



Black Friday refers to the day just after Thanksgiving in the US. Because so many companies have a four day weekend, many people begin their Christmas shopping on this day. (Thanksgiving always falls on a Thursday in the US, and then people have Friday, Saturday, and Sunday off from work.) Black Friday is often reported as one of the busiest shopping days of the year. Shopping malls are packed with people, parking lots are crowded, and lines at stores are very, very long. Some stores even open at five in the morning because there are so many people. Other stores have discounts and sales to draw even more customers.

The word "*black*" to describe the Friday likely began in Philadelphia in the mid-1960s. Traffic jams filled the roads into the downtown area every year. The stores and sidewalks were overflowing with shoppers. The experience for so many of the people who ventured downtown was stressful and chaotic. It was a terrible, or black, day. Because other cities around the country similarly experienced traffic jams, busy stores, and too many shoppers on the day after Thanksgiving, the term spread. Black Friday became a common idiom in American English.

Although many people may see the day after Thanksgiving negatively, retailers have a very different opinion. It's their best opportunity to improve earnings for the year, and take the business out of the red (loss) and into the black (profit). For example, if sales were slow in the spring, summer, and fall, then the store must attract many customers and make many sales between Thanksgiving and Christmas. The first and most important day of this last chance shopping season is Black Friday.

Of course, there are some people who dislike Black Friday. There are some people who hate the day and its crowds very much. But there are also some people who strongly oppose the shopping day because they believe it harms society. They think that people should consume less and reuse resources more, and so have created a day called "Buy Nothing Day." It falls on the same day as Black Friday, and it encourages people to buy nothing, of course.

Every year, there are reports of violence between shoppers on Black Friday. When the shops open, people often trample each other while rushing inside, and then fight over things that they want to buy. Many people think that Black Friday is dangerous and stupid. Others think it's unfair because the shops' employees have to work long hours. And some accuse the shops of selling only low-quality products. The good news is that you can avoid the chaos of Black Friday but still benefit from the great sales – by shopping online on the Monday after Black Friday, which is called "Cyber Monday."

However, for most people, Black Friday just presents one more opportunity to go shopping. For those who don't like shopping, then it's one more reason to avoid the stores and shopping malls.

Reading comprehension.



1-Answer the questions to check your comprehension.

- 1: What is the day just after Thanksgiving called in the US?
- 2: What happens on that day?
- 3: Where did the term begin?
- 4: Why do retailers like Black Friday?
- 5: The article calls Black Friday a last chance shopping season? What does this mean?
- 6: The article comments about people who oppose Black Friday. What did they do?
- 7: Why do they oppose shopping?

2-Answer the following questions:

1. What begins on Black Friday?

- A. Traditional Christmas shopping season
- B. After Thanksgiving turkey binge
- C. The post Halloween parade
- D. The pre-New Year's celebration

2. Is Black Friday an official holiday?

- A. Yes
- B. No

3. What is the typical time that retailers open on Black Friday?

- A. 3 a.m.
- B. 4 a.m.
- C. 5 a.m.
- D. 6 a.m.

4. In what U.S. city did Black Friday originate?

- A. San Francisco
- B. New York
- C. Boston
- D. Philadelphia

5. Is Black Friday the busiest shopping day of the year?

- A. Yes
- B. No

6. What does the "black" in Black Friday refer to?

- A. Color of shopper's hats
- B. Period in which retailers are in the black
- C. The mood of shoppers

7. What are the most popular items for sale on Black Friday?

- A. Electronics
- B. Dishware
- C. Linens
- D. Books

8. What was the earliest known reference to Black Friday?

- A. 1945
- B. 1955
- C. 1965
- D. 1975

