

CHAPTER I

INTRODUCTION

1.1 Research Background

During the FIFA World Cup 2022 tournament in Qatar, heated debates were observed in Instagram comments on various news media posts regarding the tournament's overall impression. Some viewed it as controversial due to issues such as the treatment of migrant workers, while others hailed it as one of the most entertaining World Cups ever, citing its unique features and memorable moments in the Middle East. These differing perspectives highlight the significant impact of major sports tournaments on public discourse. Sport tournaments have been an important part of human society, and their existence has led to the development of social capital, which can contribute to community development and well-being (Zhou, 2018). For instance, Olympic Games (Various Sports), Super Bowl (American Football), Wimbledon (Tennis), UEFA Champions League (Soccer/Football), and FIFA World Cup (Soccer/Football) have been central society's entertainment for decades. In recent times, being host for international sport tournaments is important to get international media attention and the media's coverage of international sports events significantly attracts more tourists, promoting cultural understanding and friendship among nations (Kiani, 2020). Among prior sports tournaments, the FIFA World Cup stands out as the most popular on the planet due to the immense number of football fans worldwide. The FIFA World Cup has become a 'giga-event' since South Africa 2010, driven by

increased popularity, costs, and urban transformation, with two key milestones in 1990 and 2010 (Fett, 2020). The five latest FIFA World Cups were Germany 2006, South Africa 2010, Brazil 2014, Russia 2018, and Qatar 2022.

Media coverage plays a pivotal role in shaping public perception and discourse surrounding international sporting events, particularly the FIFA World Cup. For example, media coverage of the 2014 FIFA World Cup in Brazil influenced Germans' perceptions of the host country, with topics like nature and safety frequently reported and negative messages dominating their opinions (Christina, 2019). However, media framing doesn't always give a negative impression about the host country in the FIFA World Cup because each media has their own ideologies and objectives. In FIFA World Cup 2018 when Russia was the host of the tournament, it has improved Russia's image in French print media, but political, democratic values, and mindset remain key factors in shaping the country's image (Grabelnikov, 2020). This shows how crucial media coverage is in shaping public perception about the ongoing tournament and the host country.

The recent FIFA World Cup was FIFA World Cup 2022 Qatar. The tournament was started from November 21 to December 18 in Qatar, making it the first Middle East and Arab country to host the mega sport tournament. The matches were held across eight stadiums located in five host cities in Qatar, including Al-Daayen, Al-Khor, Al-Rayyan, Al-Wakrah, and the capital city of Doha. The FIFA World Cup 2022 Qatar has been the subject of controversy and debate, with concerns raised about the country's human rights record and treatment of migrant workers (Milward, 2017). One key aspect of this

controversy is the way in which the media has framed the event from different perspectives. Western media news has focused heavily on issues such as human rights violations and corruption allegations, demonstrating the persistence of colonial stereotypes and Eurocentrism, perpetuating the cultural and epistemological gap between East and West (Bennis, 2023). Therefore, one of the main questions in this research is “How is the FIFA World Cup 2022 Qatar framed by BBC and Al Jazeera?”.

According to Bennis (2023), In Western historical accounts, cultural depictions, literary narratives, and media outlets, there is a prevalent tendency to offer biased, stereotypical, and inaccurate portrayals of the Orient and Orientals. In FIFA World Cup Qatar 2022, this led to a focus on negative aspects of the event, such as human rights violations and corruption allegations, while downplaying or ignoring positive aspects. In contrast, Eastern media tends to frame the event more positively, highlighting the economic benefits and excitement of hosting a major global sporting event. The example is Al Jazeera media, one of the biggest news media in the Middle East. Ismail (2023) regards that Qatar used the 2022 FIFA World Cup as a platform to address global Islamophobia, with football star Mo Salah's public Muslim identity contributing to a decline in hate crimes and negative social media chatter. This can lead to a focus on the benefits of hosting the FIFA World Cup, while downplaying or ignoring negative aspects that really exist.

