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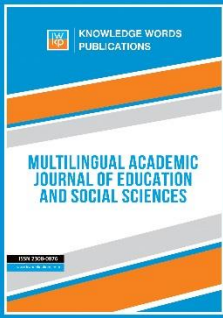
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## Western Media Campaign against Qatar's Organization of the World Cup 2022: Appearances and Causes from the Point of View of Citizens and Residents in the State of Qatar

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### Abstract

Hosting FIFA World Cup is considered a covet by many countries of the world, because of its importance and popularity and the great benefits accruing to the host country in all economic, political and cultural aspects. Qatar won the honor of hosting the 2022 World Cup in late 2010 with an official announcement from FIFA, and since then Qatar has been preparing for this exceptional tournament, which is being held for the first time in the Middle East. On the other hand, the Western media attacked Qatar and questioned its ability to host the tournament. This study aims to find out the manifestations and causes of the Western media's attack on the State of Qatar, against the backdrop of its hosting of the 2022 World Cup. To achieve this, the analytical survey method will be followed, with the questionnaire tool being employed on a random sample of citizens and residents in the State of Qatar. This study has theoretical and practical importance, as its theoretical importance lies in the fact that it provides a literary research contribution in two main fields: media studies and social sciences. As for its practical importance, it provides information and data that benefit the state institutions concerned with this media attack in the State of Qatar, with the aim of developing strategic plans for the media confrontation that are commensurate with the size of this media attack. One of the most important findings of the study is that the coverage of the World Cup in Qatar by Western media was predominantly negative. The newspapers most attacking Qatar during the period of hosting the 2022 World Cup were German newspapers, then followed by the French press, and then the British press. Also, one of the most prominent reasons behind the Western media attack on Qatar is the Western racist tendency towards the Arab and Islamic peoples. Finally, this study is considered one of the first studies that dealt with the phenomenon of Western media attacks on the State of Qatar during the period of hosting the 2022 FIFA World Cup, as the event is still exclusive and has not yet taken its time and space for study and analysis. Thus, we hope that this study will be the beginning of more research in this context.

**Keywords:** World Cup, Qatar, Western Media

## Introduction

The interest of countries in sports and hosting sporting events and tournaments has begun to increase in the past few years, due to its popular importance and great financial returns for the teams and players on one hand and for the hosting countries on the other hand, as the volume of sports revenues at the global level reaches 800 billion dollars, i.e. Equivalent to 2% of the global GDP. Perhaps football is the most important and prominent sport, to the extent that it has been called the "Queen of Sports" due to its great popularity and economic returns amounting to \$10 billion globally (Al-Jazeera, 2022). The FIFA World Cup is the most important global sporting event held every four years. Countries compete for the honor of hosting on their lands, as the President of the International Federation of Football Associations believes that football is the largest economic project in the world, and no company generates more revenue than football. international football (Kenawy, 2019).

In 2010, five countries ran for the rights to host the 2022 FIFA World Cup, namely Qatar, Australia, South Korea, Japan and the United States of America. Qatar beat its counterparts and won the honor of hosting, thus becoming the first country in the Middle East to organize the FIFA World Cup on its land (Building a Legacy, 2022). Qatar has been implementing strategic development plans that include various sectors to be ready to host the tournament, noting that this hosting is part of the Qatar National Vision 2030, which seeks to transform Qatar into a global community and achieve a higher standard of living (Al-Jazeera, 2022).

It is worth noting that since the moment Qatar won the hosting of the 2022 FIFA World Cup, Western media began attacking the State of Qatar and questioning its eligibility for the honor of hosting, as the Qatar News Agency confirmed that "Qatar has been addressing, since it had the honor of organizing the 2022 World Cup, a lot of The skepticism campaigns that have long been given the honor of hosting the first historic in the Arab region. The file of Qatar's violation of workers' rights was at the forefront of the criticism directed at Qatar to question its eligibility to host the tournament, and the Qataris believe, according to a poll conducted by Al-Quds Al-Arabi magazine, that the crying over workers' rights by Western media is a cover that hides other goals, born and formed mainly from Their rejection and hatred of an Arab country winning the hosting of the World Cup (Ibrahim, 2022). The pace of the attack on Qatar also intensified with the start of the World Cup on 11/20/2022 until the moment the Argentine team won the championship title on 12/18/2022, and the captain of the team, "Lionel Messi", wore the Arab mantle or what is known as the "Bisht", which sparked The ire of many Western media professionals, who bombarded Qatar with a barrage of harsh criticism.

## Study Problem

Based on the foregoing, the main research problem lies in knowing the manifestations and causes of the Western media attack on Qatar's organization of the world's largest sporting event, the 2022 World Cup, from the point of view of citizens and residents in the State of Qatar. Several sub-goals branch out from the research problem:

- 1- Knowing the importance of Qatar hosting the 2022 World Cup and its repercussions on the peoples of the Arab region.
- 2- Investigating the way Western newspapers covered the World Cup in Qatar.
- 3- Identifying the manifestations of the Western media's attack on the State of Qatar.

4- Knowing the reasons and motives behind the Western attack on Qatar's organization of the 2022 World Cup.

### **Study Methodology**

Since the nature of the research requires seeking information closely, and communicating with a segment of Qatari citizens and residents on the land of Qatar, by seeing their personal opinions directly and touching their ideas, the analytical survey approach is the most appropriate approach for this study. The questionnaire was prepared in accordance with the problem and objectives of the study and distributed to 150 citizens and residents of the study community, and 120 respondents answered it. After collecting and analyzing the data, the results were limited in light of the study objectives.

### **Theoretical Framework**

The phenomenon that is the subject of the study is considered a recent phenomenon and is related to the 2022 World Cup event, therefore it did not take its space and time in study and analysis, and therefore there was a scarcity of studies that dealt with the subject. Despite this, a good number of previous studies were referred to, which mainly included the three topics: the importance of the World Cup and its returns to the host country, the media coverage of the sporting event, and the Western stereotype about the Arab peoples.

Bowman (2020) in his book "The World Cup as a History of the World," focused on the remarkable development of the sports field in recent decades on the global economic level, with its transformation into a space for political competition. In addition to its cultural and social repercussions, indicating that some sporting events have gained symbolism Global cultural pointing to the World Cup as the largest and most important sporting events. Bowman presented an analysis of the World Cup as "a cultural practice, an arena for political conflict, and an economic commodity at the same time." Bowman tries to link the history of sport and the history of the world by analyzing the World Cup and its various contexts, as the author aims for his book to be a basic reference to study world history in an easy way.

