

## Black Friday and Cyber Monday

Name: \_\_\_\_\_

1. What came first: Black Friday or Cyber Monday?

- Black Friday
- Cyber Monday
- Neither
- They both happened at the same time

2. What is the main idea of the section titled "What is Black Friday?"

- People think that the term Black Friday means that businesses are losing money.
- Black Friday is the day after Thanksgiving.

## Black Friday and Cyber Monday

Do you like to go shopping? If so, then you should head out on the day after Thanksgiving, as that is the biggest shopping day of the year. Do you prefer to do your shopping online? If so, the Monday after Thanksgiving is the biggest online shopping day of the year. How did these two days of the year become the biggest shopping days of the year?

### What is Black Friday?

The Friday after Thanksgiving is known to be called Black Friday. This day signifies the beginning of the holiday shopping season. Many stores open very early that morning (or sometimes even the night before) and have large sales on the most popular items of the gift-giving season. But where did the term "Black Friday" come from? Many people think that this term comes from the term "black," meaning a business is profitable. As opposed to the term "in the red," meaning a business is losing money instead of earning money. However, this is not the case. In the past, the term "black" was associated with the days of the economy not doing well. The first Black Friday happened in 1869. Two businessmen, Jay Gould and James Fisk, were at the root of this first Black Friday. They were buying gold in hopes that if the price got high enough, then they could sell it and make a large amount of money. Eventually, the price of gold fell abruptly, and many people lost a lot of money. The economy suffered greatly because of this. A similar situation happened again on October 29th, 1929. The stock market crashed that day, and this was the start of the Great Depression.

### What is Cyber Monday?

The first Monday after Thanksgiving is referred to as Cyber Monday. While Black Friday is primarily reserved for brick-and-mortar stores, Cyber Monday is when retailers hold their sales that are only available online rather than in the store. The first Cyber Monday took place in 2005. Online shopping was fairly new back then. Businesses were looking for ways to sell after Black Friday. The following Monday became a day where businesses could sell their products that were only available online. Back in 2005, Cyber Monday was recorded in 2019 that Cyber Monday was the best day to buy things online. It was recorded in 2019 that Cyber Monday was the best day to buy things online. It was recorded in 2019 that Cyber Monday was the best day to buy things online.

Name: \_\_\_\_\_

## Black Friday and Cyber Monday

6. Read the following sentence from the passage: *Many people think that this term comes from the term "black," meaning a business is profitable. As opposed to the term "in the red," meaning a business is losing money instead of earning money.*

What does the word profitable mean in this passage?

- have no money
- lose money
- make money
- use money

Write this passage?

entertain the reader with  
persuade the reader to  
inform the reader about  
the above

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store  
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## Annotate the Text

1 Number the paragraphs

- Underline important statements

○ Circle unknown words

? Question? Confusing?

! Interesting!

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or brick-  
line

meaning of

Monday is

as on Cyber

cyber

# This resource includes:

- Teacher Tips
- Questions to Ask Students
- Student Bookmarks:
  - Close Reading Steps
  - Annotate/Mark the Text
- Informational Text: Black Friday and Cyber Monday
- 10 Multiple Choice Questions
- 7 Graphic Organizers
- Answer Key

## Black Friday and Cyber Monday

Do you like to go shopping? If so, then you should head out on the day after Thanksgiving, as that is the biggest shopping day of the year. Do you prefer to do your shopping online? If so, the Monday after Thanksgiving is the biggest online shopping day of the year. How did these two days of the year become the biggest shopping days of the year?

### What is Black Friday?

The Friday after Thanksgiving is known to be called Black Friday. This day signifies the beginning of the holiday shopping season. Many stores open very early (or sometimes even the night before) and have large sales on the day after Thanksgiving (or the day before). But where did the term "Black Friday" come from? Some say that this term comes from the term "black," meaning a business is losing money. In the term "in the red," meaning a business is making money. In this case, this is not the case. In the past, the term "black" was associated with the economy not doing well. The first Black Friday happened in 1869 when James Fisk and James Fisk, were at the root of this first Black Friday. They thought that if the price got high enough, then they could sell it. Eventually, the price of gold fell abruptly, and many people suffered greatly because of this. A similar situation happened in 1929. The stock market crashed that day, and this was the beginning of the Great Depression.

