



Fertigkeit	Lesen
Relevante(r) Deskriptor(en)	Deskriptor 4: Kann unkomplizierte Sachtexte über Themen, die mit den eigenen Interessen und Fachgebieten aus den Themenbereichen des Lehrplans in Zusammenhang stehen, mit befriedigendem Verständnis lesen. (B1)
Themenbereich(e)	Hobbys und Interessen
Zeitbedarf	15 Minuten
Länge des Lesetextes	438 Wörter
Material- und Medienbedarf	Schreibmaterial
Besondere Bemerkungen, Hinweise zur Durchführung	---
Quelle	<i>British Council.</i> http://www.footballculture.net/teams/feat_manu.html (29.4.05) [adaptiert]



MANCHESTER UNITED

Read this text about Manchester United.

There are eight gaps.

Then find out where the sentences below (1 – 8) should go.

Write the number of each sentence in the spaces in the text.

The first gap has already been filled in for you!

The underlined words are explained at the bottom of the page.

- (1) But why?
- (2) For example, Manchester United recently embarked on a pre-season tour of China.
- (3) It looked like a hopeless situation.
- (4) Juventus were second - with 4% of the vote!
- (5) People went mad about the club and the players.
- (6) Probably!
- (7) There is also multimedia with their website, and Manchester United TV shows documentaries, games and films.
- (8) They have given their supporters the kind of thrill you expect from the big screen.

UNTERLAGE FÜR SCHÜLERINNEN



Manchester United

- ✎ Manchester United are the biggest and most popular team in the world. Other clubs have won more. Other teams have cost more. Other grounds can hold more. What gives this team from England their status as the giants of football?

When the club recently conducted their own research¹ to find out which is the best supported club in the world, they found that they were number 1 with 39% of the vote. Based on this global fan base, Manchester United have established a marketing operation that makes them not only the most popular, but also the richest club in the world. But the secret behind United's success lies not in facts and statistics. United is like a huge Hollywood blockbuster²!

Their ability to turn the tide was most recently shown in the final of the 1999 European Champions League against Bayern Munich in Barcelona. At 1-0 down, with Roy Keane out and David Beckham not at his best, they seemed to be dead after 90 minutes. Just as the Bayern fans were getting ready to celebrate a historic victory, United struck twice to win 2-1. This was perhaps one of the most amazing fight backs of all time!

Manchester United are now known the world over and their marketing is fully geared³ to support this. Dwight Yorke, United's international, recalls with some surprise the warm reception the team got: "The whole trip was an eye opener. When we went to Shanghai and places like that the reception that we got from the fans when we arrived, well, we needed security guards everywhere. "Yorke, who has been playing for United since 1998, was clearly shocked at how popular the team were, particularly in a country on the other side of the planet from England: "Until you actually play there and witness how really big Manchester United are you will continue to just know from the outside that they are a big club. When you are actually in it and see the things that happen, as I said, it's just amazing."

The club has opened three Red Cafes – in Old Trafford, Dublin and Singapore – which are a fully interactive experience where fans can watch the games and visit exhibitions from the Manchester United museum. And there is the megastore which sells everything to do with the club.

Can they keep it up? Can the machine roll on? The two feed off each other⁴. More fans mean more money – more trophies – more success means more glamorous players – means more fans – means more money ...

Vocabulary:

- 1 - to conduct research – *eine Untersuchung machen*
- 2 - a Hollywood blockbuster – *ein Kinohit aus Hollywood*
- 3 - their marketing is fully geared – *ihr Marketing ist darauf ausgerichtet*
- 4 - feed off each other – *verstärken einander gegenseitig*



Manchester United

Manchester United are the biggest and most popular team in the world. (1) **But why?** Other clubs have won more. Other teams have cost more. Other grounds can hold more. What gives this team from England their status as the giants of football?

When the club recently conducted their own research to find out which is the best supported club in the world, they found that they were number 1 with 39% of the vote. (4) **Juventus were second - with 4% of the vote!** Based on this global fan base, Manchester United have established a marketing operation that makes them not only the most popular, but also the richest club in the world. But the secret behind United's success lies not in facts and statistics. United is like a huge Hollywood blockbuster! (8) **They have given their supporters the kind of thrill you expect from the big screen.**

Their ability to turn the tide was most recently shown in the final of the 1999 European Champions League against Bayern Munich in Barcelona. At 1-0 down, with Roy Keane out and David Beckham not at his best, they seemed to be dead after 90 minutes. (3) **It looked like a hopeless situation.** Just as the Bayern fans were getting ready to celebrate a historic victory, United struck twice to win 2-1. This was perhaps one of the most amazing fight backs of all time!

Manchester United are now known the world over and their marketing is fully geared to support this. (2) **For example, Manchester United recently embarked on a pre-season tour of China.** Dwight Yorke, United's international, recalls with some surprise the warm reception the team got: "The whole trip was an eye opener. When we went to Shanghai and places like that the reception that we got from the fans when we arrived, well, we needed security guards everywhere. (5) **People went mad about the club and the players.**" Yorke, who has been playing for United since 1998, was clearly shocked at how popular the team were, particularly in a country on the other side of the planet from England: "Until you actually play there and witness how really big Manchester United are you will continue to just know from the outside that they are a big club. When you are actually in it and see the things that happen, as I said, it's just amazing."

The club has opened three Red Cafes – in Old Trafford, Dublin and Singapore – which are a fully interactive experience where fans can watch the games and visit exhibitions from the Manchester United museum. (7) **There is also multimedia with their website, and Manchester United TV shows documentaries, games and films.** And there is the megastore which sells everything to do with the club.

Can they keep it up? Can the machine roll on? (6) **Probably!** The two feed off each other. More fans mean more money – more trophies – more success means more glamorous players – means more fans – means more money ...