

Activity Sheet 1.3

Benefits and Drawbacks



This will help to break down prejudices and help to build links between countries. It shows that football, and sport more generally, can unite people around the world.

This manipulates images to make it look as if the companies are fair and accept everyone equally, but it disguises the continued exploitation of the poor countries.

Because companies spend so much money it helps to raise the profile of the game. This will probably increase people's interest in the game.

This hooks young people into thinking that a certain brand is 'cool'. They then put pressure on their parents to spend money on expensive products.

This helps football teams to plan for their own development over the longer term by providing an income they can rely on.

It is mainly a way for the companies to build a good image. It is just another way to market their products by getting young people to support their brand.

This has also led some people to say that the large companies buy an unfair influence over the team.

This is great, especially for children in poorer communities as it promotes good-quality coaches and trainers. It can also provide the chance for anyone to improve their skills and be spotted for professional teams.

This provides many poor people with jobs. This helps them and their families and also helps the countries because then they have more wage earners in their country.

These workers are often treated very differently from workers in the richer countries. Often hours are long, wages are low and workers have few rights. A shirt costing £40 in England earns a worker in San Salvador 10p.