

BLACK *Friday*



LEAD-IN Discuss with your friend the following questions.

1. How often do you go shopping for clothes, electronics, or other items?
2. Do you usually buy things on sale or wait for special discounts? Why?
3. When you buy something, do you tend to research the best deals before making a purchase?
4. What factors influence your decision when choosing whether or not to buy something?
5. Have you ever heard of Black Friday? What do you think it is about?

**What comes to your mind when you think of Black Friday?
Write your ideas below.**



BLACK *Week* in Poland: A Growing Phenomenon

Black Friday, the popular shopping event originating in the United States, is becoming increasingly recognized in Poland. Traditionally held on the last Friday of November, it marks the start of the Christmas shopping season with substantial discounts across a wide range of products. In recent years, Polish consumers have embraced this occasion with enthusiasm. Many prominent retailers in Poland, both online and physical stores, participate in Black Friday by offering significant price reductions on items such as electronics, clothing, home goods, and more. The influence of American culture, combined with the opportunity to save on holiday shopping, has made Black Friday a highly anticipated event in Poland.

One factor contributing to Black Friday's rising popularity is the widespread use of the internet and social media. Retailers leverage these platforms to promote their deals, reaching a broad audience efficiently. Polish consumers, particularly younger ones, are highly active online and often share tips and information about the best discounts with friends and family, amplifying the event's visibility.

A survey conducted by the Polish Association of Retailers reveals that around 60% of Poles are familiar with Black Friday, and nearly half intend to participate. The survey also highlights that the average Polish shopper plans to spend approximately 500 PLN on the day.

This demonstrates that Black Friday is not just about finding bargains but also about being part of a broader shopping experience.

Nevertheless, concerns have been raised regarding Black Friday's impact on smaller, local businesses. Competing with the steep discounts offered by larger chains and e-commerce platforms can be challenging for small retailers. Moreover, critics argue that Black Friday promotes excessive consumerism and waste. They encourage shoppers to think more carefully about their purchases and prioritize items with long-term value.

Despite these challenges, Black Friday in Poland shows no signs of fading. Retailers are preparing for the event by stocking up on in-demand products and designing compelling marketing campaigns. Meanwhile, shoppers eagerly await the opportunity to secure discounts and get a head start on their Christmas shopping.

In summary, Black Friday has become a significant fixture in Poland's retail calendar. Its growing popularity suggests it will continue to shape shopping habits in the years ahead. Whether you're hunting for a new electronic device, stylish clothes, or festive gifts, Black Friday presents an excellent opportunity to find appealing deals. However, it's essential to shop responsibly and consider the broader impact of your purchases.

TASK 1 Match the words with their definitions.

1. Phenomenon	a. Businesses or individuals that sell goods directly to consumers.
2. Substantial	b. Attractive or persuasive; something that grabs attention.
3. Retailers	c. To use something effectively to achieve a goal.
4. Leverage	d. More than necessary or reasonable; too much.
5. Prominent	e. An event or trend that is widely observed or recognized, often remarkable or significant.
6. Excessive	f. The belief in and focus on buying goods and services, often associated with materialism.
7. Consumerism	g. Important, well-known, or noticeable.
8. Compelling	h. Large in amount or value; significant.

1.	2.	3.	4.	5.	6.	7.	8.

TASK 2 Fill in the gaps with the words from Task 1.

1. Many _____ stores take part in Black Friday.
2. Retailers design _____ marketing campaigns for Black Friday.
3. Black Friday has sparked debates about _____ and waste.
4. Shoppers enjoy _____ discounts on a wide range of products.
5. Many _____ participate in Black Friday by offering discounts.
6. Retailers _____ social media to promote their deals.
7. Many people criticize Black Friday for promoting _____ spending on unnecessary items.
8. Black Friday is becoming an important _____ in Poland.

TASK 3 Read the text and choose the best answer (A-D).

1. Why is Black Friday becoming popular in Poland?

- A) Shoppers are excited about the large discounts offered on products.
- B) It marks the beginning of the New Year shopping season.
- C) It is a tradition that started in Polish culture.
- D) It only focuses on selling electronics.

2. What role do social media and the internet play in Black Friday in Poland?

- A) They help retailers reduce prices on items.
- B) They allow retailers to reach a wide audience and promote deals.
- C) They discourage people from shopping online.
- D) They limit the number of stores participating in the event.

3. According to the text, what do Polish consumers often do during Black Friday?

- A) They avoid shopping and focus on saving money.
- B) They only buy products for the holiday season.
- C) They share information about the best deals with friends and family.

D) They mostly shop in physical stores and not online.

4. What is one concern mentioned in the text about Black Friday in Poland?

- A) It is only popular among younger shoppers.
- B) It leads to overconsumption and waste.
- C) It reduces the amount of online shopping.
- D) It benefits only small, local businesses.

5. What do critics suggest shoppers should do during Black Friday?

- A) Purchase as many items as possible at low prices.
- B) Think carefully about the long-term value of their purchases.
- C) Focus only on buying electronics.
- D) Avoid shopping altogether.

TASK 4 Discuss the questions in groups.

1. Do you think Black Friday is a good opportunity for consumers to save money, or is it just a marketing strategy? Why?
2. How do you feel about the influence of American culture on shopping habits in your country? Is it a positive or negative trend?
3. Do you think Black Friday should be more about supporting local businesses rather than just large retailers? How can smaller stores compete with big discounts from larger chains?