

Does festive music make shoppers spend more money?

Warmer: As quickly as you can, name three Christmas songs.
Why did those three come to mind?

Options: I wish it could be Christmas every day, Last Christmas, All I want for Christmas is you, Merry Christmas Everybody (Slade), Jingle Bells, Frosty The Snowman, I Saw Mommy Kissing Santa Claus, White Christmas, Rockin' Around The Christmas Tree, Rudolph, The Red Nosed Reindeer, Donde Esta Santa Claus, Feliz Navidad

(100 Greatest Christmas Songs - http://www.digitaldreamdoor.com/pages/music0_christmas.html)

Play the below video once just asking the students to watch and listen.

<https://www.youtube.com/watch?v=Hfet9teVmbM>

Give the students the gap-fill exercise asking them to complete each space with one word. Each sentence will require either one or two words.

The science behind _____ music could be more complicated than we think.

But actually, they could be enticing you to stay longer and _____.

Slow it down and we'll relax, stay longer. _____ it _____ and it'll improve our mood.

No matter how rank and how awful the song is, you _____ humming it and whistling it.

[blonde woman] It gets on your _____ after a bit but generally it's all part of it, int'it?

So while the shops are wishing it really could be Christmas every day, your _____ might not thank you.

Answers

The science behind background music could be more complicated than we think.

But actually, they could be enticing you to stay longer and spend more.

Slow it down and we'll relax, stay longer. Speed it up and it'll improve our mood.

No matter how rank and how awful the song is, you catch yourself humming it and whistling it.

[blonde woman] It gets on your nerves after a bit but generally it's all part of it, int'it?



So while the shops are wishing it really could be Christmas every day, your bank balance might not thank you.

Get students to compare answers in pairs then review the answers as a group.

Check for any unknown vocabulary. Some you might like to make the students work with or use to produce their own sentences could include:

- to slow down
- to speed up
- to get on one's nerves
- to catch oneself (doing something)
- a bank balance

Then move on to a paired discussion using some or all of the below questions. Feel free to add any of your own.

Do you enjoy Christmas shopping?

How do you feel about: the crowds

the queues

the prices

the Christmas lights

Do you like the Christmas songs or do they get on your nerves?

Do you agree that Christmas songs might entice you to spend more?

What about music in shops in general, is the intention to make people spend more or simply to create a better atmosphere? Or does the latter influence the former?

What effect does music in shops have on you?

How important is the Christmas period for the retail industry, especially during this time of recession?

Will people spend in the same way as always or will they be more prudent?

Finish with a group review of some of the main points raised in the discussion.

Review any language issues that came up.



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Listen to the report and fill in the blanks (one word per blank).

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But actually, they could be enticing you to stay longer and _____.

Slow it down and we'll relax, stay longer. _____ it _____ and it'll improve our mood.

No matter how rank and how awful the song is, you _____ humming it and whistling it.

[blonde woman] It gets on your _____ after a bit but generally it's all part of it, int'it?

So while the shops are wishing it really could be Christmas every day, your _____ might not thank you.

Discussion

Do you enjoy Christmas shopping?

How do you feel about: the crowds
the queues
the prices
the Christmas lights

Do you like the Christmas songs or do they get on your nerves?

Do you agree that Christmas songs might entice you to spend more?

What about music in shops in general, is the intention to make people spend more or simply to create a better atmosphere? Or does the latter influence the former?

What effect does music in shops have on you?

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The science behind _____ music could be more complicated than we think.

But actually, they could be enticing you to stay longer and _____.

Slow it down and we'll relax, stay longer. _____ it _____ and it'll improve our mood.

No matter how rank and how awful the song is, you _____ humming it and whistling it.

[blonde woman] It gets on your _____ after a bit but generally it's all part of it, isn't it?

So while the shops are wishing it really could be Christmas every day, your _____ might not thank you.



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Discussion

Do you enjoy Christmas shopping?

How do you feel about:

- the crowds
- the queues
- the prices
- the Christmas lights

Do you like the Christmas songs or do they get on your nerves?

Do you agree that Christmas songs might entice you to spend more?

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