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- يتم إعادة تقييم المجلات المحلية المصرية دوريا في شهر يونيو من كل عام و يكون التقييم الجديد ساريا للسنة التالية للنشر في هذه المجلات.

● **Political Employment of Hate Speech in
Sports Coverage: Case Study of Qatar
2022 World Cup**

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● **التوظيف السياسي لخطاب الكراهية في تغطية الرياضة:
دراسة حالة لكأس العالم بقطر 2022**

● د/ فداء محمد عبد العزيز

مدرس بقسم الصحافة، كلية الإعلام، جامعة الأهرام الكندية

Abstract

This study which applies the Critical Discourse analysis, investigates the construction of hate speech in the news discourse of different countries' newspapers in its coverage of the Qatar 2022 World Cup. This study evaluates the content and nature of reporting in the British Guardian, American New York Times, Spanish Marca, French Le Monde, British Columbia, Canada Vancouver Sun, Argentinian Buenos Aires Times, Danish Copenhagen Post, Brazilian Rio Times, and Japanese Japan Times newspapers. In addition, this present study attempts to delineate how Qatar was perceived during the event, trying to shed light on the correlation between the construction of hate speech and political employment. These objectives are examined in the context of Speech act theory.

The current study results reveal that hate speech was constructed and embedded in the news discourse of almost all newspapers studied. Consequently, the coverage was skewed because of the political employment that shed light on the coverage. The news coverage was tremendously negative before the World Cup even began. Various news articles on alleged migrant human rights, beer banning, and LGBTQ+ rights dominated the news coverage for weeks despite denials from the host nation Qatar. The hate speech was constructed because of the invisible rejection from the Western countries of Qatar's winning the bid to host the World Cup. This consequently increased the cultural tension.

Keywords: Hate Speech; Political Employment; Sports; News Coverage; Qatar; 2022 World Cup

ملخص الدراسة

تقيّم الدراسة الحالية محتوى وطبيعة التقارير الصحفية في صحيفة الغارديان البريطانية (the British Guardian)، وصحيفة نيويورك تايمز الأمريكية (American New York Times)، وصحيفة ماركا الإسبانية (Spanish Marca)، وصحيفة لوموند الفرنسية (French Le Monde)، وصحيفة فانكوفر صن الكندية الصادرة عن ولاية كولومبيا البريطانية بكندا (British Columbia, Canada Vancouver Sun)، والصحيفة الأرجنتينية بوينس آيريس تايمز (Argentinian Buenos Aires Times)، وصحيفة كوبنهاغن بوست الدنماركية (Danish Copenhagen Post)، وصحيفة ريو تايمز البرازيلية (Brazilian Rio Times)، وصحيفة اليابان جابان تايمز (Japanese Japan Times newspapers) إضافة إلى ذلك، تحاول الدراسة تحديد كيف كان ينظر إلى قطر أثناء الحدث؛ لإلقاء الضوء على العلاقة بين تشكيل خطاب الكراهية والتوظيف السياسي، وذلك في سياق نظرية فعل الكلام. وكشفت نتائج الدراسة أن خطاب الكراهية تمت صياغته وإدراجه في الخطاب الإخباري لجميع الصحف محل الدراسة تقريبًا، ونتيجة لذلك، انحرفت التغطية بسبب التوظيف السياسي الذي هيمن على التغطية، وكانت التغطية الإخبارية سلبية للغاية حتى قبل بدء كأس العالم، وهيمنت المقالات الإخبارية المختلفة عن حقوق الإنسان المزعومة للمهاجرين، وحظر البيرة، وحقوق المثليين (LGBTQ+) على التغطية الإخبارية لأسابيع، على الرغم من نفي الدولة المضيفة قطر للتهمة الملتصقة بها، وجاء خطاب الكراهية بسبب الرفض الخفي من الدول الغربية لفوز قطر باستضافة كأس العالم؛ مما أدى إلى زيادة التوتر الثقافي.

الكلمات المفتاحية: خطاب الكراهية، التوظيف السياسي، الرياضة، التغطية الصحفية، قطر، كأس العالم 2022.

Introduction:

The Committee of Ministers Recommendation No. R (97) 20 defines hate speech as covering "all forms of expression which spread, incite, promote, or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin." Council of Europe defines it as entailing "the advocacy, promotion or incitement to denigration, hatred or vilification of a person or group of persons, as well as any harassment, insult, negative stereotyping, stigmatization or threat to such persons based on a non-exhaustive list of personal characteristics or status that includes race, color, language, religion or belief, nationality or national or ethnic origin, as well as descent, age, disability, sex, gender, gender identity, and sexual orientation."

The recent trend in journalism malpractice is the dissemination of hate speech. Hate speech presents a significant challenge for today's journalism. Debatably, hate speeches tend to be embedded and implanted in the news discourse because of the absence of gatekeeping, as they may go unnoticed and rapidly hate-filled messages seep into the discourse. As a result, the media are less determined or possibly more puzzled about their duties and obligations in covering incidents.

The amount of hate speech has grown significantly in the last decades in various communities around the world. Though journalists in organizations should objectively provide news to the public, they should not be entering the tunnel of moral dilemmas when they cover incidents in their newspapers.

This is typically a complex problem that needs more attention in research studies, which is why it will be addressed and investigated in this research.

Research Problem:

News organizations provide training workshops and resources to raise awareness of the impact of hate speech in society and even explain how to analyze hate speech and report criminal acts committed in this context. Although addressing hate speech in news discourse is difficult, this research problem is finding out the construction of hate speech in the Qatar World Cup 2022 and whether politics played a role in such structure. Precisely, the

research problem investigates the political employment of hate speech in the Qatar 2022 World Cup.

Research Objectives:

The main objective of this research study is to investigate the construction of hate speech in news coverage of the World Cup in Qatar 2022 in selected newspapers. In addition, the study addresses the correlation between the construction of hate speech in news discourse and political employment.

The sub-objectives are as follows:

- 1- To find out if hate speech was embedded in the news coverage discourse about the Qatar World Cup 2022 in the selected newspapers.
- 2- To identify the types of hate speech constructed in the news coverage discourse about the Qatar World Cup 2022 in the selected newspapers.
- 3- To figure out if politics played a role in shaping the news coverage discourse covering Qatar World Cup 2022.
- 4- To compare the selected newspapers' coverage discourse about Qatar World Cup 2022.

