

BLACK FRIDAY

PART 1 – Warm-up

Ex. 1 Discuss the following questions with your partner.

1. Do you know what Black Friday is?
2. What do you think about sale – might it be a sales gimmick or a real bargain?
3. Do you like going shopping?
4. Are you a bargain hunter?



PART 2 – Reading

Ex. 2 Read the article about Black Friday and answer the following questions.

1. Where does Black Friday come from?
2. When does it take place?
3. What is the origin of its name?
4. What do retailers do before Black Friday and during it?
5. How high might discounts be?
6. What are the threats of these big sales?
7. What happened in Britain last year?
8. What clues were given in this article to get the best discounts on Black Friday?
9. Why were store workers angry in the USA last year?
10. What does Thanksgiving mean to the Americans?
11. How many 'likes' does an anti-Black Thursday Facebook page have? What is its purpose?

Black Friday brings out bargain hunters

What is Black Friday?

Black Friday is one of the biggest shopping days of the year and it's just around the corner. Originally kicking off in the US, the sale madness is now a huge part of British life with huge bargains expected in-store and online. It takes place every November with retailers slashing their prices online and in store in the run up to Christmas. However, many retailers now spread out their deals over two weeks - in the run up to Black Friday, and Cyber Monday. The day earned its name as it's often the day shops 'move into the black' – meaning they have enough money to cover their costs. And it works – as customers often queue for hours, even days, to get their hands on the best bargains.

When is Black Friday 2019?

Traditionally, Black Friday is the day after Thanksgiving – an American holiday which falls on the fourth Thursday in November. This year, the event falls on **Friday, November 29**. To mark the festivities, retailers tend to have different discount days throughout the week. In Britain, it's considered to be one of the biggest internet shopping days of the year, as retailers pack their websites with loads of offers.

Bargain hunters

This one of the largest shopping events always brings out millions of bargain hunters across the world. Real and online stores offer discounts of up to 70 per cent on thousands of items.

Unfortunately, the shopping mania has descended into violence, as people argue over discounted gadgets and appliances. Many shops release details of their sale items before the day, so there are plenty of ways to bag the best deals and plan your day. The trick is to be prepared and organised and to always know what you want before the sales start - to avoid unnecessary spending.

Black Friday has become so popular in Britain that last year police had to be called to four supermarkets just after midnight on Friday (the bargains went on sale at one minute past midnight). Police were worried about shoppers getting crushed in the crowds. A police spokesman said: 'Officers have worked with store staff to ensure that sale-goers were able to enter and exit the stores safely.'

How can you get the best Black Friday discounts?

1. Shop early in the day

Sadly, queuing up early in the day is the best way to get your pick of discounts. Often, by the afternoon, the most exciting products have already **flown off the shelves**.

2. Don't just focus on Friday

While many will look to Black Friday for all the best deals, this isn't always the case. **Keep your eyes peeled** all week (and on Cyber Monday) for bags more budget-friendly buys.

3. Do your research

Have you been waiting for the sales to purchase an expensive item? Have a look around online to see the average price of the goods before you **fork out for something on a whim**. Often, discounts won't be as impressive as they first seem.

4. Watch out for doorbusters

The majority of stores will use doorbusters to get customers through their doors on shopping events. These stand-out items will be drastically reduced in price, but they tend to be few and far between. If you're going to **get your hands on** one of these items, you may have to fight off some stiff competition. When in store, try not to get suckered in by any other deals that aren't actually saving you much money.

5. Stack your vouchers

You may **be stung with** delivery fees when ordering a cheap item online. Stacking vouchers, including free delivery or 10 per cent of sale items, can bring the cost of your shopping basket down further.

6. Check for cashback offers

Cashback sites such as *Topcashback* and *Quidco* offer cashback when you make a purchase through their link.

The other side of the coin - Boycott Black Thursday

While shoppers in the UK were happy to head to the shops last year, many store workers in the USA were angry. Many stores decided to start Black Friday a day earlier, which was on the US celebration of Thanksgiving. Store employees and shoppers thought it was wrong for stores to ask employees to work on Thanksgiving, which is traditionally a time for people to spend with their family. A 'Boycott Black Thursday' Facebook page has more than 114,000 likes. Many big stores, such as Costco and IKEA did not open. CNN reports that there are over 60 petitions on the website Change.org trying to get stores and customers to change Black Friday. They want a bigger focus on family instead of profits.

