phrase 'wild goose chase' _____ by none other than Shakespeare.
- b) I got a good _____ on my new phone contract. Couldn't be happier!
- c) Local florists noticed a _____ in business for Mothering Sunday.
- d) I'll be _____ my new single next Saturday night!
- e) Did the holiday _____ your expectations?



The Thanksgiving turkey has been carved. Black Friday shoppers have gone home with their discounted loot, even though we now know some Black Friday deals aren't as good as they seem. Next up: Cyber Monday. Last year, Americans spent more than \$3 billion online for Cyber Monday, making it the biggest e-commerce sales day in the country. But how did such a "holiday" come to be?

Thank Ellen Davis, senior vice president of research and strategic initiatives for the National Retail Federation, who coined the term in 2005. For several years in a row, the NRF had noticed a recurring spike in online revenue and traffic on the Monday following Thanksgiving. They believed it was because people were making purchases from their computers at work, where the Internet connections were faster and their kids couldn't get a sneak peek at their gifts.

The group issued a press release a few days before Thanksgiving, 2005, where they debuted the term "Cyber Monday." According to the press release, 77 percent of online retailers had seen their sales "increase substantially" on Cyber Monday the previous year and by NRF calculations could expect the trend to continue. Davis had considered calling the new online shopping holiday Black Monday, after Black Friday, or Blue Monday, after blue hyperlinks. But the former also refers to the day world stock markets crashed, and the latter sounded too depressing. In case you were wondering, this is how Black Friday actually got its name. Long story short, the NRF was right. The *New York Times* report used the new term, and publicity about Cyber Monday spread. That Monday, online sales reached almost a half-billion dollars, a 26 percent increase from the previous year. Year after year, Cyber Monday became more recognized, shoppers bought into more of its deals and discounts, but it didn't quite live up to the promise of "Biggest Online Shopping Day of the Year." In time, companies that track online spending began to argue that it was primarily a marketing gimmick and wouldn't break any records, as digital promotions rarely fell on the same day.

But in 2014, that all changed. That year Cyber Monday became the biggest online shopping day in the country, raking in over \$2 billion in sales. And each year since, the bar has been raised, with Forbes calling last year's holiday "the biggest day in the history of U.S. e-commerce." So, has it lived up to the promise of "biggest online shopping day in the world?" Not quite yet. That honor goes to Single's Day in China, when shoppers have actually spent up to \$14.3 billion in 24 hours! Mind-boggling, right?!



4. 🧑 Read the article and decide whether statements 1-6 are true (T), false (F), or not given (?).

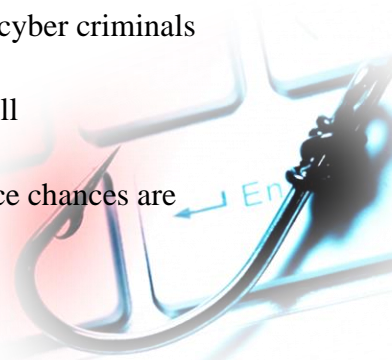
- 1) ____ It is believed that certain holiday bargains are too good to be true.
- 2) ____ ‘Cyber Monday’ was first used by parents who secretly bought presents for their children online.
- 3) ____ ‘Black Monday’ was considered an unfit name owing to the economic associations attached.
- 4) ____ The NRF fueled the Cyber Monday campaign following a *New Your Times* report.
- 5) ____ The holiday weekend in 2014 accounts for the \$2 billion turnover in sales.
- 6) ____ Forbes has dubbed China’s Single’s Day the biggest e-commerce day on a global scale.

5. 🗣️ **HAVE YOUR SAY!**

- a) Would you qualify Cyber Monday as a mere social fad? Why (not)?
- b) What are the advantages of online shopping over its ‘offline’ counterpart?
- c) In what way(s) is online shopping unsafe? Give example(s).

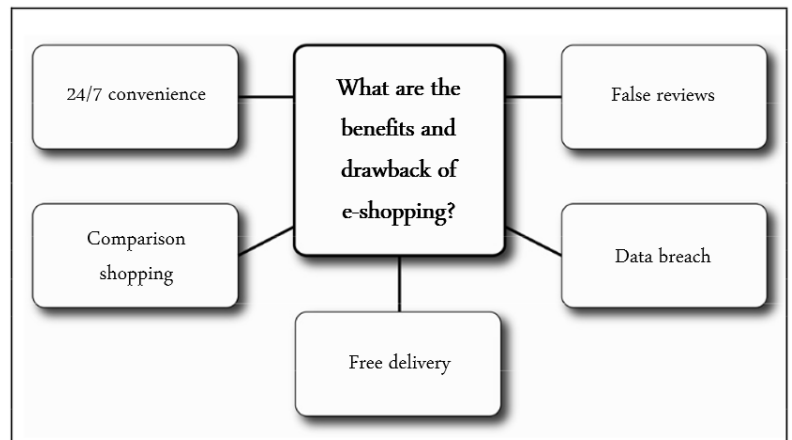
6. 🎥 **WEBQUEST** Watch the Denver Channel report. Complete the gaps with up to three words / numbers.

