

TEACHERS: SEE INSTRUCTIONS  
ON PAGE 5 OF TEACHERS'  
NOTES. PUPILS' PAGES ARE  
PHOTOCOPIABLE FOR  
CLASSROOM USE.

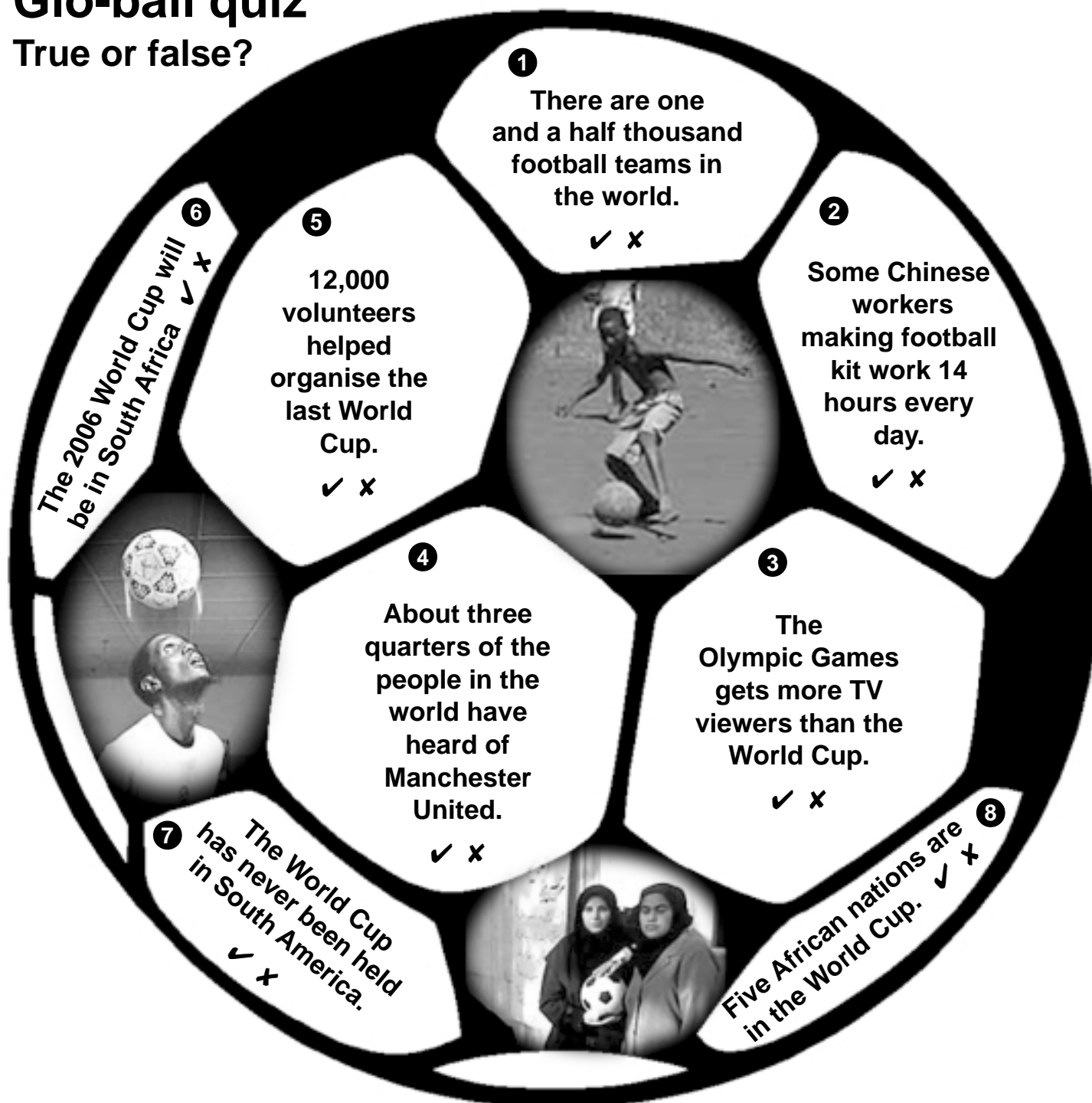



# Global express

The rapid response information series for schools  
on world events in the news

## Glo-ball quiz

True or false?



 Try this quiz with a friend. Circle the ✓ if the fact is true or X if you think it is false. Ask your teacher for the correct answers. Which fact surprises you most?

# Ooooooh!

Panos Pictures



Panos Pictures



A friendly game of football at an altitude of 3800 metres near Lake Titicaca, Bolivia.



