

8 Olympic business

READING SKILLS Making notes

RESEARCH Avoiding plagiarism (3) and (4)

LANGUAGE FOR WRITING Expressing contrast

WRITING SKILLS Process writing • Writing a discursive essay

VOCABULARY DEVELOPMENT Synonyms and antonyms

READING The Olympic Games

1 Discuss the questions with a partner.

- 1 What do the five rings in the symbol of the Olympic Games represent?
- 2 Do you enjoy watching the Olympics?
- 3 If so, which sports do you watch?
- 4 Why do cities want to host the Olympics?

2 Skim the text. Match paragraphs A–G with their content 1–5.

- 1 Conclusion
- 2 Arguments against hosting the Games
- 3 Introduction
- 4 Arguments for hosting the Games and information about costs
- 5 Selection requirements

3 Find the words and phrases 1–11 in bold in the text. Match them with their meanings a–k.

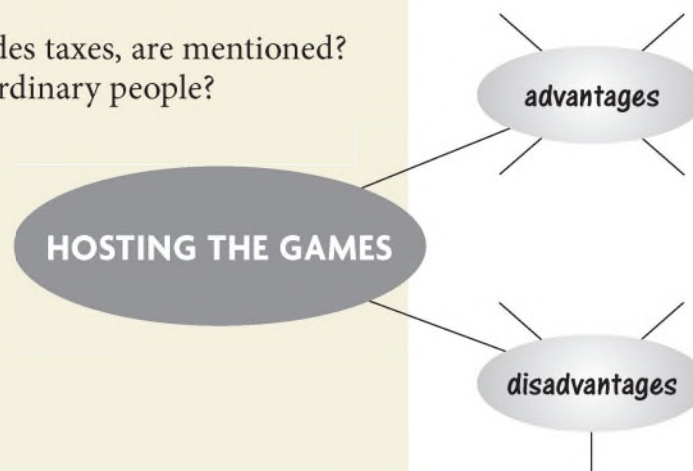


word	meaning
1 <input type="checkbox"/> host	a enough for what you need
2 <input type="checkbox"/> facilities	b people or organizations that help to pay for a special event
3 <input type="checkbox"/> adequate	c food, drink, and entertainment given to visitors
4 <input type="checkbox"/> bid	d permission to show something on TV, etc.
5 <input type="checkbox"/> sponsors	e services, buildings, or pieces of equipment provided for people to use
6 <input type="checkbox"/> broadcasting rights	f an action which stops something continuing
7 <input type="checkbox"/> vigilance	g to continue for a period of time
8 <input type="checkbox"/> manpower	h an effort or attempt to obtain something
9 <input type="checkbox"/> hospitality	i to provide the space and other necessary things for an event, etc.
10 <input type="checkbox"/> last	j the act of watching and looking out for danger
11 <input type="checkbox"/> disruption	k the people that you need to do a particular job

4 Scan the text and answer the questions.

- 1 Which two groups of people can use the accommodation built for the Olympic Games afterwards?
- 2 What three ways of funding the Olympics, besides taxes, are mentioned?
- 3 How might the Games affect the daily lives of ordinary people?

5 Read the text intensively and complete the notes in the diagram for the advantages and disadvantages of hosting the Games.



Hosting the Olympics

A Sport plays a significant part in the everyday lives of people around the world. This is true not only for those who take part, but also for those who merely watch. Large sports events have become great entertainment, and at the same time huge business. Today, the Olympic Games are one of the most popular and most watched events in the world. Every four years many countries enter the fierce competition to **host** the Games. Why do they do this? What are the advantages and disadvantages of hosting such an event?

B In order to select which city or state will host the Olympics, the International Olympic Committee asks several fundamental questions. Are the sports **facilities adequate**? Is there enough accommodation? Is the transport system efficient and sufficient? How will the event be funded? What are the security arrangements? In making a **bid** for the Olympics, every host city addresses these questions.

C A world-class event demands world-class facilities from the host city, and any which do not already exist will have to be built. These will remain for the local population to enjoy after the Games are over. An example of this is the accommodation which will have to be built, not only for the athletes in their Olympic village, but also for the visitors. Later this can be turned into permanent accommodation for tourists and students. The transport system must also be taken into consideration. Hosting the Olympics means having an effective wide-reaching system, which is necessary to carry people safely and quickly to their destinations. Such a transport system is a great advantage for any city and will be in place for many years to come.

D Funding any great event is an expensive business, but many companies fiercely compete to become **sponsors** of such global events as it is an ideal opportunity for advertising. This means that advertising revenues can easily cover a large proportion of the costs involved. In addition, the **broadcasting rights** can be a source of finance. According to Lee (2006), the national American TV company NBC paid \$3.5 billion to transmit the Olympic Games between 2000 and 2008.

E Another consideration is employment. Hosting an event of worldwide importance requires increased **vigilance**, which is expensive in terms of technology and **manpower**. High-tech video cameras are already common in most of our big cities today, and increasing the manpower necessary to guarantee the safety of all concerned provides valuable employment opportunities. Indeed, the organization of such an event gives rise to a large number of jobs in a variety of sectors including security, catering, and **hospitality**.

F However, there are disadvantages to holding the Games. Although jobs will be created, many of these are not permanent and only **last** for the period of the construction or the Games themselves, and many are unskilled. In addition, the increased number of visitors to the area can cause serious **disruption** to the daily lives of ordinary citizens. The local inhabitants may also have to face tax increases, as not all the funding will come from sponsorship or advertising.

G In conclusion, although there are disadvantages to holding the Olympic Games, it is generally agreed that the host city gains overall in terms of improvements in facilities and infrastructure. But this is not all. According to Stevenson (1997), "The Olympics make other people aware of your country and what's there. It's a way to make a statement to the world that your community is a destination" (p.236). Not only do the improved facilities remain after the Games have gone, but the city also becomes a significant place in its own right.

(606 words)



Lee, J. K. Marketing and promotion of the Olympic Games. *The Sport Journal*, 18. Retrieved September 15, 2006, from <http://www.thesportjournal.org/2005Journal/Vol8-No3/>

Stevenson, D. (1997). Olympic arts: Sydney 2000 and the cultural Olympiad. *International Review for the Sociology of Sport*, 32(2), 227-238.

6 Complete the notes for the remaining information. Read STUDY SKILL

<p>1 Requirements</p> <p>1.1 <i>Sports facilities</i></p> <p>1.2 <i>Accommodation</i></p> <p>1.3 _____</p> <p>1.4 _____</p> <p>1.5 _____</p>	<p>2 Funding</p> <p>2.1 _____</p> <p>2.2 _____</p> <p>2.3 _____</p> <p>3 Conclusion</p> <p>3.1 _____</p> <p>3.2 _____</p>
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STUDY SKILL Making notes

When you read, keep a record of what you have read. There are different methods of note-taking, for example, a diagram, a table, and headings and numbers. Choose a method you prefer.