



SINGLES' DAY

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Critical Thinking – When Culture Meets Commerce

Read the four ideas

- A student tradition can become a commercial event.
- Technology can change how people celebrate.
- Advertising can influence what people want.
- A shopping event can create both excitement and pressure.

Discuss in Groups

1. Why do companies like shopping festivals?
2. Why do customers like discounts?
3. Can advertising change what people think they need?
4. What are the advantages of buying online?
5. What are the disadvantages?
6. Should people set a budget before a big sale? Why?



Think Deeper

Imagine Singles' Day had never become a shopping event. How might people celebrate it?

Design a simple alternative celebration based on friendship, hobbies, food, sport or self-care.

Homework

Write 120–150 words: “Are shopping festivals good for society?”

Give two reasons and one example.

Reflection

Complete: A tradition can change when _____. Technology can _____.

Advertising can _____. A responsible shopper should _____.