



SINGLES' DAY

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Debate – Is Turning Culture into Commerce a Good Thing?

Background

Singles' Day combines a cultural history with a major commercial role. This makes it a useful case for discussing whether business changes the meaning of traditions.

Team A – Focus on the Benefits

- Shopping festivals create jobs and business opportunities.
- Discounts can help customers save money.
- Technology can help cultural ideas reach new audiences.
- New meanings do not necessarily destroy old traditions.

Team B – Focus on the Concerns

- Heavy advertising can encourage unnecessary spending.
- Commercial pressure can replace cultural meaning.
- Long sales campaigns can make people feel they must buy.
- Not every tradition needs to become a shopping event.

Discussion Questions

1. Who should decide how a tradition changes?
2. Can companies participate in cultural celebrations without controlling them?
3. When does a discount become a marketing trick?
4. Can shopping and culture exist together without conflict?

Useful Debate Language

- I agree because ...
- I see your point, but ...
- Another way to look at it is ...
- The main advantage is ...
- One possible problem is ...
- Our example shows that ...



Mini Debate

Statement: "Shopping festivals are now part of modern culture." Prepare two arguments, one example and one response to the other team.