3 The World of Sport

1 Match the athletes to these sports.

pole vaulting tennis football golf

1 Tiger Woods

2 Cristiano Ronaldo

3 Yelena Isinbayeva

4 Novak Djokovic

2 Which of the athletes in 1 do you think makes the most money?

DVD 5 Watch this short video about Tiger Woods. Which famous athlete does Gary Woodland compare Woods to?

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Reading

1 Which of the jobs below do you think are the most important? Rank them 1-7 where 1 is the most important and 7 is the least important.

- actor ☐
- athlete ☐
- doctor ☐
- politician ☐
- singer ☐
- social worker ☐
- teacher ☐

2 Quickly read the article to find the different ways in which athletes earn money.

Show me the money

A

In 2009, it seemed that the world of football had gone mad. Players were being transferred for astronomical amounts of money. Cristiano Ronaldo was sold by Manchester United to Real Madrid for well over €90 million. Zlatan Ibrahimovic went from Internazionale to Barcelona for approximately €70m, and Kaka left Italian AC Milan to play at Real Madrid for over €65m. In football, transfer fees are paid to the clubs, and players are products that can be bought and sold. The players make money through salaries and sponsorship deals. Ronaldo, for example, earned around €17m in salary and €16m in advertising and sponsorship deals for companies like Nike in the 2012-2013 season.

B

That's a lot of money, but there are even wealthier sports stars than Ronaldo. The top-earning athlete for 2012-2013 was golfer Tiger Woods. It is estimated that Woods earned $78.1m (€59m) from prize money, sponsorships, appearance fees and a successful golf video game. Golfers and tennis players such as Novak Djokovic, earn prize money when they win tournaments, and first prize is usually huge. Tiger Woods' prize money for 2012-2013 came to $13.1m (€10m). Unlike Ronaldo, Woods earned even more when he wasn't playing. Nike, one of Woods' many sponsors, currently pay him more than $20m annually to promote their brand. That's a huge amount of money, but only a drop in the ocean for Nike, which makes $25 billion in sales a year.

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C

There is no doubt that Ronaldo and Woods are talented athletes, but is an athlete worth more than a doctor, teacher or social worker, for example? Some people argue that the top players should earn high salaries because they train hard to become the best in their sport. On the other hand, various other professions help to make our world a better place. Teachers educate young people and their work produces the citizens of tomorrow. Social workers help people who are facing difficult challenges in life. The President of the USA makes decisions that affect not only his own country, but the whole world. These people earn far less than the average professional athlete, despite their important contributions.

D

Basically, athletes, like actors and singers, provide entertainment. Based on how much money these people make, it seems that we value entertainers more than professionals that actually help people. And although an athlete's job is physically demanding, athletes do not play as important a role in our societies as their salaries indicate. We need to reconsider what is truly important and get rid of the huge differences in income earned by different professionals. If we can do that, we can create societies where everyone feels valued and appreciated for what they do.

3 **Read the article again to find the following information.**

Which paragraph

mentions how much money a famous company makes?	1 ☐
explains how football players earn their money?	2 ☐
describes jobs people do that help the world?	3 ☐
suggests that sports just give us some fun?	4 ☐
mentions an athlete whose salary is higher than his sponsorship deals?	5 ☐
says that top athletes deserve their high incomes?	6 ☐
talks about money athletes earn only when they win?	7 ☐
states that professionals should earn similar incomes?	8 ☐

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For the multiple-matching task, you can get a better understanding of the paragraphs if you quickly read and summarise each one before you begin answering the questions. Once you do this, you will be able to go straight to the answers you need for the questions. For example, paragraph A talks about money in football. Which question can it directly answer?

4 **Match these types of payments to the meanings 1-5.**

appearance fee prize money salary sponsorship deal transfer fee

1 _____: money that is paid to the runners up and winners of sports events
2 _____: money that is paid by one team to another team for a professional player
3 _____: payment for wearing a company's clothing and using their equipment, or wearing their logo on clothing
4 _____: money that is paid to an athlete to take part in an event and make it more popular
5 _____: payment for playing regularly in a team such as a football or basketball team

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