

**FRAMING FIFA WORLD CUP STORIES: AN
ECOLINGUISTIC ANALYSIS OF DISCOURSE
IN ONLINE EDITORIALS**

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Framing Fifa World Cup Stories: An Ecolinguistic Analysis of Discourse in Online Editorials

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ABSTRACT

Title: Framing Fifa World Cup Stories: An Ecolinguistic Analysis of Discourse in Online Editorials

Ecolinguistics framing in FIFA World Cup stories refers to the use of the language to shape readers' perceptions. The present research study primarily focuses on online editorials framing the FIFA world-cup stories, predominant language frameworks, employment of the specific linguistic framework to influence the readers' perception and to influence their attitudes towards the FIFA stories. For this purpose, the current takes the research data from 6 different newspapers, such as the BBC, New York Times, Wall Street Journal, Al-Jazeera, Gulf Times, and Arab News. A total of 12 newspaper editorials were selected from the time span of from October 2022 to January 2023. Arran Stibbe's "Ecolinguistics: Language, Ecology, and the Stories We Live By" constitutes the theoretical framework of the study. The meticulous analysis identifies different ecological positions, discursive manifestations, and thematic congruity in the online environmental discourses. The results portray a picture of ecological thought that is so varied, including deep ecology, social ecology, feminism, and others, providing different perspectives on the human-environment relationship. However, common themes, including sustainability, social justice, and global cooperation, point towards the need for more collaborative and inclusive approaches to environmental governance. Additionally, the thesis offers complementary information on the dynamic relations between the ecosophical dispositions, discursive orientations, and online-offline relations and discourses. The insights generated have implications for environmental discourses and decision-making. The research underscores the need for dialogue, collaboration, and action and promotes diversity and inclusivity to ensure the future is sustainable and regenerative.

Keywords: *ecolinguistics, FIFA World Cup, online editorials, framing, critical discourse analysis, cultural representation, environmental governance, ecological metaphors, anthropocentrism*

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DEDICATION

To my devoted parents, whose unwavering support and inspiration have been a constant source of strength throughout my academic journey. Their belief in me has motivated me to strive for excellence in everything I undertake.

CHAPTER 1

INTRODUCTION

The present study attempts to analyse online newspaper editorials using ecolinguistic theoretical frame analysis. The current study explores the ideologies presented through ecolinguistic discourses in online newspaper editorials. The data is extracted from six (6) notable and widely read newspapers, including three (3) from the Eastern Hemisphere and three (3) from the Western Hemisphere. These newspapers include The New York Times, The Wall Street Journal, The British Broadcasting Corporation, Al-Jazeera, The Gulf Times, and Arab News. Ten (10) editorials are extracted from each newspaper based on purposive sampling, which makes a total of sixty (60) editorials as a population for the study. The data is sampled down to a total of 12 editorials, two from each newspaper. For data analysis, these editorials are questioned within the ecolinguistic framework of ideologies and framings of Arran Stibbe's (2021) *Ecolinguistics: Language, Ecology, and the Stories We Live By*.

The stories of the FIFA World Cup 2022 were among the chief concerns of not only football lovers but also media, governments, economists, anthropologists, sociologists, environmentalists, and linguists at the end of the year 2022. Therefore, many discourses were produced about the FIFA World Cup 2022 (Afzal, 2020). Every discourse has an ideology. The ideologies of the discourses about the FIFA World Cup were also prevalent among the media. These ideologies were not only political, social, religious, and economical, but also linguistic and environmental in nature. These ideologies were different in nature and framed according to the positions of stakeholders, especially in newspapers. The media used various platforms to spread these discourses, but online newspaper editorials were among the most influential. Eco-linguistic analysis of the editorial discourse are used to analyse the eastern and western newspapers' editorials to investigate the ideologically framed stories about the FIFA World Cup 2022 (Abdul Rehman, 2023).

1.1 Statement of the Problem

There are ideological differences between the ways that the various FIFA World

Cup stories are framed in the Eastern and Western hemispheres, which affects a wide range of editorial readers. By propagating unfavourable sentiment over the handling of the FIFA World Cup in Qatar, the editors utilised biased terminology to make the event contentious. On the other side, the Eastern media promoted it by stressing the event's good qualities and using biased rhetoric. It caused a truth-based divergence in newspaper editorials. Language has been used improperly just to further their own ideological viewpoints on the situation. This usage of Eco-linguistics is contentious all across the world. In order to emphasize the Ecolinguistic use of language, this study investigates the various narratives presented by the eastern and western editorials using Arran Stubbe's theoretical framework.

1.2 Research Questions

This study answers the following research questions:

1. What are the predominant language frameworks utilized in internet editorials regarding the FIFA World Cup?
2. How does the language used in online editorials influence readers' perceptions and attitudes towards the environmental impact of the FIFA World Cup?
3. Why do online editorials tend to employ specific linguistic frames when discussing the FIFA World Cup's environmental impact?

1.3 Research Objectives

This study is aimed at achieving the following research objectives:

- To investigate the dominant linguistic framing of the FIFA World Cup stories in online editorials.
- To assess the role of language in shaping public perceptions and attitudes towards the FIFA World Cup's environmental impact.
- To investigate why online editorials tend to employ specific linguistic frames when discussing the FIFA World Cup's environmental impact.

1.4 Significance of the Study

By deconstructing the environmental standpoint of the newspaper discourses and evaluating them in the context of ecosophy, this study aids the broader populace in identifying environmentally damaging discourses and understanding how FIFA World Cup Qatar 2022 discourses might innovate to form certain ideologies.

In today's capitalist environment, language serves as an invaluable instrument. It can manipulate people's thoughts and actions. Therefore, media outlets employ language to depict certain ideologies, advancing their cause through eloquent and judicious word choice. Environmental discourses refer to discussions on the natural world and its associated ecosystems that may be heard everywhere. As a continuation and expansion of critical linguistic studies, the critical ecolinguistic analysis seeks to draw attention to how speech helps maintain harmful ideas. The application of the ecolinguistic framework to apparently insignificant discourses that support narratives of ecological devastation or conservation suffers from a lack of practical methodology. Thereupon, these ideologies are essential to be discovered and analysed, and the current study is aimed to do so about the ecolinguistic frames of FIFA World Cup Qatar 2022.

Language is significant in ecological discourses. It was also essential in the controversial FIFA World Cup Qatar 2022 (Brannagan, 2016). This study is also significant because it has utilised the analysis of language use in forming ecological discourses. The theoretical framework has utilised two essential components of ecolinguistic discourse analysis that helps the researcher to analyse the data and to fill the gap of the study to contribute in existing domain of ecolinguistics' knowledge.

1.5 Rationale for Newspapers

This study aims to analyse the ecolinguistic approach of the ideologically framed stories of the FIFA World Cup 2022 from eastern and western newspapers to highlight the difference between the ideologies through the use of biased language for the manifestation of their own ideologies through violating the linguistic ecology. For this purpose, the newspaper would be a great source of information to collect the data and solve research problems.

