

# What's happening in the news?



Let's have a look at the poster

Greeting Cards





# Why do we send greeting cards?





# Let's look at the story



People all around the world continue to send greeting cards, despite huge increases in online messaging and use of social media. People send cards for many reasons including, birthdays, weddings, and religious festivals to show others they care.

According to the Greeting Card Association's research, British people send more greeting cards per person than any other nation! In 2021, Royal Mail estimated that it delivered 150 million cards during the Christmas period.



Learn more about this story [here](#).  
Watch the useful video [here](#).





## Read through the information below about greeting cards.

### What is a greeting card?

A greeting card is a card sent to others to provide a message for different occasions or even just to say you are thinking of them.

Typical occasions include birthdays, Christmas, Eid al-Fitr, Ramadan, Diwali, weddings, as a thank you, farewell, and many more.



Pictured above: A thank you card

moonpig.com

Pictured below: A typical Christmas card



BitsaboutBritain.com

### Greeting card statistics

- The UK has the most successful greeting card industry in the world!
- Each person buys on average 31 cards per year.
- £1.68 is the average cost for each card.





## Main question

Why do we send greeting cards?

 **Listen**  **Think**  **Share**

- Look at the poster image. What can you see? Have you sent or received any cards over the festive period?
- Can you think of other times that you send cards? Who do you send cards to? Is writing and sending cards something you enjoy doing?
- Read through the news story and discuss your thoughts. Are you surprised to learn that so many people still send cards? Can you think of any alternative ways to share a message? E.g., sending an email or text. Talk about which you prefer to send or receive and why. Also consider the impact on the environment each has.
- Read the information, found on the resource, about greeting cards and look at the different examples. What types of cards do you like to receive?
- Watch the useful video, which explores more about the history of Christmas cards and talk about how they have changed over time.
- Can you create and send a greeting card for someone who is important to you? Think about what you are celebrating. What will the design be? What message will you write?

## Useful Weblinks

- News story: [www.southernliving.com/holidays-occasions/christmas/do-people-still-send-christmas-cards](http://www.southernliving.com/holidays-occasions/christmas/do-people-still-send-christmas-cards)
- Useful video: [www.kriss-kringle.com/cards.html](http://www.kriss-kringle.com/cards.html)

Share your thoughts and read the opinions of others

[www.picture-news.co.uk/discuss](http://www.picture-news.co.uk/discuss)