Research using corpus sourced from online news media has been conducted before in various fields of studies. Scholars have utilized online news media to investigate diverse topics ranging from linguistic analysis and sentiment mining to political discourse and cultural studies. Studies have shown digital communication technologies have both positive and negative effects on political participation, allowing for increased access to information and new forms of engagement. Furthermore, media aggression, encompassing verbal and non-verbal forms, has become a key feature of modern media discourse in an atmosphere of information warfare, aiming to mislead audiences and impose ideological subordination (Ozyumenko, 2017). There are several previous studies that have discussed the framing in FIFA World Cup Qatar 2022 of Western and Eastern media, most of them only discussed one media without direct comparison of two or more media. The majority of methods used in the research also use Van Dijk critical discourse analysis to analyze the structure, language use, also the relationship between the news and its social structure.

One of the key issues that has been framed differently by Western media and Eastern media news is the death of migrant workers in Qatar. Western media has been highly critical of the working conditions for migrant workers in the country, with reports of abuse, exploitation, and poor living conditions. However, Eastern media has been less likely to focus on these issues, instead highlighting the economic benefits that hosting the World Cup will bring to the country. Another issue that has been framed differently is the extreme heat in

Qatar, which has raised concerns about the health and safety of players and fans (Johnson, 2022). Western media has focused heavily on this issue, with some calling for the World Cup to be moved to a cooler location. However, Eastern media has been less likely to focus on this issue, instead highlighting the innovative technology and infrastructure that is being developed to ensure that the event can take place safely and comfortably (Meza, 2019).

Based on the background information on framing of media coverage of the FIFA World Cup 2022 in Qatar from Western and Eastern perspectives, the author intends to analyze the coverage of this event by two prominent news organizations, namely BBC and Al Jazeera. There are ten news articles from both media that will be analyzed, five from BBC and Five from Al Jazeera. The author will use the theory of media framing proposed by Gerald M. Kosicki, which suggests that the way in which media outlets present information can shape the way in which audiences interpret and understand events. Additionally, the author will also incorporate the media framing theory proposed by Zhongdang Pan, which emphasizes the role of cultural and political factors in shaping media frames. Specifically, the author will examine how these two news organizations frame issues such as human rights violations, working conditions for migrant workers, and the death of migrant workers in Qatar, and how these frames might differ from one another and from other media outlets. There is a distinction between the previously indicated samples of earlier research and the current study, it lies in the corpus and methodology. By using Pan and Kosicki framing analysis to analyze media coverage of the

FIFA World Cup 2022 in Qatar, the author hopes to gain a more nuanced understanding of how media framing can shape public opinion and influence perceptions of global events from both Western and Eastern perspectives. This background encourages the author to raise research entitled “*Comparative Analysis of News Framing: Migrant Workers' Issues in BBC and Al Jazeera's Coverage of the FIFA World Cup Qatar 2022 Using the Pan and Kosicki Model*”

Several studies have investigated the topic about framing media on *FIFA World Cup Qatar 2022*. For example, Papanikos (2023) conducted research examining the various global media coverage of the 2022 Qatar FIFA World Cup. In qualitative analysis research, Papanikos (2023) focuses on how a country prepares a bid for such sporting events, which by themselves garner international media attention, from the moment that country decides to participate in the organizing of international sports events. By examining the official licensing data supplied by FIFA, he also investigates the scope of media coverage surrounding the 2022 World Cup. Papanikos (2023) found that at the end, the international media acknowledged that the games were well-organized, and sports events may be utilized as a soft diplomacy instrument by the host country.

Similarly, Ibnu (2023) conducted descriptive qualitative analysis about Qatar 2022 World Cup Controversy in CNN Indonesia's news frames. Ibnu (2023), in his paper, employs William A. Gamson's framing analysis technique, to investigate how CNN Indonesia presented news on Qatar's hosting of the

FIFA World Cup in 2022. The research analyzes the way the media presents a topic that is the same in other nations, with the focus in the framing of the issue of the 2022 World Cup in Qatar in CNN Indonesia media. The analysis revealed CNN Indonesia media presented World Cup news by emphasizing the unpleasant and contentious aspects, which contrasted with the enthusiasm of the worldwide football tournament. CNN Indonesia feels that contentious incidents are fascinating to report as news so that the viewers may acquire all of the information about the World Cup.

