

 **SINGLES' DAY**© talkmor.com**Reading – From Celebration to Consumer Culture**

Singles' Day offers an interesting case study in how culture can change in a digital economy. What began as a student celebration in China became strongly connected with e-commerce after Alibaba promoted November 11 as a shopping event in 2009. The date itself is easy to remember, and online platforms made it possible to connect millions of customers with products and promotions. Over time, the event expanded beyond a single day and became a broader period of discounts and marketing. This development raises questions about tradition, identity and consumer culture. Is a tradition defined by its original purpose, or can new meanings become part of it? Singles' Day also shows how technology can turn a local idea into an international commercial phenomenon.

**Advanced Vocabulary****Word Meaning**

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| 1. consumer culture | a society strongly influenced by buying and using goods |
| 2. e-commerce | buying and selling through the internet |
| 3. phenomenon | something notable that happens or develops |
| 4. identity | the qualities that make a person or group who they are |
| 5. commercial | connected with business and selling |
| 6. marketing | activities used to promote products or services |

Analysis

1. How did technology contribute to the growth of Singles' Day?
2. Why is the date itself useful for marketing?
3. What changes when a cultural event becomes commercial?
4. Can a tradition have more than one meaning?
5. Does international popularity change a tradition's identity?

Source Note for Teachers

The historical points in this reading are based on reporting from Reuters and current date information from PublicHolidays.cn. The exact origin story is disputed or unclear, so the lesson deliberately avoids presenting one popular story as certain.