### What is Cyber Monday?

The first Monday after Thanksgiving is referred to as Cyber Monday. It is primarily reserved for online sales that are only available on the Internet. It took place in 2005. Online shopping was growing very fast, and businesses found additional ways to sell after Black Friday. The first Cyber Monday businesses held sales on their products that were online. Cyber Monday resulted in about \$484 million in sales. Cyber Monday sales totaled about \$9.4 billion. As online shopping grew, Cyber Monday.

Black Friday and Cyber Monday are the best times to buy products. The next time you are looking to buy something, wait until one of these two days if

### Close Reading Steps

1 Read the text

2 Annotate the text

3 Read the text in

unknown words

Respond to reading

# Non-Fiction Passage

## Black Friday and Cyber Monday

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1. What came first: Black Friday or Cyber Monday?

- a. Black Friday
- b. Cyber Monday
- c. Neither
- d. They both happened at the same time

2. What is the main idea of the section titled "What is Black Friday?"

- a. People think that the term Black Friday means that the day after Thanksgiving is a bad day for businesses.
- b. Black Friday is the day after Thanksgiving.
- c. Jay Gould and James Fisk were businessmen who made their money on Black Friday.
- d. Many stores open early that morning (or even earlier) to sell the most popular items of the gift-giving season.

3. What is one detail that supports your answer to question 2?

- a. People think that the term Black Friday means that the day after Thanksgiving is a bad day for businesses.
- b. Black Friday is the day after Thanksgiving.
- c. Jay Gould and James Fisk were businessmen who made their money on Black Friday.
- d. Many stores open very early that morning (or even earlier) to sell the most popular items of the gift-giving season and have large sales on the most popular items.

4. What is the main idea of the section titled "What is Cyber Monday?"

- a. Cyber Monday is the Monday day after Thanksgiving that are available online.
- b. These sales are generally not available in stores.
- c. The first Cyber Monday was in 2005.
- d. The popularity of Cyber Monday has grown over the years.

5. What is one detail that supports your answer to question 4?

- a. Cyber Monday is the Monday day after Thanksgiving that are available online.
- b. These sales are generally not available in stores.
- c. The first Cyber Monday was in 2005.
- d. The popularity of Cyber Monday has grown over the years.

## Black Friday and Cyber Monday

Name: \_\_\_\_\_

6. Read the following sentence from the passage: *Many people think that this term comes from the term "black," meaning a business is profitable. As opposed to the term "in the red," meaning a business is losing money instead of earning money.*

What does the word profitable mean in this passage?

- a. to have no money
- b. to use money
- c. to make money
- d. to lose money

7. Why did the author write this passage?

- a. To entertain the reader with a fun story.
- b. To persuade the reader to buy things on Black Friday.
- c. To inform the reader about the history of Black Friday.
- d. All of the above

8. Read the following sentences from the passage: *Black Friday is when retail stores, Cyber Monday is when retail stores have sales on the Internet rather than in the store.*

What do the phrases brick and mortar mean in this passage?

- a. using a computer to buy something
- b. the store where you buy things
- c. the store where you buy things
- d. at your house

9. Which word could be used to describe Black Friday on the Internet?

- a. Cyber Monday
- b. Jay Gould
- c. businesses
- d. The Great Depression

10. What is the difference between Black Friday and Cyber Monday?

- a. Black Friday is when retail stores have sales in the store. Cyber Monday is when retail stores have sales on the Internet.
- b. Black Friday is when retail stores have sales in the store. Cyber Monday is when retail stores have sales on the Internet.
- c. Black Friday is when retail stores have sales in the store. Cyber Monday is when retail stores have sales on the Internet.
- d. There is no difference between Black Friday and Cyber Monday.

Annotate the Text

1 Number the paragraphs

# 10 Multiple Choice Questions

# Close Reading

Close Reading: A reading strategy that is used to comprehend and analyze a text closely. Students will typically read the text at least twice for comprehension, details, analysis, and deep questioning of the text's purpose and meaning.