Another one, Al-Attar (2023) conducted research about western media campaigns against Qatar's organization of the World Cup 2022. The research is conducted by looking at personal opinions of Qatar citizens and residents on the land of Qatar about the mega-sport event. Al-Attar (2023) gives a questionnaire that has been prepared and distributed to 150 citizens of the study community in line with the study's goals and problem statement, and 120 respondents provided an answer. After the research has been done, it shows that more than half of the study's participants felt that the Western media's coverage of Qatar's World Cup was primarily unfavorable. This research also showed that the main reason behind the cruel campaign against Qatar is the racist tendency of the white race and their arrogant view towards Arab people. This research revealed that western media, particularly German, French, and British media, conducted an aggressive campaign against Qatar during the 2022 World Cup.

The writer realizes that because the topic of this study is relatively new, the research regarding this study is still quite rare. Therefore, the gap in research from one study to another one is still easy to find. In the writer's case, there's not much research that discusses the specific notion. The previous research above in general discusses framing in the FIFA World Cup 2022 Qatar, which means they are the same as my topic. They also use a qualitative analysis method, the same method as the writer who will use a qualitative method. One of them also discussed western media campaigns in their research. However, none of them conducted comparative media studies that practically compare two different big media outlets as BBC and Al-Jazeera. They also didn't use Pan and Kosicki framing model analysis as the main tool to make analysis. Therefore, the difference between corpus and the analysis method will create a different result in the framing analysis aspect. This study aims to provide a greater understanding of the role that media plays in influencing views of global events by shedding light on the differences in media framing between west and east media and how they can influence public opinion. The analysis will examine and contrast the framing employed by BBC News and Al Jazeera News in their coverage of the FIFA World Cup 2022 in Qatar by looking at five BBC and five Al Jazeera news while using the Pan and Kosicki framing analysis model. The writer believes that by doing so, this research will be helpful to give awareness to people about the bias in nowadays media and to make them be more selective when getting any information on the internet.

1.2 Research Questions

Based on some of the considerations mentioned in the study's background, the author investigates the following questions:

1. How is the FIFA World Cup 2022 Qatar framed by BBC and Al Jazeera regarding the migrant workers issue?
2. What are the underlying factors that contribute to the framing differences between Western and Eastern Media on the FIFA World Cup 2022 Qatar regarding the migrant workers issue?

1.3 Research Scope

The scope of this study is that it focuses solely on the coverage of the FIFA World Cup 2022 in Qatar by BBC News and Al Jazeera News. Additionally, while the study aims to analyze media framing of key issues related to the FIFA World Cup 2022 in Qatar, it is important to note that these issues are complex and multifaceted, and that media coverage is just one of many factors shaping public opinion.

1.4 Research Limitation

First, as the FIFA World Cup 2022 concluded recently in the last month of the year, there may be a limited number of academic journals or scholarly articles addressing the specific topic of media bias in its framing. Consequently, the existing literature base for reference and comparison might be constrained. Second, the selection of merely five stories from any news outlet might not fully represent the

range of reporting and framing employed by the BBC and Al Jazeera. Third, this study was conducted in a much shorter period compared to the average English Literature student at Universitas Negeri Jakarta due to the author's student exchange activity overseas.

1.5 Research Purpose

The purpose of this research is to analyze and compare how BBC News and Al Jazeera News frame their coverage of the FIFA World Cup 2022 in Qatar. By examining how these news organizations present key issues related to the same event, this study aims to provide insights into how different media framing is between west and east media and contribute to a broader understanding of media's role in shaping perceptions of global events.

1.6 Research Significance

The significance of the study is due to the lack of research conducted on this topic and issue despite the tournament popularity and the controversies sensation. In other words, it's still mostly unexplored, let alone using Pan and Kosicki framing analysis—makes the study significant. The study aims to provide valuable insights into cultural and political factors shaping media frames, their impact on public perceptions, and practical implications for media practitioners and communication strategies.