

Misrepresentation of Qatar World Cup 2022 in Selected American and British Newspapers: A Critical Discourse Analysis Study

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Abstract:

This study examines the misrepresentation of Qatar during the 2022 FIFA World Cup, focusing on a critical discourse analysis of American and British newspapers. The research investigates how linguistic strategies are employed to depict Qatar negatively, exploring the syntactic and semantic elements used to frame the country as "the other." Utilizing transitivity structures, lexical choices, and rhetorical strategies, the study aims to uncover the underlying Western-centric ideologies shaping Qatar's misrepresentation. The analysis is based on a comprehensive framework combining Fairclough's three-dimensional model (2001), van Dijk's ideological square theory (1998), and Halliday's Systemic Functional Linguistics model (1973). The findings indicate that American newspapers tend to employ more pejorative language and overwording, while British media favors categorization and euphemism. These linguistic choices significantly contribute to shaping negative public perception of Qatar,

reinforcing stereotypes, and offering valuable insights into the media's role in international relations and public opinion formation.

Keywords: Qatar, media misrepresentation, critical discourse analysis, transitivity, Western–centric ideologies

1.1 Introduction

In recent years, the analysis of how media discourses shape public perception has gained prominence in the field of linguistics, particularly through the lens of Critical Discourse Analysis (CDA). Media institutions hold significant power in shaping public narratives and influencing global opinion. As Fairclough (1995, p. 54) notes, CDA delves into how language constructs, sustains, and challenges social power dynamics, often revealing subtle ways in which ideologies are reinforced and reproduced. Given the role of media in shaping public opinion, it is essential to critically examine media texts to uncover the underlying biases and power relations at play. The 2022 FIFA World Cup in Qatar has drawn widespread international attention, particularly in American and British media, which have played a key role in framing public perceptions of the event. The portrayal of Qatar in these media outlets has sparked considerable debate, particularly regarding how narratives of the nation have been constructed. This study investigates the misrepresentation of Qatar during the World Cup, employing CDA to uncover the linguistic strategies used in American and British newspapers to shape negative portrayals of the country. This research focuses on linguistic mechanisms such as overwording, categorization, euphemism, dysphemism,

and the use of predicative and pronominal adjectives. These strategies are analyzed to reveal how media discourse contributes to the construction of "the other," framing Qatar in a specific light and perpetuating particular ideologies. The study also aims to compare the linguistic approaches taken by American and British newspapers, shedding light on how media outlets in these countries may differ in their portrayals. This chapter introduces the scope of the study, presenting the research questions, objectives, hypotheses, and the methodologies employed. Furthermore, it outlines the significance of the findings, highlighting their contribution to understanding media bias and offering insights for future research in language studies.

1.2 The Problem of the Study

Misrepresentation in media is a critical issue, involving distortion, exaggeration, or selective presentation of information, often shaped by geopolitical, cultural, or ideological biases. Despite the extensive media coverage of the Qatar World Cup 2022, a comprehensive analysis of how this event has been misrepresented in various national contexts, particularly in American and British newspapers, remains unexplored. This study seeks to address this gap by examining how the Qatar World Cup was portrayed in American and British newspapers, specifically through discursive strategies, linguistic features, and ideological frameworks. Misrepresentation not only shapes perceptions of events but can also reinforce stereotypes, exacerbate geopolitical tensions, and influence public opinion in ways that may not reflect reality. In this context, the 2022 FIFA World Cup, the first to be

hosted in the Middle East, provides a unique opportunity to explore how media narratives are constructed, especially against the backdrop of controversies and tensions surrounding the event. This study focuses on how American and British media portray Qatar, revealing the influence of national and ideological biases.

To bridge this gap, the study aims at answering the following research questions:

1. How are transitivity structures utilized in American and British newspapers to misrepresent Qatar during the 2022 World Cup?
2. What lexical choices and rhetorical strategies are prominent in the American and British newspapers when depicting Qatar during the 2022 World Cup?
3. How do American and British newspapers employ discursive strategies to construct Qatar as "the Other" during the 2022 World Cup, and what ideological differences exist between the two?
4. In what ways do the misrepresentations of Qatar differ between The New York Times and The Guardian, and how do these representations align with each newspaper's broader ideological framework?
5. What impact do the linguistic and discursive strategies used in American and British newspapers have on shaping global perceptions of Qatar as the 2022 World Cup host?

