



TRƯỜNG ĐẠI HỌC THƯƠNG MẠI
THUONGMAI UNIVERSITY

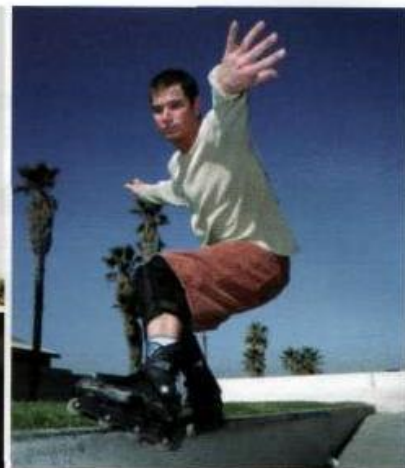
UNIT 4

SPORTS



Start up

Look at the pictures and list of sports.
Which ones are popular in your
country? Are there any sports that are
only played in your region or country?





Traditional sports

volleyball

rugby

baseball

running

aerobics

fencing

football

basketball

tennis

judo

boxing

Action sports

surfing

skiing

snowboarding

inline skating

mountain biking

windsurfing

canoeing


skateboarding

mountain climbing

BMX racing




2. LISTENING 1

- 1  Listen to the people talking about their favourite sports. Write the names of the sports.

1 _____

2 _____

- 2  Listen again. Why do they enjoy these sports?



3. Work in pairs.

Ask and answer questions about you and sport.

- 1 What sports do you do?
- 2 Why do you do them?
- 3 How often do you do them?
- 4 Do you prefer team or individual sports?
- 5 How important is winning to you?
- 6 Do you wear any special clothes or footwear?
- 7 Do you buy designer brands or cheaper brands?
- 8 Do you support a team?
- 9 Do you ever travel to sporting events?
- 10 Do you have a favourite sports star?



3. READING

- 1 Work in groups. Think about all the industries and jobs associated with sport. Make a list.

EXAMPLE

teams and clubs personal trainers journalism



- 2 Read the article. Add industries and jobs to your list.
- 3 Read the article again and match the headings with the paragraphs.

Sponsorship _____

The media _____

Event organization and tickets _____

Location _____

Clothing and equipment _____

Education and training _____



SPORT – IT'S BIG BUSINESS

Have you ever thought that you could transform your passion for sport into a career? Sport is big business around the world and there are many career opportunities. In the UK the sport sector employs half a million people, and 3% of spending is on sport. It's a growing market with jobs to suit everyone.

1 Many young people study for degrees in sports science, sport teaching, or sport business. They can then go on to choose from a wide range of careers, from management and administration to more hands-on jobs such as trainers or medical experts.

2 Sport is a major leisure industry needing gyms, sports centres, swimming pools, stadiums, and sports grounds. These require substantial investment and employ managers, trainers, and maintenance and catering staff.

3 Event organization and ticket sales create significant business too, from local football matches to events like the Olympics. A special sector – the sport tourism industry – organizes hotels, travel, and tickets for fans.

4 From manufacturing to retail and advertising there is money to be made from clothing, footwear and equipment. For example, Nike's soccer sales are around \$1 billion and many top teams wear the Nike logo.

5 Sponsorship generates enormous profits for both sportspeople and the brand. Chelsea football club signed a £50million deal with Samsung to sponsor its shirts. Global sponsorship for teams, players, and events is worth over \$26 billion annually.

6 People follow their favourite sport in newspapers and magazines, on TV, the radio, and the Internet. There are specific papers devoted to sport, such as the *Gazzetta dello Sport* in Italy. Journalists provide fans with information, and there are opportunities for advertising and sports promotion. As TV companies compete for the rights to broadcast important matches, yet again, sport is big business!





4 The article contains expressions about size and quantity. Find what is being described.

a growing _____ *market* _____

a wide _____

a major _____

substantial _____

significant _____

enormous _____



5 Work in pairs. What are the main employment possibilities in sport in your town or city?

EXAMPLES

There are three big gyms.

There's a city football club.



