1. Discussion Warm Up

1. Do you like shopping?
2. Where do you like to go shopping?
3. When do you usually give people presents?
4. What present would you like to get?

Vocabulary

aggressive, bright, packed,
shop, interrupt, sale, personally
decorations, hurt, save, crowd

2. Watch the YouTube video and answer the following questions.

3. Answer the questions.

1. **When is Black Friday?**
2. When does the Christmas shopping season start?
3. Why do some people get excited about Black Friday?
4. What time do some stores open?
5. What do people want to buy on Black Friday?
6. What can happen when people get too excited on Black Friday?
7. What other way can you shop for Christmas presents?
8. What can you see at the stores during the Christmas shopping season?

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9. What is ‘in the red’ and ‘in the black’?

10. How did Black Friday get its name?

4. Match the words on the left with words or expressions on the right that are closest in meaning.

1. Bright	a. full of people
2. Hurt	b. doing something with force and sometimes violence
3. Packed	c. in my opinion, what I think
4. Decorations	d. many people in one place
5. Interrupt	e. a time when the price of something is lower than usual
6. Shop	f. giving out a lot of light, shining
7. Aggressive	g. to stop something before it is finished
8. Save	h. to keep something, like money, to use later
9. Crowd	I. things used to make something more attractive
10. Personally	j. to visit a store or website to buy something
11. Sale	k. damage to your body, injury, harm

5. Use the words from the vocabulary box to complete the following sentences. You may need to modify the tense or word form.

1. If you want to buy a new bicycle this summer you will need to _____ your money.
2. It is not nice to _____ your teacher while she is talking.
3. I like to _____ online. It is easy and things I buy are sent right to my house!
4. That shoe store is having a big _____. The price for shoes is very low right now.
5. His mother got angry with him because he was being _____ to his little brother and made him cry.
6. Be careful when you ride your bike. You might fall down and _____ yourself.

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7. The sun is so _____ today! I need my sunglasses.
8. _____, I think jazz music is the best!
9. There was a big _____ of people waiting for the store to open on Black Friday.
10. There are many colorful _____ all around the front of the store during the Christmas shopping season.
11. The store was so _____ with shoppers on Black Friday that I could not even go inside!

6. Watch the video again and complete the sentences.

Black Friday is the day after _____. It is the first day of the Christmas shopping season. Christmas is the biggest holiday in the US and in many other countries _____ world. In the US, many stores have big sales on Black Friday and a lot of people get really _____ about shopping on this day.

Many stores open at 12:01AM on Friday morning! A few stores even start their Black Friday sales on Thanksgiving Day, the day before Black Friday.

Not everyone thinks this is a good _____.
Some people say it isn't good because it _____ Thanksgiving dinners and family time.

Some people get really excited about Black Friday.
They love the chance to save a lot of money on Christmas presents for their friends and family.
People even _____ outside of stores so they will be the first inside when it opens.
_____ shoppers get too excited on Black Friday.
People become _____ and _____ each other out of the way. Sometimes people fight with other shoppers and people get hurt.

Personally, I think it's a little scary to go shopping on Black Friday.

The stores are _____ with excited shoppers, it is loud, and it can be a little scary.

I think I will shop _____, like Mackenzie. That way, I can relax and not have to worry about the crowds. I will probably wait for a few days after Black Friday this year. I enjoy seeing all the bright, colorful Christmas lights and _____ at the stores, I just don't like big crowds of crazy shoppers!

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By the way, do you know why it's called Black Friday?

It got the name because many stores finally start making a profit for the year from this day. Before this day, many stores were thought to be losing money or _____.

Accountants commonly refer to this as "in the red". When a business is making money, we say it's "_____."
So that's how it got its name. Because stores are finally in the black.
Pretty interesting, isn't it?

Cyber Monday

MONDAY! As it turns out Daily Infographic and Cyber Monday have something in common, most of the views/shopping take place while you are at work. You lazy good for nothings, what am I paying you for? Anyway if you've never heard of it, Cyber Monday is like the Black Friday of the internet. Black Friday of course being the Friday after Thanksgiving when everyone goes out shopping at an indecent hour for some pretty good retail savings. Violence has become a regular part of the frenzied event, this year including a woman pepper spraying fellow shoppers for an advantage as well as a men shooting a gun to intimidate shoppers.

Cyber Monday is a relatively new thing having begun in 2004, however it's youth has not stopped it from growing in popularity. In 2010 the average transaction was $195 up from the 2008 average of $130. Last year's Cyber Monday also saw a record amount of total money spent the total coming in at $1.03 billion. If you want to save the money, but were too lazy to get up this past Friday you may want to check out some Cyber Monday deals.

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CYBER MONDAY

In The Workplace

Cyber Monday offers amazing deals, but is being at work most of the day curbing your online holiday bargain hunting? Don't fear. Here are some tips to complete some holiday shopping at work as well as some fun facts you may not know about Cyber Monday.

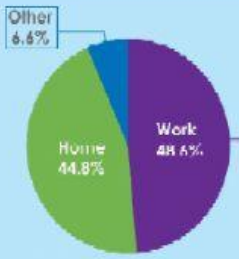
77%

Percentage of retailers that experienced a significant increase in sales the Monday after Thanksgiving weekend in 2004.

Origin of Cyber Monday

The term "Cyber Monday" was originally coined by Shop.org in November 2005 after retailers noticed a trend of shopping online on the Monday after Thanksgiving in 2004.

Where Do People Shop From?



Nearly **50%** of Cyber Monday shoppers log on from a work computer to make their purchases!

Average Amount Spent Per Transaction Per Year



Total Dollars Spent on Cyber Monday



Busted! Shopping From Work

21% of surveyed employers have fired someone for using the internet for non-work related activities.

5% of employers have fired someone for holiday shopping at work.



How To Secretly Shop Online At Work

Install a rearview mirror on your computer to spot any potential spies.



Purchase a USB missile launcher to fire at anyone getting in the way of your Cyber Monday bargain hunting.



Place a privacy filter over your computer screen so only you can see what's being displayed from straight on.



Disable images on your browser. If your screen is all text, it will not look like you're shopping!



Throw an invisibility cloak over your computer.



Use your cell phone! Bonus points if it's a work phone.



Mobile Monday?

With smartphones growing in popularity, Cyber Monday may become Mobile Monday in upcoming years. Smartphone owners are growing more comfortable using their phone to comparison shop and make purchases through various apps.

2.3 Million

Number of U.S. consumers that have made purchases from their smartphones

33.3 Million

Number of U.S. consumers that have engaged in shopping related activities on their smartphones



Breakdown of Smartphone Purchases

Survey of 1,500 people *2011*



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