Research Importance:

Understanding hate speech construction in news discourse is essential not only for media ethics but also for its political employment, as it may be used to deceive readers of certain newspapers, making them believe that what they read is accurate. Besides, it is still an active research area as news coverage continues to be an open research problem affecting other journalism areas. In addition, it is also important because the uncontrolled spread of hate speech embedded indirectly in the news discourse can seriously harm the readers deceiving them with fake information.

Literature Review:

In recent years, research focused on hate speech types related to race, religion, and gender and hate speech detection.

The appearance of hate speech in the news discourse of the 2019 general elections in Nigeria in the Daily Trust, The Nation, and The Guardian newspapers was investigated in the (Msughter, 2021) study. The selected newspapers were examined by finding the frequency, location, direction, and journalistic genre variables. Results revealed that the frequency of the hate speech constructed was very high.

Hate speech types were also investigated by (Chiluwa, Taiwo, & Ajiboye, 2020) and types found included "insults, threats, verbal abuse and hateful

comments that are laden with ethnic prejudice and hostility.” It was revealed that hate speech in discourses created by the separatist Indigenous People of Biafra seems to be language aggression.

A systematic review was established by (Nazmine, Tareen, Tareen, Noreen, & Tariq, 2021) on online hate speech via "SALSA, a simple and rational framework (Search, Appraisal, Synthesis, and Analysis)." The study divided hate speech into four categories: hate speech and social media, religious hate speech, gendered hate speech, and racist hate speech. Findings revealed that anonymity is one of the ways hate address was present on social media. In addition, it was shown in the (al-Utbi, 2019) study that the post's language and semiotic features indicate that the texts within it signify hate speech which "may sometimes amount to call for genocide, and not a mere freedom of expression." Also, negative discourse occurred in social media, as elaborated in an (Eira, 2018) study that explored the deconstruction of hate speech techniques on social media in Norway and the Saami people. Three categories were found in the (Ohieku & Sabo, 2019) study, which revealed that Nigerian newspapers framed hate speech through politics, religion, and ethnicity. It was also found that "while newspapers are likely to frame political hate speech using a critical frame, a support frame is used to frame religious hate speech and a neutral frame for ethnicity hate speech."

An exploratory analysis was conducted by (Garland, Ghazi-Zahedi, Young, Hébert-Dufresne, & Galesic, 2022) to determine the efficacy of counter-speech using various macro- and micro-level measures to evaluate 180,000 political conversations that took place on German Twitter over four years. Results indicated that systematic hate speech is correlated with "changes in public discourse and that counter speech – especially when organized – may help curb hateful rhetoric in online discourse."

The presence of hate speech in Egyptian television talk shows was examined in an (Elias, 2020) study. Results showed that the spread of hate speech in Egyptian talk shows is planned to help in the political and institutional agendas of the country. Furthermore, the analysis explained that hate speech in talk shows occurred because of social illiteracy.

Hate Speech in News Coverage was explored in various studies (Susanto, Junaidi, & Rusdi, 2020) where the researchers aimed to describe the complications of news coverage, including hate speech, who believe that they do this to preserve diversity. Findings showed several types of hate speeches; the most dangerous of them are prejudices, noting that originate

from the stereotypes in the coverage. Also, in the (Drożdż, 2016) study, the researcher examined the range that shaped new forms of media language that carry negative values because of the presence of hate speech. The study pointed out five stages of hate speech in the media discourse where the media created an artificial reality of hatred. The first of them is shaping the actual reality according to the media guidelines; the second is when the media and the fact meet; the third is when the media impact the truth; and the fourth is when the media alter the time and space training on real human life and human communication possibilities, and finally the fifth is when the media distort the line between reality and the simulation where the simulation here is the hatred which is presented in the media coverage as being part of the real life.

Hate speech in the Egyptian Arabic first page language newspapers was examined in an (Eissa, 2017) study where its findings pointed out that the primary source for hate speech was the journalists. The hate speech was the stereotypes presented in the news coverage; for example, the Islamists were stereotyped as victims. Also, the Arabic newspapers investigated (Anis, Anggreni, & Yuliarti, 2017) a study that found that hate speech had been associated with religion and sectarian themes.

Sometimes hate speech causes violence among the public, as explained in (Mishra & Shukla, 2019). The researchers examined the occurrences of hate speech where a discourse by a politician or media-biased coverage causes public disturbance, violence, and communal killings. It was revealed that social media users misuse the platform where they spread provoking views among the public.

Extracting hate speech from the discourse itself was examined in the (Malmasi & Zampieri, 2017) study. The study differentiated between three types of English Tweets; the first include hate speech, and the second does not include hate speech. Still, it contains offensive language, and the third does not have both hate speech and objectionable content. The study's results determine that the main problem lies in "discriminating profanity and hate speech from each other."

A wide-ranging of elements have been utilized, including lexical features (such as., n-grams, Bag of Words, TF/IDF, lexicon-based); syntactic features (such as speech parts and typed dependency); stylistic features (such as the number of characters, punctuation, text length); as well as some Twitter specific features (such as the number of user mentions, hashtags, URLs, social network information as explored in (Mishra, Tredici, Yannakoudakis, &

Shutova, 2019) and other people's features (Waseem, 2016), (Unsvåg & Gambäck, 2018) and (Qian, ElSherief, Belding, & Wang, 2018).

Also, (Snoussi, 2020) examined the role played by the UN's official website in 2019 – 2020 in decreasing the escalation of hate speech. The results proved a lack of diversity in the coverage angles at the time of Covid-19. The results demonstrated, too, that the website signifies the organization's actions, ignoring all cases related to hatred and discrimination that took place worldwide.

Theoretical Framework:

Speech act theory can be applied in analyzing hate speech, as stated in (Özarslan, 2014). To ascertain if the discourse presented in the news coverage was loaded by a specific meaning created by the journalists, this research adopts the Speech Act Theory, which Oxford philosopher J.L. Austin introduced in 1975 in his book titled "How do things with words"? (Austin, 1962).