4. LANGUAGE SPOT

PRESENT PERFECT

- ❖ **The present perfect is formed with *have/has + Past participle (Pii)***
 - ✓ We *have lived* in Zhuhai for almost one year.
 - ✓ Jinan University *has had* a history of more than 100 years.
- ❖ **We use the present perfect to talk about completed actions.**
 - ✓ I have already read that book.
 - ✓ He hasn't come back yet. Would you sit down and wait?
 - ✓ The meeting *has started*.
 - ✓ She *has been* to Beijing many times.
- ❖ **We use the present perfect to talk about actions that continue from the past to the present.**
 - ✓ I *have worked* in Jinan University for over 10 years.
 - ✓ She *has lived* in this house since 1998.
 - ✓ We *have studied* in Jinan University for almost 1 year.
 - ✓ I *have been* an English teacher for more than 20 years.



PAST SIMPLE

- + Use: to talk about actions or events completed in the past
- + Form: * V-ed
 - * didn't + V
 - * (Wh) + did + S + V?



Past simple or Present perfect

We use past simple with expressions of finished time.

I *began* to study in Jinan University *in September 2007*.

I *saw* an interesting film *last night*.

We do not use the present perfect with expressions of finished time.

I *have started* my college studies in Jinan University.

I *have already seen* that film.

The manager *has arrived*. Would you like to meet him?

The meeting *hasn't started yet*. Let's go out for a walk.

We use present perfect with expressions of time that take us up to the present.

We *have lived* in Zhuhai *since September 2007*.

I *have worked* in Jinan University *for over 10 years*.

He *has been* CEO *since the beginning of last year*.

Business *has been* good *this year*.



1. Answer these questions

- Have you ever been to a big sports event?

Yes I have. No, I haven't.

When did you go? Did you enjoy it?

- Have you ever met a famous sportsperson?

Yes I have. No, I haven't.

Who was it? Did you speak to him / her?

- Have you ever played in an important competition?

Yes I have. No, I haven't.

What was it like? How did you do?

- Have you ever injured yourself playing sport?

Yes I have. No, I haven't.

What did you do? Was it serious?



Write questions and answers

1. your computer/get a virus? Yes/last year.
2. you/send an email to the wrong person? No
3. you/travel to a foreign country on business? Yes/Kenya/six months ago.
4. your company/send you on a training course? No
5. you/book a flight online? Yes/yesterday
6. you/attend a conference/Yes/Tokyo/2005



4 Complete the email with the verbs in brackets. Use either the Present Perfect or the Past Simple.

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Send [Icons] Options...

From: Josh Akers Sent:

To: Emily Wu

Subject: bad week!

Dear Josh

I'm writing this before I go home for the weekend.

I've had (have) a terrible week. I _____¹ (make) a serious mistake, I _____² (miss) a meeting and I _____³ (lose) some really important things. What a disaster!

On Monday I _____⁴ (be) late for an important meeting. On Tuesday I _____⁵ (forget) to send an email to a client in New York. On Wednesday I _____⁶ (download) a virus onto my computer. Yesterday we _____⁷ (have) a working lunch in a local restaurant. _____⁸ you ever _____⁸ (eat) jellyfish? I _____⁹ (feel) terrible all afternoon. And today I can't find my tickets for tonight's match. So that means I'm in big trouble with Steve. _____¹⁰ you ever _____¹⁰ (have) such a bad week?

Emily



5. LISTENING 2

- 1. Are there any summer short-term job opportunities for the youth in your country?*
- 2. Have you ever done any summer jobs?*

At summer camps, campers can do a wide range of sports. They are often in beautiful places and offer canoeing and hiking. Many of them also offer activities such as dance, music, and crafts. Some camps specialize in one area, such as computer skills.






- 1 Read this text about summer camps. Does this happen in your country?

Summer camps in the USA

Millions of young Americans go to summer camps to do sports and social activities. They learn new skills and make new friends. Older students often work in summer camps. They develop skills for the world of work such as leadership, problem-solving, and decision-making. Their responsibilities include cleaning, administrative jobs, or teaching sports. Young people from abroad also take this opportunity to work in an English-speaking environment.



2  A student is applying for a job on a summer camp. Listen to the interview and complete the form.

Name

Date of birth

Nationality

Education

Have you worked or travelled in the United States?
 Yes No

If so, why and when?

Have you ever worked in a summer camp before?
 Yes No

If so, where and when?

What sports can you do?

Have you got any relevant qualifications or experience?
 Yes No

If so, what are they?

Can you drive? Yes No



Work in pairs. Take it in turns to be interviewer and job applicant. Talk about your own qualifications and experience or invent new information.





