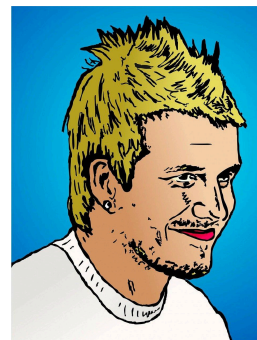


Brand Beckham



1) Discussion

- a) Who are the most famous footballers from your country?
 - b) Are any footballers from your country married to celebrities?
 - c) Askask;las
-

2) Vocabulary

a) Match the vocabulary to the definition.

- | | |
|-----------------------------|---|
| 1) Pinpoint (adjective) | a) A type of newspaper characterized by its smaller size, sensationalized content, and emphasis on celebrity gossip, scandal, and sensational news stories. |
| 2) Frenzy (noun) | b) Describes something that is highly desired or in demand. |
| 3) Tabloid (noun) | c) The boundaries or limits of a particular space, situation, or concept. |
| 4) Sought-after (adjective) | d) To identify or locate something with great accuracy or precision. |
| 5) Cultivate (verb) | e) To develop something over time through deliberate effort and care. |
| 6) Confines (noun) | f) A state of wild excitement, agitation, or chaotic activity. |
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b) Complete the sentences with the vocabulary from exercise 2a.

Pinpoint

Frenzy

Tabloid

Sought-After

To Cultivate

Confines

- 1) Some footballers still find themselves gracing the covers of _____ newspapers due to their off-field exploits.
- 2) The rivalry between Barcelona and Real Madrid extends beyond the _____ of the football pitch, encompassing cultural, political, and historical dimensions.
- 3) The summer transfer window often sends fans into a _____ as they eagerly await news of their favourite club's potential signings.
- 4) Xavi's ability to play _____ passes in the final third made him so dangerous to play against.
- 5) Kylian Mbappé is one of the most _____ players in the world, with top clubs vying for his signature in every transfer window.
- 6) Successful managers need to _____ a winning mentality within their team, fostering a culture of excellence and determination.



3) Quick Read - Read the article quickly and answer the question.

- a) What brands does the article mention as brand endorsements?

Brand Beckham

In the world of sports and celebrity culture, few names shine as brightly as that of David Beckham. From his humble beginnings as a promising young footballer to becoming a global icon, Beckham's journey is a testament to talent, hard work, and impeccable branding.

Beckham burst onto the scene in the early 1990s as a prodigious talent in Manchester United's youth academy. By the mid-1990s, he had earned a spot on Manchester United's first team, where he showcased his prowess as a midfielder with pinpoint accuracy in his crosses and free kicks.

However, Beckham's ascent to stardom wasn't solely fueled by his footballing abilities. His marriage to Victoria Adams, better known as Posh Spice of the Spice Girls, threw him into the spotlight of the celebrity culture of the late 1990s. The coupling of "Posh and Becks" created a media frenzy, turning the pair into a global power couple and cementing Beckham's status as a tabloid fixture.

Throughout the 2000s, Beckham's influence extended far beyond the football pitch. With his handsome looks, impeccable style, and effortless charisma, he became a fashion icon and a sought-after brand ambassador for brands such as Armani, Adidas, Calvin Klein and H&M. His endorsement deals, coupled with his footballing success, made him one of the wealthiest athletes in the world.

But Beckham's impact transcended mere celebrity. He was among the first footballers to recognize the potential of personal branding in the modern era. By carefully cultivating his image and expanding his ventures beyond football, he laid the groundwork for a new generation of athletes seeking to capitalise on their fame both on and off the field.



In retirement, Beckham's influence has only continued to grow. He has turned his attention to philanthropy, entrepreneurship, and team ownership, further solidifying his legacy as not just a footballing legend, but a global icon whose influence extends far beyond the confines of the pitch.

In the annals of sports history, few names evoke the same level of admiration as David Beckham. His journey from a young boy kicking a ball on the streets of London to a global brand synonymous with success is a testament to the power of talent, perseverance, and savvy branding. Brand Beckham isn't just a name; it's a symbol of excellence, innovation, and the limitless potential of the human spirit.

4) Discussion

- a) What do you think about 'Brand Beckham'?
- b) Do you think Beckham's off-field fame took so
- c) Have there been any players who have done a similar thing to Beckham and have become as popular for off-field activities rather than on-field?