The author started the first chapter of his book with a historical background for the start of the football game and its development in the light of historical and social factors. For example, football spread in European countries in conjunction with the expansion of cities and the influx of immigrants to them, as residents began to find time for entertainment and enjoyment. As for the beginnings of the emergence of the game in South America and African countries, it was the result of European colonial expansion. As for the second chapter, it focused on the political dimension of the World Cup, as no edition of the tournament was devoid of political considerations. Uruguay, which hosted the first edition of the tournament (1930), aimed to highlight its global economic power after the First World War. As for Italy, in hosting the tournament in the 1934 edition, its then ruler, Benito Mussolini, aimed to promote his government and legitimize his fascist project. Likewise, Argentina in 1978 was living in bad economic and political conditions. The government tried to distract the people by hosting and winning the tournament. The penultimate version in Russia (2018) was also not devoid of political exploitation in favor of the Russian government.

In the third chapter, the writer touched on the economic aspect of the World Cup, referring to the economic returns from the numbers of fans and the sale of broadcasting rights, in addition

to advertising and the rush of international companies to participate in the tournament. Also the writer discussed the salaries of the players and the financial rewards that some receive. The fourth chapter discusses the cultural dimension in the tournament and the transformations that the tournament and the participating teams witnessed, further more analyzing social changes and employing the concepts of gender, race and ethnicity. The fifth and final chapter focused on the aesthetic and sensory aspect of the tournament, such as stadiums, their engineering designs, and their reflections on the sensory experience of the masses. He also discussed the importance and influence of soccer stars and their icons, whose names were associated with the game until they became an integral part of it.

In confirmation of the economic returns, Al-Sayed (2022) presented an analysis of the economic impact of the World Cup in general, and a detailed and accurate analysis of the World Cup in Qatar 2022, relying on the scientific economic methodology to analyze the expected economic effects. The economic impact of organizing the World Cup was limited to the following areas:

First: Tourism: The researcher indicated that there is a direct and indirect impact in the field of tourism. The direct impact appears through the visit of millions of fans to the host country during the tournament period, while the indirect impact is through the repeat visit by the same fans after the end of the tournament, and this sustainable impact.

Second: investment spending: the researcher emphasized that economic returns are directly proportional to investment spending and inversely with the infrastructure that already exists in the host country, as evidenced by the example of Japan and South Korea in 2002.

Third: Unemployment: The host country witnesses lower unemployment rates than others, and many job opportunities are available in the service, tourism, transportation and other sectors.

Fourth: Foreign Direct Investment: Where foreign investment increases in host countries, especially with the preparation of infrastructure, but sometimes investment ends with the end of the event, so the real challenge, according to the researcher, lies in establishing sustainable investment.

On the other hand, the researcher indicated that there are opportunities for growth and stagnation of the economy in some sectors, including: tourism, the services sector, the government spending sector, foreign investments, real estate, environmental sustainability, and reducing dependence on oil and gas revenues. The researcher also explained the negative effects of the end of the World Cup, including: an increase in supply over demand in several sectors due to the return of millions of fans to their countries, and thus an economic recession. The number of unofficial arrivals also increased, with a general decline in the number of arrivals. The researcher also touched on the fate of sports facilities after the World Cup, among which he mentioned: using them in new sports events and tournaments, dismantling and recycling some facilities such as Stadium 974, and donating some facilities to poor countries.

In the same context, Kenawy's study (2019) focused on the economic effects of a specific country hosting the FIFA World Cup, with a focus on the future of sports investment. Kenawy's study included statistics on expenditures and financial returns for sports activities on a global level. The sports industry ranks fifth in the American and Japanese economies, and second in the Italian and Brazilian economies. The researcher also pointed out that sports are witnessing rapid growth that exceeds the growth of the gross domestic product in some of the concerned countries by more than three times. This is in addition to the prices of some football players,

whose price may exceed the budget of an international company, as well as sports clubs, as he indicated that the budget of one of the most famous sports clubs amounts to more than the general budget of some developing countries. Despite the huge profits reaped by some famous sports clubs, they face a challenge to balance the cost of players and revenues, and are sometimes forced to sell each player at a reasonable price, according to what is known as the player's life cycle.

With regard to the economic returns resulting from organizing and hosting the FIFA World Cup, they differ from one country to another according to the country's strategy and financial, administrative, technical and logistical planning for this sporting event. The researcher also explained the three dimensions of the economic contribution of the World Cup to the economy of the host country, which are: preparations for the global sporting event, including infrastructure, sports facilities, transportation, and media, then the sporting event itself, which includes tourism promotion and provision of services, and finally and most importantly, the sustainable impact after the sporting event, which includes trade investment and tourism. The researcher also discussed the availability of job opportunities and reducing unemployment in the host country. In addition to attracting foreign investment, and the growth and recovery of the advertising market, the researcher pointed out that the average expenditure of the host country on preparations and hosting of the World Cup is estimated at about \$6 billion, while the average income from organizing the tournament may reach five times the expenditure, or approximately \$30 billion.

Contrary to what Bowman (2020); Al-Sayed (2022), mentioned and Kenawy (2019); Al-Raddadi's study (2018) came to question the idea circulated about the country hosting the tournament achieving huge economic gains. The researcher cited the study of Dennis Coates, a professor of economics at the University of Maryland, USA, who has spent decades studying and analyzing the economic aspect of sports tournaments, and has demonstrated with numbers and data that there is a great exaggeration in highlighting the economic return of the World Cup to the host country, and he cited several examples from countries which hosted the tournament such as the United States of America, Russia and Germany, explaining its expenses on organization in exchange for revenues when compared to other projects. He referred to the huge sums spent on constructing and developing stadiums, which will not bring profit to the country after the end of the tournament, pointing out that the revenues would be much more if the same amount was spent on other projects.

Al-Raddadi explained in his study that the facts confirm that the economic benefit is only a means to market the hosting file, while the real beneficiary is FIFA, as proof of what happened in the African version of the World Cup in 2010, where Africa incurred huge economic losses, while FIFA earned billions. The aid he gave to South Africa did not amount to even a quarter of his earnings. As for South Africa, it only gained the honor of being the first African country to host the World Cup.

The study of Lawsin and Muwaffaq (2019) came in the context of how the sports press covers the matches. The researcher focused on the coverage of the daily news newspaper of the matches of the Arab football teams in the 2018 World Cup organized in Russia, where four Arab teams qualified for the first time, which are Tunisia, Morocco, Egypt and Saudi Arabia. The joy of the Arab peoples was soon extinguished after the modest results achieved by these teams and their exit from the group stage.

