



STUDY GUIDE

JUST SAY MERRY CHRISTMAS

KEY TERMS: proponents
secular

Christmas
inclusiveness

cognitive dissonance
misanthropic

NOTE-TAKING COLUMN: Complete this section *during* the video. Include definitions and key terms.

CUE COLUMN: Complete this section *after* the video.

What do proponents of 'Happy Holidays' argue?

What is the underlying agenda for eliminating the word 'Christmas' from the American vernacular?

Why does 'Merry Christmas' bother secular activists?

What is Mr. Prager's argument for continuing to use the term 'Christmas' in its traditionally appropriate contexts?

What percentage of Americans celebrate Christmas?

DISCUSSION & REVIEW QUESTIONS:

- Mr. Prager begins the video by stating, “The change from wishing fellow Americans “Merry Christmas” to wishing them “Happy Holidays” is a very significant development.” What do you think is so significant about this development? Why do you think that this development has happened?
- Later, Mr. Prager shares with us that, “When I respond “Thank you. Merry Christmas,” I often sense that I have actually created some tension. Many of those I wish “Merry Christmas” are probably relieved to hear someone who feels free to utter the C-word, but all the sensitivity training they’ve had to undergo creates cognitive dissonance.” Do you think that the scenario Mr. Prager describes happens often between people during the Christmas season? Why or why not? What do you think Mr. Prager means by ‘cognitive dissonance?’
- Further, Mr. Prager explains that, “The opponents of “Merry Christmas” and other uses of the word “Christmas” know exactly what they’re doing... it’s a war on Christmas, or more precisely, a war on the religious nature of America.” Why do you think that progressives wish to deny and to end the ‘religious nature of America?’
- Mr. Prager answers the last question by stating that, “The left in America, like the left in Europe, wants to create a thoroughly secular society – not a secular government – which is a desirable goal, and which, in any event, has always been the case in America – but a secular society.” Why do you think that the left values secularism so much more than they value traditional American values? Doesn’t that make leftists Anti-American? Why or why not?
- Towards the end of the video, Mr. Prager points out that, “...the left doesn’t announce that its agenda is to thoroughly secularize American and European societies. Instead they offer the ‘inclusiveness’ argument that ‘Merry Christmas’ or ‘Christmas party’ or ‘Christmas vacation’ is not ‘inclusive’... But the argument is preposterous: Who exactly is being excluded when one wishes someone ‘Merry Christmas?’ Non-Christians?... I’m a non-Christian. I’m a Jew. Christmas is not a religious holy day for me. But I’m an American, and Christmas is a national holiday in my country. It is therefore my holiday, though not my holy day, as much as it is for my fellow Americans who are Christian... By not wishing me a Merry Christmas, you are not being inclusive. You are excluding me from one of my nation’s national holidays.” Do you agree with Mr. Prager’s argument and reasoning? Why or why not? Do you think that a person is justified in being offended if someone wishes them a ‘Merry Christmas?’ Why or why not?

EXTEND THE LEARNING:

CASE STUDY: Christmas BUYcott

INSTRUCTIONS: Read the article “Here Are the 26 Most ‘Faith-Friendly’ Companies to Shop This Christmas,” then answer the questions that follow.

- What is a Christmas BUYcott, and why was it created? What is the Faith Equality Index, and how is it compiled? What are organizers of the campaign asking ‘faith driven consumers’ to do?
- How do you think that this campaign factors in the ‘War on Christmas?’ Do you think that this campaign has a chance to mitigate efforts by the leftist proponents of secularism to eliminate Christmas? Why or why not?
- Do you support the Christmas BUYcott campaign? Why or why not?



QUIZ

JUST SAY MERRY CHRISTMAS

1. Almost all of the most popular Christmas songs were written by _____.
 - a. Presbyterians
 - b. Jews
 - c. Mormons
 - d. Catholics

2. Why does “Merry Christmas” bother secular activists?
 - a. It doesn’t.
 - b. It brings up unhappy holiday memories.
 - c. It’s exclusive.
 - d. It’s a blatant reminder of just how religious America is.