1. Only eastern and western newspapers are taken.

2. Only those newspapers are taken that highlight the controversies of the FIFA World Cup 2022.
3. Only those newspapers are taken where an ideological difference has been clearly depicted.
4. Only those newspapers take a linguistic ecology that has been represented through biased use of language.

1.6 Delimitation

There may be restrictions on relying on the apparent scientific conclusions presented here. Among them are:

1. The data has been collected from October 2022 to January 2023, for a total of four (4) months.
2. The data has been extracted from six (6) notable and widely read newspapers, including three (3) from the Eastern Hemisphere and three (3) from the Western Hemisphere. These newspapers include The New York Times, The Wall Street Journal, The British Broadcasting Corporation, Al-Jazeera, The Gulf Times, and Arab News.
3. Ten (10) editorials are extracted from each newspaper based on purposive sampling, which makes a total of sixty (60) editorials for the data of the study that has been further sampled down through the sampling criteria. The final data is based on two editorials from each newspaper.
4. The theoretical framework, ideologies, and framings of Arran Stibbe's (2021) *Ecolinguistics: Language, Ecology, and the Stories We Live By* have been utilised for data analysis..

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the already conducted research studies in the domains of an ecolinguistics analysis of discourse and framing FIFA World Cup stories in online editorials. The researcher focused on written, spoken, or sign language use in specific contexts in discourse analysis of news editorials from the Eastern and Western hemispheres. Researchers use the discourse analysis framework to examine online editorials about the FIFA World Cup, framing an important way in which language shapes perceptions of social phenomena and constructs ecolinguistic meaning (Ahmed M. Z., 2020). The FIFA World Cup is one of the most anticipated and celebrated sporting events of the year. Millions of people all over the world participate and receive widespread media coverage. Portrayals of the tournament in the media provided insights into the power dynamics, cultural representations, and societal perceptions surrounding the mega-event (Bailey, 2017).

2.1 Conceptual Framework

Ecolinguistics, a new study at the crossroads of ecology and linguistics, reveals language's intricate interaction with the environment. Beyond word analysis, it examines how language affects nature. This conceptual framework examines this intertwinement's major features.

2.1.1 Language as a Mirror to Ecological Knowledge

Language is a multidimensional reflection of ecological knowledge. "Mother Earth" suggests interconnection, whereas "resources" and "exploitation" imply extraction. Contemplating education about ecological well-being with gratitude to (mother) wildlife, earth, and women (Brannagan, 2016). This language environment reflects life's hierarchy, but language transcends words. Grammar may illuminate ecology. Some Amazonian languages' complex verb tenses express ecological cycles. Linguistic windows enhance and challenge ecological awareness. Language evolves. Ecological knowledge changes the lexicon, and biomimicry is behind "velcro" and "Teflon," inspired by nature. It is important

to have critical language involvement in environmental accountability, such as calling logging "harvesting" or landfills "waste management."

2.1.2 Ecological Metaphors

Ecolinguistics uses metaphorical landscapes to expose values and encourage environmental reflection (Aib, 2023). The FIFA World Cup, a worldwide festival of athleticism and national pride, illuminates shifting environmental connections. Metaphors for the event show minor changes in environmental awareness and societal worries and desires the "battlefield," or football pitch, expresses fear of human dominion over nature. The words "conquering," "dominating," and "taming the ball" imply that people triumph over nature. Metaphors indicate ecological knowledge that goes beyond conquering. In recent years, FIFA has pushed "sustainable development," making the tournament a "green platform" or "environmental showcase (Aib, 2023). These words demonstrate a rising understanding of sports-environment balance. The stadium design is increasingly adopting bio-mimicry to learn from and harmonize with nature. World Cup language impacts culture off the field. Hosting governments promote the event as a boost for "growth" and "transformation," imagining vibrant ecosystems and resilient communities (Barkhuizen, 2014). Memories and metaphors influence ecosystems and Ecolinguistic analysis examines how linguistic components shape beauty narratives and environmental attitudes (Brannagan, 2016). Metaphors substantially affect human perception, interaction with nature, and meaningful comparisons. Stories produce environmental memories that shape society, helping researchers evaluate metaphors and narratives' environmental discourse effects. An analytical strategy that uncovers language's intricacies clarifies environmental metaphors and stories' socio-cultural consequences (Caldas-Coulthard, 2023). Critique aspirations to avoid hiding mega-event infrastructure and unsustainable tourist ecological costs. The global reach of the World Cup facilitates cross-cultural interaction and environmental information sharing. Sharing ecological metaphors like counterculture "web of life" and permaculture's "symbiotic relationships" might improve understanding and inspire sustainable solutions (Burch, 2020).

2.1.3 Power of Language

Through Language the FIFA World Cup measures environmental awareness (Atwell Seate, 2017). From pitch-side commentary to cultural narratives language criticism reveals holes and prejudices. Language encourages appreciation for the environment and helps us live in peace with the earth via metaphors. Communication extends visuals, sounds, and non-verbal's to influence environmental comprehension. This approach helps criticize environmental communication, dismantle harmful myths, and promote sustainability. Conservation policy making and environmental education (Bailey, 2017). Recognizing language's significance in defining ecological connection helps pick phrases that support ecosystem harmony. This approach welcomes additional research using Stibbe's (2015) comprehensive ecolinguistic analysis framework and pioneering work on linguistic imperialism. Language's intricate interaction with the environment inspires inquiry and action to preserve and manage nature. Extreme social and environmental catastrophes are undermining whole civilizations' ideals (Caldas-Coulthard, 2023). Only ideologically produced World Cup stories in the Japanese and Western hemispheres interest the study. The emerging multidisciplinary topic of ecolinguistics explores language-environment connections. Ecolinguistics and discourse analysis influence environmental attitudes (Burroughs, 2022). Linguists and environmentalists must study how language influences environmental discourse.

