CNN News Highlights — Black Friday has Changed

1) consumers’	2) crazes	3) injuries	4) not what it used to be	5) stampedes	6) zip on over

Now we're going to _____ to our next story of the day. In the U.S., Black Friday, the Friday after Thanksgiving is _____.

Years ago, Black Friday's shopping _____ could sometimes lead to _____, even _____ at stores, but now American _____ habits around the holiday shopping season have changed. Here's Jenn Sullivan with the how and the why.

1) a pretty big shift	2) decade	3) mad	4) pajamas	5) pandemic	6) score deals online

The _____, “discount dash” associated with Black Friday appears to be slowing.

Clearly the month of November has changed really since the _____.

More shoppers are looking to _____ as many consumers gear up for Cyber Monday.

_____ from the Black Fridays I remember about a _____ ago where people would line up early outside the stores now people are shopping in their _____.

1) convenience	2) discounts	3) entice	4) rolled out	5) scaling back	6) ‘til

It's not just the _____ of shopping from home that has consumers _____ on in-store shopping. Many retailers _____ their _____ much earlier this year to _____ people to spend sooner.

It actually started as early as early October and will go right _____ Christmas time.

1) analytics	2) generated	3) penultimate	4) ratchet up	5) retailers	6) substantial

The Black Friday deals have already _____ nearly $10 billion in online sales, according to Adobe _____. That's 7.5% more than a year ago. But Black Friday is only the _____ attempt by _____ to _____ their sales.

Today marks the final _____ day of holiday shopping deals — Cyber Monday, designed for online shoppers.

1) buy now, pay later	2) flexible	3) gaming products	4) interest	5) notable increase	6) smartwatches

Did you know that Cyber Monday is expected to generate a record $12 billion in sales, according to Adobe Analytics. Adobe says _____, TVs, toys, and _____ were the best-selling categories this year.

They also saw a _____ in shoppers who went for “_____" options.

47% more Americans use this _____ payment method compared to last year. And while that may mean that they may end up paying a bit more because of _____, that works better for some.

Translation

現在我們要快速轉到今天的下一則新聞。在美國，感恩節後的星期五，即黑色星期五，已經不再像以前那樣了。

幾年前，黑色星期五的購物狂潮有時甚至會導致商店出現踩踏事件，甚至造成傷害，但現在美國消費者在假期購物季的習慣已經改變。以下是珍妮·蘇利文帶來的原因和方法。

與黑色星期五相關的瘋狂“折扣衝刺”似乎正在放緩。

很明顯，自從疫情以來，11 月的情況確實發生了很大的變化。

越來越多的購物者在網上尋找優惠，因為許多消費者為網絡星期一做準備。

這與我大約十年前記憶中的黑色星期五有很大的不同，當時人們會很早就在商店外排隊，而現在人們穿著睡衣在家購物。

並不僅僅是在家購物的便利性讓消費者減少了到店購物。今年許多零售商提前推出折扣，以吸引人們更早消費。

這實際上早在 10 月初就開始了，並將持續到聖誕節。

根據 Adobe Analytics 的數據，黑色星期五的優惠已經在線上銷售中產生了近 100 億美元的收入。這比去年增加了 7.5%。但黑色星期五僅僅是零售商提高銷售的倒數第二次嘗試。

今天標誌著假日購物優惠的最後一天——專為網上購物者設計的網絡星期一。

你知道嗎，根據 Adobe Analytics 的數據，預計網絡星期一將創下 120 億美元的銷售紀錄。Adobe 表示，今年最暢銷的類別包括智能手錶、電視、玩具和遊戲產品。

他們還注意到，選擇“先買後付”選項的購物者明顯增加。

使用這種靈活付款方式的美國人比去年增加了 47%。雖然這可能意味著他們最終會因為利息支付更多，但對一些人來說這更合適。

You can access this activity here:
https://linguadox.com/2023/11/28/cnn-news-highlights-black-friday-has-changed/

Answers

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Now we're going to 6) zip on over to our next story of the day. In the U.S., Black Friday, the Friday after Thanksgiving is 4) not what it used to be.

Years ago, Black Friday's shopping 2) crazes could sometimes lead to 5) stampedes, even 3) injuries at stores, but now American 1) consumers' habits around the holiday shopping season have changed. Here's Jenn Sullivan with the how and the why.

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1) convenience	2) discounts	3) entice	4) rolled out	5) scaling back	6) ‘til

It's not just the 1) convenience of shopping from home that has consumers 5) scaling back on in-store shopping. Many retailers 4) rolled out their 2) discounts much earlier this year to 3) entice people to spend sooner.

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The Black Friday deals have already 2) generated nearly $10 billion in online sales, according to Adobe 1) Analytics. That's 7.5% more than a year ago. But Black Friday is only the 3) penultimate attempt by 5) retailers to 4) ratchet up their sales.

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Did you know that Cyber Monday is expected to generate a record $12 billion in sales, according to Adobe Analytics. Adobe says 6) smartwatches, TVs, to
They also saw a 5) notable increase in shoppers who went for “1) buy now, pay later" options.

47% more Americans use this 2) flexible payment method compared to last year. And while that may mean that they may end up paying a bit more because of 4) interest, that works better for some.