The central hypothesis of this theory is that written or spoken words are not just abstract and does not present information but also carries other meaning and actions inside when reading it well. In other words, the element in meaning creation is context, which acts as the 'binding agent' or the path through which the language of speech creates.

Austin first worked on dividing sentences into performatives and constative. Performatives are the statements used to do an action. Those statements do not declare or define a fact and are not provable.

In the (Priyanto, 2019) study, the texts that included a direct and indirect speech in translated news items in the Pikiran Rakyat were examined using the speech acts theory from Austin and Searle and Newmark's concept of translation. Results revealed that direct and indirect speech has an essential role in the news as "speech is the "life" of news and has a specific role and meaning." However, when considering the translation of information, the media adapt depending on the media's ideology. "On the tendentious news of Islam, for example, the Pikiran Rakyat Daily adjusts when translating it into the Indonesian language. The speech also has the power of locution, illocution, and perlocution".

Headlines were examined in various studies using speech acts theory, as in the (Wiana & Khairani, 2020) study, where it was used to analyze the Headlines of the Waspada Newspaper. Findings pointed out the extensive usage of the locution speech acts. In addition, the illocution speech act was essentially noticed because the locution speech act is a speech act that

expresses something without any reason. Also, in the (Abba & Musa, 2015) study, Daily Trust and The Nation Newspapers Headlines on Boko Haram attacks were examined, and it was found that three categories of speech acts were present. It was also found that the analyzed headlines were not aimed at "threatening, frightening or advising as wrongly perceived by readers and that the ideological positions of the papers are not portrayed in their headlines."

Extent of Benefit from Theoretical Framework:

Studying the newspaper discourse based on the speech acts theory enables the researcher think that the discourse plays a role in shaping the reader's beliefs and attitudes. As using the Speech act theory will be to examine the news discourse in the selected newspapers which contains direct and indirect hate speech remarks and expressions. The discourse presented in the news coverage may be loaded with a specific meaning created by the journalists. This research will evaluate through this theory, the speech acts form, and the pragmatic function of speech acts.

Methodology:

The study will depend on the descriptive qualitative method. The study will collect newspaper articles electronically from the website of the newspapers mentioned above. The data are written speech in words, phrases, and sentences.

This study applies a CDA (Critical Discourse Analysis) approach to selected media texts of newspapers. The aim is to study how these newspapers employed hate speech in the sports coverage of world cup events. It will also be a contrastive study on more than one level as it aims to find the similarities and differences between each newspaper and the newspapers under investigation.

Research Time Frame:

The study's time frame will be before, at the time, and after the World Cup, which started on 20 November and ended on 18 December 2022.

Research Sample:

The research will examine nine electronic newspapers, which are as follows: The British **Guardian**, American **New York Times**, Spanish **Marca**, French **Le Monde**, British Columbia, Canada **Vancouver Sun**, Argentinian **Buenos Aires Times**, Danish **Copenhagen Post**, Brazilian **the Rio Times**, and Japanese **the Japan Times**.

These newspapers were chosen to be studied because these are the most prominent newspapers that present one of the newspapers of origin of the

teams that qualified for the 2022 Qatar World Cup. In addition, these newspapers are the largest circulated newspapers in the world.

Research Questions:

- 1- What type of hate speech is constructed in the news coverage discourse when covering the Qatar World Cup 2022?
- 2- How is hate speech made in news coverage discourse?
- 3- To what extent has their attribution of negative characteristics increased or decreased?
- 4- Did politics play a role in shaping the news coverage discourse covering Qatar World Cup 2022?
- 5- Were moral dilemmas presented in the news coverage covering Qatar World Cup 2022?
- 6- What are the main differences and similarities between the range of newspapers under study towards the Qatar World Cup 2022?

Results:

Skewed media representations were present in the news discourse of various newspapers under study in this research.

The British Guardian:

It started in the Guardian newspaper before the Qatar World Cup 2022 even began on the 21st of July 2022; the newspaper published an article with the headline, 'Outrage in Qatar over the shooting of 29 dogs as it prepares for World Cup' highlighting an incident about four men who opened fire on 29 dogs at an industrial compound just near Doha. So, again, an event that Qatar was pushed into the Guardian's news discourse, whereas the incident has nothing to do with Qatar as a country hosting the FIFA 2022 World Cup.

The beginning of the Guardian's coverage was via framing every incident that occurred in the Gulf countries indicating how they will later cover FIFA 2022 World Cup, a global sports event. In contrast, they considered it an 'exceptional' phenomenon.

Their coverage of Qatar focused on the worker and human rights whom they believed was grabbing (slave) workers to build New Qatar. However, looking at the past, when Brazil hosted the World Cup 2014, one of the significant problems they faced and proved was workers' deaths. Where more than ten construction workers died at the stadium construction sites, but the Guardian newspaper at that time did not cover them in the way they covered Qatar, where nothing was confirmed about any deaths that occurred at the construction sites.

The Guardian's news discourse covering the Brazil World Cup 2014 was not aggressive as what Qatar received as they just reported objectively considering the deaths in Brazil were just an "accident" because of the opening rush as written in the article with the headline 'Brazil World Cup: the seventh worker dies on stadium construction' on the 30th of March 2014 and in the paper with the headline 'World Cup 2014: eighth construction worker killed in Brazil' on the 9th of May 2014, etc...

The Guardian newspaper published an article on 23rd February 2021 with a misleading headline that reads: 'Revealed: 6,500 migrant workers have died in Qatar since World Cup awarded' where the discourse claimed that more than 6,500 migrant workers from India, Pakistan, Nepal, Bangladesh, and Sri Lanka have died in Qatar since it won the bid to host the World Cup 10 years ago. Then, later, they modified the article's headline to indicate that the deaths occurred over ten years, but it continued to insist that these deaths were connected to the World Cup 2022 that they will host.

Hate speech is included in all their discourses, raising a question about the reason behind the massive amount of coverage that highlighted the repeated number of 6500.