2.1.4 Ecolinguistic Analysis

It is an emerging field at the crossroads of linguistics and ecology, emphasizes communication's intricate interaction with the environment (Abdul Rehman, 2023). The discourse about the environment, or what can be called green discourse, is often found in everyday life, namely in print media such as newspapers and magazines as well as electronic media such as radio, television, and the internet. The intricacies of local ecological knowledge in community vernaculars and the power dynamics of global climate change rhetoric are examined. As linguistic loss accelerates and traditional natural resource-based livelihoods decline, there is a concomitant loss of traditional ecological knowledge (Brannagan, 2016). Language legitimizes genetic engineering, affecting public opinion and the environment. An ecolinguistic study reveals natural media's hidden

meanings through critical discourse. Environmental communication power dynamics range from wildlife films' partiality to businesses' greenwashing. Communities may battle unsustainable practices and ecological challenges by reclaiming disadvantaged voices and encouraging linguistic variety. A bio cultural revitalization study suggests that language revival may repair ecosystems and maintain biodiversity (Barkhuizen, 2014). The ecolinguistic study exposes the intricate interaction between language, culture, and environment during the environmental crisis. It reveals complicated representations and interactions with the environment, allowing more sustainable and fair ecological connections. Ecological discourse analysis employs discourse analysis theories and methodologies to solve a key ecological linguistics question: Can language patterns impact human and animal survival (Atwell Seate, 2017). Assessing discourse support for ecological protection is done using an co-philosophical viewpoint. Eco-philosophical view, including ecological ideals, norms, rules, and assumptions. People's views and practices reflect this notion. Moral sense emphasizes nature care, proximity emphasizes human connectivity with nature, and law is driven by conscience, tradition, and regulation. Social-ecological civilization and diplomacy have lagged (Blake, 2015). Media bias and framing studies assist in ecolinguistic investigation. Researchers have explored how media coverage of athletic events affects public opinions of individuals, teams, and problematic subjects (Brannagan, 2016). This lens exposes biases and blind spots in World Cup web commentary on environmental problems. These framing tactics let us evaluate tournament discourse environmental messaging's authenticity and effectiveness (Caldas-Coulthard, 2023).

2.1.5 Ecolinguistics

The FIFA World Cup, a worldwide spectacle beyond sports, explores language and environmental concerns (Burch, 2020). Metaphors convey social problems and aspirations for nature. Event terminology is nuanced. Environmental awareness is expanding with "green goals," "sustainable stadiums," and "carbon neutrality" (Caldas-Coulthard, 2023). Positive metaphors balance the mega-event's ecological imprint with global well-being concerns. Metaphorical gaming narratives reveal more than vocabulary. "Battles" or "conquests" may imply people rule nature. However, metaphors like "dance with the ball," emphasizing sophisticated footwork, depict a more harmonious athlete-environment

interaction. World Cup languages change. Ecological knowledge changes the metaphorical landscape (Barkhuizen, 2014). During the 2022 Qatar edition, which took place amidst water shortages and desert heat, the themes of "playing in borrowed landscapes" and "cooling the pitch" were explored as symbols of human impact on vulnerable ecosystems and efforts to mitigate it (Caldas-Coulthard, 2023). Language adapts to changing environments in this dynamic conversation.

Critically studying World Cup terminology is crucial. Metaphors like "conquering" the field have biases, and discovering varied ecological narratives helps get beyond spectacle (Aib, 2023). Ecolinguistics links ideas for communication and uses syntax to link sentences. The research also explores how environmental discourse's ethical rhetoric promotes or undermines inequities. Ecolinguistics is expanding beyond terminological analysis to illustrate language-environment complexity. Showing how language influences ecological knowledge and interactions promotes environmental awareness. Ecolinguistics examines how language impacts natural behavior, ecological awareness, and knowledge. Ecolinguistics explores language-environment relations. Language influences natural impressions and relationships (Chan, 2000). Ecolinguistics highlights ideologies and ecologies in FIFA World Cup discourse and narratives. Paradigm says language impacts environment perception and competition memory. (Ahmed M. Z., 2020). ecological framework emphasizes socio-ecological language. To interpret FIFA World Cup stories, researchers are investigating how languages describe football suits, culture, and surroundings (Brannagan, 2016). Consider how language analysis and the Stibbe paradigm improved environmental cognition during the FIFA World Cup. Sector Cup storylines address culture and ecology. Examine environmental discourse's cultural features and language's competitive values using Stibbe's paradigm. The Stibbe framework emphasizes environmental, cultural, and linguistic studies. Interdisciplinary techniques enhance international tournaments like the World Cup. Language influences ecological consciousness says Stibbe. The FIFA World Cup raises environmental issues. Language influences people's attitudes, behaviors, and perceptions of health's ecological effect, according to Stibbe. Watch FIFA World Cup stories using Stibbe's ecolinguistic framework.

2.1.6 Ecology

Ecological positivism denies dualism and separates people from nature. It recommends an ethical analysis of anthropocentric and technical environmental solutions (Ahmed M. Z., 2020). All "inexperienced discourse" is environmental. 5 food-production websites' dairy and beverage categories. (Blake, 2015). ecolinguistic analysis applies timetable-setting and framing theories to classified advertising. Meal makers employed language emphasizing nature-photograph marketing's influence on consumers' understanding and memory to construct discreetly suggested testimonials that visitors deemed irrelevant. In ecological settings, advertising and marketing with attractive natural scenery may alter human emotions (Abdul Rehman, 2023). Religion, ideology, and lifestyle impact language presumptions, which are evident in the FIFA World Cup environmental debate. Ecologies examine environmental impacts on culture and society. Large-scale events like the FIFA World Cup are too environmentally damaging to investigate alone. Stibbe's paradigm suggests that language influences ecological attitudes and conduct (Bayle, 2020).

2.1.7 Ecological Discourse

(Bailey, 2017) prioritizes textual additions to expose underlying environmental beliefs, strength dynamics, and cultural norms. Students thoroughly analyze language and grasp environmental discourse's complexity using a framework. Analyzing language-primarily-based ecological discourse reveals underlying power dynamics and implicit ideologies that affect ecological viewpoints. (Aib, 2023) theory illustrates how language diffusely influences environmental opinion, emphasizing complicated pathways. Showing how society produces environmental narratives shows the complicated link between language and environmental discourse, and the framework simplifies how language impacts environmental verbal interaction. Researchers use linguistic analysis to analyze public opinion and the environment. Textual additives expose latent ecolinguistics and frame ideologies, strength dynamics, and cultural norms (Ain, 2021) A framework for analyzing language and environmental discourse complexity, as well as the examination of power dynamics and implicit ideologies that influence ecological viewpoints, sheds light on language-based ecological discourse. Language diffusely impacts environmental

opinion via multiple processes and illuminates how society produces environmental narratives and the complex interplay between language and discourse (Battisti, 2020) The framework reveals hidden information in texts to simplify how language impacts environmental verbal communication. Researchers use linguistic analysis to analyze public opinion and the environment. Understanding language's subtle influences on environmental narratives is easier using Stibbe's approach.