References: The Sun - <https://www.thesun.co.uk/money/6677002/black-friday-sales-deals/>
Breaking News English - <https://breakingnewsenglish.com/1411/141129-black-friday-m.pdf>



Glossary:

- ⇒ **to be in the red** (to owe more money than you have) ≠ **to be in the black** (to have money in your bank account, do not owe anyone any money)
- ⇒ **to bag the best deals** = to get something before other people have a chance to take it
- ⇒ **doorbuster** = a retail item that is heavily discounted for a very limited time in order to draw customers to the store.
- ⇒ **cashback** = a discount offered in return for immediate payment
- ⇒ **the other side of the coin** - the opposing view or opposite aspect of something.

References: <https://www.dictionary.com>,
<https://idioms.thefreedictionary.com/>
<https://www.ldoceonline.com/>

PART 3 - Vocabulary

Ex. 3.1 Find synonyms for the given words. Match the words from column A with column B.

Column A

1. to purchase
2. unnecessary
3. to slash
4. to kick off
5. bargain
6. madness
7. to spread out
8. to crush
9. to ensure
10. throughout

Column B

- a) to reduce
- b) to start, to begin
- c) special offer, deal
- d) to squash
- e) frenzy, craziness
- f) to distribute in time
- g) to buy
- h) for the duration of
- i) not needed
- j) to make certain

Ex. 3.2 Complete the sentences with appropriate prepositions.

1. Watch for James. He can cheat at cards.
2. When everybody is making Christmas dishes, I know that Christmas is just the corner.
3. During our debate the focus will be health.
4. I don't understand why they are so worried their future.
5. Independence Day in Poland falls 11th of November.
6. During our last shopping, it was hard not to get crushed the crowd.
7. People always head the shops during January sales.
8. They have argued the place which they should choose for their holiday.
9. When are they going to bring the price of this computer?
9. All necessary information can be easily found our website.
10. People might be crazy about shopping in the run-up Christmas.
11. Instead going abroad, you should visit some beautiful places in Poland.
12. This brochure is packed some useful information.
14. Some people look Black Friday for all the best deals.
15. The situation descended chaos and nobody knew what to do.
16. People are ready to queue hours to get the best deals.
17. We weren't able get out of the shopping mall.
18. Sellers have many tricks to get customers their doors.
19. People tend get annoyed when they're standing in a queue for too long.
20. On Black Friday shops offer special discounts of to 70 per cent.

Ex. 3.3 Match the expressions used in the article with their definitions.

Expression	Meaning
1. to fly off the shelves	a) to pay attention and be watchful/vigilant
2. to keep one's eyes peeled / open	b) to succeed in obtaining sth, usually after some difficulty
3. to fork out for sth on a whim	c) to be very popular and sell very quickly
4. to get / lay one's hands on sth	d) to get ripped off
5. stand-out items	e) to counter bitter/fierce rivals
6. to be stung (with sth)	f) to spend a lot of money on sth because of a sudden decision
7. to fight off stiff competition	g) exceptionally good products

Ex. 3.4 Now use the expressions in an appropriate form to fill in the sentences below.

1. I had been dreaming about that beautiful dress and I succeeded yesterday!
2. Recently I've seen many I'm going to save up some money and buy them.
3. Sometimes it's hard for me not to clothes I usually regret it later when I realize how much money I have spent.
4. when you cooperate with him. He tends to be quite lazy.
5. If an online product is really cheap, you might high delivery fees.
6. If you want to get the best deals, you have to take into account that you might have to
7. The new perfume in less than two weeks!

PART 4 - Speaking

Ex. 4 Discuss the following questions with your partner.

1. What do you think about days on which shops are closed?
2. Is it true that high consumption is a big risk nowadays and we tend to buy too much?
3. Is boycotting stores a good method to express our opinion on overconsumption and to show that we don't agree with it?
4. It is said that women buy more than men. Do you agree with this statement?
5. Should we spend more time with our families than spend this time doing the shopping?
6. Have you ever found a really big bargain? What was it?
7. What are the advantages and disadvantages of shopping malls?
8. When do we have the biggest sales in shops during the year?
9. What kind of shops do you like?
10. Do you buy things on the Internet? Have you ever had a bad experience with buying something online?
11. Do you tend to follow the latest new fashion trends?
12. What do you think about modern fashion?
13. Do you prefer to pay for something in cash rather than pay by credit card?
14. What sort of things do people usually pay for in cash?
15. When is it particularly convenient to pay by credit card?
16. Tell me about the last time you went shopping.
17. When did you last spend a lot of money on something (= splash out on something)? What was it?
18. Do you sometimes buy things to cheer yourself up or reward yourself?
19. Some people believe saving money is very important, especially in today's economy. Do you agree? Why / Why not?