

BLACK FRIDAY

1. Read the sentences below. Then, complete the definitions.

- This is the first time the company has **been in the red**, after previously always being profitable.
- If you find that you regularly **go into the red** each month, then you must be living beyond your means.
- Until his finances **are in the black**, I don't want to get married.
- Although they once came close to bankruptcy, they **are now in the black**.

When you **are in the red** or **go into the red**, it means that

When you **are in the black**, it means that

2. Watch a [video](https://youtu.be/6GX7l--iOBU) [https://youtu.be/6GX7l--iOBU] and mark the sentences below true (T) or false (F).

- The term Black Friday was coined by two investors from the US.
- In 1951, the day after Thanksgiving was called Black Friday because a lot of factory workers didn't want to come to work after the holiday.
- Retailers and workers wanted to change the term Black Friday to Big Friday because they didn't like it.
- Actually, the term Black Friday comes from the phrase *in the black* which is used to describe companies that become profitable.

3. Watch the [video](#) again and complete the sentences with one to three words.

- Black Friday is a term that's been in use for quite a long time to refer generally to negative events that happen to.....a Friday.
- It has to do with worker absenteeism. Basically, factories had trouble getting their workers to on the day after Thanksgiving.
- Bonnie writes that police in Philadelphia.....the days following Thanksgiving as Black Friday because they were considered the biggest shopping days.
- Both Ben and Bonnie say that retailers and workers didn't like the negative of the term Black Friday.
- So thanks to that myth, retailers were able to put a positive spin on the term and it to the Black Friday we see today.