1.2 The Aims

This study aims to:

1. Identify the transitivity structures used in American and British newspapers to construct Qatar's misrepresentation during the 2022 World Cup, focusing on how these structures influence the portrayal of actions, events, and participants.
2. Examine the lexical choices and rhetorical strategies employed by American and British newspapers in portraying Qatar during the 2022 World Cup, exploring how these choices contribute to misrepresentation.
3. Investigate how discursive strategies in American and British newspapers emphasize Qatar as "the Other" during the 2022 World Cup, and analyze the ideological differences in these strategies between The New York Times and The Guardian.
4. Compare and contrast the misrepresentation of Qatar in The New York Times and The Guardian, identifying how these representations reflect the broader ideological frameworks of each newspaper.
5. Evaluate the broader impact of misrepresentation in shaping global perceptions of Qatar as the host of the 2022 World Cup, particularly how negative portrayals in the media contribute to reinforce harmful stereotypes and contribute to geopolitical biases on an international scale.

1.3 The Hypotheses

This study hypothesizes the following:

1. Misrepresentation in media discourse reinforces existing stereotypes and biases against non-Western countries, particularly during significant global events like the Qatar World Cup.
2. The framing of Qatar in American and British newspapers reflects a selective narrative that prioritizes sensationalism over accuracy, thereby contributing to public misconceptions about the country and its culture.
3. Misrepresentation techniques employed by Western media outlets highlight a double standard in reporting, where similar issues in Western nations are often downplayed or ignored, leading to an imbalanced portrayal of global events.
4. The use of inflammatory language and imagery in media coverage of Qatar contributes to a broader narrative that perpetuates cultural misunderstandings and fosters negative perceptions of Arab nations.
5. Misrepresentation in the context of the Qatar World Cup has significant implications for international relations, as biased media portrayals can influence public opinion and affect diplomatic interactions between nations.

1.5 The Procedures

To achieve the study's aims and test the hypotheses, the following steps will be undertaken:

1. Conduct a comprehensive literature review on CDA and media misrepresentation, particularly focusing on Western media's portrayal of non-Western countries, including Qatar.

2. Select a sample of articles from major American and British newspapers covering the 2022 Qatar World Cup.
3. Develop an analytical model using established CDA frameworks to examine linguistic features in the selected articles.
4. Analyze the articles, identifying and categorizing linguistic features such as overwording, euphemism, and dysphemism.
5. Compare the portrayal of Qatar in American and British newspapers, highlighting both differences and similarities.
6. Discuss the findings in relation to the hypotheses, evaluating how media portrayals reflect or challenge stereotypes and power dynamics.
7. Summarize conclusions and provide recommendations for improving media representation and future research.

1.6 The Limits

This study focuses exclusively on the analysis of Qatar's misrepresentation in selected American (The New York Times) and British (The Guardian) newspapers during the 2022 World Cup. The dataset comprises 20 specific extracts from these newspapers, with all data gathered during the World Cup period. The ideological square theory of van Dijk, Fairclough's three-dimensional approach, and Halliday's Systemic Functional Linguistics model are combined to form an eclectic analytical framework.

1.7 The Significant of the study

The value of this study lies in its contribution to understanding how media discourse shapes public perception, focusing on the 2022 Qatar World Cup. By revealing patterns of misrepresentation in American and British newspapers, this research sheds light on the intersection of language, ideology, and media influence. The study offers both theoretical insights into media discourse and practical recommendations for improving media literacy and critical analysis, encouraging readers to identify biases and reflect on how textual elements shape opinions and cultural attitudes.

