

marketplace, Black Friday will eat Thursday as well and annihilate the left of Thanksgiving and the American spirit it represents. ♦

CONSIDERING THE ISSUES

1. How do you approach the holiday season? Do you plan to shop on the day after Thanksgiving? Why or why not?
2. What is our social attitude about people who spend a lot of money on items they don't really need? Do we send mixed messages that consumerism is a bad thing, but then urge consumers to keep spending?

CRAFT AND CONTENT

1. Evaluate the author's tone in this piece. Identify specific words and phrases that convey his personal opinion on the subject of consumerism and "Black Friday."
2. At various points throughout his editorial, Barber asks his readers a question. What questions does he pose to his readers? How does he answer these questions? Is this a good writing technique? Explain.

CRITICAL THINKING

1. In his conclusion, Barber asserts, "Black Friday is not something we do; it is something being done to us." What does this mean?
2. Barber argues that corporations are not really giving consumers what they want—rather, they are pushing consumers to buy more than they need. What is your own reaction to this point? Do you feel pushed by advertisers to buy things you don't really want?

WRITING ABOUT THE ISSUES

1. Research the topic of consumer spending during the holiday season. How important is "Black Friday" to the economy? What are the origins of the term, and how has this day changed over the last 20 to 30 years (for example, what is "Cyber Monday"?). Based on what you know already and what you learn from your research, how might this day change over the next decade?
2. Write a personal narrative describing your Thanksgiving shopping and any consumer practices you associate with this time period (Thursday to Sunday). Connect your narrative to the point Barber raises in his editorial.