- 1) Sally Mamdooh claims that as shoppers are busy bargain-hunting, cyber criminals are _____ for their personal data.
- 2) The CEO of *Dark Owl* estimates that up to ten million shoppers will _____ in one way or another.
- 3) Mr. Turnage cautions against link-clicking within your emails, since chances are it will redirect the customer to _____.
- 4) Logging in from a public Wi-Fi makes it easier for digital thieves _____ the transaction.
- 5) The *Device Pitstop* rep reveals that millions of people end up _____ because they themselves are indeliberately sharing their identity via smart technology.



7. 🏰 **EXAM TRAINING. CAMBRIDGE B2**

- ✓ Paper 4 / Part 3
- ✓ Paired format
- ✓ 2-minute-long discussion + 1-minute-long decision-making



CYBER MONDAY ▪ TEACHING NOTES, ANSWER KEY & VIDEOSCRIPTS

 TEACHING NOTES
B2/B2+ 

- Lesson summary
VOCABULARY internet shopping & security
READING online article
LISTENING unscripted YouTube news report (AmE)
SPEAKING cross-cultural comparison, personal observations & exam training
WRITING article
- Lesson outcome
I can talk about the pros and cons of Cyber Monday.
- CLIL correlation
 ICT / Economics
- Sources
<https://www.rd.com/culture/history-of-cyber-monday>
<https://www.youtube.com/watch?v=SRECaJcxWPU> / Runtime: 2'27"

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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 **Cyber Monday**, noun [C, usually singular] | BrE / ,saɪbə 'mʌndeɪ / • AmE / ,saɪbər 'mʌndeɪ / |

the Monday after the Thanksgiving holiday in the US, when online stores reduce the price of goods in order to attract customers.

e.g. You ought to act fast if you want to latch onto any Cyber Monday deep discounts.

<https://dictionary.cambridge.org>

 ANSWER KEY

1. *Students' own answers.*

2.

- a) substantially
- b) marketing gimmick
- c) loot
- d) revenue
- e) e-commerce

3.

- a) was coined
- b) deal
- c) spike
- d) debuting
- e) live up to

4.

- 1) T
- 2) F
- 3) T
- 4) F
- 5) ?
- 6) ?

5. *Students' own answers.*

6.

- 1) phishing
- 2) be defrauded
- 3) a fraudulent website
- 4) to intercept
- 5) victimized

7. *Students' own answers.*

Feel free to refer to the **Speaking scales** from the official exam Handbook when assessing this collaborative task.

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=SRECaJcxWPU> 2'27" 

Denver7 News Anchorman:	Americans are expected to spend 6.6 billion dollars on online shopping today. That's up sixteen percent from last year. Our research shows that even more people more than ever will do their shopping on phones and tablets, potentially exposing their personal information. Denver7's Sally Mamdooh shows you how you can protect yourself.
Denver7 News Reporter	It's the most wonderful time of the year for cyber thieves, and while you are shopping for those cyber deals today, they're phishing for your information. Those luring cyber Monday deals are sometimes just too good to pass up, but don't let deep discounts fool you.
Mark Turnage	Two hundred million people will shop online this holiday season; of those, some percentage, usually 3-5%, will be, in some way, defrauded.
Denver7 News Reporter	Mark Turnage, CEO of Dark Owl, a Denver-based cybersecurity company that monitors the dark net — a place similar to the black market, where your stolen identity is sold and bought — says all it takes for your information to end up in the dark net is the wrong click.
Mark Turnage	Never, ever, ever click on a link that comes to you in an email. Ever! It will, in all likelihood, take you to a fraudulent website.
Denver7 News Reporter	And when you're browsing for those deals, do it at home, not at a random place like a like a coffeeshop.
Mark Turnage	Don't ever do any shopping on an unsecured wireless network. It's very easy for somebody to intercept that.
Denver7 News Reporter	And when accessing websites, look for the letter 's'.
Mark Turnage	When you look at the name of the website, look for 'https' — stands for secure.
Denver7 News Reporter	You've heard this tip a million times before, but can't be emphasized enough. Changing up your password is a good idea in case it gets stolen at one website and remember to always check your bank statements.
Jason Gains	Millions of people, every year, are victimized...
Denver7 News Reporter	And Jason Gains with Device Pitstop says some of those people are giving away their identity in a different form. He says on Cyber Monday some people sell their tech gadgets online with all of their information still stored. Something thieves want you to forget. But with just a few steps, the gadget you're selling could be as good as clean.
Jason Gains	[operating an Apple iPad] First thing you're gonna do is go into your Settings. You wanna make sure that you've signed out of your iCloud account. You're in General, you're gonna go down here to the bottom, hit Reset, and then you're gonna Erase all Content and Settings.
Denver7 News Reporter	According to a study done by OpenVPN, Colorado came in as the nation's ninth worst state when it comes to cybercrime and experts say it's likely because many of the people that live in Colorado are young and are doing their shopping online. We're in the newsroom. Sally Mamdooh. Denver7.