Rhodri Jones / Panos Pictures

Describe what is happening in these two photos

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Write a caption for all three photos

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Why do you think football is the most popular sport in the world? Talk with a friend and agree on three reasons.



Write a short play or story based on one of these photos, to show how football can bring people together.



Find out all you can about George Weah, an inspirational footballer from Liberia in Africa.

## Girls on the ball



Stefan Boness/Panos Pictures

### Spot the ball

These schoolgirls are playing football in the playground of the Islamic Alnahda Elementary School. The school is in the city of Keren in the country of Eritrea in Africa. Playing football is part of their time-tabled lessons.



The ball has been removed from the picture. Can you work out where the ball was? Mark the spot with a cross.

[Teachers: see page 5]

### A history of women's soccer

The first known records of the game are Chinese frescoes of women playing football at the time of the Donghan Dynasty (AD 25-220). It was later banned in China but in the 1920s football began creeping into China's school curriculum for girls. Fittingly, the first Women's World Cup was held in China in 1991.

As Chinese girls were beginning to play the game in the 1920s, girls in England were being told by the FA Council that football was "quite unsuitable for females". For half a century the game was played almost as an 'underground' sport. Finally in the 1970s women's football began to be recognised and supported.

Italy, Denmark, Sweden, Norway and Germany began to build up women's teams. The United States of America, a newcomer in the women's game, has won the Women's World Cup twice. Other women's teams that have done well include Brazil, Nigeria and Japan. The England Women's team have set themselves the target of winning the Women's World Cup in 2007.

[Source: [http://www.footballculture.net/insider/trivia\\_women.html](http://www.footballculture.net/insider/trivia_women.html)]



Chris Stowers / Panos Pictures

Football practice at a school in China.



Do girls in your school play football? Is there a team for girls? Do girls and boys play together? Do you think women's football will become as popular as men's football?




Imagine it is 2007 and the Women's World Cup is underway. Write a newspaper article on the event or draw a poster to advertise it.

... 53,000 attended a women's match at Everton FC's Goodison Park on Boxing Day in 1920 ...


## Sponsorship in the spotlight

Sponsorship is when a company provides goods or services for an event like the World Cup in return for being able to advertise with logos, hoardings and publicity. The companies reckon they will get their money back through increased sales.

 Think of three ways in which World Cup audiences are made aware of sponsors.

### World Cup 2002 sponsors


<b>Adidas</b>	<b>Coca Cola</b>	<b>Gillette</b>	<b>McDonalds</b>
<b>Avaya</b>	<b>Fuji Xerox</b>	<b>Hyundai</b>	<b>Philips</b>
<b>Budweiser</b>	<b>Fuji Film</b>	<b>JVC</b>	<b>Toshiba</b>
		<b>MasterCard</b>	<b>Yahoo</b>

 Can you name products made by each company? Discuss with a friend or with your class or do some research on the Internet.

### Who benefits?

Here are some statistics from the last World Cup in 1998. The same sorts of activities will take place this year. Which sponsoring companies above (there may be more than one each time) do you think will benefit from each activity and why?

- 4 billion TV viewers watched the World Cup over 33 days  
\_\_\_\_\_
- Two million photocopies were made at the media centres  
\_\_\_\_\_
- Two million drinks sold on match days throughout the competition  
\_\_\_\_\_
- 744,000 meals were served  
\_\_\_\_\_
- Two and a half million spectators watched the action in the 10 stadiums  
\_\_\_\_\_
- 300,000 reservations were made in 610 hotels  
\_\_\_\_\_
- 150 kilometres of buses (if they were parked end-to-end) were used for transport  
\_\_\_\_\_

 Some people say football has become more of a business than a game. What do you think?



Caroline Penn / Panos Pictures

The Captain of the women's football team at the Hijab Club, Tehran, Iran

### Who loses?

Not everyone benefits from sponsorship. Find out what you can about winners and losers from the activities of sponsoring companies. Check their websites and look at consumer watch websites.

"Fans have grown sick of paying £39.99 for Umbro shirts which cost an estimated £7 to manufacture in China - and only 16p of which goes to the workers who actually make them..."

[www.timesonline.co.uk](http://www.timesonline.co.uk)

"Me and my family stitched footballs for the 2002 World Cup. I have to help my family so we can make six footballs in one day. We get paid Rs10 (13 pence) per ball, so my family needs my help."

Lovely, a ten-year-old stitcher, India,  
[www.globalmarch.org](http://www.globalmarch.org)

