

The 7 Steps -
November



1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

Holiday Commercialism

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. When does Black Friday occur?
_____.
2. What do retailers do during Black Friday?
_____.
3. When and where did the term Black Friday originate from?
_____.
4. What happened in the 1980s?
_____.
5. Why has the impact of Black Friday diminished recently?
_____.

Listening Questions 2

1. What is Christmas Creep?
_____.
2. How have businesses and individuals reacted to Christmas Creep?
_____.
3. What is the primary song used to track Christmas creep? Why?
_____.
4. When do Christmas events start to occur in Japan?
_____.
5. Which country starts listening to Christmas music the earliest?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

| Listening 1 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

| Listening 2 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

Discussion Questions

1. How do you feel about other countries' holidays entering Japan? Does Japan have any holidays or events it could export?
2. How do you feel about the increasing impact of commercialization on holiday traditions?

TRANSCRIPT 1

4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Black Friday is an Americanism that traditionally refers to the days immediately following the Thanksgiving holiday in the US, which marks the beginning of the holiday shopping season. During this period, retailers generally offer **steep** discounts and promotions to **boost** consumer traffic and get a strong start to the season.

The term seems to have originated from the 1950s Philadelphia Police Department to refer to the Friday after Thanksgiving. On this day, many people entered the city to shop in **anticipation** of the annual Army/Navy football game. This led to increased traffic issues and shoplifting in the city. By the early 1960s, the term had **caught on** in Philadelphia. Retailers tried to put a positive spin on the event by calling it "Big Friday," but this failed to catch on.

Eventually in the 1980s, the term gained national attention and this time rebranding the term positively was successful. The name was kept but the origin story of the term was changed. In the new story, the "black" in Black Friday referred to retailers finally starting to make a profit, moving out of the "red," operating at a loss, to the "black," operating at a profit.

In recent years, the importance of Black Friday has **diminished** somewhat due to a few reasons such as the rise of e-commerce and other **phenomena** such as Cyber Monday, Small Business Saturday and Christmas Creep.

5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Steep

Doubt

Boost

Enlarge

Anticipation

Shrinkage

Catch on

Regularity

Diminish

Gentle

Phenomena

Be forgotten

6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

TRANSCRIPT 2

Christmas Creep is a phrase used to refer to the lengthening of the winter holiday season to a gradually earlier start. While Black Friday used to signal the beginning of the holiday shopping season in the US, due to Christmas Creep it has been getting earlier each year. As a result, some stores and individuals have begun putting out Christmas decorations and advertising holiday sales earlier in the year than what was traditional.

One very noticeable sign of Christmas Creep can be found in the timing of Christmas music being played, listened to, and searched for. A number of news outlets and companies such as the Washington Post, Google, and Spotify have tracked when Christmas songs begin to be played. The song "All I Want for Christmas is You" by Mariah Carey is used as an indicator to track Christmas Creep. The song is one of the most popular Christmas songs globally and based on Google search data it has been searched earlier every year since 2006. It now begins to trend upwards quickly in early November.

Christmas creep is not just a phenomenon in the U.S. In Japan, Christmas decorations and sales events often begin immediately after Halloween, with many special events and products being featured. Perhaps the most extreme example can be found in The Philippines, where based on data from music streaming service Spotify, listening of Christmas music begins in early October.

7. SHADOWING



Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

| | | | | |
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| 1 | 2 | 3 | 4 | 5 |
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