



SINGLES' DAY

© talkmor.com

Reading – From Student Tradition to Shopping Festival

Singles' Day is celebrated on November 11, a date written as 11.11. The idea began among students in China in the 1990s and was connected with celebrating single life, friendship and self-gifting. The exact origin story is not completely clear. In 2009, Alibaba turned November 11 into a major online shopping promotion. Other shopping platforms later joined. Today, Singles' Day is known as both a cultural occasion and a huge shopping event. People may buy clothes, phones, home products, gifts and everyday items. The event has also become a useful example of how traditions can change when business, technology and popular culture become involved.



Vocabulary in Context

Word

Meaning

- | | |
|-----------------|--|
| 1. origin | where something begins |
| 2. occasion | a special event or time |
| 3. self-gifting | buying something for yourself as a gift |
| 4. promotion | an activity designed to encourage sales |
| 5. platform | a website or service used for a particular purpose |
| 6. tradition | a custom passed through time |

Comprehension

- When is Singles' Day? _____
- When did the idea begin? _____
- What is unclear about its history? _____
- What happened in 2009? _____
- Name two things people may buy. _____
- Why is Singles' Day an example of changing culture? _____

Discuss

- Can a tradition change and still be a tradition?
- What other shopping events do you know?
- Is buying yourself a gift a good idea? Why?

Answer Key

Vocabulary in Context

Word	Meaning
1. origin	where something begins
2. occasion	a special event or time
3. self-gifting	buying something for yourself as a gift
4. promotion	an activity designed to encourage sales
5. platform	a website or service used for a particular purpose
6. tradition	a custom passed through time

Comprehension

1. November 11.
2. In the 1990s.
3. The exact origin story.
4. Alibaba made it a major online shopping promotion.
5. Answers include clothes, phones, home products, gifts and everyday items.
6. Business and technology helped change its meaning and scale.