## Steps for Close Reading:

1. Read the Text
2. Mark Up the Text or Annotate the Text
3. Read the Text Again
4. Define Unknown Words
5. Read the Text Again
6. Respond to Reading

## Includes:

- Teacher Tips
- Questions to Ask Students
- Close Reading Steps - Bookmark
  - Version with "Mark the text"
  - Version with "Annotate the text"
- Steps to "Mark the Text" Bookmark
- Steps to "Annotate the Text" Bookmark
- Informational Text: The
- 10 Multiple Choice Questions
- 7 Graphic Organizers

# Teacher Tips & Suggestions

## Questions to Ask Students

- What is the text mostly about?
- Who is the audience for this text?
- What's is the writer's purpose of this text?
- What's your favorite part of the passage?
- What words are new to you? What do you think the words mean?
- What detail stands out to you?
- What questions do you now have about the topic?
- If you can ask the author 2 questions, what would you ask them?
- In this paragraph, what is the author saying?
- What is the structure of the text? How does it help

## Teacher Tips

Close reading: A reading strategy that is used to comprehend and analyze a text closely. Students will typically read the text at least twice for comprehension, details, analysis, and deep questioning of the text's purpose and meaning.

1. Read the Text: When students read the text for the first time, they are reading just to identify what the passage is mostly about. The first read is surface level and allows the students to understand the gist of the text.
2. Mark Up the Text or Annotate the Text: Encourage students to use their annotation bookmarks (provided below) to make notes directly on the text. Students can write in the margins, use sticky notes to make notes, use color coding. You can even slip the text inside a dry-erase pocket and encourage students to use dry-erase markers to mark up the text.
3. Read the Text Again: If the teacher is working with the students for this, the teacher can read the text aloud this time. Model think-alouds and use expression while you read. If students are working with partners in a station, encourage them to each read a paragraph then switch readers.
4. Define Unknown Words: During this step, invite students to circle any unknown or unfamiliar words. Use the provided graphic organizer to select 4-5 unknown words and work to identify the meaning of each word.
5. Read the Text Again: With this third time reading the text, encourage the students to read the passage independently.
6. Respond to Reading: Students will now use the text to answer the 10

# Graphic Organizers

- Main Ideas with Text Evidence
- Central Ideas with Text Evidence
- Central Ideas with Details
- Main Idea, Details, Conclusion
- KWL: What I Know, What I Want to Know, What I Learned
- Overview: Topic, Author's Purpose, Key Vocabulary, Most Important Thing, I Wonder, Important Facts, Illustration
- Context Clues (3 Versions: 3 words, 4 words, 5 words)

Name: \_\_\_\_\_

Unknown Word	Context Clue	Word Meaning

Name: \_\_\_\_\_

What I Know	What I Want to Know	What I Learned

Name: \_\_\_\_\_

Topic	Author's Purpose
Key Vocabulary	Most Important Thing
Important Facts	Illustration

# Graphic Organizers

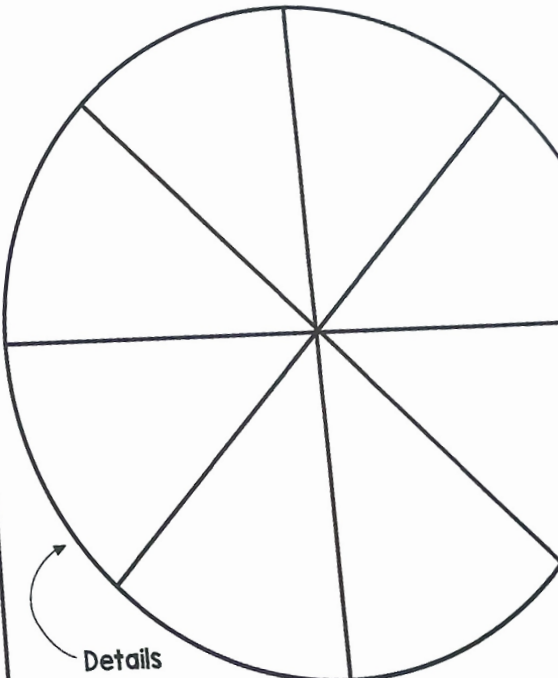
# Ideas for Use

- Science or ELA Stations
- Whole Group Instruction
- Partner Practice
- Guided Reading Groups
- Substitute Plans
- Send home to practice
- ELA Work Stations or Centers
- Assessment

Unknown Word	Context Clue

Name: \_\_\_\_\_

Central Idea



Details

Name: \_\_\_\_\_

Main Ideas

- 1
- 2
- 3

Text Evidence #1

Text Evidence #2

Text Evidence #3

Name: \_\_\_\_\_

Main Idea

Detail

# Graphic Organizers

Purchase now to  
connect history  
and literacy  
in your  
classroom!