

Visual Analysis:

When golf first arrived in North Africa and the Gulf, it was played mostly by foreign diplomats, businesspeople and wealthy visitors. Today, championship tournaments, youth programs and local golfers have transformed the sport into a growing part of community life.

Imagine that a new championship golf course is being built somewhere in the Gulf. Your team has been hired to create a presentation that will persuade investors that the project deserves their support.

Gather Evidence

Working with your team, reread the article and collect evidence that could persuade investors.

Find evidence for each category.

Category	Evidence
Golf's History in the Region¹	
Growth of the sport today²	

Othman Almulla's Story ³	
Future Opportunities ⁴	

Analyze

Discuss the following questions.

- Why would investors believe golf has a promising future in the Gulf?
- Which historical event best demonstrates that golf became rooted in the region?
- How does Othman Almulla make the story more persuasive than statistics alone?
- Which audiences should this golf course appeal to? Local families, tourists, professional golfers, or all three? Explain.

Create

Develop a 5-slide promotional presentation.

Your presentation should persuade investors that your proposed golf course belongs in the Gulf.

Include:

Slide 1: Golf course name, country and location (including a map).

Slide 2: Why golf has become a growing sport in the Gulf.

Slide 3: How Othman Almulla's story reflects the region's growth.

Slide 4: Why this course would attract players and visitors.

Slide 5: How your course supports the future of golf in the Gulf.

Use photographs, maps, icons, color and layout to strengthen your message. ⁵

Present and Evaluate

Present your proposal. As you listen, decide which presentation most effectively persuades investors.

Evaluation Rubric

Content (50 points)

Criteria	Points
Proposal is supported with evidence from the article	10
Explain the history of golf in the Gulf	10
Uses Othman Almulla's story effectively	10
Demonstrates understanding of golf's future growth	10
Proposal is logical and persuasive	10

Visual Communication (25 points)

Criteria	Points
Strong use of photographs, maps, and graphics	5
Attractive and organized design	5
Clear visual hierarchy	5
Effective use of color and typography	5
Visuals reinforce the message	5

Presentation (25 points)

Criteria	Points
Speaker communicates clearly	5
Ideas are organized	5
Evidence supports claims	5
Team collaboration	5
Persuasive delivery	5

Common Core Standard(s) Met:

CCRA.R.7 Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

CCRA.W.6 Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

1 Possible answers:

- Golf reached North Africa in the late 1800s through European diplomats, tourists, and businesspeople.
- Oil exploration spread golf to Gulf countries during the 1930s.
- Early courses mainly served foreigners and wealthy visitors.

2 Possible answers:

- The Arabian Gulf hosts more than 10 internationally recognized tournaments.
- The Arab Golf Federation represents 17 countries.
- Golf participation increased by 238 percent between 2012 and 2024.
- Youth programs, scholarships, and improved facilities continue expanding the sport.

3 Possible answers:

- Began playing on a sand course in Dhahran.
- Continued after a disappointing tournament loss in Kuwait.
- Became Saudi Arabia's first professional golfer.
- Inspires young golfers throughout the region.

4 Possible answers:

- Produce an Arab major champion by 2035.
- Expand youth development.
- Increase participation by women.
- Continue making golf part of local communities.

5 Sample Discussion Points:

- International tournaments attract visitors while showcasing the region.
- Almulla's story demonstrates perseverance and provides a local role model.
- King Hassan II helped legitimize golf through leadership and international competition.
- Youth programs and scholarships create pathways for future players.
- Community participation shows golf has become more accessible.