2.2 Relevance to Discourse Analysis

Ecolinguistics can illuminate FIFA's vast discourse and explore tournament-related online editorials' environmental narratives and discourse analysis implications. The FIFA World Cup has a hidden environmental story, and online editorials using ecolinguistics may highlight the interesting interplay between language, environmental principles, and the framing of the world's most recognized athletic event (Aib, 2023). The World Cup language is a rainbow of ecological consciousness. The World Cup has become a strong platform for environmental awareness and action with conscious language, leaving a legacy (Bastardas-Boada, 2019). The next initiatives include exploring the World Cup's complicated environmental story. A future study might explore regional discourse disparities, social media's environmental influence, or tournament stakeholders' language tactics. Reexamining the World Cup's environmental rhetoric helps comprehend ecological awareness and build a sustainable future for the beautiful game and planet (Ahmed M. Z., 2020). 2.2.1 Ecolinguistics as a Revealing Prism

(Bailey, 2017) asserts that environmental narratives of the FIFA World Cup are rich for ecolinguistic research; instead of word-counting, strategy illuminates tournament-related online editorial environmental stories using language. Looking through this lens reveals much about ecological knowledge, beliefs, and sustainability issues. explores language's socio-cultural connotations beyond environmental vocabulary (Saribas et al., 2014). Ideologies and power dynamics in word choices and grammar—the metaphors "green pitch" and "Mother Earth" might indicate nature and position in them. Humanistic and ecological blind spots are evident in "conquering the field" and "exploiting weaknesses." Critically analysing these linguistic choices shows the intricate link between language and environmental awareness, development, and commitment to old myths

(Schallhorn, 2019). This prism shows grammatical structures' contextual subtext beyond word choice, and tournament speech challenges human-nature separation myths by using "we" and "our" to encourage ecological connectivity.

The transition from past-tense athletic feat descriptions to future-oriented tournament legacy talks shows this growing awareness (Battisti, 2020) Grammar's temporal sensitivity suggests a transition from short-term profits to a sustainable future as people become more conscious of their intergenerational duty to the earth. The ecolinguistic prism highlights how language and environmental consciousness change over time, making the World Cup a microcosm of an evolving connection with the world. Ecological knowledge changes. Tournament language editorials emphasis environmental responsibility, using "sustainability," "carbon footprint," and "biodiversity" more often (Ain, 2021) Obsolete phrases like "deforestation trophies" and "airpocalypse" remind us of ecological blunders and inspire us to develop more sustainable contests. This dynamic dance between vocabulary and awareness uses the World Cup as a platform for contemplation and growth, challenging us to improve environmental narratives and build a sustainable future. The ecolinguistic lens problem of greenwashing and hiding unsustainable activities with eco-friendly language is dangerous (Burch, 2020) Terms like "eco-friendly stadium" and "carbon-neutral travel" may mask the World Cup's environmental effects. Critical discourse analysis checks language for ecological responsibility rather than public perception control.

The environmental narratives are analysed in World Cup discourse through an ecolinguistics lens. Use intentional word choices, metaphors that reinforce ecological interdependence, and critical analysis of green-washing to build a language tapestry that represents shared duty to the earth (Abdul Rehman, 2023) This intentional use of language may help the FIFA World Cup transcend its sports foundations and drive good environmental change in the competition and society. The World Cup's environmental discourse helps comprehend ecological conscience and establish a sustainable future for the beautiful game and planet (Basso, 2009) The World Cup's environmental effect exposes beliefs, ideologies, and power. This lens shows preconceptions about nature and its position in it in "green pitch" and "Mother Earth" analogies (Burch, 2020) Humanistic and ecological blind spots are evident in "conquering the field" and "exploiting weaknesses."

In tournament speech, "we" and "our" encourage ecological connectivity, countering human-nature separation notions. Changing from past-tense descriptions of athletic exploits to tournament legacy talks reflects a rising understanding of inter-generational environmental responsibility. Grammatical temporal sensitivity shows the World Cup's ecological awareness. Ecological awareness changes World Cup terminology. Editorials emphasis environmental responsibility, using "sustainability," "carbon footprint," and "biodiversity" more often. In contrast, obsolete phrases like "deforestation trophies" and "airpocalypse" remind us of ecological blunders and inspire us to develop more sustainable contests. Language and environmental awareness interact dynamically, making the World Cup a microcosm of an evolving connection with the earth (Boschian Bailo, 2021).

2.2.2 Linguistic Manipulation

Language could cover up unsustainable ecological practices. "Eco-friendly stadiums" and "carbon-neutral travel" may mask the World Cup's environmental effects (Ain, 2021) Critical discourse analysis checks language for ecological responsibility rather than public perception control. Lead the World Cup's environmental conversation towards sustainability through intentional word choices, metaphors that reinforce ecological interdependence, and critical analysis of greenwashing to build a language tapestry that represents shared duty to the earth (Brannagan, 2016) This intentional use of language may help the FIFA World Cup transcend its sports foundations and drive good environmental change in the competition and society (Aib, 2023) A lengthy World Cup ecolinguistic inquiry begins with this examination. A future study may explore regional environmental discourse, how social media impacts narratives, or how tournament stakeholders (FIFA, sponsors, environmental NGOs) utilise language. Re-examining the World Cup's environmental rhetoric help comprehend ecological awareness and build a sustainable future for the beautiful game and planet (Burroughs, 2022).

2.2.3 A Stepping Stone for Ecolinguistic Exploration

The ecolinguistics study of the FIFA World Cup primarily examines the sports related discourse strategies. Understand how language forms and reflects athletic competitiveness has highlighted numerous subjects, allowing complex environmental narrative research. examined how language sustains or challenges gender norms in sports commentary, athlete interviews, and media coverage. Language affects athlete, coach, sponsor, and media power inequalities and the delicate link between language and power, allowing us to analyse how World Cup rhetoric frames and contests environmental concerns (Bayle, 2020) Sports discourse analysis studies patriotism and national identity. Language influences national identities during important athletic events like the World Cup, utilising strong metaphors and stories to promote social solidarity and national pride (Ain, 2021). Ecolinguistics studies how environmental narratives affect national identification during the World Cup. Intercommunicates and humanity at large are hindered from gaining a holistic understanding and management framework for dealing with jeopardize species, habitats, and the stresses currently being placed on them due to the disuse of language unit that refer to particular organisms or ecological interactions, compromising the knowledge base. Media bias and framing studies assist in ecolinguistic investigation (Bandyopadhyay, 2018) Researchers have explored how media coverage of athletic events affects public opinions of individuals, teams, and problematic subjects. This lens exposes biases and blind spots in World Cup web commentary on environmental problems.

2.2.4 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is an interdisciplinary science with a highly complex theoretical framework that has attracted the attention of many scholars who employ sociocultural and prehistorical approaches. (Bailey, 2017) identified levels of textual descriptions based on syntax and semantics. Furthermore, there is a significant contrast between micro- and macro-level descriptions. Micro-level focuses on sounds, words, phrase patterns, and their meanings. Macro-level analysis, on the other hand, focuses on whole discourses or sections of them. Critical discourse analysis lets researchers evaluate language usage and conversation patterns in diverse situations by understanding

complicated social dynamics and grammatical meanings in spoken and written language (Basso, 2009). Discourse analysis evaluates discourse patterns, not words and language, which affect social reality, electricity, identities, and practices. The discourse analysis study examines how some cultures communicate power dynamics, social positions, and what that entails. Discourse analysis offers investigators several ways to personalise their study by combining conversational, Foucauldian, and critical procedures.