2. Literature Review

2.1 Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is an interdisciplinary field that explores the connection between language, power, society, and ideology. According to Almuslehi (2023, p. 6), CDA seeks to uncover how language is used as a tool for maintaining and reproducing dominant social relations and unequal power dynamics. It incorporates frameworks from sociolinguistics, critical linguistics, and applied linguistics, which allow researchers to study how social and political discourses shape public perception. One of the key aspects of CDA is its ability to reveal how language, when used by powerful institutions or individuals, can reinforce specific ideologies and establish control. This perspective emphasizes how language is not neutral but is deeply embedded within the social and ideological structures of society (Fairclough, 2001, p. 24).

According to Fairclough and Wodak (1997, p. 258), CDA does not see itself as a value-free or neutral approach to linguistic research. Instead, it is committed to a critical, engaged role, seeking to intervene in social practices and relationships to address dominance, discrimination, and power imbalances. Shareef (2023, p. 6) highlights how CDA examines social power abuse and dominance in discourse, focusing on how inequality is reproduced or resisted in communication. In this framework, language functions as a tool for either reinforcing or challenging social structures, or CDA practitioners explicitly recognize their role in analyzing these dynamics.

Moreover, Abid (2022, p. 3) emphasizes that Fairclough's theory, which highlights language as a form of social practice, is central to CDA. He conceptualizes CDA as involving relational, dialectical, and transdisciplinary approaches. These elements focus on how discourse is linked with social actions and practices, suggesting that language is inherently tied to social structures and is used to navigate and negotiate power relations within society. The relational aspect of Fairclough's theory emphasizes how different discourses intersect and influence each other, particularly in contexts of inequality and social dominance (van Dijk, 2001, p.352).

2.2 The Concept of Misrepresentation

Misrepresentation involves spreading false or misleading information for personal or institutional gain (Cambridge Business English Dictionary). Specifically, it distorts reality, which affects perceptions and evokes sympathy (Knops & Cleen, 2019, p.167). For instance, Guasti and Almeida

(2019, p.152-164) link misrepresentation to power dynamics, where authorities fail to accurately represent certain viewpoints. Moreover, representation means making something absent present, which can lead to accusations of misrepresentation when voices are marginalized (Castiglione & Pollak, 2019, p.22; Knops & Cleen, 2019, p.167). As Saward (2010) points out, misrepresentation involves omitting significant viewpoints, with accusers often claiming to represent the misrepresented group (Knops & Cleen, 2019, p.167). From a legal perspective, misrepresentation refers to misleading statements made during negotiations, which can be negligent, fraudulent, or innocent (Šírová, 2016, p.200). In addition, Mallor et al. (2001, p.1) and Galasinsk (2000, p.36) emphasize that it includes deviations from the truth, impacting decisions and covering various deceptive behaviors.

Furthermore, misrepresentation manifests as deception, lying, fabrication, and manipulation. For example, deception aims to benefit the deceiver (Caddell, 2004, p.1), while Zuckerman et al. (1981, p.2) and Whaley (1982, p.183) note it creates false impressions and manipulates truth. On the other hand, lying involves false statements with intent to deceive (Primoratz, 1984, p.52), and fabrication means creating false information (Carson, 2010, p.6). Additionally, manipulation seeks to influence others unnoticed (Tarasov, 1990, p.26). In political discourse, misrepresentation plays a crucial role in shaping public opinion by excluding or distorting viewpoints to maintain power (Knops & Cleen, 2019, p.167). Consequently, accusations of

misrepresentation often involve claims of representing the marginalized, which complicates representation dynamics.

2.2.1. Related Terms of Misrepresentation

1. Falsification

Falsification involves attributing a statement to someone else to reflect the speaker's views (Galasinski, 2000: 39). This tactic distorts information by falsely assigning words, breaching integrity through deliberate distortion or fabrication (Adha, 2020, p. 17).

2. Distortion

Distortion includes exaggeration, minimization, and equivocation (Metts, 1989: 169). It alters information by magnifying, downplaying, or using vague language (Bavelas et al., 1990: 25). Unlike falsifications, distortions modify the strength or specificity of statements, potentially causing misinterpretation (Galasiński, 2019, p. 520). For example, "interfere" might distort the meaning of "intervene" (Galasiński, 2000, p. 42).

