

# Welcome to Today's Class!

## Today's Topic: World Cup 2026

Soccer/football is the most popular sport globally. Nearly every country follows the World Cup, with the finale attracting over a billion viewers. But controversy surrounds these games—why?

### Agenda:

1. Review the video and vocabulary
2. Breakout room discussions
3. Large group wrap-up



**FIFA™ WORLD CUP**  
**2026**  
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# Watch & Learn



CBS Evening News ✓

2.38M subscribers

## CBS World Cup prices shock fans

Key Vocabulary:

1. sky- high costs
2. staggering
3. pocketing
4. resale market
5. scalping
6. dynamic pricing
7. “not buying in”
8. sticker shock



<https://www.youtube.com/watch?v=dJ3xZnr6Phw>

# Let's Talk: Discussion Questions

1. Why do you think the World Cup is so popular around the world?
2. Considering that many stadiums are built with taxpayer money, is it wrong that local residents are sometimes priced out of events hosted in their own city? Or is it only fair to let the market determine the prices—the law of supply and demand?
3. How much would you personally be willing to pay for a World Cup FINAL ticket?
4. If you could attend ONE World Cup match this summer, which teams would you want to see and why?
5. Wealthy nations have more technology and more money. They can afford the best players, coaches and scientific advances. Smaller or poorer countries may struggle to compete equally. Some say that “Technology and money are slowly destroying the spirit of the World Cup.” Do you agree or disagree?
6. Do social media and online betting make sports more exciting or more dangerous?