Language displays social vitality, critical CDA, outlining environmental challenges, and boosting marginalised perspectives. Vital discourse analysis in ecolinguistics highlights linguistic authority inequalities and environmental story actors to demonstrate how language fights with and utilises power. Environmentalism supports its own views and marginalises others, sustaining energy inequities. Important discourse analysis reveals language power dynamics for ecolinguistic assessment. Language empowers and marginalises environmental discourse via implicit linguistic supremacy that defines environmental concerns and marginalises distinctive opinions. National problems are increasing the need for eco-diplomacy. From the 1972 Stockholm Convention on the Human Environment to climate change conference discussions in many nations, ecological international relations have emerged (Brannagan, 2016). Ecological diplomacy impacts several countries' genuine media by going beyond nationwide policy to ecological development shows. Media sources strongly influence ecological diplomacy and worldwide ecological connections (Battisti, 2020). Ecolinguistic observation employing Stibbe's paradigm aids environmental policy.

2.3 Framing FIFA World Cup Online Stories

The framing of analysis records creates authentication and highlights distinct features of life with concise depictions (Aib, 2023). Trade is inevitable, whether considering climate change from economic, safety, or exclusivity perspectives. Framing clearly illustrates society by utilising quick narrative and informational bursts. Choosing a sophisticated ecoinguistic viewpoint influences further steps (Ahmed M. Z., 2020). The energy and environment department addresses the weather situation as a global danger rather than an environmental concern. Network Framing tells stories; great speeches at certain institutions build ideologies; and analysis helps society grasp its social and

ecological aspects. Framing is the widest element of the stories, with distinct storylines. Every year, FIFA hosts the FIFA International Cup, a major football match between nations. It debuted in Uruguay in 1930 and has had 32 teams since 1998. 16 groups participate in a knockout round after eight round-robins. Qatar trimmed its programme to November 20–December 18. Qatar hosts the most renowned Arab World Cup. The FIFA World Cup connects nations (Burch, 2020). Crossing continents and regions, it represents global identity. World Cup enthusiasts rejoice, and football unifies everyone, as the vast accumulation reveals. The FIFA World Cup enables peaceful competition and trade in international hospitality outside the industry, strengthening global families and linkages to promote global relations. Participants engage in sports activities, foster global relations, embrace strong competitiveness, and embody the spirit of the global cup due to the comprehensive dataset of the latest World Cup. Teams can be compared in various ways using the comprehensive dataset of the latest World Cup (Ain, 2021) The FIFA World Cup seldom unites nations. Supporting favourite teams or nations helps overcome cultural and socioeconomic gaps. It carries human pride, pleasure, and grief. People who may not otherwise connect bond via sports' emotional rollercoaster. Trade encourages varied expressions and durable cultural linkages, improving global cultural communication. A broad audience makes the event a worldwide cultural experience that transcends location and cultural analysis. The advantages of sports and public fitness are developing (Bastardas-Boada, 2019) The FIFA World Cup roars on print and digital media with spectacular goals, and passionate internet commentaries emerge quietly (Aib, 2023) Discourse analysis reveals how various voices and opinions on different platforms frame, consume, and debate the tournament in the digital era. World Cup online editorial discourse analysis examines language, grammar, and rhetoric (Burroughs, 2022) To identify ideologies, values, and power relations, environmental editorials show worldviews and ecological blind spots. Understanding how language shapes and spreads the World Cup's environmental narrative allows for greater critical involvement. The internet has democratic sports communication and encouraged discussion. Fans may debate official narratives and alter tournament impressions online. (Basso, 2009) Visual analogies, effective narrative, and emotive language may influence team performance and

environmental challenges. Considering the World Cup a "green event," it may encourage sustainability yet neglect environmental challenges.

2.3.1 An Ecolinguistic of Discourse in Online Editorials

An increasing understanding of the media's influence on climate change has sparked researcher interest in the ecolinguistic relationship between the FIFA World Cup and sports events (Afzal, 2020). This includes the media's construction of climate change through journalistic norms, the involvement of political actors in framing climate change risks, journalists' political alignment, variations in climate change expertise, the distinction between legacy and stories in framing climate change, and the emotional anchoring of climate change communication (Bastardas-Boada, 2019). The idea of 'discourse' is multifaceted and adaptable. Discourse analysis and complementary ecolinguistics frequently compete for attention and political power. These discourses give common ways of seeing the world and include actors or agents who may be individuals or collectives. Non-governmental organisations, social movements, environmental advocacy groups, government agencies, think tanks, energy businesses, and individual actors all have an impact on the formation of climate change narratives. FIFA World Cup discourse is wealthy for ecolinguistic studies because of athleticism and countrywide pleasure (Afzal, 2020). In preference to phrase-counting, this approach illuminates event-related online editorial environmental stories through the use of language. This lens illuminates the ecological sense of right and wrong, values, and sustainability problems. Ecolinguistics explores language's socio-cultural connotations and past environmental vocabulary.

2.4 Framing Ecolinguistics Theories

2.4.1 Linguistic Diversity and Ecological Sustainability

According to (Basso, 2009) linguistic variety motivates individuals to continue ecological behaviour; yet, if coordination between people is lacking, languages reduce awareness and sustainability. Language loss typically causes environmental exploitation and biodiversity loss. Valuing and preserving linguistic variety may help environmental conservation. Discourse is the most important locus of language change since it is where speakers negotiate meaning. Speech style is the model gained before the standardising influence of elitism or education, which forms an overlay on use and gradually eliminates

the regularity of the limitations on language diversity and development (Ain, 2021) Sociolinguistic variables are formal representations of variability that reflect the range of delimitable choices for expressing a linguistic meaning or function. This idea links biodiversity with language variety. Native languages are crucial for resource management and environmental preservation. Linguistic and biological diversity Languages are a dynamic tapestry of human knowledge and comprehension of the environment, as animals are to an ecosystem.

2.4.2 Language and Environmental Theory

The theory suggests language affects environmental comprehension and interaction. It examines how languages describe nature, frame environmental challenges, and influence human views. (Blake, 2015) explains how linguistic metaphors and conceptual frameworks affect environmental perception. Calling climate change a "challenge" may inspire cooperation, while calling it a "war" may encourage aggression. (Beissel A. S., 2022) language has an Amazonian link; according to (Barkhuizen, 2014) their rain language reflects their rainforest water cycle expertise. Language impacts perception and behaviour in nature. Understanding how people address environmental concerns can improve communication for sustainable practices. Inuits' knowledge of Arctic ice, snow, and ice terminology helps them navigate safely.

2.4.3 Critical Ecolinguistics Theory

This theory critically investigates how language reinforces environmental and power inequities. It explores how prevailing nature and development myths marginalise populations and exploit resources. (Bastardas-Boada, 2019) uprooted and hurt by development, critical ecolinguistics engages marginalised groups and decolonizes environmental narratives. Advocating for more inclusive and equitable environmental policy requires addressing past and continuing power disparities. Examples: The use of "empty land," commonly used to justify land grabs for development, undermines native populations' land-use traditions and cultural importance (Battisti, 2020).