Hate speech was present in the discourse of the Guardian newspaper about the issue of LGBTQ+ rights. An article published on the 15th of November 2022 titled 'Gay Qataris physically abused then recruited as agents, campaigner says' where all the hate speech was said by an anonymous Qatari doctor and gay rights campaigner who discussed that Gay Qataris had been assured protection from physical torture in exchange for serving the authorities to find out all LGBTQ+ people Qatar. Besides the other attributions quoted from the U.S., Dr. Nasser Mohamed, a US citizen who is in contact with gay communities in Qatar. The question raised here is how the British newspaper found a US citizen who clearly defines himself as being in communication with the Qataris gay community. It is well-known that gays in Arab countries are not found easily as they do not say it loudly as in Western countries.

As the global football carnival began in Qatar, The Guardian newspaper discourse, after the small Arab nation since it got the hosting rights for FIFA World Cup 2022, made sure they pointed out all the flaws in the opening ceremony. The news titled "World Cup opening ceremony: six things we learned in Qatar" makes a hateful and unpleasant report where it highlights that Russia's mascot is still remembered. However, they are banned, and

Qatar's chosen mascot La'eeb "looks like the risen spirit of the migrant workers who have died in the course putting this tournament on."

Also, hate speech was present in the Guardian newspaper discourse when the Emir of Qatar, Sheikh Tamim bin Hamad Al-Thani, accompanied by FIFA's president, Gianni Infantino, draped a traditional Arab Bisht over the shoulders of Argentina captain Lionel Messi as he was about to lift the World Cup trophy following his team's victory over France. The Guardian newspaper, in its news titled "Mixed reaction as Lionel Messi draped in Arab cloak before lifting World Cup," on the 18th of December, labeled the Bisht gesture by quoting "BBC host Gary Lineker's words when he commented saying, "a shame they've covered his shirt" during what was "a magic moment." The discourse stressed how the Bisht "covered part of Messi's Argentina shirt, including the national badge, during the ceremony" ruined the most significant moment for Messi and Argentina that will always remind all the football fans and viewers around the world that this World Cup was in Qatar.

Also, in the news titled "Qatar World Cup ends with greatest final and a coronation for Lionel Messi" on the 18th of December, the Guardian re-mentioned many stereotypes that they used in their coverage that caused the presence of hate speech against Qatar, such as "whirl of geopolitics, after death and ghosts and suffering" of workers where it came to an end at the ceremony when Messi was lifting the trophy. Besides, it calls for the Bisht to a "robe" handed by "the emir of Qatar, who is also his employer." Such disrespectful remarks and critique of Qatar revealed outright hatred towards Qatar's local customs and traditions and their Emir too. However, the Emir gave Messi the Bisht to honor him in a moment of pride and power as in Qatar's practices, Bisht's were given to Arab royals or warriors after a victory in battle. Moreover, this coverage contradicted the Guardian's coverage when in the previous World Cup, Pele was presented with a sombrero during the 1970 World Cup in Mexico, which was the Mexican customs and traditions.

It is concluded that the British media, especially the Guardian newspaper, had initiated a fierce campaign against Qatar in its news discourse which it fuelled via using hate speech, especially after it won the bid in 2010 to host the World Cup. The attacks were exaggerated and increased when the World Cup 2022 kicked off compared to its coverage of previous world cups. However, hate speech decreased in their news discourse when reports surfaced indicating Qatari threats to withdraw investments in the UK. In

political contexts, relations between London and Doha have suddenly become tense after weeks of criticism in the British media against the Qatar World Cup, which identified the political employment at the backend of its coverage decisions.

The American New York Times:

The American New York Times newspaper coverage did not differ from the British Guardian newspaper; however, the news coverage that included hate speech was less.

The New York Times accused Qatar of getting Nepalis to build a new Qatar to host the World Cup 2022, referring to them in their news discourse as the “forgotten team” and the “army” in its news titled “The World Cup’s Forgotten Team” on the 16th of November. Through this discourse, the New York Times pointed out the life span of those workers and their desperation and their need for money, poverty, unemployment, slow economic growth, and political instability in Nepal caused their death, believing that about 2100 Nepali workers died since 2010 when Qatar won the right to organize the World Cup in 2022 according to data collated by Nepal’s labor ministry. However, it was previously reported from the records of the Nepal government and Nepalese Director-General of Foreign Employment Office and others that Nepalese migrant workers die due to various medical problems such as cardiovascular and kidney failures. Besides that, “the migrant worker deaths have been classified broadly into cardiac arrest, natural cause, traffic accident, suicide, and workplace death” (Murarka, 2022). Also, a study in 31 Nepali hospitals revealed that 37% of patients were admitted with noncommunicable diseases, of which 38% were cardiovascular diseases (Prevalence of Non-Communicable Disease in Nepal Hospital Based Study, 2010).

The previously mentioned example is considered the bias-motivated violence where they accused Qatar of the deaths of those migrant workers, and this is regarded as a level of hate speech in news discourse.

In the news article titled “Ban on Beer is Latest Flash Point in World Cup Culture Clash” on the 18th of November, the New York Times pointed out that Qatar was “surprisingly awarded” the host of World Cup 2022 prohibited beer drinking noting that it announced such a decision just two days before the opening so no one can object. In the news discourse, it was mentioned that Qatar deceived their visitors as they announced very late that no action could be undone after their flights landed in Qatar’s land. However, Qatar just announced that it will be banned in the football

stadiums at the 64 matches, not throughout the country, as it is still expected to be served in the luxury hospitality areas of the stadiums. The journalist said, too, that the beer presence was a “fixture at sporting events around the world.” Hate speech was present in the “infuriate fans” quotes attributed to the sources who were annoyed by the Qataris’ decisions “it’s a disaster,” “it’s terrible news,” pointing out to “a possible signal that domestic politics or even the royal family influence were playing a role.” The New York Times stated directly that Qatar is using politics in the football game and forcing its culture and traditions on its guests.

In New York Times news discourse FIFA’s statements were never mentioned. However, the elaboration of the decision stated that after discussions between Qatar and FIFA, this decision was made where the sale of alcoholic beverages will be at the FIFA Fan Festival, other fan destinations, and licensed venues, just removing sales points of beer from the stadium borders. Previously, at the 2014 World Cup in Brazil (Chappell, 2012), the host country was obliged to change its law to allow alcohol selling in stadiums; however, they prohibited it previously because of the fans who got drunk. If this indicates anything, it will be only that Qatar did not force; however, they discussed and convinced the FIFA’s authorities of what they wanted, and if they were not able to, they would have been forced to allow its drinking not as the New York Times described that “the latest and most dramatic point of contention yet between FIFA and Qatar.”

