

World Taekwondo Federation (WTF) changes name

27th June, 2017



The World Taekwondo Federation has changed its name to simply World Taekwondo. The rebranding is to avoid confusion over its acronym 'WTF'. This acronym is widely used as a slang term on social media, but it has a very different and very rude meaning when it is used on Facebook, or Twitter. The abbreviation 'WTF' is a slang term that is often used to indicate disdainful disbelief. The World Taekwondo president said: "In the digital age, the acronym of our federation has developed negative connotations unrelated to our organization, and so it was important that we rebrand to better engage with our fans...stay relevant and appeal to young and modern audiences."

Taekwondo is a Korean martial art, characterized by its emphasis on head-height kicks, jumping and spinning kicks, and fast kicking techniques. The Taekwondo Federation president said: "Since 1973, we have been known as the World Taekwondo Federation. Over the following 44 years, we have grown taekwondo into the global sport it is today with 208 member national federations worldwide; we have led taekwondo to the Olympic Games, and in 2020 will have the honour of seeing taekwondo at both the Olympic and Paralympic Games; and we have reinforced our federation's position as a global leader in taking taekwondo beyond sport and into the field of humanitarianism."

Sources: rt.com / insidethegames.biz / worldtaekwondo.org

Writing

Taekwondo is the most exciting martial art. Discuss.

Chat

Talk about these words from the article.

taekwondo / rebranding / confusion / slang / different / disbelief / digital age / fans / martial art / jumping / kicks / techniques / global sport / Olympics / humanitarianism

True / False

- The World Taekwondo Federation is now called World Taekwondo. T / F
- The name changed because of confusion over the acronym 'WTF'. T / F
- The World Taekwondo president said 'WTF' gave a negative image. T / F
- The name change was not to appeal to younger fans. T / F
- The name World Taekwondo Federation started in 1937. T / F
- There are 208 national taekwondo federations worldwide. T / F
- Taekwondo will not be at the 2020 Tokyo Olympics. T / F
- Taekwondo has not entered the field of humanitarianism. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-------------------|
| 1. changed | a. strengthened |
| 2. evade | b. associations |
| 3. indicate | c. globally |
| 4. connotations | d. stay away from |
| 5. engage | e. attention |
| 6. emphasis | f. amended |
| 7. worldwide | g. privilege |
| 8. honour | h. capture |
| 9. reinforced | i. area |
| 10. field | j. signal |

Discussion – Student A

- What do you know about taekwondo?
- What do you think about the name change?
- What do you think of the acronym?
- What do you think of slang?
- What English slang do you know?
- Do you think the rebranding will help taekwondo?
- How can taekwondo become more popular?
- Would you like to try taekwondo?

Phrase Match

- | | |
|---|---------------------------|
| 1. The rebranding is to avoid confusion | a. term |
| 2. widely used as a slang | b. as a global leader |
| 3. developed negative | c. relevant |
| 4. stay | d. on head-height kicks |
| 5. appeal to young and | e. over its acronym 'WTF' |
| 6. characterized by its emphasis | f. connotations |
| 7. Over the following | g. humanitarianism |
| 8. 208 member national federations | h. 44 years |
| 9. reinforced our federation's position | i. modern audiences |
| 10. into the field of | j. worldwide |

Discussion – Student B

- What do you think about what you read?
- What is your favourite martial art?
- How does taekwondo compare to judo and karate?
- Do you think you would be good at taekwondo?
- Should taekwondo be in the Olympics?
- How would being good at taekwondo change your life?
- How do you think taekwondo affects humanitarianism?
- What questions would you like to ask the taekwondo boss?

Spelling

- The rebranding is to avoid ooninufcs
- This crnoyam is widely used
- often used to tenidaic disdainful disbelief
- rebrand to better geenag with our fans
- stay lvtrneea
- young and modern ecdsuina
- Taekwondo is a Korean mritala art
- fast kicking eithcusenq
- national tdfrsoaeni
- have the orohnu
- we have coednrriief
- the field of uthamaarmsnniii

Answers – Synonym Match

1. f	2. d	3. j	4. b	5. h
6. e	7. c	8. g	9. a	10. i

Role Play

Role A – Taekwondo

You think taekwondo is the most exciting combat sport. Tell the others three reasons why. Tell them what is wrong with their sports. Also, tell the others which is the least exciting of these (and why): wrestling, boxing or fencing.

Role B – Wrestling

You think wrestling is the most exciting combat sport. Tell the others three reasons why. Tell them what is wrong with their sports. Also, tell the others which is the least exciting of these (and why): taekwondo, boxing or fencing.

Role C – Boxing

You think boxing is the most exciting combat sport. Tell the others three reasons why. Tell them what is wrong with their sports. Also, tell the others which is the least exciting of these (and why): wrestling, taekwondo or fencing.

Role D – Fencing

You think fencing is the most exciting combat sport. Tell the others three reasons why. Tell them what is wrong with their sports. Also, tell the others which is the least exciting of these (and why): wrestling, boxing or taekwondo.

Speaking – Combat sports

Rank these with your partner. Put the best sports at the top. Change partners often and share your rankings.

- | | |
|----------------------|-------------|
| • boxing | • taekwondo |
| • fencing | • karate |
| • sumo | • judo |
| • mixed martial arts | • wrestling |

Answers – True False

a	T	b	T	c	T	d	F	e	F	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.