ATENA
LEARNING MADE RELEVANT

ADVENTURERS

A Friday Like No Other (November 27, 2026)

TEACHING GUIDE

ℹ️ **What?** Black Friday, a day of big sales when stores and websites offer sometimes huge discounts.

👤 **Who?** Millions of people all around the world who take advantage of this day to go shopping.

🌍 **Where?** Originally in the United States, but now in many countries around the world.

🕰️ **When?** The Friday after American Thanksgiving, so November 27 this year.

❓ **Why is it important?** Because it marks the beginning of the holiday shopping season: stores want to attract customers, and people take the opportunity to buy gifts at lower prices.

🎯 **For this activity, your goal will be to learn about this day when consumption, and sometimes overconsumption, reigns supreme!**

OBJECTIVES

- Discover the origin of the name Black Friday, born in Philadelphia in the 1950s and 1960s
- Spot the tricks behind fake discounts: inflated prices, fake crossed-out prices, never-ending sales
- Tell a real deal from a fake discount in five situations
- Calculate the final price after one or more discounts
- Calculate a discount percentage and compare two offers

SUBJECTS

- **Mathematics**
  - Percentages
  - Calculating a discount
  - Comparing prices
- **English**
  - Understanding an informational text
  - Multiple-choice questions
  - Advertising vocabulary
- **Social Studies / Ethics**
  - History of a shopping tradition
  - Responsible consumption
  - Critical thinking about advertising

COMPETENCIES

- Read and understand an informational text
- Use information
- Exercise critical judgment
- Solve simple math problems
- Behave as an informed consumer

DURATION

- Approximately 45 minutes

GETTING STARTED

- Ask the students if they have ever heard of Black Friday, and what they know about it
- Ask them if they know why it is called “Black” Friday
- Show a few ads with impressive discounts
- Start the discussion: “How can you tell if an offer is really good?”

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QUESTIONS AND ANSWERS

STEP 1 — Where Does Black Friday Come From? Reading a short text about the origin of the name Black Friday, then answering five multiple-choice questions.

Q1 — Philadelphia.
Q2 — Police officers.
Q3 — There were crowds and traffic jams.
Q4 — An explanation invented later.
Q5 — In many countries.

STEP 2 — Real Deal or Fake Discount? Reading an infographic about fake discounts, then answering "real deal" or "fake discount" for five situations.

Q6 — Fake discount (price doubled the day before, then 50% off: back to the original price).
Q7 — Real deal.
Q8 — Fake discount (fake crossed-out price).
Q9 — Real deal.
Q10 — Fake discount (already half price the week before).

STEP 3 — Percentages on Sale. Calculating final prices, comparing two offers and calculating a discount percentage.

Q11 — $63 ($90 × 30% = $27; $90 − $27 = $63).
Q12 — $32 ($70 × 40% = $28; $70 − $28 − $10 = $32).
Q13 — At store A: $40 (store B: $45 − $4.50 = $40.50).
Q14 — $60 ($80 × 25% = $20; $80 − $20 = $60). Fake discount: it is the same price as before the increase.
Q15 — 25% ($200 − $150 = $50; $50 ÷ $200 = 0.25).

WRAPPING UP

- Look back at what was learned: "What surprised you most about the origin of the name Black Friday?"
- "Have you ever seen a fake discount in a store or online?"
- "Before buying something on Black Friday, what questions should you ask yourself?"
- Remind them that sometimes the best deal is not buying anything at all!

FURTHER EXPLORATION

📖 Elaine Scott, *Dollars & Sense: A Kid's Guide to Using—Not Losing—Money*. Charlesbridge.

