

<h2>Holidays in American Culture</h2>

In what ways have the winter holidays, Christmas especially, evolved as a commercial holiday?

1. **Holidays** (DEFINE)

2. **Black Friday**
 - a. First appeared in the 1960s but didn't catch on until the _____.
 - b. What does the day/term mean today?

3. **Small Business Saturday**
 - a. Created in _____.

4. **Cyber Monday**
 - a. Came about as the internet boomed. Created in _____.

5. **Christmas in the U.S.**
 - a. Sometime between the 1830s-1890s individual states recognized Christmas as a legal holiday in the U.S.
 - b. What was Santa designed to do?

 - c. **Rudolph the Red Nosed Reindeer** was the result of advertising as well! How so? What was his story?

 - d. How were mall Santas also a result of Christmas' commercialism?

- e. Christmas is in many ways a holiday centered on consumerism. Holiday spending is estimated to rise to _____ in 2019.
- i. How was Dr. Seuss' *How the Grinch Stole Christmas* a social commentary on the over-commercialism of the holiday?
 - ii. Consider the commercialization with the Elf on the Shelf and the Mensch on a Bench concepts!
- f. **The holidays in television/film:**
- i. In the 1970s, "It's a Wonderful Life" became a tv regular and the concept of the Christmas episode became a staple in tv shows.

Why do holiday films have such a lasting appeal? Why are holiday-themed tv episodes so popular? What themes or emotions do they tap into?