3. Disinformation

Disinformation, derived from the Soviet 'Dezinformatsiya,' involves spreading false, provocative information (Martin, 1982: 47). It includes forgery and fabrication as key elements (Martin, *ibid.*).

4. Taking Words out of Context

Taking words out of context manipulates a statement's intended meaning by altering its pragmatic function (Galasiński, 2000, p. 46-7). For instance, B might distort A's statement to align with her own views, thus misleading the audience by enhancing certain aspects.

5. Depersonalization or Disassociation

Depersonalization or disassociation involves distancing oneself from falsehoods by using impersonal pronouns like "I" or "we" (Isabel, 2013, p. 32). This reduces personal accountability, making deceptive statements less likely to use first-person singular pronouns compared to truthful ones.

2.3 News Discourse

News discourse, a subset of media communication, is a structured way of conveying information (van Dijk, 1988, p. 9). MacKane (2006, p. 1) defines news as "anything that captures public interest and has not yet been reported," suggesting that while news must engage readers, popularity alone doesn't ensure attention. News informs and shapes public understanding of global events. Moreover, Bednarek and Caple (2012) highlight three reasons to study media discourse: its influence, vast presence, and accessibility. Media discourse can shape attitudes, views, and beliefs based on the information consumed (Bednarek & Caple, 2012). It has been analyzed through various approaches like critical discourse analysis, systemic functional linguistics, and pragmatics, revealing its impact on societal norms and values (Hussein, 2023, p. 6). Van Dijk (1988, p. 69) notes that media discourse, as public communication, is influenced by topic-related lexical choices, shaping interpretation. News content often reflects the institutional stance of media organizations rather than individual opinions, aligning with audience ideological norms (van Dijk, 1988, p. 75). Fowler (1991, p. 13) asserts that news includes both events and what is deemed "newsworthy," implying that only significant occurrences are reported. Bell (1991, p. 191)

emphasizes that much news comes from authoritative sources, often government officials. Beard (2000, p. 18) adds that news language reflects and shapes societal values, making news a linguistic reflection of societal realities (Weiss & Wodak, 2003, p. 274).

Historically, news evolved from Johann Carolus's 1605 newspaper in Strasbourg to newspapers in Amsterdam (1620) and America's Public Occurrences (1690) (Anderson et al., 2016, p. 5–6). Additionally, news is influenced by social and cultural contexts and conveys information through ideological lenses. Media must balance informing the public with maintaining objectivity. Rich (2010, p. 12–16) identifies factors that enhance news relevance: timeliness, proximity, uniqueness, human interest, conflict, impact, helpfulness, and entertainment. News writing follows a format starting with a headline summarizing the main theme (van Dijk, 1988b, p. 27), followed by a lead that introduces participants, setting, and time (van Dijk, 1980, p. 121)

2.4 Qatar World Cup 2022

Qatar's hosting of the 2022 FIFA World Cup marked a significant shift, being the first Muslim-majority country to host the event (Johnson, 2022). Globally, the decision faced skepticism over human rights, cultural differences, and Qatar's football history (Brown, 2019). Nevertheless, it offered Qatar a chance to showcase its Arabo-Islamic culture and challenge stereotypes (Ali, 2021). Hosting the World Cup posed challenges like building infrastructure, ensuring worker welfare, and navigating cultural boundaries (Hassan, 2020). Concerns included workers' rights, LGBT+ issues, and alcohol regulations (Smith, 2022). Qatar's Sharia-inspired laws,

which restrict alcohol and public displays of affection, sparked controversy (Brown, 2019). Some, like Mohammed Aboutrika, criticized promoting LGBT+ issues while defending Qatari traditions (Roberts, 2021). Qatari officials emphasized respect for local customs while welcoming all guests (Johnson, 2023). Despite cultural restrictions, efforts were made to ensure participant comfort and safety (Smith, 2023).