However, the New York Times’ coverage of the French ban on the hijab during all the sports events hosted in France, which may concern the upcoming Olympics 2024, is unquestioned in their news coverage, and hate speech is not found. Also, the newspaper in 2019 meant to show different angles in their coverage, explaining that there are French stores who are selling Hijab for runners, and they are French citizens debating the decision in their news article titled “A Sports Hijab has France Debating the Muslim Veil, again” on the 28th of February 2019.

In their news article titled “The female soccer players challenging France’s Hijab Ban” on the 18th of August, the journalists referred to the decision as “FIFA allows them.”

Various issues focussed on alleged human rights abuses dominated headlines for weeks throughout the World Cup Qatar 2022. In the news piece titled “Why the World Cup in Qatar brings Fans Joy and Anxiety” on the 21st of November, it was pointed out that the people will enjoy watching World Cup matches that they wait for every four years, highlighting that the

same time it will make them anxious and “dizzy over the human rights issues where the event is staged.” However, there was no evidence presented in the discourse; the journalist was just quite ironic that those who serve as mouthpieces for so-called human rights agendas marketed such blatant lies. Also, in the news article titled “When World Cup Reality Isn’t What It Seems” on the 16th of December, the New York Times explained from their point of view that was not supported by facts that Qatar is the country where the “line between the artificial and the authentic has blurred or evaporated” believing that the fans are the only ones who defined the World Cup. Hate speech was present in how they described Qatar as a country where “relative scarcity of alcohol, and ethical ones, centered on Qatar’s treatment of the migrant workers who had built the tournament, and its criminalization of homosexuality.” One of the steps of hate speech is being biased against a country and stereotyping it.

It is concluded that the New York Times in America used different types of hate speech in their coverage; however, their coverage was less than that of the British Guardian newspaper. Politics still affected in one way or another the American newspaper coverage as the United States believe in human rights presented in the coverage of the migrant workers and LGBTQ+ rights, which was highlighted in many news articles. It can also be concluded that the newspaper conveyed every, even the most extreme opinion, and opened it for a public debate among newspaper readers, in contradiction to their coverage of France about their Muslim veil banning. The political employment was evident as the coverage dealt in two different paths with Qatar than France. However, they both host sporting events.

French Le Monde:

However, the Le Quotidien, the leading newspaper published on Réunion island, did not cover the 2022 Qatar World Cup, explaining that they are doing so “in the name of the values that these readers and advertisers have trusted us with for so many years” pointing out to the human rights that they believed Qatar did not consider (Get French Football News, 2022), the French Le Monde, covered the 2022 World Cup in Qatar heavily.

Various types of hate speech were present in their news discourse; however, it was stated clearly in their news article titled “World Cup 2022: French politicians divided over Qatar” on the 21st of November that French President Emmanuel Macron asked everyone not to “politicize sport” when he was attending the Forum for Asia-Pacific Economic Cooperation in Bangkok. In this article, the news discourse included names for the host

nation Qatar as a “Gulf oil emirate” and the country that “ignores the rights of minorities.”

Also, in the article titled “Former Arab enemies re-united in VIP seats at World Cup opening ceremony” on the 21st of November, Sheikh Tamim bin Hamad Al-Thani was named as “Qatari monarch Tamim Al-Thani” pointing out that he politically “played the game with skill” starting from the day he planned to win the host till the opening ceremony because Le Monde journalist believed that Sheikh Tamim bin Hamad Al-Thani was powerful enough and had high hopes and dreams of bringing Saudi Crown Prince Mohammed bin Salman, known as “MBS,” and Egyptian President Abdel Fattah El-Sisi down as they one day decided to “bringing his country to its knees” supposing that their presence means their acceptance for Qatar’s returning to prominence and fame in the Middle East. However, the journalist misleads the readers by using facts that occurred previously between those three countries on the political aspect, pointing out the “diplomatic and commercial blockade imposed on Qatar” from Saudi Arabia and Egypt, which accused Qatar at those times of being a Gulf troublemaker, connections with Islamists and conducting deals with Iranian enemies.

Next up was the subject of the alcohol ban in stadiums; quick to criticize Qatar for its cultural and religious decision, there was a failure to declare and reveal that alcohol bans in stadiums are standard practice, including the previous World Cup held in Russia.

Many other reasons were clarified where hate speech was implanted in the news article “Qatar World Cup: The reasons behind the widespread criticism,” published on 17th October. Besides the corruption, allegations, beer ban, and human migrant rights, LGBTQ+ rights were added to the list where the French audiences are debating whether to watch or not the World Cup in Qatar. The journalists returned the reasons for not revealing that Qatar did not disclose except before the opening within a few days. The accusations that no proof is stated about it in their news discourses.

On the 19th of November, Le Monde, in its news article titled “2022 World Cup: The close ties between Qatar and FIFA President Gianni Infantino,” suspected and questioned the ties between FIFA President Gianni Infantino and Qatar pointing out his extended stay there in Qatar since 2021 where he rented a house for his family. Furthermore, the journalists highlighted that the FIFA president never stayed that long in the host country and supposedly would have travelled few days before the beginning of the event only.

Highlighting, French President Emmanuel Macron praised Qatar for hosting the World Cup and visited it twice during the last two matches of the France team. This was clarified in the Le Monde news article titled “Macron praises Qatar for World Cup and Egypt for COP27” on 20th December. It was mentioned that the President was criticized by his opponents for not only attending the matches but for “complimenting the event's organizers,” reminding the readers in their discourse about Qatar’s problems with human rights and their high-profile corruption allegations. He “comes under fire” because of his actions.

On the same day, the 20th of December, Le Monde questioned International Football Federation Gianni Infantino if the FIFA is going to keep their promises to search for the rights of the migrant workers who died in Qatar and if they will still stick to their decisions to fund and support those migrant workers in Qatar in their in-depth analysis news article titled “Will FIFA keep its promise to compensate migrant workers in Qatar?”