The researcher used the content analysis tool to analyze the content of the Algerian daily Al-Khabar newspaper. The study concluded with several results, the most important of which is that Al-Khobar newspaper's coverage of the most important international sporting event, which includes the participation of four Arab teams, was weak coverage and did not meet the level of the event. It remains under the umbrella of the state's general policy and is often reluctant to deviate from it. Despite this, the study showed that the topics related to the participating Arab elites had the lion's share in the study newspaper compared to the rest of the World Cup topics in the newspaper. The study also showed that the character of narration and description dominated the media coverage of the 2018 World Cup in Al-Khobar newspaper, while ignoring the analytical and interpretive aspect of sporting events related to the 2018 World Cup.

As for the analytical study presented by Jones (2022), it included a content analysis of the 2022 World Cup publications in the British press since the moment Qatar won the honor of hosting in 2010, as the researcher analyzed the content of 685 publications about the World Cup in 9 British media institutions. The researcher concluded with a set of interesting results, as it was found that 66% of the addresses analyzed were negative, 29% neutral, and 5% positive. The study also showed that the negative publications focused on specific topics, such as: human rights issues, corruption and bribery, and questioning Qatar's ability to host the World Cup and its lack of entitlement to do so.

In his study, Jones explained the reasons behind this negative coverage of the British press about Qatar hosting the 2022 World Cup, among the most important of which is that the issue of football and human rights issues are among the topics that the British press pays wide attention to. It has also been noted that the British press tends to cover events in small countries in a negative way. Jones added to the set of factors and reasons the major role played by public relations companies in Britain with the aim of distorting the image of Qatar and questioning its entitlement to the honor of hosting the 2022 World Cup.

In the context of the reasons behind the Western media attack on Qatar during the hosting of the 2022 World Cup, Al-Rashed (2022) touched in his article on the roots of Western and European thinking towards Islamic peoples and how they surfaced on the background of hosting the first Arab Muslim country for a global event the size of the FIFA World Cup. The Western mentality, both American and European, has always been saturated with negative stereotypes about the Arab-Islamic region and its peoples, and these stereotypes have always been mentioned in the pages of some orientalists in the past, until they settled as media symbols in cinema and television recently, so we find the image of the barbaric, backward and terrorist Arab, who moves using camels and always carries weapons and live in black tents. And with the rejection of the slogans of liberation and homosexuality by the Arab-Islamic countries, the frequency of Western media intensified by distorting the image of Muslims and portraying them as backward people who violate human rights. The researcher added that Qatar's honor of hosting the world championship ignited buried hatred, so the Western media began its politicized war against Qatar by distorting, questioning and opening files related to human rights issues, as well as trying to intimidate the masses from traveling to Qatar.

The researcher added that the efforts made by Qatar before and during the month of the World Cup impressed the Western peoples and reshaped the mental image through its strategic plan to host the tournament, organization, and the strength of the infrastructure of the World Cup stadiums, clean energy and urban progress. As the Western masses knew the truth about

the Arab peoples, they are civilized, conscious and open peoples who are generous and chivalrous. The researcher added that one month of the global football event is sufficient to reshape a negative mentality towards Muslims that has been around for decades.

The study of Al-Hajri and Al-Marri (2021) came to confirm what Al-Rashed mentioned about the formation of the cultural image of the State of Qatar during the World Cup period, as it clarified that hosting huge international events such as the World Cup, which attracts millions of audiences of different races and genders, and attracts the international media, is an opportunity To highlight the Qatari Arab identity and to achieve global cultural gains in addition to economic and political gains. In addition, this tournament, which is exceptional as it is held in the Middle East and is organized by an Arab Muslim country for the first time in the history of the World Cup that extends back to 94 years, is a golden opportunity to reshape the misconception about Arabs and Muslims. The researcher has demonstrated that hosting Korea, Japan and South Africa And Russia for the previous tournaments of the FIFA World Cup has contributed significantly to improving the image of these countries and their peoples among the masses who follow the tournament and its accompanying events.

In her study, the researcher explained that although winning Qatar the honor of hosting the World Cup was a great challenge, the gains that Qatar will reap in return are greater. In addition to the economic gains, this tournament enhances Qatar's position politically and strategically, and undoubtedly is a huge leap for Qatar in the sports field. In addition to the cultural gains that accrue not only to Qatar as a host country, but also to all the peoples of the Arab and Islamic region. The researcher cited what the Qatari leadership announced in several international forums that winning hosting is a victory for all Arabs.

The study paid great attention to the role of the Ministry of Culture and Sports during the World Cup in highlighting the Qatari culture and educating the Qatari people about the importance of their role in reflecting their culture, customs and morals during the historic tournament. Furthermore, organizing cultural events and various activities, and not missing any opportunity that can be used to present the correct image of the Arab Muslim personality in front of the rest of the peoples of the world to replace the negative stereotypes that have been dominant for many decades. The study showed that soft power gains are the most important behind this historic event.

In the context of correcting the misconception about Islam, Hussein and Latifa (2021) focus in their study on the role of the Islamic religion in presenting a positive image of the State of Qatar by linking Islam as a religion and soft power. Where the researchers explained that it is necessary for Qatar to employ all the means and capabilities available to it to expand its sphere of influence and strengthen at the international level, especially with the presence of this historic event on its land. Considering that soft power is one of the most important and prominent capabilities therefore, Qatar must make the best use of it. From this point of view, the researchers considered that religion could be a soft force that will contribute significantly to the correct and honorable image of Islam and Muslims, to replace the false and distorted image that has circulated for decades.

The research relied on the inductive approach and the content analysis approach, and reached a number of results, including: sports and entertainment do not contradict the teachings of the Islamic religion as long as they are under the umbrella of legal controls, and there is a close relationship between Islam and soft power. Islam and Muslims among the large sports masses,



in addition to the fact that Islam has its lofty principles and moral values represented in cooperation in good, generosity, good reception of guests, respect for the elderly and kindness to the young, honesty and trust, commitment to cleanliness, and others, all of this would contribute to the success of Championship and overcoming the challenges that may accompany it.

In the context of the attack on Qatar, Hayajna's study (2018) raised the issue of sports neutrality and not involving it in political disputes between countries. It discussed the concept of sports neutrality and the legal consequences of deviating from it in light of the Gulf crisis that began in June 2017 by severing relations between the GCC countries and imposing The blockade on the State of Qatar by the Kingdom of Saudi Arabia, the United Arab Emirates, the Kingdom of Bahrain and the Arab Republic of Egypt. It is worth noting that these countries launched an offensive campaign against the State of Qatar that included all aspects: political, economic, social and religious. Sport was not spared from this fierce attack, as Qatar's eligibility to host the 2022 FIFA World Cup was questioned. In addition to an attempt to hack the broadcast of the "BeIN Sports" channel. Qatari sports, and the theft of its broadcast on the "BeoutQ" channel, which was soon revealed.