3. By not wishing people a Merry Christmas, you are being _____.
 - a. inclusive
 - b. exclusive
 - c. sensitive
 - d. sensible

4. The change from wishing fellow Americans “Merry Christmas” to wishing them “Happy Holidays” is a very insignificant development.
 - a. True
 - b. False

5. Which of the following phrases have the “Happy Holidays” proponents pushed to replace?
 - a. Christmas vacation
 - b. Holiday party
 - c. Easter vacation
 - d. None of the above



QUIZ - ANSWER KEY

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<http://dailysignal.com/2015/11/09/here-are-the-26-most-faith-friendly-companies-to-shop-this-christmas/>

Here Are the 26 Most ‘Faith-Friendly’ Companies to Shop This Christmas

[Kelsey Harkness](#) / [@kelsejharkness](#) / November 09, 2015



Walmart ranks among the friendliest companies towards people of faith, according to a Christian-based consumer organization. (Photo: Reuters/Kevork Djansezian/Newscom)

A new Christian-based consumer organization that ranks companies based on their friendliness toward people of faith released a Christmas “Best in Class” list, hoping to have a major impact on where people spend their money this holiday season.

Topping the list are brands like Chick-fil-A, Dillards, Hobby Lobby, JetBlue, Pepsi, and Wal-Mart.

The organization behind the campaign, Faith Driven Consumer, coined the effort a Christmas “buycott” instead of a “boycott,” hoping to positively reward companies that they believe have friendly policies towards people of faith, instead of punishing those that don’t.

This year’s best in class list was broken down into 26 different categories. The winners include:

Airline: JetBlue

Automotive: Honda

Banking: BB&T

Beauty: Revlon
Beverage: Pepsi
Cable/Satellite: Dish Network
Computer: Samsung
Consumer Goods: Reckitt Benckiser
Craft Store: Hobby Lobby
Credit Card: MasterCard
Department Stores: Dillard's
Electronics Retail: hhgregg
Fast Food: Chick-fil-A
Food: Tyson Foods
Health Insurance: Humana
Home Improvement: Menard's
Hotels: Hilton
Insurance & Investments: Geico
Mail Delivery: USPS
Mega Retail: Walmart
Office Supply: Office Depot
Pharmaceutical: Astra Zeneca
Restaurant: Cracker Barrel
Retail Pharmacy: Walgreens
Travel Booking: Priceline
Wireless Carrier: Sprint

The #ChristmasBUYcott campaign was launched to empower Christian consumers to demonstrate their influence in the marketplace and encourage brands to celebrate people of faith “as an essential color in the American rainbow of diversity.”

“Are you frustrated that brands are ignoring your values?” Faith Driven Consumer asked in a press release. “This Christmas, you can finally do something about it!”

In order to do so, Faith Driven Consumer created a Faith Equality Index that rates more than 330 major brands across different product categories based on their “faith-compatibility” according to a biblical worldview.

Scoring on the index is based on a number of issues, such as whether companies use the word “Christmas” in seasonal advertising; whether they support pro-life views on abortion, embryonic stem cell research, and euthanasia; and whether they’ve enacted a workplace non-discrimination policy that includes protections for faith-driven consumers and employees.

“Faith Driven Consumers are one of the largest minority market segments in the U.S. and have \$30 billion to spend this Christmas. Empowered with the Faith Equality Index, they represent an economic power block significant enough to create big winners in the marketplace,” said Chris Stone, a certified brand strategist and founder of Faith Driven Consumer. “A BUYcott offers our community a positive, proactive way to affect change,

and we will absolutely use this opportunity to make progress toward our goal of achieving equality for Faith Driven Consumers.”

As part of the national #ChristmasBUYcott campaign, the organization is asking participants to do four things:

- STEP 1: PETITION — Sign the petition asking brands to engage Faith Driven Consumers
- STEP 2: ENGAGE — Contact “Best in Class” brands in a show of support
- STEP 3: RECRUIT — Recruit family and friends to do the same
- STEP 4: LEAD — Gain Faith Driven Consumer Plus Points and compete in leaderboards

To learn more about the campaign, visit ChristmasBuycott.com.