It is concluded that Le Monde in France coverage included hate speech towards Qatar and even towards their French President Emmanuel Macron. This can be analyzed in the context that Le Monde newspaper is a center-left publication and one of the well-known being a “very straight bat newspaper offering a wide variety of hard news, colourful reportage, and socio-cultural critique” according to (The Local, 2021). It is also known that Xavier Niel, founder of Free mobile phone/internet firm, invested millions of euros and started taking part in controlling stake in the newspaper in 2010, which means that the newspaper is independent and makes its policies away from the French President and the French government.

In 2018, Le Monde newspaper published a highly provoking magazine cover of French President Emmanuel Macron for its Saturday M magazine. As a result, they were forced to issue an apology on December 29th, 2018. The picture showed Macron with a Yellow Vest protestor surging toward the Arc de Triomphe (Gorman, 2018).

Spanish Marca:

The news coverage of the Spanish Marca started objectively without any hate speech, as expected from any newspapers. Instead, they published about Karim Benzema pulling out of the World Cup, the guests, and the performers in the opening ceremony, highlighting that many artists decided not to participate but still returned that to humanitarian and social reasons. They also covered the six female referees who will be in the World Cup, indicating that this is the first time, and here it is happening in Qatar and the

number of goals Cristiano Ronaldo scored in previous World Cups. Also, in their coverage, they expected that England would be penalized when they wore the rainbow armband analyzing the situation after the announcements of Qatar towards LGBTQ+.

The Hate speech was implanted in the way the Marca newspaper directed its coverage towards connecting the LGBTQ+ presence prohibition in Qatar and the announcement of the FIFA communications director Bryan Swanson of being gay in their news article titled "FIFA communications director announces he is gay at Infantino's press conference in Qatar" on the 19th of November.

Also, the LGBTQ+ issue was raised in their news article titled "Belgium did wear the "One Love" armband and Infantino could not do a thing about it" on 23rd of November, where they accused Qatar of abusing the LGBTQ+, describing the situation as if those people's "rights are severely violated in the host nation for the World Cup" in a move that shocked more than one party, FIFA was quick to announce that any player who wore the armband would be punished with a yellow card even before the match started.

On the 21st of November, Marca newspaper published a news article titled "English fans on "Beer hunt" in Qatar end up in a sheikh's palace with lions and monkeys," where they posted a video for a group of friends who narrated that they were trying to buy beers and met one of the Sheikh's sons who took them to his palace where they saw lions and monkeys. Although it is a funny story, it sheds light on how Western people stereotype Arabs as wealthy people who live in palaces and are excessively entertained to the extent of keeping lions and monkeys in their homes.

No difference from the previous newspapers, they highlighted the accusations against Qatar concerning the "country's human rights record." They described them as "the most controversial hosts in recent memory" in their news article, "Fans clash in World Cup opener: Ecuador fan's controversial gesture enrages Qataris, but peace was found," published on 20th November. Also, they quoted an Ecuador fan whom they described as the one who "bravely stood up" and was able to say it loudly that the hosts' money had bought the referee. However, one Qatar fan did not see the funny side of things and yelled at the Ecuador supporter to "sit down and shut up."

Mockery was a type of hate speech used in Marca newspaper as in their news article titled "Money brought cooler temperatures for Qatar, but not good soccer" on 20th of November as the newspaper shed light and stressed

the same previous idea which quoted last time, which is the referee's corruption as they stated clearly that "Three minutes into the match, they fell behind, or thought they did only to be saved by VAR."

Spanish Marca also intended to mislead the audience by pretending that there were no audiences in the stadiums; however, everyone saw the stadiums fully booked. This was mentioned in their article titled "Thousands abandon World Cup opener at half-time" on the 20th of November. This was contradictory to the reality where it was known that they had a higher-than-expected number of fans in their stadiums.

Messi taking before for wearing, or Messi offered money to sell the Bisht was explored in one of the Marca's news articles titled "Lionel Messi gets offered \$1 million for the Arabic Bisht he wore in the World Cup final" on the 23rd of December. Marca quoted someone asking Messi to sell him the Bisht he took from Qatar while lifting the trophy. Besides their calling it a "robe," they understood its treasure meaning to the Arab countries, but they wanted to implant that this action had an indirect message from the Gulf country. They wanted to mislead their readers by highlighting that this Bisht has aroused a feeling of necessity in rich Arab people who need to collect it. The Marca was one of the newspapers that criticized Qatar for spoiling the World Cup final by honouring Lionel Messi with a Bisht, even if it was a gesture of high respect. This was how they rooted their hate speech in their news discourse in the last match of the World Cup Qatar 2022.

Brazilian The Rio Times:

The Brazilian Rio Times newspaper coverage relied on guest writers who embedded hate speech in their news articles.

One of the guest writers in a news article titled "This is the "Kafala" system in Qatar," published on the 28th of November, attributed the information he collected from the Guardian newspaper in 2021, which wrote about the 6500 dead workers in the construction sites of the World Cup trying to build New Qatar. In addition to a piece of collective information about the death of a 24-year-old Nepali worker who was "deceived," as stated in the article, to work with a low salary and returned to his country in a coffin. The guest writer focused on the Kafala system applied in the United Arab Emirates, Bahrain, Saudi Arabia, Oman, Kuwait, Lebanon, and Jordan, which is the "daily bread" of migrant workers. He described it as one of "the clearest forms of slavery in the world," however, he did not raise one question about the reasons for the agreement of those workers who came by their choices as no one forced them to travel to work in Qatar. Besides his description of

an anonymous figure as being “scandalous,” referring to the two workers who died at South Africa’s 2010 World Cup and the ten workers who just “lost their lives” at Brazil’s 2014 World Cup construction sites. The difference between how the guest writer addressed the workers who died in the construction sites between Qatar, South Africa, and Brazil was indicating that it was as if they were pointing out that this happens everywhere, not only in the Brazilian country trying to change how they were portrayed years ago when they were hosting the World Cup.

Another guest writer wrote a news article titled “Berlin’s patronizing dealings with Qatar lead to loss of trust and threaten to weaken Germany” on the 5th of December, stating that Berlin should change their ways in dealing with the problems; otherwise, they will enter the tunnel of “diplomatic turmoil” with the Middle Eastern country as described. The guest writer pointed out that “public praise for the World Cup from the highest government authorities is urgently needed” as if it is the only solution to survive and not lose the relations between the two countries as it has a significant political impact. A prediction that has no base of facts.