In his study, Hayajneh presented a discussion and analysis of the legal violations committed by the blockading countries against Qatar in the light of sports law and international regulations and agreements in the field of sports. Where he relied on the descriptive and analytical approach of the relevant legal texts based on the principle of sports neutrality and monitoring the manifestations of its violation and breach. The study concluded with several results, most notably: The blockading countries violated the principle of neutrality of sport as stipulated in the Olympic Charter, the statutes of the International Federation of Football Associations (FIFA), the statutes of the Asian Football Confederation, in addition to the statutes of the International Chess Federation. It also violated the transmission, broadcast and coverage rights enjoyed by the "BeIN Sports" channel network. The study also showed that the necessary measures were taken by some international sports institutions, some of which imposed sanctions and some contented themselves with rejecting the dissenting opinion without penalties. The researcher also recommended the need to address legal violations and violations of the principle of neutrality of sports in light of the legal and procedural paths and the imposition of the necessary penalties, in addition to the importance of assigning official national legal authorities to follow up on legal violations issued by any person or a specific entity and prosecute them legally.

### **Research Gap**

Based on the above, we find that the topics of the previous studies came under three main headings, the first is the importance of the World Cup and its returns to the host country, the second is the media coverage of the World Cup, and the third is the formation of the Western mentality about Arabs and Muslims. These topics form the background for the study that we are discussing, which focuses mainly on the attack of the Western media on the State of Qatar against the background of its winning the honor of hosting the 2022 World Cup, and clarifying the manifestations of this attack and investigating the reasons behind it from the point of view of citizens and residents in the State of Qatar.

It is worth noting that there was no study that dealt with the issue of the Western media attack on Qatar, except for the study of Jones (2022) in which he analyzed the publications of the

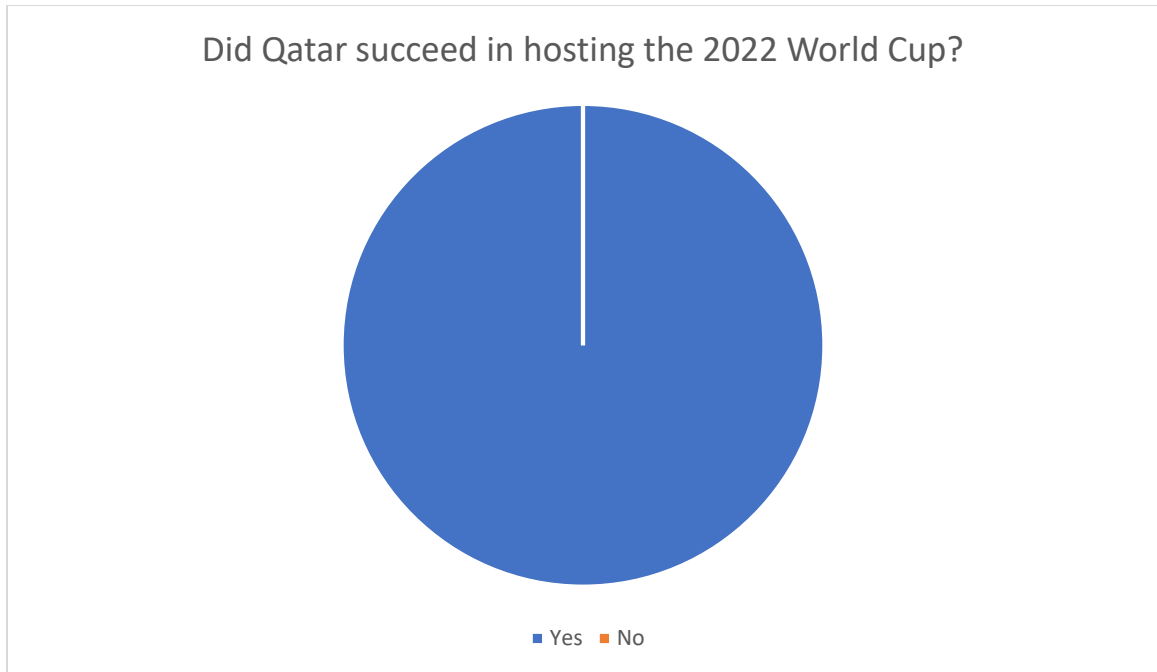
British press related to the World Cup in Qatar from the moment Qatar won the honor of hosting the tournament, and even before the start of the tournament. The researcher used a content analysis approach to achieve research objectives. The study we are discussing differs from the Jones study in terms of research limits, methodology and sample. In terms of research limits, Jones focused on British press publications only, while our study deals with Western newspapers in general. In terms of methodology, our study differs from Jones' study in that it applies the analytical survey method and uses the questionnaire tool to achieve the desired results of the research. As for the study sample, it was publications that were published about the World Cup in 9 British media organizations in the Jones study. As for the sample of our study, it is a random sample of citizens and residents in the State of Qatar.

The phenomenon of the Western media attack on Qatar is a new phenomenon and depends on a specific temporal event, which is hosting the FIFA World Cup, which lasted from 11/20 2022 to 12/18 2022. Since the event has not yet ended a month, it did not take His time and space for study and analysis by researchers and those interested in this field of knowledge, hence the importance of this study that we define in connection with, as it is considered the first study that touched on the issue of the Western media attack on the State of Qatar against the backdrop of hosting the 2022 World Cup from the point of view of citizens and residents in the State of Qatar. We hope that it will be the beginning of more studies in this regard.

