

Valentine's Day

"All you need is love. But a little chocolate now and then doesn't hurt."
— Charles M. Schulz



Warm up

- What is your most memorable Valentine's Day experience? Why?
- Do you usually celebrate Valentine's Day? If so, how?
- How do people celebrate Valentine's Day in your country? Are there any unique traditions?
- What comes to mind when you think of Valentine's Day? (e.g., love, chocolate, business?)
- Do you believe in love at first sight? Why or Why not?



1. In small groups guess the answers about Valentine's Day. The answers to these questions will be revealed in the next activity.

- Valentine's Day originated in which ancient civilization?
A. Greece B. Egypt C. **Rome**
- Approximately what percentage of all marriage proposals occur on Valentine's Day?
A. 3% B. **10%** C. 30%
- In 2023, how much did consumer spending in the United States reach for Valentine's Day?
A. \$200 million B. \$2.3 billion C. **\$25.8 billion**
- In Japan, what do women traditionally give to men on Valentine's Day?
A. Flowers B. **Chocolates** C. Money
- Which country celebrates "Friend's Day" instead of Valentine's Day, focusing on friendships?
A. Sweden B. **Finland** C. Norway
- Which 2010 film features interconnected love stories set against the backdrop of Valentine's Day?
A. Love Actually B. **Valentine's Day** C. Moon Light Lovers



2. Read the text about the Valentine's Day and check your answers.

1. Valentine's Day, celebrated every year on February 14th, has a long history connected to both old traditions and modern customs. It began with the Roman festival called Lupercalia, where young men and women would meet, sometimes leading them to fall for each other. Later, this festival became a day to honor Saint Valentine, a mysterious figure often linked to love and caring.

2. Today, Valentine's Day is known as a day to show love and affection. Many people use this day to pop the question, making it one of the most popular days for proposals. About 10% of all proposals happen on Valentine's Day.

3. Valentine's Day has become very commercial, with people spending a lot of money on gifts and special experiences. In the United States, for example, spending on Valentine's Day reached around \$25.8 billion in 2023, which was 8.37% more than the year before.

4. Common gifts include chocolates, flowers, and jewelry. Many people also shop online to find the perfect gift.

5. Different countries have their own ways of celebrating Valentine's Day. In Japan, women give chocolates to men in a tradition called "giri-choco," which means "obligation chocolate." Men return the favor a month later on a day called "White Day." In Finland, the day is called "Ystävänäpäivä," meaning "Friend's Day," and focuses on celebrating friendships instead of romance.

6. Valentine's Day also plays a big role in pop culture, with many movies and songs about love and romance. For example, the movie "Valentine's Day" (2010) shows love stories connected to the holiday, and songs like "My Funny Valentine" are popular at this time of year.

7. Even though many people love Valentine's Day, it is sometimes criticized for encouraging people to spend too much money and putting pressure on them to celebrate in a certain way. Still, many see it as a chance to show their feelings openly, whether for a romantic partner, a friend, or a family member.

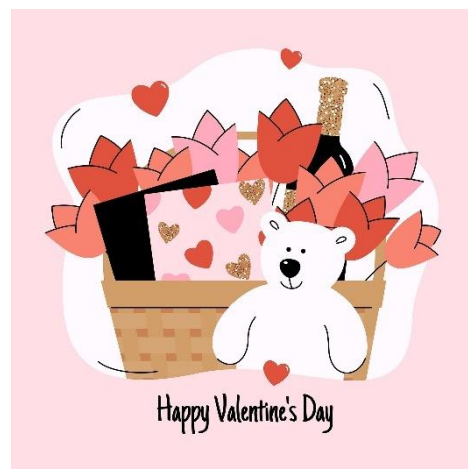
8. In short, Valentine's Day is a special day that has changed over the years, mixing old traditions with new customs. Whether you're in love or just enjoying time with friends, it is a time to appreciate the relationships that make life special. Many people use this day to express that they are head over heels in love, making it a meaningful occasion for them.





3. Discuss in small groups

- How many quiz questions did you answer correctly? Were you surprised by any of the answers?
- Did you find anything in the text particularly interesting or unexpected? Why?
- How could businesses use Valentine's Day to improve customer engagement or marketing?
- Do you think holidays like Valentine's Day are more focused on relationships or commercialism today? Why?



4. Find the phrases in the text that match the meanings below.

- To become attracted to someone; to begin to love someone.

Fall for each other (phrasal verb, paragraph 1)

- To propose marriage.

Pop the question (idiom, paragraph 2)

- Demonstrations of love or fondness.

Show love and affection (collocation, paragraph 2)

- To be deeply in love with someone.

Head over heels in love (idiom, paragraph 8)



5. Complete each sentence with the appropriate phrase from exercise 4.

- a. Giving flowers and chocolates is a classic way **to show love and affection** on Valentine's Day.
- b. Sarah and Jake are so happy together; they are clearly **head over heels in love** and can't stop talking about each other.
- c. After years of friendship, they finally admitted they had started **to fall for each other**.
- d. On Valentine's Day, many couples decide **to pop the question** in romantic settings like fancy dinners or special trips.



6. In small groups, research and prepare a 5-minute presentation on one of the following topics:

1. Love Idioms and Their Origins

Explore common idioms related to love, such as "head over heels," "tie the knot," and "wear your heart on your sleeve." Investigate their meanings and historical backgrounds.

2. Valentine's Day Consumerism

Analyse how Valentine's Day influences consumer behaviour. Look into spending statistics, popular gifts, and the impact of marketing strategies on purchasing decisions.

3. Evolution of Valentine's Day Symbols

Examine traditional symbols associated with Valentine's Day, like hearts, roses, and Cupid. Discuss their origins, meanings, and how they've evolved over time.

