



UNED: Junio 2005

MATERIA: Inglés

In the era of soccer that will come to be known as B.B. – Before Beckham – the sport was a team game. What mattered was the club, the team and the player, in that order. Then in the mid – 1990s, David Beckham came along, flicked his (then) Diana – style blond fringe and changed the face of soccer. It wasn't his legendary right foot that altered the game, but his photogenic face. And in fact he used it to become one of the most recognizable, richest and valuable athletes in the world, receiving a salary of \$8 million per year, earning at least \$17 million more in endorsements and commanding a record transfer fee for his move to real Madrid of \$41.6 million.

Beckham's greatest value is his crossover appeal – he interests not only who have no interest in the club for which he plays, but those who have no interest in soccer. He is the most recognized sportsmen in Asia, where soccer is still relatively new. Possibly only Buddha himself is better own – though Beckham is catching up there too. In Thailand someone has already fashioned a golden Beckham Buddha. He's even managed to interest Americans. The 27 years – old, tongue – tied, surprisingly shy working – class boy from London's East End has succeeded in turning the mass, global sport of soccer into a soccer virus, one that ha infected the media, replicating him everywhere, all over the world, endlessly, making him one of the most famous men that has ever lived.

A) Answer these questions from the text in your own words (No points will be given for answers copied from the text).

- 1) Why is Beckham so famous according to the text?
- 2) Where does David Beckham earn his money from?
- 3) What is a sign that Beckham is popular in Asia?

B) Explain the meaning of the following words or expressions from the text.

- 1) Valuable.
- 2) Commanding.
- 2) Sportsmen

C) Composition:

Write a 120 word composition on the following topic. Do you feel it is fair that football payers receive such high salaries?