

UNIT 6 *Read and Write*



En esta unidad vas a:

- leer un artículo sobre deporte y televisión
- aprender a escribir en inglés utilizando palabras que remiten a lo que se acaba de decir (*reference words*).

No time for losers

People sometimes say that the most important thing in sport is not to win, but to take part. But is it really true?



There have always been famous sportsmen and women, and it's true that until quite recently, nobody made money from playing sport. It was a passion, not a professional career option. But it's quite a different story today. Professional sport can now be a lucrative career move and top players command a salary their predecessors could only dream about. And it isn't just the players who benefit. There are agents, coaches and trainers who all make a living from sport. It's no longer just a passion. It's a ticket to fame and fortune.

The transformation of sport from a leisure activity to an industry has coincided with the increasing importance of television in our lives. Sport and television are the perfect match. Television provides the biggest audience in the world and sport provides spectacular drama, with joy, despair, excitement and tension in equal measure. What's more, television offers spectators all this drama in the comfort of their own homes. It's a winning combination.

And of course, advertisers have been quick to realize the true potential of this partnership. Sponsorship is everywhere, from the Formula One drivers whose cars are covered in the names of their financial backers to the football players who have the names of their sponsors on their kit. There are teams, stadiums and even competitions named after the companies which have invested money in them. And major sporting events are programmed to be shown on television at times which will reach a maximum worldwide audience.

All this is good news for the sportsmen and women who become multimillionaires and have superstar lifestyles. However, it's also increased the pressure to succeed. Insufficient time to rest between competitions can mean that some professionals take painkillers so they can continue to play while they're injured. Their performance is crucial. And some athletes even resort to drugs in order to improve it.

So perhaps today, the most important thing in sport is not to take part, but simply to win. Winning is everything. And that's why some professionals sacrifice so much to be the world number one. ■

1 Elige el mejor resumen del texto.

- A** Famous sportsmen and women have always enjoyed superstar lifestyles but now they have to appear on television a lot more to promote their sponsors' products. Increasing amounts of sponsorship has also meant that many sports teams and stadiums are now owned by large multinational companies. This has had an impact on the players' lifestyles and has increased the pressure on them to win.
- B** People originally played sport because they loved it but today it's become a way of making money too. Television has also helped to transform sport into a major industry that attracts companies who see it as an opportunity to promote their products and services. Although some sportsmen and women earn huge amounts of money, they are expected to perform well at all times and this puts them under enormous pressure.
- C** People have always enjoyed playing and watching sport but today it's become just another part of the entertainment industry. Television and sponsors force sportsmen and women to play even when they're injured and many sports professionals resort to taking drugs regularly to continue to compete. However, their sponsors make a lot of money from them and are able to live superstar lifestyles.

2 Relaciona las dos partes de las frases.



- | | |
|------------------------|--|
| 1 Professional sport | a use drugs to try to perform better. |
| 2 Television | b understand how sport and television can work together. |
| 3 Sport and television | c are sometimes named after their financial backers. |
| 4 Advertisers | d has become more significant in people's lives. |
| 5 Competitions | e can now provide well-paid job opportunities. |
| 6 Some athletes | f make a good combination. |

1 e 2 ____ 3 ____ 4 ____ 5 ____ 6 ____

Words to remember

3 Busca las palabras en el texto.

Strong feelings of enthusiasm or love (paragraph 1).
passion



- 1 A person who plays in a team (paragraph 1).



- 2 Another word for a coach (paragraph 1).



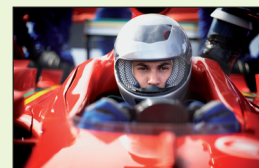
- 3 Strong feelings of nervousness or fear (paragraph 2).



- 4 Companies that advertise products (paragraph 3).



- 5 A person who drives cars professionally (paragraph 3).



- 6 A type of drug that reduces pain (paragraph 4).



Using reference words

Las *reference words* son palabras, normalmente pronombres, que sirven para referirse a lo ya mencionado, evitando repeticiones.

They y *them* hacen referencia a personas u objetos. *It* puede hacer referencia a un objeto, una acción, una situación o una idea.

Some professionals take painkillers so they can continue to play while they're injured. (*they = some professionals*)
Algunos profesionales toman analgésicos para poder seguir jugando aun estando lesionados.

There are teams named after the companies which have invested money in them. (*them = the teams*)
Hay equipos que se llaman como las empresas que los financian.

Their performance is crucial. And some athletes even resort to drugs in order to improve it. (*it = their performance*)
Su rendimiento es crucial. Y algunos deportistas recurren incluso a las drogas para mejorarlo.

People sometimes say that the most important thing in sport is not to win, but to take part. But is it really true? (*it = the idea that the most important thing in sport is to take part*)

A veces se dice que en el deporte lo importante no es ganar sino participar. Pero, ¿es eso cierto?

That puede hacer referencia a algo que se acaba de mencionar, sobre todo en expresiones como *That's why* y *That's where*.

Winning is everything. And that's why some professionals sacrifice so much to be the world number one. (*that = the fact that winning is everything*)

Ganar lo es todo. Por eso algunos profesionales se sacrifican tanto para ser el número uno mundial.

1 Elige la palabra correcta.



- 1 He's got a lot of medals from winning marathons. He keeps **them** / **that** in a special box.
- 2 Some football players are paid huge sums of money by their clubs but **them** / **they** earn even more money from sponsorship deals.
- 3 She was badly injured in her last race. **It's** / **That's** why she couldn't compete in the Olympics.
- 4 His coach gave him good advice when he was training for the final and he always listened to **them** / **it**.
- 5 Some Manchester United players have happy memories of the Camp Nou stadium because **that's** / **they** where they won the Champions League in 1999.
- 6 She scored a goal in the last five minutes and **it** / **they** was enough to win the match.

2 Completa el texto con *reference words*.

The Ancient Olympic Games started in 776 BC and soon became popular in Ancient Greece. But these Games were very different from the Games as we know **them** today. For example, the winners received olive branches, not gold medals. And the marathon wasn't introduced until 1896 AD.

The Games took place at a site in Olympia which was dominated by the temple of Zeus. **1** _____ also included a stadium which could accommodate 40,000 people. At first, the Games were a one-day event, but in 684 BC **2** _____ were extended to three days and included running, boxing and equestrian events. The Games took place every four years and **3** _____'s why the four-year period between games later became known in Greece as an Olympiad.

The most famous Greek athlete of the time was Milo of Croton, who was a wrestling champion at six Olympic Games. According to the legend, after every victory he started training for the next Games by carrying a baby cow on his back. After four years, the animal had grown to a full-size cow and he would carry **4** _____ into the stadium in front of all the spectators. **5** _____ cheered and clapped as Milo killed **6** _____ with his hands before starting to defend his title again.