The World Cup also presented Qatar with opportunities to enhance its image, improve international relations, and attract investment. However, it drew scrutiny over environmental and human rights issues (Brown & Martinez, 2017). The event brought local concerns to global attention, including allegations of Qatar using its natural gas resources to influence football organizations (Harris, 2015). As the tournament approached, debates intensified, reflecting broader societal concerns. Qatar aimed to prove its commitment to justice, inclusion, and positive change. FIFA's choice highlighted a region often overlooked in sports and offered a chance to challenge Western media stereotypes (Gray, 2020).

Despite criticisms and claims of Western media bias, such as The Guardian, mostly allegations of worker rights violations and cultural intolerance. Qatar organized the World Cup successfully. Reports praised Qatari hospitality, and no significant issues like sexual harassment were reported (Demir & Ayhan, 2023). The event showcased Qatari culture positively, contradicting some Western media narratives. In conclusion, the World Cup in Qatar represented more than a sporting event. It was an opportunity for Qatar to reshape its image, challenge stereotypes, and show its dedication to justice

and cultural celebration. By addressing issues and maintaining its identity, Qatar made a notable impact on global discourse.

3. Methodology

The qualitative method, according to Creswell (2012), as cited in Lateef (2024, p. 58), is a scientific approach that delves into an issue to develop a comprehensive understanding of a "core phenomenon." This research method emphasizes focusing on a central concept, collecting data for descriptive and text analysis, and interpreting the broader implications of the findings. In contrast, the quantitative method seeks to address a research problem by explaining relationships between variables through statistical methods and mathematical procedures. Both approaches will be employed in the analysis of this study's data.

3.1 Data Selection

In CDA, data collection methods vary depending on the research focus, as noted by Meyer (2001, p. 23). This study draws on twenty news reports, ten from the American newspaper The New York Times and ten from the British newspaper The Guardian, published during the lead-up to and throughout the Qatar World Cup 2022. These newspapers were chosen for their influence in shaping public opinion, providing rich material for examining misrepresentation. The selected reports highlight controversies surrounding the event, such as labor issues, human rights, and cultural criticisms. They were chosen based on their relevance to the research questions and for containing language or rhetorical strategies indicative of bias or

misrepresentation, including hyperbole, loaded language, and selective omission of facts. This approach ensures the data is both specific and representative of the discourses under investigation, providing a solid foundation for critical discourse analysis.

3.2 The Model of Analysis

This study utilizes a multi-layered analytical approach to investigate the misrepresentation of the Qatar World Cup 2022 in American and British newspapers. The framework integrates van Dijk's (1998) ideological square, Fairclough's (2001) three-dimensional model, and Halliday's (1994) transitivity structure. Van Dijk's ideological square helps identify how media discourse constructs and manipulates the portrayal of Qatar, focusing on positive and negative depictions of in-groups and out-groups. Fairclough's model is employed through three stages: description of textual elements, interpretation of discursive practices, and explanation of their relationship to social processes. Halliday's transitivity structure is applied to analyze the misrepresentation of actions and actors within the texts at the syntactic level.

3.2.1 Syntactic Analysis

The syntactic analysis delves into the grammatical structures that shape the portrayal of Qatar in the discourse surrounding the 2022 World Cup. As part of this syntactic analysis, Halliday's transitivity system is used to examine how different types of processes (material, mental, and relational) contribute to constructing Qatar's identity and role in the global event. By analyzing the material, mental, and relational processes, this section highlights how the

actions, perceptions, and relationships portrayed in media discourse contribute to Qatar's misrepresentation.

1. Material Processes

Material processes focus on actions and events in the external world (Halliday & Matthiessen, 2004, p. 179). In the context of media coverage, these processes often portray Qatar as the agent responsible for negative outcomes, such as labor exploitation and corruption. For example, Qatar is frequently described as actively employing, exploiting, or abusing workers, with phrases like "Qatar exploits migrant labor" or "Qatar employs workers under harsh conditions." In these sentences, Qatar functions as the actor, driving the action of exploitation or labor issues, while the workers serve as the goal or affected participants. By framing Qatar as the primary actor in these processes, the media emphasizes Qatar's agency in causing harm, thus contributing to its negative portrayal.