2.5 Applications of Ecolinguistic Discourse

Ecolinguistics has made significant advances in discourse analysis and integration. Ecological discourse analysis reveals discourse's ecological potentials on a micro level, but its macro process remains unknown. This research illustrates how language intervenes in society by demonstrating language sense production via harmonic discourse and landsense ecology. Ecological discourse has an interventional influence on participants' psychology and behavior. Landsense ecology and ecolinguistics seek to maintain ecosystems and human civilization, and the idea of landsense creation in landsense ecology defines language's macro-intervention process, indicating language's function in long-term human-animal interactions (Blake, 2015). Ecolinguistics has exposed the intricate link between language and environment, boosting discourse comprehension. An ecolinguistic study shows how language creates ecological narratives, enabling researchers to comprehend environmental challenges via speech, analogies, and language (Brannagan, 2016). An analysis of environmental discourse reveals social, cultural, and cognitive variables. Ecolinguistics says language signals impact human views of their environment. According to (Aib, 2023), discourse analysis revealed how language shapes environmental narratives, making it important in ecolinguistic study. Ecolinguistic studies demonstrate environmental discourse is complicated; therefore, the strategy encourages educated, sustainable communication. Researchers require ecolinguistic analysis to expose discourse ideologies and sports events. Analytical methods employed analogies, narratives, and lexical alternatives to uncover how language supported environmental viewpoints (Ain, 2021).

2.5.1 Promoting Environmental Awareness

Environmental communication language influences public opinion complexly (Battisti, 2020). Ecolinguistics highlights the intricate link between language, belief, and attitude in ecological discourse. Environmental signals from language impact public belief, cognition, and ecological responses. Ecolinguistic analysis has enhanced environmental awareness-raising tactics, but you must know varied audiences' linguistic preferences to personalise communication (Battisti, 2020). Al-Dosari (2021) says environmental politics is complicated and needs clarification. Ecolinguistics studies are essential because

language affects public opinion, conversations, and environmental coverage. Statistics help policymakers understand how unusual narratives affect environmental policy. An ecolinguistic study reveals political language and the intricate link between language and environmental discourse, aiding policymakers. These investigations show ideology and electrical dynamics. Ecolinguistic studies inform policymakers and improve environmental consciousness. Analysis helps policymakers address environmental crises' causes (Bastardas-Boada, 2019) . Ecolinguistic studies on how language impacts ecological views may create inclusive and sustainable environmental principles. Environmentally aware legislators may design successful conservation policies.

2.6 Stibbe's Ecolinguistic and Ideologies

The ideologies and ecologies framework promotes language and environment study, which strongly impacts ecolinguistic analysis (Bhatti, 2023) . The socio-ecological language framework was extensive and considered language's relationship to social, cultural, and environmental systems. This comprehensive method explains how language impacts ecological meanings. Ecolinguistic analysis benefited from Stibbe's ideologizing approach, which stressed language's environmental sensitivity for ecolinguistic analysis. Ecolinguistic investigations study how knowledge metaphors, discursive styles, and rhetorical techniques affect humans' nature-related attitudes, perceptions, and behaviours using Stibbe's paradigm. Ecolinguistics benefited from Stibbe's multidisciplinary approach to linguistics, environmental, and cultural studies (Boschian Bailo, 2021) Due to its confluence, Stibbe's approach tackles language's social, cultural, and ecological concerns. The theoretical framework's multifaceted language-environment lens makes ecolinguistic analysis more relevant.

2.6.1 Stibbe's Ecolinguistic Analysis

Using the ecolinguistic study of discourse in online editorials, Arran Stibbe's (2021) *Framing FIFA World Cup Memories* (Caldas-Coulthard, 2023) *Framing FIFA World Cup Memories* Ecolinguistics examines the difficult relationship between language and ecology in the future. It argues that words and stories impact how we comprehend and interact with nature. (Boschian Bailo, 2021) paradigm goes beyond analysis to expose and criticise the "stories lived by means of" that drive environmental degradation. This emerging field helps

us understand how language affects environmental issues and affects social attitudes and actions towards environmental sustainability (Burroughs, 2022) . Ecolinguistics contributes to environmental awareness discourse in the future, promoting responsible and harmonious ecological actions. (Burroughs, 2022) ecolinguistics study has far-reaching effects and shows how language affects environmental policies and public conversation. Ecolinguistics helps individuals and organisations reframe their relationship with nature by revealing environmental narratives. The future promises a more linguistically aware approach to environmental issues, led by sustainability and conservation.

2.6.2 Ideologies

The stories are based on strongly held human-nature beliefs, which distinguish between partiality, which places humans at the core of the cosmos and dominates nature, and ecocentrism, which values all living things and emphasis interconnection (Boschian Bailo, 2021). Recent ecolinguistic research shows how language often supports anthropocentrism, justifying resource exploitation and ignoring future generations and other animals. Ecolinguistic analysis of these ideologies illuminate the linguistic processes that support anthropocentric perspectives (Ain, 2021)It shows how language legitimises assistance exploitation, possibly limiting sustainable and ecocentric practices. (Burch, 2020) ideological foundations guide future ecolinguistic research, revealing how language affects views and relationships with nature. According to Stibbe (2021), ecolinguistics is vital to hardening and changing these linguistic narratives. It's likely to promote ecocentric language and a stronger awareness of all living things' interdependence. Ecolinguistics changes attitudes and policymaking, guiding humans towards a more sustainable and balanced relationship with the environment (Caldas-Coulthard, 2023).

2.6.3 Framings

Language affects knowledge and worldview. Frames shape perceptions of environmental issues (Battisti, 2020) Language's ability to contrast climates is crucial. Providing an "herbal cycle" reduces human responsibility, whereas a "crisis" requires immediate action. Analysis of such frames pierces the manipulative lens, revealing movements' true effects. Language as a framing mechanism becomes more important in the future. Focusing on frames may help us understand how language affects environmental narratives. Ecolinguistics frameworks identify diverse ways language may obscure or explain ethical features of ecologically difficult circumstances. As Stibbe predicted, ecolinguistics illuminate energy dynamics in framing ecological issues. The goal is to encourage critical and aware language use and reevaluate public conversation on environmental issues. Ecolinguistics may help us concentrate more on the moral implications of language usage, leading to more responsible and sustainable relationships with the environment (Burch, 2020).