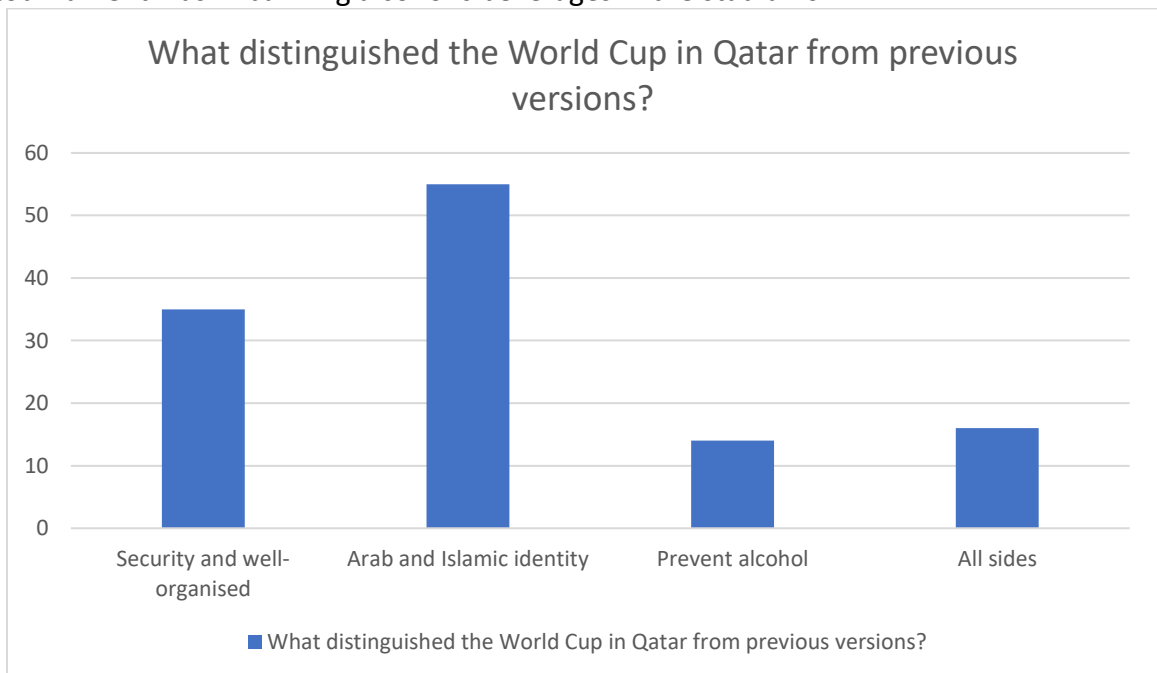
### **Results of the Questionnaire Analysis**

And since the questionnaire questions were formulated based on the objectives and hypotheses of the research, 120 citizens and residents in the State of Qatar responded to them, where the percentage of citizens who answered the questionnaire questions was 54%, while the residents were 46%.

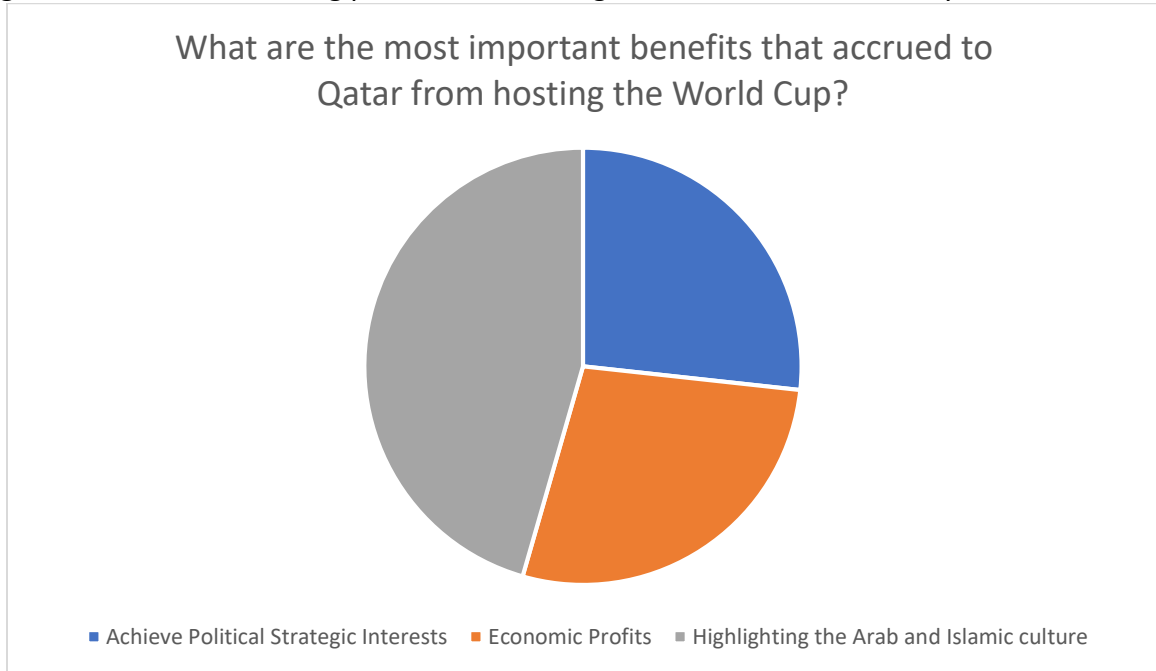
First: Regarding the question related to Qatar's success in hosting the World Cup, 120 out of 120 people from the study sample answered in the affirmative in this regard, as not a single person questioned the extent of Qatar's success in organizing and hosting the 2022 World Cup.



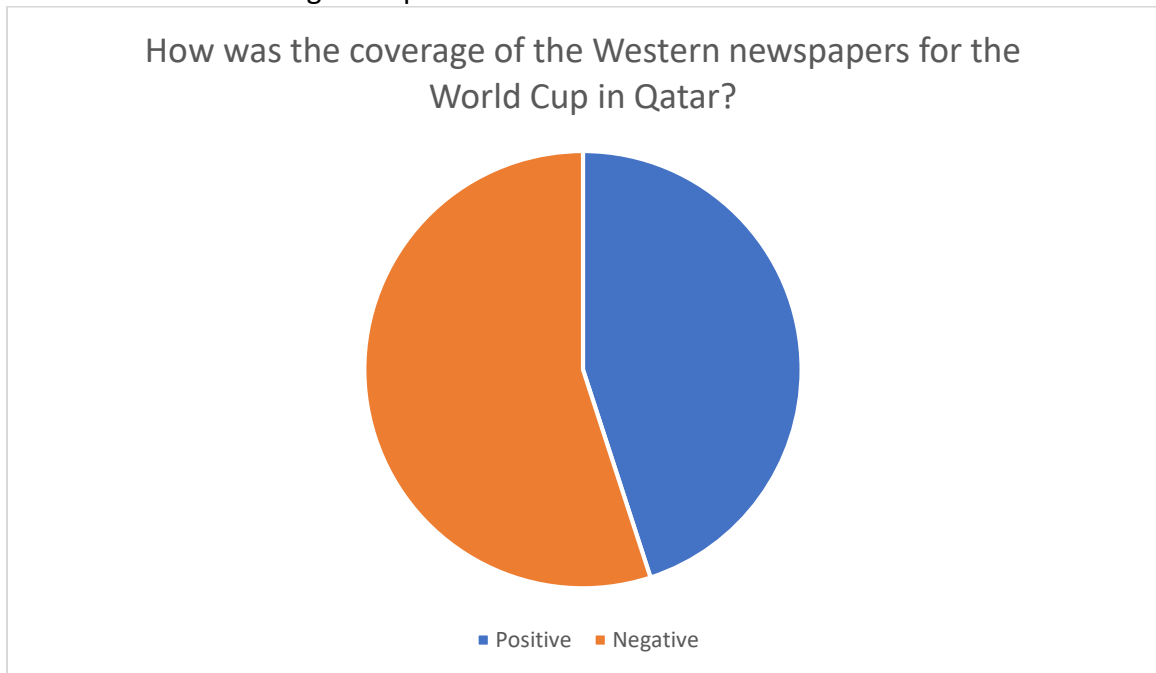
Second: With regard to the question about the aspect in which the Qatar version of the 2022 World Cup was distinguished from the previous versions of the tournament, the Arab and Islamic character came in the foreground with a percentage of 46%, followed by the aspect of good organization and the availability of security and safety by 29%, and 13% of the sample confirmed that The tournament was distinguished in all respects, while 11% saw that the distinction of the Qatar tournament was in banning alcoholic beverages in the stadiums.



