Teacher Answer Key

Case Study

1. Large candy companies marketed Halloween heavily by producing affordable 'fun size' candy bars and promoting trick-or-treating, making candy central to the holiday.

2. As companies began mass-producing affordable costumes based on movies and TV shows, adults joined in the celebration, rapidly expanding the market for elaborate outfits.

Multiple Choice

1. C

2. B

3. D

Matching

1-C, 2-A, 3-E, 4-B, 5-D

Fill-in-the-Blank

1) Samhain, 2) Great Pumpkin, 3) Fun

Short Answer (Sample Responses)

Q1: Media reinforced icons like Dracula, witches, and horror tropes while creating enduring specials and movies that shaped Halloween traditions.

Q2: Businesses exploit Halloween because of its strong consumer culture—costumes, candy, and entertainment—ensuring repeat annual profits.

Q3: Halloween combines old folklore with modern marketing: trick-or-treating for candy, costumes reflecting pop culture, and retail-driven spending.