

## 1. READ THE TEXT AND IDENTIFY THE SUBTOPICS

1. You are going to read a text titled *Black Friday*. Do you have any idea what Black Friday is? If so, what do you know about it?
2. After reading this text, you are going to make a summary, with the help of subtopics. First, read the explanation.

### EXPLANATION

You have learned how to find the subject of a text. But, a text also contains subtopics. What are subtopics? **Subtopics highlight different aspects of a topic.**

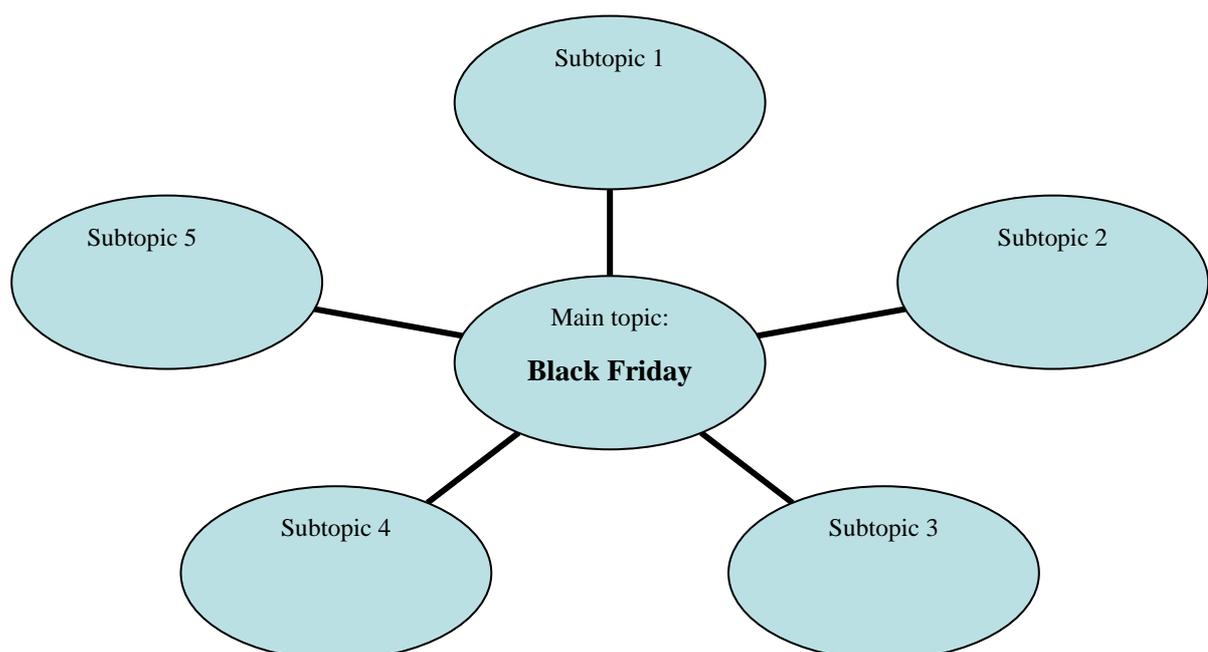
For example: the subject of a text is 'Football'. Subtopics could be 'The history of football', or 'the rules of football' or, 'famous football players'.

The topic and the subtopics can be very helpful when you are going to make a summary of the text.

*How do you do it?*

- Find the subject of the text; what is the text about?
- Pay attention to subheadings in the text.
- Read the first sentence of each paragraph. If this doesn't work, read on.
- A subtopic is always a 'new' aspect of the topic.
- Don't read too quickly, take your time.

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



## 2. MAKE A SUMMARY

1. While reading the text *Black Friday*, you identified the subtopics and underlined or marked the important information about each subtopic. You can use the information to make a summary of the text. This is how you can write a good summary:

- **Write down** the most important information for each subtopic in one or two lines.
- **Read your text.** Is it a good summary? Is it one, coherent story?
- **Let someone else read** your text. Does he or she understand what the text is about and what the most important message of the text is?
- **Rewrite** your summary if necessary.

### EXPLANATION

2. Write your summary of the text *Black Friday* (80-120 words). In order to help you, some clues are given. Use connection words like *so* and *therefore*.

### Black Friday

Black Friday originates in the United States. It is the first Friday \_\_\_\_\_

\_\_\_\_\_

The name Black Friday is economics based. It means that \_\_\_\_\_

\_\_\_\_\_

Black Friday is becoming an international phenomenon. \_\_\_\_\_

\_\_\_\_\_

However, not all Black Friday offers are \_\_\_\_\_. So, \_\_\_\_\_

\_\_\_\_\_.

\_\_\_\_\_. But this year is different

due to COVID-19. \_\_\_\_\_

3. Are you finished? Let a classmate read your summary and give each other tips to improve your summary.

## 3. ANSWER THE QUESTIONS

1. In lines 7-9 it says: 'Here is the story behind **this** spending extravaganza.'  
To what does 'this' refer?

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2. Read the text under *Origins*. What is the relation between Black Friday and Thanksgiving Day?

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3. Read the text under *The name*. What is true, according to this paragraph?

- |   |            |
|---|------------|
| a) Black Friday is economics based.                           | true/false |
| b) When a store is making profit, it is in the 'red'.         | true/false |
| c) When a store is 'in the black', it is doing good business. | true/false |
| d) The word 'black' refers to profits stores make.            | true/false |

4. What are the differences between Black Friday in America and in Europe? Think about the origin and mention two differences.

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5. Explain what *Cyber Monday* is.

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6. Why is the heading of paragraph 4 '**Warning**'?

- A. Black Friday can make people very tired, because they shop until they drop.
- B. Not all offers are good, so you have to be careful what you buy on Black Friday.
- C. Shops can be very crowded on Black Friday, and people can fight over items.
- D. Websites can crash because there are too many online shoppers on Black Friday.

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

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## 4. WATCH THE CLIP AND ANSWER THE QUESTIONS

Read the questions below. These are questions about a clip you are going to watch.

Watch this clip about Black Friday: <https://www.youtube.com/watch?v=v5jvjHqp2bs>  
(3:58)

Answer these questions about the clip:

1. What is the relation between Thanksgiving Day, Black Friday, and Christmas?

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2. What is the role of department store Macy's in the history of Black Friday?

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3. In the text, you read an explanation for the name Black Friday. The clip mentions this explanation, but also gives an alternative explanation. What is this alternative explanation for the name Black Friday?

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4. How many dollars are spent per shopper on Black Friday in America?

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