In contrast, material processes are sometimes structured to downplay the agency of other entities, particularly Western organizations or countries. For instance, media reports might describe the response of Western countries in a passive manner, focusing on actions that promote human rights and fair play without clearly defining the actor. This subtle syntactic choice reinforces the notion that Qatar is the perpetrator of negative actions, while Western countries are positioned as defenders of positive values.

2. Mental Processes

Mental processes refer to actions of thinking, perceiving, and feeling (Halliday & Matthiessen, 2004, p. 153). These processes are particularly

important in shaping how events and actions are interpreted. In media discourse surrounding the Qatar World Cup, mental processes often reflect the opinions and perceptions of international audiences or organizations. For instance, phrases such as "Western media perceives Qatar as a controversial host" or "Human rights organizations believe Qatar's actions are exploitative" use perceive and believe as mental process verbs, with Western media and human rights organizations as the sensors (those who perceive or believe) and Qatar's actions as the phenomenon (the event being perceived).

These mental processes help frame Qatar as an object of scrutiny and judgment, reinforcing the idea that the world sees Qatar negatively. By emphasizing the opinions and perceptions of influential organizations or audiences, the media amplifies the criticism directed at Qatar, further contributing to its misrepresentation. Mental processes thus shape how readers are guided to understand and evaluate Qatar's role in the World Cup, fostering a critical view through external judgment.

3. Relational Processes

Relational processes describe states of being, identification, or attributes (Halliday, 1994). These processes play a significant role in constructing and solidifying Qatar's identity in media discourse. Relational clauses such as "Qatar is corrupt," "The World Cup is controversial," or "The labor system is exploitative" are common examples. In these examples, Qatar is assigned a negative attribute (e.g., corrupt), while the event itself (the World Cup) is framed as inherently controversial or problematic. By using relational

processes, the media establishes fixed identities or characteristics for Qatar, often presenting these attributes as inherent truths.

Moreover, the use of relational processes can create a static portrayal of Qatar. Rather than presenting Qatar as a complex or evolving actor, these structures often assign permanent characteristics (e.g., exploitative, corrupt) to the country, leaving little room for nuance or alternative interpretations. By repeatedly using relational processes to frame Qatar negatively, media outlets reinforce a simplistic, one-dimensional view of the country, contributing to its misrepresentation in the global narrative surrounding the World Cup.

3.2.2 Semantic Analysis

The semantic analysis in this study examines the ideological and evaluative meanings embedded in media discourse through word choices and framing strategies. Using Fairclough's (2001) framework for analyzing the experiential, relational, and expressive values of words, this section explores how the language used in American and British newspapers subtly reinforces ideological biases and contributes to the misrepresentation of Qatar.

1. Experiential Value of Words

The experiential value reflects the ideological stance of the text's producer and encodes knowledge and beliefs (Fairclough, 2001, p. 94). In the context of media discourse about the Qatar World Cup, the experiential value is particularly evident through the use of overwording and categorization. Overwording refers to the excessive use of certain terms or phrases that

reflect a preoccupation with a particular issue (Fairclough, 1992, p. 193). For example, media coverage might repeatedly use phrases like "human rights abuses," "exploited workers," or "controversial World Cup." This overlexicalization signals an ideological focus on specific controversies surrounding the event, particularly labor rights violations and corruption. Categorization also shapes the reader's perception by organizing Qatar-related issues into easily identifiable ideological categories. For instance, articles about the World Cup might consistently group reports about Qatar under negative themes, such as labor exploitation or human rights violations. This form of categorization helps reinforce the binary division between "good" and "bad" actors, with Qatar consistently placed on the negative side of the spectrum. By focusing on specific themes, media outlets can highlight the issues they deem most ideologically important, often at the expense of a more nuanced or balanced portrayal.