In a news article titled “Fans of the Brazilian national team shout “Lula thief, your place is in jail” in front of the world public in Qatar,” published on 26th of November, Brazilian fans were shouting saying that Luiz Inácio Lula da Silva, the newly elected President of Brazil was a thief asking authorities to imprison him in one of the matches of World Cup 2022 in Qatar. Hate Speech was present in the fierce embedding of Qatar as if it is the host country that asked the Brazilian fans to do so; however, they are Brazilian, and the newspaper’s origin is Brazilian, knows well that this can never happen, so they are pushing Qatar in their news discourse, and this was an act or intent to annihilate an entire people deliberately and systematically, and this is a form of hate speech. The journalist accused Qatar of what happened and said they “continue to leave room for controversy beyond soccer and sport.”

It is concluded that The Rio Times in Brazil was rarely part of any skewed coverage because of Brazil's high literacy rate, where Brazilians consequently watch television more than read newspapers (Tokarnia, 2020). They do not know how to read or write. On the other hand, the 2022 Qatar World Cup coverage was skewed as it included hate speech. A few analyses can be concluded where the first is that this occurred because of the guest writers who were not on the newspaper board and embedded the hate speech in the Rio Times news discourse, and the second because the

newspaper was trying to clear the Brazilian country's image, which was skewed at the time of the World Cup that was hosted in Brazil. They faced lots of troubles in their hosting, and different newspapers negatively covered them.

Danish Copenhagen Post:

Encouraging hostility in the newspapers is achieved mainly through hate speech, which will always be against the media's code of ethics. For example, the Danish Copenhagen Post expressed their thoughts about how the Qatar World Cup 2022 will look in the news article titled "2022 World Cup: Will hosts Qatar be" on the 20th of November. They defined the World Cup in Qatar as unlike any other World Cup "will be like no other," comparing it to the previous bizarre selections of the movies, which according to them, must not have been chosen for trophies confirming that FIFA president Sepp Blatter is regretting his choice now. The Copenhagen Post also pointed out that playing in Qatar will be like playing "in a microwave." Not only this, but they called them names that are considered a type of hate speech, such as "the smallest" and "possibly most corrupt host in World Cup history."

That was also present in their news coverage in 2021 in their news article titled "Denmark will not boycott World Cup in Qatar" on the 13th of January, where the journalists clarified that Denmark's government will not connect sports with politics and will ignore even the human rights organizations criticizing Qatar and will go for playing there. Maybe this analyses why their coverage did not include all the aspects other newspapers covered, like migrant workers' rights, beer banning, LGBTQ+ rights, etc...

The Danish Copenhagen Post did not initiate the comparison between Moroccan players celebrating their win with their mothers to monkeys huddling up for warmth. However, still, it opened its news discourse in its article titled "Moroccan fans shocked by racist comments on Danish TV" on the 20th of December to report about what the TV 2 NEWS presented by Søren Lippert and the TV 2 NEWS correspondent Christian Høgh Andersen said. Even though the host and TV station have announced and released unconditional apologies, the Danish Copenhagen Post still covered the incident, which they could have ignored. The newspaper should not have reported the hate speech on one of the Danish TV channels and should have kept a blind eye against the insults, mainly since the newspaper transmitted what happened in Danish contexts worldwide through its international

language, English. Thus, it cast worldwide audiences' eyes towards what they could not have passed by if only aired on Danish Television.

British Columbia, Canada Vancouver Sun:

Name-Calling, Insensitive Remarks, and Stereotypes are levels of hate speech included in the British Columbia, Canada, Vancouver Sun news discourse, but not like the Guardian, New York Times, or even the Le Monde. The coverage was objective to an extent, even if few hate speech words were rooted.

A video released on Thursday on one of their TV channels was covered in one of their news articles titled "Australian players criticized Qatar's human rights record ahead of World Cup," published on the 26th of October, where it was mentioned that Australia's national soccer team spoke out against World Cup host pointing to Qatar's on human rights and same-sex relationships. The journalist screens negative information about Qatar, explaining that they are facing "intense international pressure for its treatment of foreign workers and restrictive social laws," considering it a fact; however, it is just an insensitive remark. Here all hate speech presented was quoted from the Australian side, and this is how they stated what they wanted through different sources rather than them.

Another stereotype for Qatar was being the "gas-rich emirate," which was stated in Vancouver Sun's news article titled "Canada Soccer addresses issue of workers' rights, Inclusivity in World Cup host Qatar" on the 28th of October. The Canadian Press mentioned the Football Australia statement where they mentioned that the Qatar World Cup is connected to suffering migrant workers; however, they trust that they will pass all the obstacles and solve all the problems they are facing stressing their decisions to aware their players, staff, and fans with the Qatari culture till the time of their traveling.

In another quote from Reuters, Vancouver Sun described Qatar as a "Muslim nation," pointing out the flood of blame over its loss of foreign workers' human rights, LGBT+ rights, and social constraints in their news article titled "World Cup gets underway with stakes high for FIFA host Qatar" on the 20th of November. However, they highlighted that Qatar denied all the accusations and that organizers have denied the claims of bribery for hosting rights. Besides their mentioning the Bayt Stadium for the first time as a "tent-shaped stadium."

Argentinian Buenos Aires Times:

The Argentinian Buenos Aires Times news discourse was only about their team and their winnings and losses in the World Cup in Qatar 2022.

Argentina's shocking opening defeat by Saudi Arabia has been described in their news discourse as a "painful" nightmare, declaring the humiliating result to be recalled for years as it will remain historical, explaining that "the Saudis' nerves and the defensive organization held, as did the rest, and Argentina ended up lost in the desert" in their news article titled "Messi's Argentina crash in World Cup debut against Saudi Arabia" on the 22nd of November. However, until Argentina, with their heroic Lionel Messi, won the World Cup in Qatar 2022, their discourse only focused on their success and achievement. Various headlines such as "Messi's Argentina trophy odyssey finally ends in the Maracanã," "Messi echoes Maradona as Argentina wins World Cup," and "Tears and unrestrained joy: Argentina are the champions of the world." This is what can be called Argentine sports obsession.

