

**Entrance Exam: July 25' 2018**

**General Culture: BC**

**Duration: 1hr**

## **The World Cup: a political and economic challenge for the Governments?**

Governments do not run directly FIFA World Cups but their contribution is essential. Easier to organize than the Olympic Games, the biggest football event has become an exceptional showcase thanks to television. However, the positive or negative image that produces the competition is as ephemeral as sport emotion. The benefits of a victory and/or of hosting a World Cup are not easy to evaluate for a State. In fact, only the issue of football and its development through the clubs can be clearly taken into account by governments.

From the first edition of the World Cup played in 1930, the states have expressed their interest, or even their support, in the organization of the most prestigious football competitions. After having been voted by the FIFA Congress in 1929, the Uruguayan Federation thus found a valuable assistant in the person of Enrique E. Buero, Uruguay's ambassador to Belgium. The latter traveled across Europe and ran his address book to convince the European national teams to cross the Atlantic. It is true that the sporting event coincided with the centenary of the independence of the "Switzerland" of South America. The municipality of Montevideo baptized the enclosure of 100000 places constructed for the occasion estadio centenario

Indeed, the 18 editions that have been held up to the present day took place in very different contexts: first, that of football and its development; secondly, that of the media: the irruption of television from 1954 (Switzerland) and especially 1966 (England) has considerably changed the situation by subjecting the sporting event to a new exhibition. The geographical, political and financial environment has also been decisive, even if real profits, in economic terms in particular, are not easily quantifiable.

**Part I: Reading, comprehension (Score 13 pts).**

Answer the following questions, use your own language:

- 1- In what sense does the television help in promoting the World Cup? Explain. (1pt).
- 2- Depending on paragraph 1, what do government care about: victory, hosting the World Cup or the team and its development? Explain. (1pt).
- 3- Based on paragraph 2, who helped in promoting the World Cup internationally and how? (1pts).
- 4- Based on paragraph 3, mention three challenges that faced the World Cup throughout history. (2pts).
- 5- In your opinion, what does your country need to participate in the World Cup competition? Illustrate. (2pts).
- 6- Find in the text expressions which have the following meanings: (2pts)
  - a- Lasting for a short time.
  - b- Respected.
  - c- Valuable.
  - d- Outbreak.
- 7- What pattern of organization does the writer use in paragraph 1? Illustrate with clues. (2pts)
- 8- Change the last sentence of paragraph 1 into active form. (1pts)
- 9- What technique does the writer use to achieve credibility? Illustrate. (1pts)

**Part II: Writing (Score 7 pts).**

In a well-organized essay of two body paragraphs, write about the economic, social and cultural effects of hosting the World Cup on the country.