

Singles' Day

Skills:

- Can understand most documentaries and most other recorded or broadcast material delivered in the standard form of the language.
- Can explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.

Adults

Individual



1 Share your opinion by answering the following questions.

1. Have you ever participated in a major shopping event? What was your experience?
2. Do you think that online shopping is more convenient than shopping in physical stores? Why or why not?
3. How do cultural events influence consumer behavior in your country?
4. What are some ways that companies can attract customers during special sales events?

2 Watch the video. What is Singles' Day, and where does this holiday come from? Choose the correct summary.



a

In the video, Alibaba's success on Singles Day is explored from a different angle. It delves into the impact of technology on the retail sector and how e-commerce giants like Alibaba are reshaping consumer behavior. The video also touches on the environmental implications of online shopping and how companies like Alibaba are working towards sustainable practices. Overall, it presents a futuristic outlook on the role of technology in shaping the retail landscape.

b

In the video, Alibaba, the Chinese e-commerce giant, made a small profit on Singles Day. This day has no connection to China's one-child policy and is just a regular holiday. Alibaba's success is solely due to luck and not any strategic planning. The video implies that Singles Day is not a significant event in the global retail industry.

c

In the video, Alibaba, the Chinese e-commerce giant, is highlighted for its massive sales on Singles Day. This day, originating from China's one-child policy, has now become the world's largest shopping day. Alibaba's success on this day is attributed to deep price cuts and strategic marketing. The video showcases how a cultural event turned into a global shopping phenomenon.

3 Pick the right answer to each question.

1. What was the primary goal of China's one-child policy?

- a) To promote population growth
- b) To control overpopulation
- c) To encourage larger families
- d) To create a gender imbalance

2. What opportunity did Alibaba's CEO Daniel Zhang see in Singles' Day?

- a) To celebrate single individuals
- b) To boost sales during the National Day holiday
- c) To increase online shopping in China
- d) To create a new national holiday

3. When do spikes in shopping sales typically occur in China?

- a) Summer and winter
- b) Spring and fall
- c) Late September and the first two months of the year
- d) Black Friday and Cyber Monday

4. What has happened to the size of Singles' Day compared to other major shopping events?

- a) It has become the biggest shopping day in China
- b) It has surpassed Black Friday and Cyber Monday in the US
- c) It has gained popularity in Europe
- d) It has become the biggest shopping day in the world

5. Which factor contributed most to the success of Singles' Day?

- a) Deep price cuts
- b) National Day celebrations
- c) Spring Festival promotions
- d) All of the above

4 Look at these words from the video. Do you remember the context in which they were used? Match the words with their definitions.

blowback

outnumber

retailers

price cuts

e-commerce giant

spikes

1. to have more people or things than another group, making one side larger in quantity.
2. sudden increases or sharp rises in something, such as prices or levels of activity.
3. a very large company that sells products online and has a significant influence in the digital marketplace.
4. reductions in the amount of money required to buy goods or services, often used to attract customers.
5. businesses or individuals that sell products directly to consumers, usually in stores or online.
6. an unexpected negative reaction or consequence resulting from an action or decision.

5 Fill in the gaps in the following sentences with the words from the previous exercise.

1. The _____(1) Amazon is known for its fast delivery services.
2. The company faced _____(2) from customers after raising their shipping fees.
3. Online shoppers often _____(3) those who prefer going to physical stores.
4. Many grocery stores are offering _____(4) on milk and bread this week.
5. Local _____(5) struggle to compete with larger online marketplaces every day.
6. There was _____(6) in sales during the holiday shopping season last year.

6 Read the following advantages and disadvantages of Singles' Day. In your opinion, which is the most important and which is the least important? Add 2-3 more advantages and disadvantages to the lists.

Advantages:

1. Encourages shopping and helps boost the economy.
2. Provides a chance to buy gifts for yourself or loved ones.
3. Creates excitement and fun around shopping events.

Disadvantages:

1. Can lead to overspending or impulse buying.
2. May increase pressure on singles to find relationships.
3. Some people feel lonely or left out during this time, as it is focused on being single.

Correct answers

1

Made in the “Warm-Up Discussion Questions” tool.

2

Made in the “Summary GapFill” tool.

Correct answer: 3

3

Made in the “Audio & Video Question Creator” tool.

1. b
2. c
3. c
4. d
5. a

4

Made in the “Word-Definition Matching” tool.

1. outnumber
2. spikes
3. e-commerce giant
4. price cuts
5. retailers
6. blowback

5

Made in the “Sentences with Target Vocabulary” + “Fill in the Gap” tool.

1. e-commerce giant
2. blowback
3. outnumber
4. price cuts
5. retailers
6. a spike

6

Made in the “Advantages and Disadvantages” tool.