2. Relational Value of Words

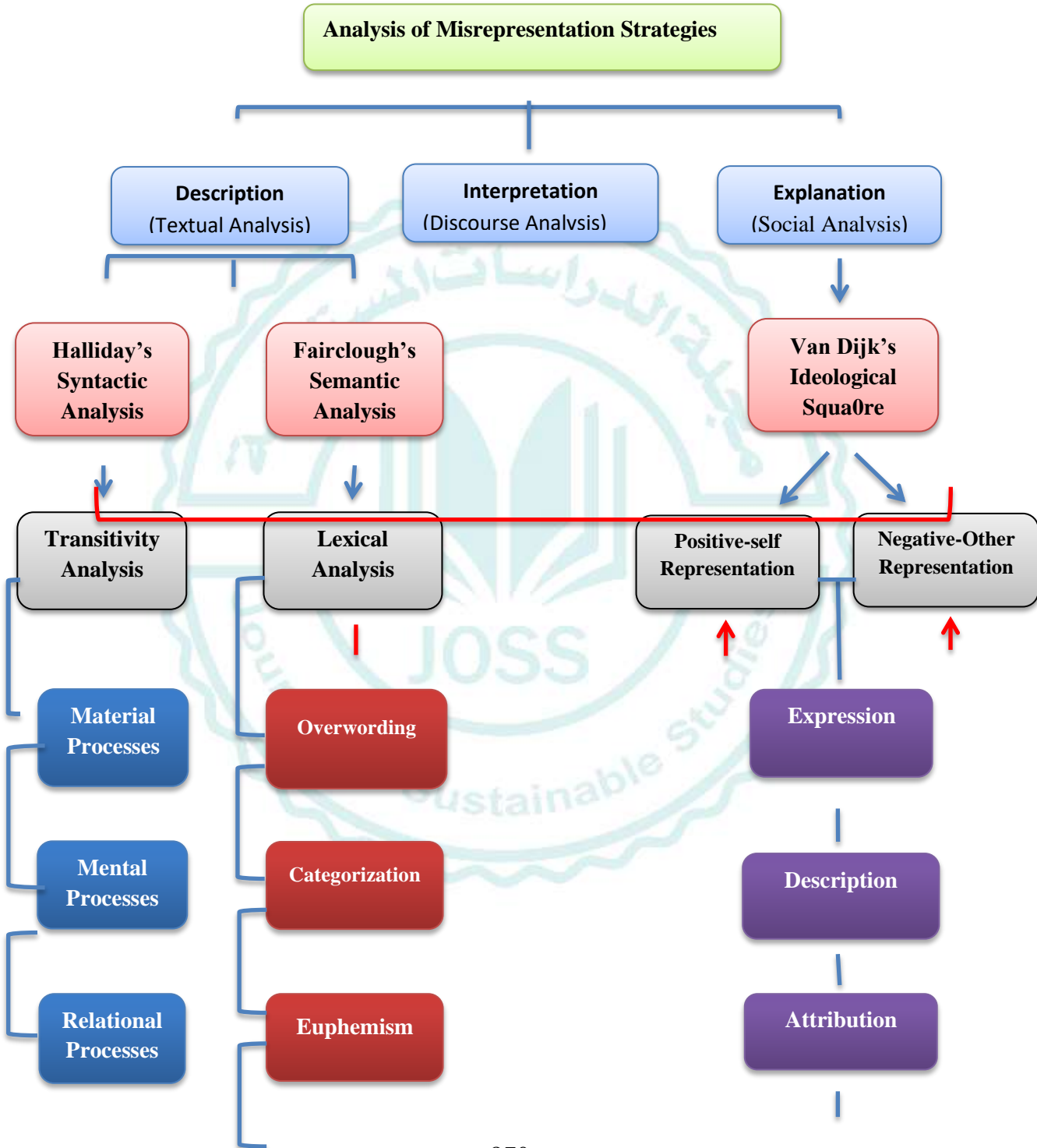
Relational values highlight the social relationships constructed through language (Fairclough, 2001, p. 93). In this study, euphemisms and dysphemisms play a significant role in shaping how social relations between Qatar and the rest of the world are depicted. Euphemisms such as "labor challenges" or "cultural differences" downplay the severity of the issues surrounding the World Cup, while dysphemisms like "human rights abuses" or "exploitation" amplify Qatar's perceived failings. The strategic use of these terms reflects an underlying attempt to frame Qatar in either a mitigated or exaggerated light, depending on the media outlet's ideological stance. By

alternating between euphemisms and dysphemisms, media discourse subtly shifts the reader's perception of Qatar. Euphemisms are used to soften criticism when necessary, while dysphemisms emphasize the most controversial aspects of the event. This dual strategy helps establish a polarized view of Qatar, where it is either demonized or treated with a level of mitigation that suggests the issues are not as severe as they seem.