2.6.4 Metaphors

Metaphors weave vivid images into environmental understanding. (Ahmed M. Z., 2020) emphasis metaphors like "conquering nature" and "taming the desert," which normalise a domineering and exploitative relationship with the Earth. Ecolinguistic analysis exposes these metaphors' propensity to promote hazardous views and promotes metaphors that emphasis admiration and interdependence. Metaphors are becoming more important in ecolinguistics. Stibbe's focus on deconstructing and reframing these language techniques may inspire future research on metaphors and environmental narratives. As Ecolinguistics investigations improve, learn more about how metaphorical phrases affect environmental views (Ain, 2021) The innovative and insightful Stibbe believes ecolinguistics may challenge and reshape triumphant metaphors of relationship with the Earth (Burroughs, 2022) The discipline increases understanding of language's dispersed yet important effects on worldview. Ecolinguistics may promote opportunity metaphors that promote a more peaceful and sustainable relationship with nature in the future.

2.6.5 Evaluations

Language is biased and determines values; words implicitly criticise nature and human actions in it (Chan, 2000) Expressions containing "desolate tract" or "resources" denigrate ecosystems and justify exploitation. Ecolinguistic evaluation challenges connection with the botanical world and makes us consider the value of all living things by examining these implicit judgements (Bastardas-Boada, 2019) Ecolinguistics studies focus on how language shapes views of nature. Revealing language's hidden narratives allows people to become more discerning statistician consumers and active players in a sustainable future (Burroughs, 2022) Linguistic empowerment in ecolinguistics might drive good environmental change.

2.7 Framing FIFA World Cup Stories

Arran Stibbe's ecolinguistics explores the complex link between language and examines how language affects views of the natural world and social events like the FIFA World Cup (Blake, 2015) . Language generates narratives, which is crucial to understanding international events like the FIFA World Cup and the significance of frames in ecological issues; their impact on this global sports phenomenon becomes clear (Boschian Bailo, 2021) . Metaphors like "conquering fighters" or "taming the competition" may gradually toughen aggressive and dominant Arena Cup storylines. Ecolinguistic assessment goes beyond literal meanings to metaphors, which weave vivid images into comprehension. Applying this perspective to FIFA World Cup stories helps us reconcile the implicit judgements in words like "victory" or "defeat," revealing how language may shape success and failure in the wearing arena (Caldas-Coulthard, 2023). Stibbe emphasis language's non-neutrality, including words and phrases' judgement and assessment. Language shapes narratives and social attitudes in Stibbe's inventive and futuristic world. The FIFA World Cup narratives about teams, players, and the event build communal knowledge and help us actively participate in these narratives, promoting responsible information consumption and sustainable debate around the sector cup (Chan, 2000). Through this vital lens, we can rewrite the narratives that guide relationships with the event, fostering a culture of recognition, obligation, and interconnectedness within the sports

community and in the broader context of societal values associated with this international spectacle.

2.7.1 Development and Progress

World Cup hosts promise "modernization" and "legacy," infrastructure, and economic growth. In true language, "investment," "boom," and "transformation" may reduce large-scale projects' environmental damage and displacement (Bastardas-Boada, 2019) Sports mega-events' societal impact. Taylor & Francis. Colourful towers near dirty waterways or towns displaced for new development reflect this narrative's ambiguities. "Qatar 2022: A Catalyst for Sustainable Improvement" reports may also ignore deforestation and rising carbon emissions. Stadiums with solar panels may appear in promotional videos, but not garbage overflow or touring air pollution. Examine how news headlines promote the "carbon-impartial global cup" efforts without mentioning their ineffectiveness or the use of fossil fuels. Ecolinguistic studies examine how metaphors influence worldwide cup perception and the environment. A "festival" or "struggle" may belittle environmental issues, whereas a "mission" or "adventure" may promote critical thinking and sustainable solutions. A. Stibbe (2021). *Story, environment, language—ecolinguistics*. (Routledge) Metaphors like "Qatar 2022: A Bridge between Cultures" may promote unity while hiding environmental exploitation or unsustainable resource usage. "The Pitch as a Battleground for Sustainability" may also spark critical discussions about the event's environmental effects and solutions. Language affects the atmosphere of the World Cup. substitute "waste," "pollution," and "degradation" with "sustainable." The phrase desire lets articles focus on "record attendance" and "economic benefits" without mentioning event-related water problems. I. Scoones (2014). Household and livelihood changes can have significant impacts on communities and individuals. Remember news reports on "green answers" and "environmental stewardship" that do not include sports or renovations? This method deconstructs greenwashing discourse and finds language-fact incompatibilities.

2.7.2 An Ecolinguistic Analysis using Stibbe's "Stories Live By"

Word choice reveals narrative biases, power, and global harmony. Headlines like "Qatar 2022: A World United" may overlook large-scale gatherings' environmental

consequences. Both "challenges" and "impacts" lessen environmental concerns. The phrases "mitigation strategies" and "carbon offsetting" may hide specific actions and their performance. Eliminating "pollution," "degradation," and "displacement" overlooks environmental issues. Silence often obscures the World Cup's impact and hinders criticism. Government news releases and corporate sponsorships are a greenwash. Critical analyses may prioritise environmental issues above news. The affected groups may use harsher terms like "exploitation," "injustice," or "devastation" to express their feelings. The main storylines change. Explain how environmental awareness, public pressure, and business greenwashing have changed World Cup debates. Regional and cultural World Cup plots vary. Consider how host nations, media, and locals interpret the event in their contexts and environments. Assess World Cup rhetoric against social narratives of growth, progress, and sustainability. This strategy highlights socio-ecological issues. Compare official World Cup stories to those of independent journalists, environmental activists, and affected community members. This comparison shows discursive power and opinion differences. Stibbe recommends finding stories that challenge mainstream narratives and offer sustainable perspectives. Indigenovoices Traditional ecological societies view sustainability and environmental care differently. Homegrown movements Environmentalists and community groups are advocating mega-event alternatives and conservation. Creative expressions Music, literature, and art can challenge and expand narratives. These alternate stories illuminate the World Cup's environmental impact. This enables us to imagine egalitarian and sustainable futures outside of dominant narratives. These are the starting points. Use World Cup conversation samples, academic references, and detailed linguistic and alternative story analyses to bolster your hypothesis.

2.7.3 Ideologies and Ecologies Shape Language-Environment

Ideologies and ecologies shape language-environment interactions (Bilá & Ivanova, 2020). studied ecolinguistics and frameworks. Ideologies build worldviews via principles, beliefs, and customs. Stibbe encompasses physical, social, cultural, and linguistic ecologies. Complete approaches recognise language's function in socio-ecological systems. Stibbe's comprehensive methods relies on linguistic patterns to comprehend ecology. Language influences and reinforces environmental views, says the framework. Speech patterns and metaphors impact ecological awareness and

environmental viewpoints, argues Stibbe. Multidisciplinary ecolinguistics explores how language impacts environmental knowledge and values. Ecolinguistic studies benefit from Stibbe's theoretical framework, which highlights language's effect on socio-ecological environmental ideologies (Basso, 2009) Using Stibbe's technique, researchers may analyse ecological discourse language. Arran A theoretical framework by ecolinguistics specialist Stibbe describes how language impacts ecological emphasis and natural viewpoints. Language patterns that reflect cultural norms, strength systems, and environmental ideology are "ecological discourse," according to Stibbe. (Battisti, 2020) says metaphors, narratives, and lexical selections disclose discourse meanings and ideologies.