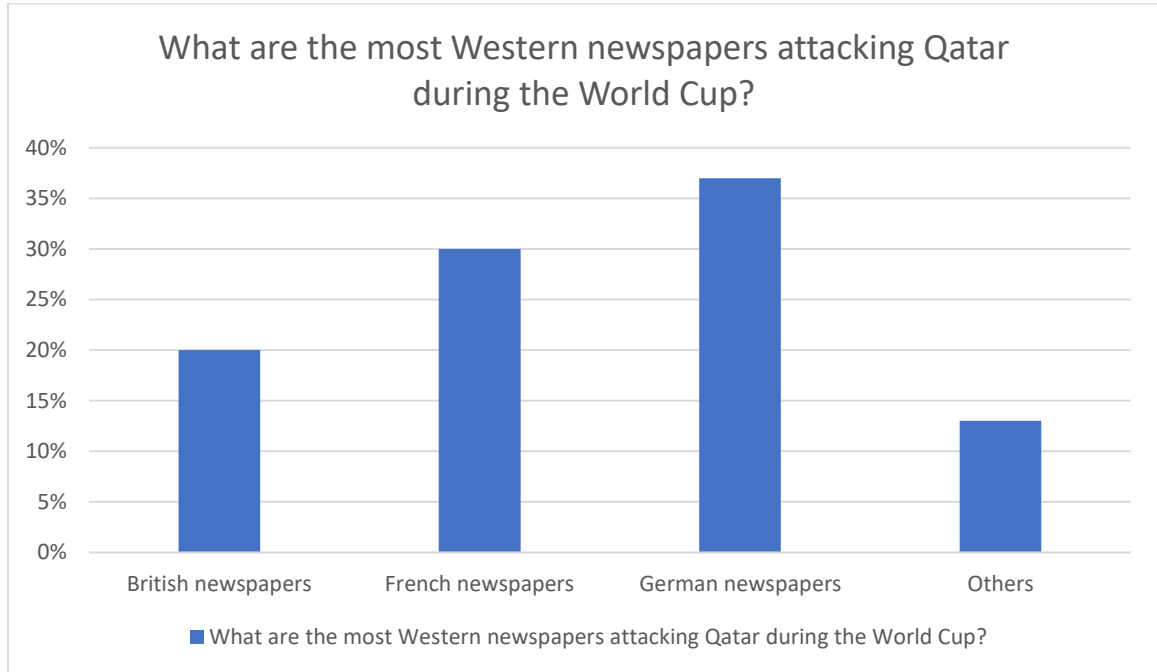
Third: As for the question about the benefits accrued to the State of Qatar from its hosting of the 2022 FIFA World Cup, the aspect of promoting and highlighting Arab and Islamic culture came to the fore with a percentage of 46%, followed by economic returns and benefits by 28%, followed by a slight difference in achieving political and strategic benefits and interests by 27%.



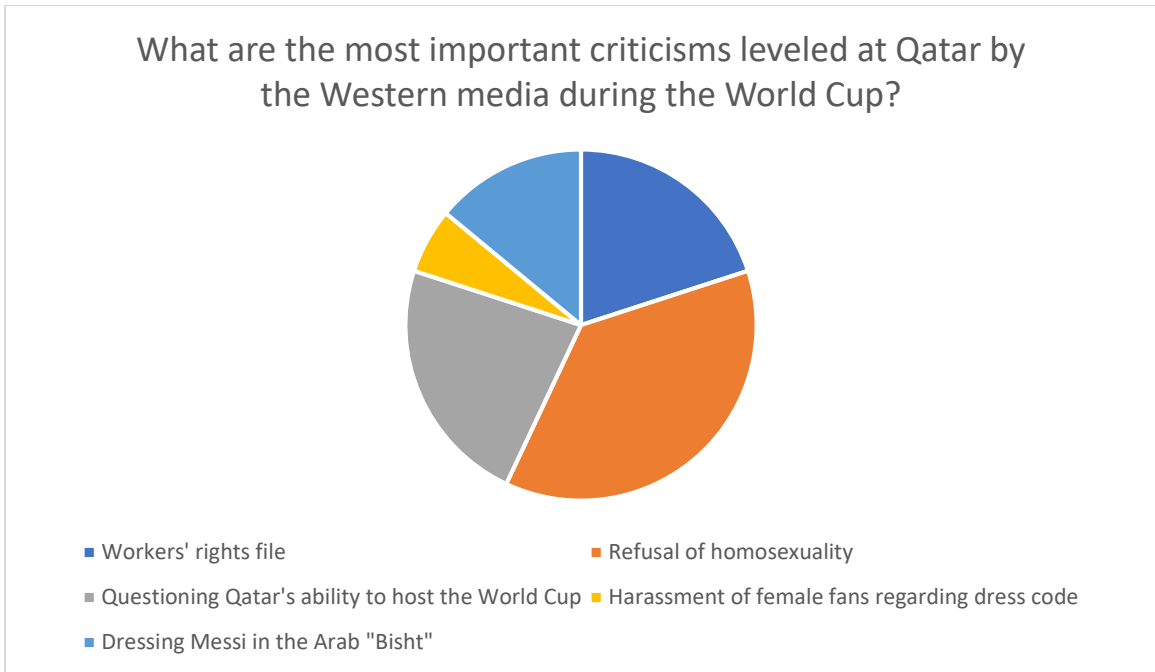
Fourth: As for the question about how foreign newspapers covered the World Cup in Qatar 2022, the percentages were very close between those who believed that the coverage was positive and those who believed that the coverage was negative, as 55% of the sample answered that the coverage of the tournament by Western newspapers was predominantly negative. Compared to 45% answered that the coverage was positive.



