

1. READ THE TEXT AND LOOK FOR THE SUBTOPICS

1. You are going to read a text about Black Friday. Have you heard about Black Friday? Do you know what it is? Talk about it with your classmates.
2. After reading this text, you are going to make a summary, with the help of subtopics. First, read the explanation.

EXPLANATION

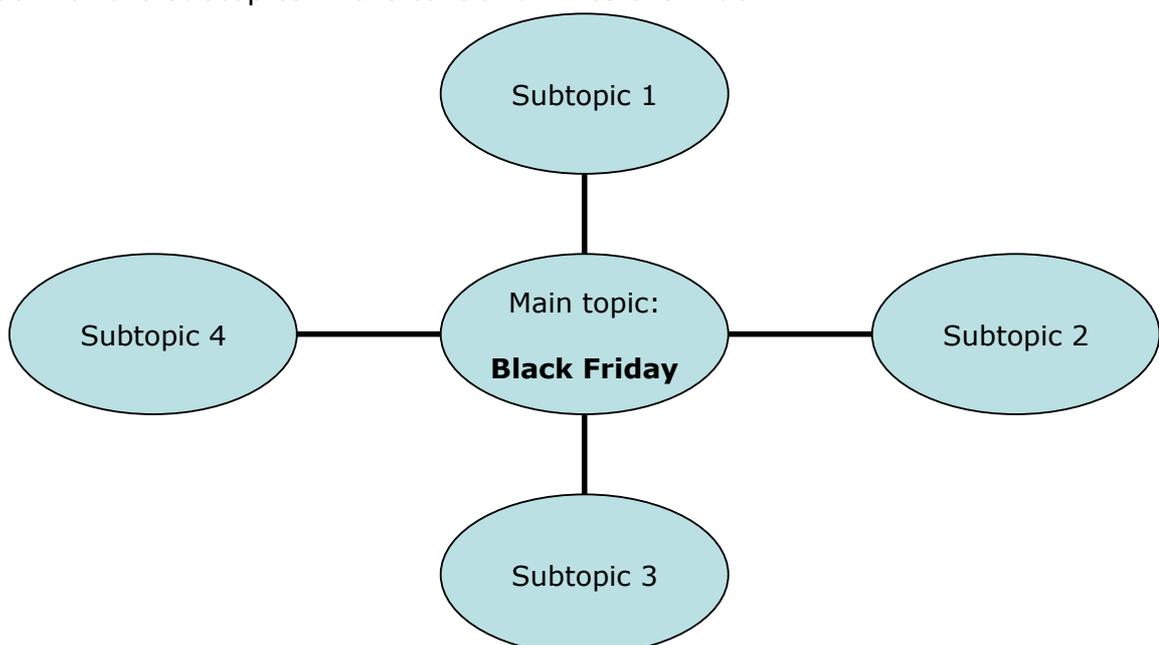
A text always has a **main topic**. For example: the American president. But, a text also has **subtopics**. For example, a text about the American president can have the following subtopics:

- his youth
- his education
- his early career
- his political party
- his campaign
- his family

The subtopics give you information about the main topic.

When you make a **summary**, you take a good look at the main topic and the subtopics of the text. The most important subtopics must always be in your summary.

3. Read the text, together with another classmate. Underline or **mark** the important information about each subtopic in the text. Look for the subtopics in the text and write them down.



2. MAKE A SUMMARY

1. While reading the text Black Friday, you looked for the subtopics and underlined or marked the important information about each subtopic. You can use the information to make a summary of the text. Read the explanation first.

EXPLANATION

In a good summary you only find **the most important information** from the text. To make a good summary you can take the following steps:

- Imagine that someone is in front of you. This person hasn't read the text. Tell that person (out loud) after reading the text, what the most important information was.
- What information did you underline and wrote down in the text chart? Now, this gives you an overview of the whole text. Use the text chart to make a summary.
- Read your written text out loud. Does it sound OK? Are you missing any information? Complete your summary if necessary.

2. Now complete the summary of the text in the chart on the next page.
3. Are you finished? Let a classmate read your summary and give each other tips to improve your summary.



Black Friday

Origins

Black Friday began _____ . The Friday chosen was _____ .

Most Americans _____ and are free to shop and score a bargain.

Global Black Friday

Black Friday has become _____ . The Monday after Black Friday _____ . On this day, _____ .

Warning

Consumer groups _____ . Not all offers are _____ . It is better _____ .

Black Friday 2020

On _____ streets and shops are filled with people. Black Friday _____ because of COVID-19. This year's Black Friday _____ .

3.

ANSWER THE QUESTIONS

- Which day is Thanksgiving Day this year?
 - Friday, November 27th
 - Monday, November 30th
 - Saturday, November 28th
 - Thursday, November 26th

- Why was the Friday after Thanksgiving Day chosen to be Black Friday?

- What is the meaning of **global** (line 12)?
 - costing a lot of money
 - costing less money than you expected
 - covering parts of Europe
 - covering the whole world

- What is true?
 - At least 95 countries in the world offer Black Friday deals.
 - In Europe, Black Friday began in 1952.
 - In 2020, Black Friday is replaced by Cyber Monday.
 - The last few years, Europe also has a holiday on Thanksgiving Day.

- Read lines 18-24 again. Why are not all offers on Black Friday good bargains? Choose two answers.
 - Items are sold at the same price at other times during the year.
 - Items are sold cheaper at other times during the year.
 - Items are sold cheaper at small shops than at large stores.
 - The cheap items are not actually available on Black Friday.

- Explain what is meant by *Never impulse buy* (lines 23-24).

- In which lines is explained how Black Friday in 2020 will be?
 - lines 26-29
 - lines 30-33
 - lines 26-33

8. You have read the text. Now, what is your opinion on Black Friday? Explain your answer.

4. DESIGN AN ADVERTISEMENT



Black Friday is on Friday, November 27th. Which item would you buy (online) if the price was low? What kind of advertisement should a shopkeeper make to convince you and other classmates to buy this item?

Design an advertisement for this item.

Describe the item, think of a good price and make the advertisement remarkable by using big letters and colours!