3. Expressive Value of Words

The expressive value of words reveals the evaluative stance of the text's producer (Fairclough, 2001, p. 93). In the case of the Qatar World Cup, expressive adjectives such as "controversial," "corrupt," and "exploitative" dominate the media narrative. These evaluative terms shape how readers understand Qatar's role in the event and contribute to a broader misrepresentation of the country. Additionally, the use of prenominal adjectives (e.g., "controversial World Cup") at the beginning of headlines or reports further frames the story before the reader engages with the content. This subtle framing strategy influences readers' perceptions by setting a negative tone from the outset, guiding them to view Qatar through a critical lens. Furthermore, by employing expressive language in both headlines and body text, media outlets express evaluative judgments that extend beyond mere reporting. The frequent use of these adjectives conveys a sense of disapproval or critique, reinforcing the notion that Qatar's hosting of the World Cup is inherently problematic. This use of expressive value language, in conjunction with the other word values, contributes to a skewed representation of Qatar in the global media narrative.

Figure (3.1): The Eclectic Model of Analysis





4. The Findings

In this section a comparison is made between the two newspapers. It is based on two levels: syntactic and semantic. On the syntactic level, material, mental, and relational processes are analyzed to reveal misrepresentation, while the semantic analysis focuses on overwording, categorization, euphemism, dysphemism, and the use of predicative and prenominal adjectives. The findings are discussed to highlight significant differences and patterns, illustrating how these linguistic elements shape the overall portrayal of Qatar in the newspapers.

4.1 Transitivity Structures in the American and British Newspapers

Types of Processes	American Data		British Data	
	Frequency	Percentage	Frequency	Percentage
Material	26	43%	28	42%
Mental	16	27%	18	27%
Relational	18	30%	21	31%
Total	60	100%	67	100%

Table (4.1): Numbers and Percentages of Transitivity Structures in the American and British Newspapers

4.2 Overwording and Categorization in the American and British Newspapers

Experiential Value of Words	American Data		British Data	
	Frequency	Percentage	Frequency	Percentage
Overwording	33	59%	39	42.6%
Categorization	23	41%	26	57.4%
Total	56	100%	65	100%

Table (4.2): Numbers and Percentages Overwording and Categorization in the American and British Newspapers

4.3 Euphemism and Dysphemism in the American and British Newspapers

Relational Value of Words	American Data		British Data	
	Frequency	Percentage	Frequency	Percentage
Euphemism	8	17.4%	5	10.4%
Dysphemism	38	82.6%	43	89.6%
Total	46	100%	48	100%

Table (4.3): Numbers and Percentages Euphemism and Dysphemism in the American and British Newspapers

4.4 Predicative and Prenominal Adjectives in the American and British Newspapers

Expressive Value of Words	American Data		British Data	
	Frequency	Percentage	Frequency	Percentage
Predicative Adjectives	16	20.3%	18	34%
Prenominal Adjectives	67	79.7%	35	66%
Total	83	100%	53	100%

Table (4.4): Numbers and Percentages Predicative and Prenominal Adjectives in the American and British Newspapers

5. Conclusion

The study reveals distinct approaches in how American and British newspapers misrepresent Qatar during the 2022 World Cup. The New York Times focuses on tangible issues like labor conditions, using techniques such as overwording and euphemism to soften concerns. In contrast, The Guardian employs a broader range of processes—material, mental, and relational—using direct language and dysphemism to highlight human rights and migrant labor issues. While both outlets portray Qatar as "the other," the American media emphasizes deviations from Western norms subtly, whereas the British media takes a more explicit and critical stance, shaping skewed global perceptions and perpetuating cultural biases.

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