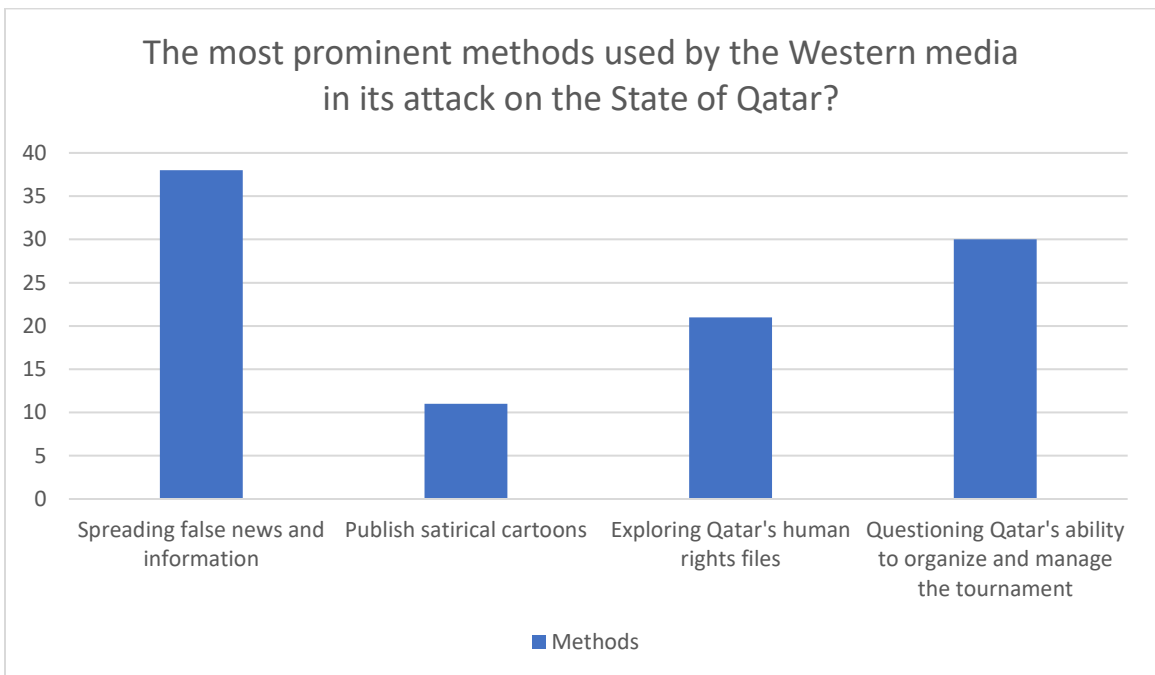
Fifth: With regard to the question about the most Western newspapers attacking a country during the World Cup, German newspapers came in the lead with a percentage of 37%, then French newspapers with a percentage of 30%, and British newspapers with a percentage of 20%, while 13% believe that there are other newspapers that were Qatar attacks during the tournament.



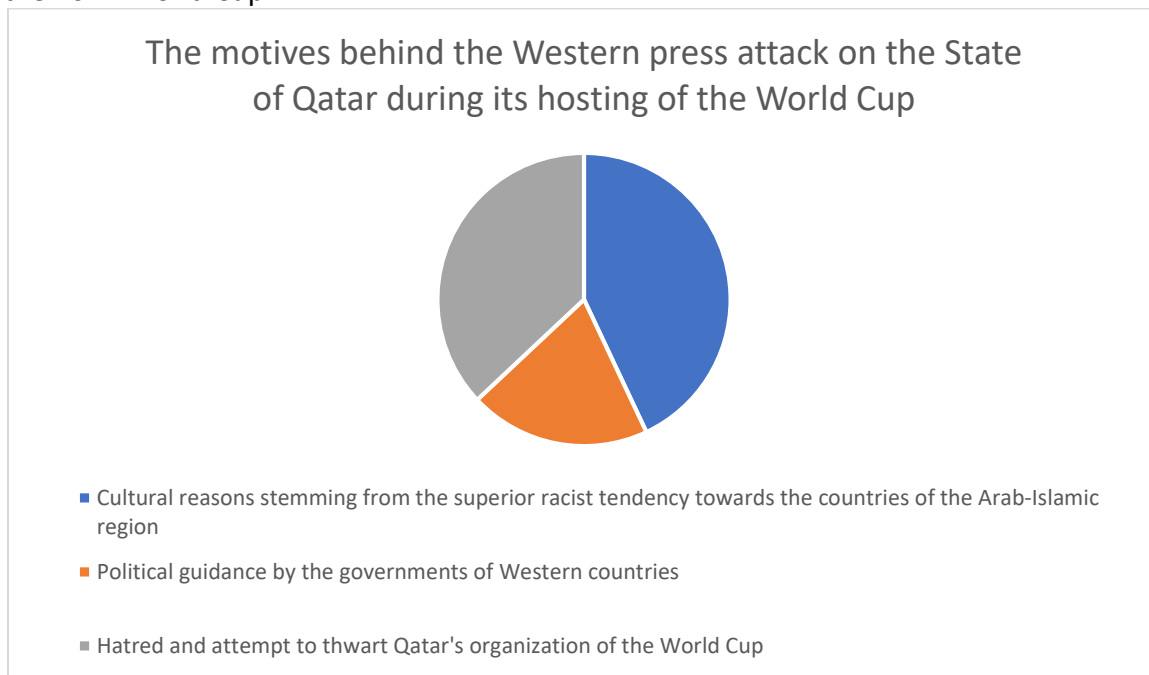
Sixth: As for the question related to the criticism directed by Western newspapers against Qatar for hosting the tournament, it came as follows: rejecting homosexuality by 37%. Then questioning Qatar's ability to host the 2022 World Cup by 23%, then the workers' rights file by 20%, in Whereas, 14% believe that wearing the Arab abaya or what is known as the Qatari "bisht" for the captain of the championship-winning team, "Messi", was a reason and a point of criticism for Western newspapers. As for the restrictions on female fans regarding dress, it was less subject to criticism by 6%.



Seventh: In the context of the methods used by the Western media in their attack on Qatar, the method of disseminating misinformation and false news received a percentage of 38%, while the method of questioning Qatar’s ability to host the tournament received a percentage of 30%, and 21% was the method of dissemination of false information. Digging into Qatar's human rights files, and finally publishing satirical cartoons by 11%.



Eighth: As for the question related to the motives behind the Western media attack on Qatar during the hosting of the World Cup, the answers of the study sample came as follows: 43% believe that the racist and arrogant tendency towards the peoples of the Arab and Islamic region is the reason behind the attack on Qatar. While 37% believe that Hatred and the desire to thwart Qatar's organization of the World Cup is the motive behind the attack. 20% believed that there is a political directive by Western governments to launch a fierce media campaign against Qatar during the 2022 World Cup.