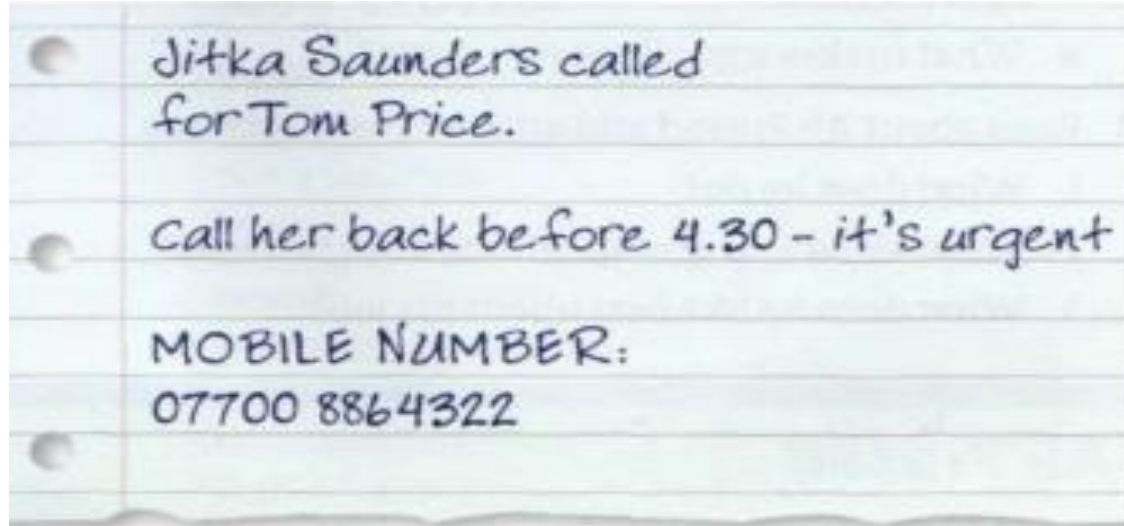
6. CALL CENTRE

Discuss and answer the following questions.

- *Do you ever take phone messages?*
- *How do you pass the message on?*
- *Have you ever had a phone message that wasn't clear?*
- *What was the problem?*



1. Listen to the telephone conversation and check the secretary's notes. Did you make any mistakes?





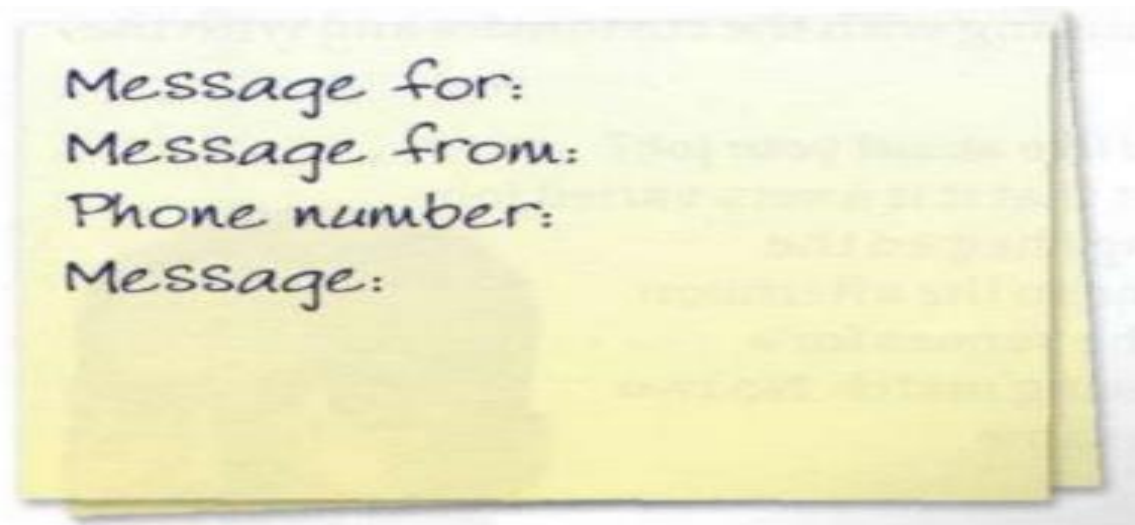
2. Listen again and tick the expressions you hear.

