



Level – B1

Happy Valentine's Day!

Watch the video and order the pictures to tell the story



With your partner, tell the story in your own words.



The Commercialisation of Love



More and more, big brand names such as Lenovo (in the video clip), McDonalds, Coca-Cola and Hallmark are **pulling at our heart strings** in the lead up to 14th February every year for Valentine's Day. Cleverly made advertisements and love-themed **marketing campaigns** will make us laugh, cry and run straight out the door to purchase one of their products such as a new tablet with projector, a hamburger or more traditionally, a Valentine's day card for that 'special someone'.

Although it remains a day which is still **widely celebrated** each year, it seems to be just another way for companies to **cash-in on** couples.

Do people really need 'a day of love' in order to celebrate their partnership or is it merely a **money-making scheme**? And if it is really such a **commercial** event, why do so many people around the world spend their **hard-earned cash** buying their loved ones heart-shaped omelette makers and cupid themed pillows?

I don't get it! I certainly don't need one day a year to show how romantic I am, however *If my partner didn't buy me a cardand maybe chocolates....I wouldn't be too pleased...*

Vocabulary:

1. I cried watching a movie last night. Some stories really _____ at my _____.
2. Companies spend a huge amount of money on _____ in order to increase their sales.
3. A lot of people work hard only to spend their _____ - _____ on products that they don't need or really want.
4. Big brand companies _____ - _____ our need to keep up with latest trends.
5. Everything is about making money these days. There is nothing that isn't _____.



Discussion Questions:

1. If you received a Valentine's Day card from a 'secret admirer', what would you do?
2. How would you feel if your boyfriend/girlfriend didn't buy you a card on Valentine's card?
3. Would you be embarrassed if you received flowers in work on Valentine's Day?
4. What would you say to your partner if he/she spent a fortune on you on Valentine's Day?
5. If one of your classmates handed you a red rose on Valentine's Day, how would you react?