### Discussing the Results of the Study

The results of the study showed that the largest percentage who responded to the questionnaire questions are Qatari citizens. Perhaps the reason is due to the extent of the importance of the subject of the study for them as it touches their patriotic spirit as it revolves around the phenomenon of the media attack on their country Qatar. Which generates a sense of zeal and desire to defend their homeland Proof of Qatar's success and its right to host the 2022 FIFA World Cup. This was evident in the sample's answer to the question related to the extent of Qatar's success in hosting the tournament, as 100% of the sample confirmed that Qatar succeeded in hosting the 2022 World Cup. The results also showed that highlighting the Arab and Islamic identity was one of the most important advantages that distinguished the Qatar version of the World Cup 2022. In addition to that, good organization, security and safety, and this confirms and demonstrates the ability of Arab and Islamic countries to organize world championships and provide protection and safety for the masses, in contrast to what is circulated in Western newspapers.

As for the gains of the State of Qatar from hosting the 2022 World Cup, the results of the analysis showed that the first and most important gain is pride in Arab and Islamic culture and presenting a positive image of the peoples of the Arab and Islamic region. The sample believe that this gain overshadowed the economic gains in terms of its intensity and importance. Undoubtedly, economic gains came second in importance, followed by political and strategic

interests. Thus, the first objective of the study achieved by knowing the importance of Qatar hosting the 2022 World Cup and its repercussions on the peoples of the Arab region.

With regard to the coverage of the World Cup in Qatar by Western newspapers, the results of the study showed that a large percentage of more than half of the study sample believed that the Western media coverage of the World Cup in Qatar was predominantly negative. As for the newspapers most attacking Qatar during the period of hosting the 2022 World Cup, it was the German newspapers, then the French press followed, and even the British newspapers had offensive positions against Qatar's organization of the tournament. This confirms what Jones (2022) presented in his study, in which he analyzed the content of a large group of British newspaper publications that attacked Qatar against the background of winning the honor of hosting the 2022 FIFA World Cup. Thus, the second objective of the study's objectives achieved, which is related to knowing the way Western newspapers cover for the World Cup in Qatar.

The results of the study also showed that the most prominent attacks and criticisms directed by the Western media towards Qatar revolved around the following issues, in descending order from most to least: Qatar refused to raise the flag of homosexuality. Then came the issue of questioning Qatar's ability to host the 2022 World Cup, knowing that this doubt preceded the tournament and continued during it, although all indications were confirming Qatar's success in organizing and hosting, but the Western media continued to try to prove failure Qatar with all its might. The workers' rights file was also among the topics raised in the Western press as an attempt to cast doubt on Qatar's entitlement to host the honor. Finally, the criticism was the coronation of the captain of the Argentine team, Lionel Messi, who won the championship title, and his dressing in the Arab mantle or what is known as "Bisht", which aroused the ire of many Western media to complete its offensive campaign against Qatar. Furthermore, the study proved that the methods used by the Western media in their attack on Qatar were dominated by the method of disseminating misinformation and false news. Besides deliberately digging up Qatar's files in the field of human rights with the aim of distorting Qatar's image and proving that, it is not entitled to the honor of hosting. Thus, the third objective of the study objectives related to the manifestations of the Western media attack on Qatar achieved.

The results of the study showed that the racist tendency of the white race and their arrogant view towards the peoples of the Arab region was the main reason behind the fierce campaign against Qatar, according to the point of view of the study sample. This is consistent with what Al-Rashed (2022) concluded in his article about the roots of Western and European thinking towards Islamic peoples and how they surfaced after the first Arab Muslim country hosted a huge global event such a FIFA World Cup. The results of the study also confirmed the attempt of a number of countries to thwart Qatar's organization of the World Cup out of hatred and envy. As well, the Western media was applying political directives by the governments of their countries to launch the attack on Qatar, and this may be for certain political and strategic interests. Thus, the reasons and motives behind the Western media attack on Qatar during the hosting of the 2022 World Cup were known, and thus the fourth and final objective of the study was achieved.

## **Conclusion**

At the conclusion of this study, it can be said that the results of the data analysis are consistent with the hypotheses of the study. The results confirmed the existence of a fierce offensive



campaign against the State of Qatar during the 2022 World Cup period by Western media in general, and specifically the German, French and British media. The study also demonstrated the existence of various manifestations of the Western media attack on Qatar, represented by the dissemination of misleading information and false news. Besides deliberately digging into Qatar's files in the field of human rights with the aim of distorting Qatar's image and proving that it is not entitled to the honor of hosting and others. The results of the study also proved the hypothesis related to the reasons behind the attack of the Western media on Qatar. Which came on top of the historical colonial background of the Arab-Islamic region and the arrogant view of its people, which caused the creation of a state of resentment against these peoples to hold a huge international sports tournament on their lands.

This study has theoretical importance and practical importance. The theoretical importance lies in the fact that it provides a literary research contribution in two main areas: The first is the field of media studies, as this study emphasizes the importance and necessity of media neutrality. An offensive campaign against Qatar that lacked the most important pillar of media ethics, which is impartiality and commitment to objectivity. The second is the field of social sciences, as the study comes within the studies that discuss a social phenomenon, which is the phenomenon of Western media attacks on Qatar against the background of its hosting of the 2022 World Cup, identifying its dimensions and investigating the reasons behind it.

As for its practical importance, it is represented in the fact that it provided information and data benefiting the state institutions concerned with this media attack, represented by the media and cultural institutions in the State of Qatar, with the aim of revealing the risks and possible consequences behind this attack in order to take precautions on the one hand. In addition, to develop strategic plans for the media confrontation that are commensurate with this media attack attacked. Moreover, this study is useful for institutions concerned with issues of Islamophobia. Since the results of the study proved that the main reason for the Western media's attack on Qatar is that a huge tournament the size of the FIFA World Cup will be held for the first time in an Arab Muslim country. A lot of criticism was directed against Qatar's culture and religion and was accused of backwardness regarding many issues such as rejecting homosexuality and banning alcoholic beverages in stadiums. Knowing that the position of the State of Qatar towards these issues was derived from Islamic law, and this angered many Western media hostile to Islam.

Finally, this study is considered one of the first studies that dealt with the phenomenon of Western media attacks on the State of Qatar during the period of hosting the 2022 FIFA World Cup, as the event is still exclusive and has not yet taken its time and space for study and analysis. Therefore, we hope that this study will be an opening for more research in this context, as the phenomenon is serious, has different dimensions, and can be studied from several angles. Research and studies of the phenomenon under study from other aspects.

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