Even Argentinian Buenos Aires Times ignored commenting on the Bisht that Messi wore at the ceremony. This indicates that the newspaper was away from politics and any coverage that would even drag them to explain the reasons after the scenes everyone saw on screens.

Japanese the Japan Times:

No hate speech is present in the Japanese Japan Times newspaper. However, it can be analysed because, in their news article titled "JFA boss says Samurai Blue sticking to sports in Qatar," on the 23rd of November, the Japan Football Association President Kozo Tashima clearly stated that Japan's football team would go to Qatar only to play.

It was clear from the beginning to separate politics from sports, so the media separated politics from sports too. No political employment was allowed; consequently, media coverage was empty of hate speeches.

However, positive news coverage was present, like in the article "Handshakes, shoes, coffee cups: Qatar World Cup etiquette essentials" on the 14th of November, where the journalists highlighted various "cultural conventions" supporters should know when visiting Qatar.

Conclusion:

The 2022 Qatar World Cup generated massive attention from the press. This massive coverage from all the newspapers worldwide revealed the tense relationship between the newspapers and World Cup organizers. During the

World Cup, many articles were produced, including various perceptions about Qatari society and its cultures and traditions.

In conclusion to the World Cup, which coverage was not controversy-free, Qatar was criticized for its treatment of migrant workers and LGBTQ+ rights and for beer banning, which made it a “Dry Qatar”. However, coverage continued the same track until the last scene when Lionel Messi was draped in Bisht.

The findings confirm that politics intervened in many aspects, including the media. The media coverage of the 2022 Qatar World Cup shows how it occurred and its consequences.

Misleading contexts led to misleading information where hate speech was rooted deeply in.

First was the lack of context in reporting the number of migrant workers' deaths and correlating them to the World Cup without proving it.

The second was the lack of context in covering LGBTQ+ rights and the punishments they would be charged with if they became visible to the Qatari authorities, the newspaper coverage that hates speech was implanted in did not cover the angle of the Qatari law about homosexuality. Many news articles stated that Qatar punishes homosexuality by imprisonment or death, without giving any context of how and when that is or by providing incorrect information, despite Qatar's assurance that they will be safe in their country, but without breaking their rules only.

Throughout the analysis, it was found that none of the newspapers attributed to Qatari or non-official Qatari sources; however, all articles written are reported from and about Qatar.

More generally, these essential findings are consistent with the results of the (Elias, 2020) study showing that the political and institutional agendas of the country are reflected in the news discourse when constructing hate speech in talk shows. Also, the (Drożdż, 2016) study pointed out the five stages of hate speech in the media discourse. It was confirmed in this study's findings that there are newspapers that shape the actual reality within the framework of the media guidelines and other newspapers that construct hate speech by presenting facts in their discourse and consequently impacting the truth, which is the third stage. Until the last stage, the newspapers distort the line between reality and the simulation, where the simulation here is the hatred presented in the media coverage as part of real life.

Our results are consistent with the Speech act theory hypothesis, which is reliable as the discourse presented in the news coverage where hate speech was constructed loaded with specific meanings created by the newspaper journalists.

The remarkable difference in coverage of this World Cup and the previous ones begs the question: Is this exceptional Western anger evoked by Qatar’s human rights record or Western bias against Qatar’s Arab and Muslim identity?

It was clear from the newspapers under analysis in this research that constructing hate speech differed from one newspaper to another. For example, some newspapers used bias, stereotypes, discrimination, intensive remarks, screening out negative information, mockery, and name-calling to reach only one point: social avoidance and dehumanization.

CATEGORIES/NEWSPAPERS	The British The Guardian	American The New York Times	Spanish Marca	French Le Monde	British Columbia, Canada Vancouver Sun	Argentinian Buenos Aires Times	Danish Copenhagen Post	Brazilian The Rio Times	Japanese The Japan Times
Imposing its own image and values	Prominence and Fame in Middle East	✗	✗	✗	✗	✗	✗	✗	✗
	Misemployment of the 'La'eeb' Mascot Meaning	✓	✗	✗	✗	✗	✗	✗	✗
	Imposing the Bisht	✓	✗	✓	✗	✗	✗	✗	✗
	Using the World Cup Event for its benefits	✗	✗	✗	✓	✗	✗	✓	✗
Violating the international rules	Beer Banning	✗	✓	✓	✓	✗	✗	✗	✗
	LGBTQ+	✓	✓	✓	✓	✗	✗	✗	✗
	Being Troublemaker & Harboring Terrorists	✗	✗	✗	✓	✗	✗	✗	✗
	Inappropriate Role: As a Small Country - Muslim Conservative - Unexpected	✗	✓	✗	✓	✓	✓	✗	✗
Committing Crimes	Financial Bribes	✗	✗	✓	✓	✗	✓	✗	✗
	Human/ Minorities Rights	✓	✓	✓	✓	✗	✗	✓	✗
	Animal Rights	✓	✗	✗	✗	✗	✗	✗	✗
	Intellectual Property Rights	✗	✓	✗	✗	✗	✗	✗	✗

The drawing presented above by the researcher classified newspaper accusations into three main categories which are:

Category 1: Newspapers implemented charges against Qatar accusing the latter of attempting to impose their image and values on the whole world.

Category 2: Newspapers accused of violating the international rules.

Category 3: Newspapers accused Qatar of committing crimes.

However, these categories varied in degree between the selected newspapers.

These categories are divided after evaluating the selected newspapers and detecting the presence of hate speech which was employed.

In addition, the diagram enabled the researcher to explain the disparity in newspapers in the number of accusations, even within the limits of the number of types of accusations, even if not the number of actual accusations.

Roughly, the diagram revealed that almost all selected newspapers employed hate speech against Qatar. It was found that Le Monde was the most dominant newspaper as it applied eight of the criteria of employing hate speech while the Japanese The Japan Times and the Argentinian Buenos Aires Times were innocent of employing any accusation or biases.

In conclusion, the 2022 Qatar World Cup was a captivating sporting and political theatre that shed light on the newspaper discourse via implanting hate speech because of the country of origin of newspaper political contexts with Qatar, the host country.

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