

a different view

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The bidding war (key stage 3)



What the photos say

These colourful, lively images of a crowd at an American football match in Knoxville, Tennessee in 2006, and Dutch football fans at a Euro 2008 qualifier, hold great potential as lesson starters to set up a number of topics: the globalisation of sport, and its commercialisation, especially. Here students are asked to devise and present a bid to host the 2018 FIFA World Cup.

Lesson idea

Context: Geography of sport

Other sources

- <http://www.guardian.co.uk/sport/interactive/2009/feb/02/world-cup-2010>
- <http://news.bbc.co.uk/sport1/hi/football/internationals/7856716.stm#unitedstates>

Suggested activities

Starter

Display the two images. Ask students:

- What country do they think this is?
- What sport do you think they are watching?

Students may well identify the football (soccer) and American football crowds. Ask them: 'Do you think the football (soccer) crowd could be in the USA?'

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Explain to students that the 1994 FIFA World Cup, held in the USA, attracted the highest attendance in World Cup history. Average attendance for the tournament was 69,000 while the total attendance was 3.6 million (*Wikipedia*, accessed March 2009).

Main

Explain to students that the host of the FIFA World Cup in 2018 will for the first time be decided by a bid system, similar to the Olympics. Listen to: http://news.bbc.co.uk/today/hi/today/newsid_7793000/7793195.stm

In groups, students work on a bid from one of the host or joint host countries and present their bid to the rest of the class. The other groups should prepare questions for each country, using the websites above to research the strengths and weaknesses of each bid. Students produce a report for FIFA evaluating each bid and offering a recommendation.

Plenary

Watch the video at <http://www.goal2018.org/>. Ask students: 'Is the football the most important aspect of the World Cup?'

Curriculum opportunities

Global dimension: Students evaluate from a global perspective.

Sustainable development: Students gain an appreciation of problems in different parts of the world.

Citizenship: Debate, in groups and whole-class discussion, on a topical issue.

Personal, learning and thinking skills: The task promotes enquiry, team work and reflection.

ICT skills: Internet research, PowerPoint presentation.

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