



## VALENTINE'S DAY

**Level:** Pre-intermediate to intermediate (equivalent to CEFR level A2 / B1)

**Age:** Teenagers / Adults

**Time:** 60 minutes

**Summary:** This lesson and infographic look at interesting facts and figures about Valentine's Day.

**Materials:** One copy of the worksheet per student; access to a projector or IWB to project the infographic from onestopenglish.

### HOW TO USE THE LESSON

**1** There are hundreds of songs with *love* in the title. If possible, bring in a few and play 'guess that tune' at the start of the lesson. Play each one for five seconds and see how many people can guess the song. Before the lesson, make a list of ten songs and write them on the board, leaving out the word *love*, and ask students to insert the word in the correct place. Depending on the songs you choose, they may need to change the form of the missing word, eg *loving*, or *loved*.

**2** Allow students a moment to read through the information on the infographic before doing exercise 2, which is in two parts. First of all they should complete each sentence with the correct word (*much* or *many*). They then find the answer to the questions in the infographic.

For questions 4 and 6, you could point out that the correct answer is *much* because *how much* in this sentence means *how much money*, and *money* is a singular noun in English, but the verb is *do* because *roses* (question 4) and *people* (question 6) are plural. In question 3, you could point out that *a dozen*, which means 12, is an old unit of measure still used today for some things such as *roses* and *eggs* (which are sold in boxes of 6 – *half a dozen* – or 12 – *a dozen*), and where we mean 'more than a few but not very many', e.g. *There were about a dozen people in the room*.

For question 5, you could point out that *confectionery* refers to any kind of *sweets* (US: *candy*) or *chocolate*. You could also point out that *sweets* is always plural when it refers to confectionery, while *candy* can be singular or plural (*candies*).

**3** At this stage you can focus more on some of the words themselves in the infographic. Do the

first one as an example, then let the students do the others.

**4** An alternative to exercise 4 would be to ask students to copy the individual words on scraps of paper, mix up all the papers and put them on the table in front of them. They then put the words into groups. Go over the answers, clarifying any unknown words.

**5** Put students into small groups or pairs to choose questions to discuss before whole class feedback.

**6** Finish by asking students the last question in open class. Can they think of important calendar dates or celebrations in their country that are used to sell lots of things? Do they think this is good for the economy, or that it ruins a good holiday?

**Key:**

**1** *Students' own answers.*

**2** 1. *many: 37 million; 2. much: £47; 3. many: 150 million; 4. much: \$75 average; 5. much: 63 million kilos 6. much: \$274*

**3** 1. *celebrate; 2. annually; 3. single; 4. industry; 5. big spender*

**4** *jewellery: bracelet, earring, necklace, ring; confectionery: chocolate, fudge, liquorice, caramel; flowers: lily, orchid, rose, tulip; other: meal, date, gift*

**5** *Students' own answers.*

**6** *Examples of important dates in the retail calendar in the USA: St. Patrick's Day (March); Easter (March / April) Independence Day (July)*



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**1** Do you know any songs with the word *love* in the title? What are they?

**2** Read the infographic *Love by the numbers*. Complete the questions with *much* or *many*. Then answer the questions.

- How \_\_\_\_\_ dates are there each year in Britain?
- How \_\_\_\_\_ does an average British single person spend on a date?
- How \_\_\_\_\_ Valentine's Day cards does Hallmark sell every year?
- How \_\_\_\_\_ do a dozen roses cost in the US on Valentine's Day?
- How \_\_\_\_\_ confectionery is sold every Valentine's Day in the US?
- How \_\_\_\_\_ do people in the Far East spend at Boticca every Valentine's Day?

**3** Find words in the infographic that mean ...

- to do something enjoyable to show that an occasion is special
- every year
- unmarried
- business
- person who spends a lot of money

**4** Put the words below into four groups: jewellery, confectionery, flowers, other. Use a dictionary to help you.

bracelet    caramel    chocolate    date    earring    fudge    gift    lily  
 liquorice    meal    necklace    orchid    ring    rose    tulip

jewellery	confectionery	flowers	other

**5** Work in pairs. Choose three of the questions below and discuss with your partner.

- Is Valentine's Day a popular holiday in your country?
- Do you celebrate Valentine's Day? What do you do?
- Do you think Valentine's Day is too commercial?
- What is the perfect gift for someone you love?
- Do you believe in 'love at first sight'?
- What is the perfect date? Describe it.

**6** Valentine's Day is one of the first important dates in the retail calendar (the calendar of sales in a shop) in the USA. What other celebrations are important in the retail calendar in your country?



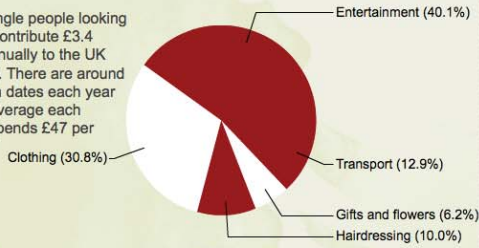
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# Love by the Numbers

Love may be free, but it is certainly good for business. It's Valentine's Day, and in the countries that celebrate this holiday, many businesses are getting ready to sell sell sell.

## From UK with love...

British single people looking for love contribute £3.4 billion annually to the UK economy. There are around 37 million dates each year and on average each person spends £47 per date.



## American Sweetheart



There are more than 1,400 kinds of Valentine's Day cards made by Hallmark. They sell 144 million every year.

More than 200 million roses are produced especially for Valentine's Day. Average cost is \$75/dozen.

140 million pounds (63 million kilos) of candies are sold every year. 60% of this goes on chocolate.

The jewellery industry makes more than \$4 billion dollars on this day every year.

**\$127 =** average spent by each American who celebrates Valentine's Day

## World Big spenders?



According to the jewellery, bags and accessories store Boticca, the men who spend the most money on Valentine's Day are in the Far East with an average of \$274 spent per buyer.

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