



SINGLES' DAY

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Language Focus – Comparing Shopping Events

Comparatives

Use -er / more to compare two things: cheaper, faster, more convenient, more interesting.

Adjective	Comparative	Example
cheap	cheaper	This bag is cheaper.
fast	faster	Online shopping is faster.
convenient	more convenient	Online shopping is more convenient.
interesting	more interesting	This event is more interesting.

Practice

1. A sale is _____ (cheap) than normal prices.
2. Online shopping can be _____ (convenient) than shopping in a store.
3. A phone is usually _____ (expensive) than a notebook.
4. Which is _____ (interesting): shopping online or shopping in a store?

Compare Three Events

In groups, compare Singles' Day, Black Friday and a shopping event in your country.

Discuss: date, products, discounts, online shopping, advertising, family/friends.

Agree or Disagree

- Big sales help people save money.
- Big sales make people buy things they do not need.
- Online shopping is better than shopping in stores.
- Shopping festivals are now part of modern culture.

Mini Presentation

Prepare a 60-second talk: "A shopping event in my country".

Include when it happens, what people buy and how people celebrate or shop.



Answer Key

- 1 cheaper
- 2 more convenient
- 3 more expensive
- 4 more interesting / answers may vary.