Expressions

- Could I leave a message?
- Can I take a message?
- Would you like to leave a message?
- Can you spell that, please?
- How do you spell your name, please?
- Can I check that?
- OK, I'll give Tom the message.



3. Listen and note the answer phone message





7. SPEAKING

- Expressions
- Read through speaking activities
- Refer to the expressions list during the activities.

Expressions

- Could I leave a message?
- Can I take a message?
- Would you like to leave a message?
- Can you spell that, please?
- How do you spell your name, please?
- Can I check that?
- OK, I'll give Tom the message.



8. IT'S MY JOB

Before you read, discuss these questions with your partner

- *What are the different jobs needed at a sport centre?*
- *What makes a good sport centre?*

Read and answer questions

- *What does he do?*
- *What skills and qualifications does he needed?*
- *What does he like best about his job?*



Ali Prasad

Age: 23

Nationality: British

Tell me about your job.

I'm the Assistant Manager at a big leisure centre. It's got two swimming pools, a gym, and a sauna.

When did you start working there?

I started as a fitness instructor two years ago. But I trained in sports management.

What qualities do you need in your job?

You need a good technical knowledge for running the business and facilities. You also have to be good at communicating with the customers and with the press.

What do you like about your job?

I like the fact that it is a very varied job. This morning I helped the lifeguard, and in the afternoon I prepared the venues for a televised boxing match. No two days are the same.





9. PROJECT

With a partner. Think of a famous brand for each of the following industries:

- 1 Telecommunications
- 2 Sportswear
- 3 Food or drinks
- 4 Electronics



Go online and find out who they sponsor. Choose one of the companies and write a short report or give a mini presentation to the class.

EXAMPLE

Vodafone is a mobile phone company based in the UK. It sponsors small and large organizations around the world. Its larger sponsorships have been Manchester United, Ferrari Formula 1, the Epsom Derby horse race, and the England cricket team. Vodafone uses its technology to help the companies that it sponsors – for example you can receive Formula 1 news on your mobile phone.



10. BUSINESS KNOW-HOW

1. Discussion:

- Do you sometimes have troubles starting your work?
- Do you get distracted easily from your work?
- Do you often feel tired when you are working?



➔ **How to concentrate**

- Trouble getting started? Do a routine task at your desk for five minutes. You've started!
- Not sure what to do first? Make a daily and a weekly schedule.
- Stopped concentrating? After 50 minutes on one task, change task.
- Nervous? Avoid too much coffee and tea.
- Tired and weak? Have healthy snacks – they help maintain your blood sugar.
- Interruptions? Turn off your phone. Don't answer emails every five minutes.
- Lost inspiration? Oxygenate your brain by doing some exercise.



11. WRITING

Read the following job ad, then put the expressions in the correct places in the letter.

Come and join our dynamic team at the

MAZOWER STADIUM

- Do you like sport?
- Are you good at languages?
- Can you use computers?
- Have you got experience with the public?

Contact: Gary Olsen



I am interested in _____ I believe _____ to meet with you
relevant work experience _____ to apply for _____

Dear Mr Olsen

I am writing _____¹ the job advertised
in the Evening Mail of 5 June. I'm 22 years old and I have
a degree in sports science. I also have _____².
I have been an assistant in a sports centre, and I have worked in
an IT department. Last summer I worked in a travel agency
where I dealt with customers. I speak Spanish, English, and
French fluently and I have studied in the US.

I have never worked in a stadium before, but
_____³ that I have the necessary skills
and qualifications. _____⁴ working for your
company because it would give me valuable experience in the
sports industry.

I would welcome an opportunity _____⁵.
My phone number is 01568 553281. I enclose a copy of my CV.

Yours sincerely

Juan Diaz



Ali Prasad, the leisure centre Assistant Manager in *It's my job*, has put an ad on the leisure centre noticeboard for a part-time receptionist and office assistant.

Write to him to apply for the job.



12. CHECKLIST

Assess your progress in this unit.
Tick (✓) the statements which are true.

- I can leave and take messages
- I can talk about my skills and experience
- I can read and understand an article about the sports industry
- I can write a simple letter applying for a job



13. Keywords

Verbs

join
run a business
train

Nouns

career opportunities
experience
leisure
qualifications
skills
sponsorship

Adjectives

enormous
global
hands-on
significant
substantial
wide