2.8 Application of Stibbe's Framework to Sports Discourse

Stibbe's ideologies and ecologies paradigm provides a new viewpoint on framing sports discourse analysis outside of ecolinguistic domain names. This section demonstrates how (Boschian Bailo, 2021) analysis can identify linguistic socio-ecological components in sports activities. Language-based overall ideologies affect sports ideals. The Stibbe framework examines how sports discourse supports environmental ideology. Sports talk, reporting, and comments may influence popular opinions of sustainability, nature, and the environment. Sports ecology involves societal, economic, and physical play (Battisti, 2020). The Stibbe framework emphasis narrative sports ecological investigations and discusses the environmental consequences, garment sustainability, and climate exchange in sports. Sport discourse analysis, utilizing. Print and digital media coverage, interviews, and sports commentary may help scholars study how language affects sports energy dynamics, including socioeconomic, racial, and gender concerns The Stibbe framework discourse analysis how sports events influence environmental and actions. Language influences public perception and sports eco-cognisance requires analysis and offers a unique chance to explore language, ideologies, and ecologies' complicated interactions. Ecolinguistics helps researchers apply Stibbe's ecolinguistic discourse analysis to framing the FIFA World Cup stories.

2.8.1 Metaphor and Narrative Analysis

Metaphors and narratives in FIFA International Cup sports discourse reveal how language impacts perceptions of opponents, teams, players, and the environment

(Brannagan, 2016) Nature, as an opponent, can make environmental challenges simpler to tackle in competitiveness. Participant and crew stories as individuals or environmental activists have a significant impact on their environmental influence. The FIFA Global Cup's environmental metaphors and storylines highlight sustainability, eco-friendly, and environmental issues. Competitive sustainability narratives encourage green stadium planning and neighbourhood environmental duties. Metaphors for environmental responsibility and world peace help governments and people assess stewardship. Using these linguistic variables, fan engagement, and environmental effects, students may learn how language expertly creates the stories and changes viewers' comprehension of FIFA International Cup environmental dynamics (Barkhuizen, 2014)

2.8.2 Power Relations Identification

Energy dynamics are vital to understanding how language affects FIFA international Cup discourse, notably environmental challenges (Aib, 2023) Several players impact the complex linguistic landscape, affecting sustainability and environmental responsibility. Governments deliberately pick environmental terminology as trade agents. Sustainable language and actions may support or contradict standards. Spending sponsors relate their businesses to environmental concerns using sustainability terminology. Mainstream media outlets play a crucial role in verifying and rejecting opinions through the use of language. (Battisti, 2020) attribute FIFA World Cup environmental consequences to relevant events. Lovers' worries and ecological efforts shape the plot. Words form perceptions and environmental narratives in sports discourse, creating a complicated energy dynamic. FIFA World Cup sports talk is green. Examine how language may support sustainable solutions and target audience and participant behaviour changes while addressing environmental challenges associated with holding significant sporting events like the Global Cup. (Chan, 2000) employs Stibbe's sports discourse paradigm to explain how language influences FIFA Global Cup public perceptions, narratives, and environmental actions. study may help future event sustainability efforts understand how sports affect the environment.

2.8.3 Sport Discourse Analysis

Sociology, linguistics, media, and conversation studies explore sports speech. (Caldas-Coulthard, 2023) explored how Olympic and FIFA World Cup languages promote or contradict national narratives. The history of national teams, songs, and emblems shows how sports shape collective identity. Sports jargon has altered thanks to social media. Studies have examined Instagram, Facebook, and Twitter fan involvement. Social media, fan groups, and hashtags may influence public discourse (Boschian Bailo, 2021). Marketing, branding, and sponsorship contracts evaluated sports event economics. The sports industry examines endorsements, agreements, and financial reporting. (Caldas-Coulthard, 2023) suggest that players, stakeholders, and sports businesses manage problems. Lecturers track real remarks, press meetings, and media interactions. Sports discourse study is interdisciplinary and interested in language. Education addresses virtual media and sports discourse moralization.

(Aib, 2023) argues that further research is necessary to fully explore the potential of sports discourse and ecolinguistics. Further research is necessary to fully explore the potential of ecolinguistics in studying sports discourse and its environmental implications. Using ecolinguistics to study sports discourse offers a new viewpoint on sports' environmental implications. The next crucial intersection function is ecolinguistics, which emphasis the significance of language ecology in analysis sports discourse and its environmental implications. Ecolinguistics highlights the importance of language ecology in studying sports discourse and its environmental implications. Ecolinguistics encourages language ecology, which involves how sports media, public opinion, and legitimate communications manage sustainability, climate change, and ecology. Sports activity agencies' environmental language may encourage sustainability and show their ecological emphasis. Ecolinguistics may examine sports discourse on sustainability and the environment (Burroughs, 2022) Study sports organisations, athletes, and regulating bodies for environmental messages. This category comprises classified advertising, declarations, and sports-related environmental sustainability efforts. Ecolinguistics studies environmental metaphors. Researchers may analyse sports discourse's ecological symbolism and parallels. Check how "inexperienced stadiums," "ecological footprints," and "carbon-neutral events." communicate environmental challenges in sports. Ecolinguistics explains environmentalist athletes' language (Caldas-Coulthard, 2023)

Researchers can understand how athletes promote sustainability, ecology, and the environment via their words, interviews, and social media postings. An ecolinguistic study may examine how sports media store environmental narratives by analysing green initiatives, environmental issues, and studies on the environmental impact of primary carrying activities. Ecolinguistics examines sports fan rhetoric from an environmental standpoint. Compare sports event environmental language to ecolinguistics. Explore how prominent events, leagues, and sports corporations promote environmental sustainability using different terminology. Ecolinguistics and sports discourse explain environmental impacts. Ecolinguistic standards in sports communication may tell scholars how language influences sports business environmental sustainability beliefs, attitudes, and behaviours. Multidisciplinary methods may improve global sports sustainability and conversation (Burroughs, 2022)

2.8.4 Ecolinguistics in Sports Events Analysis

Ecolinguistics investigates athletes' environmental language and assesses how athlete interviews, public remarks, and social media postings address environmental concerns, affect public opinion, and promote sustainability communication (Chan, 2000). Ecolinguistics studies sports metaphors and frameworks. Ecolinguistics can assess the environmental impact of sports media. Researchers may study climate change and sports media reviews, podcasts, and remarks. Compare sports and environmental communication using ecolinguistics. It analyses sports sponsorship, commercial communications, and environmental branding. (Brannagan, 2016). Explore how sports teams and sponsors encourage sustainability. Environmental sustainability in sports leagues and competitions. Use ecolinguistics to study sports fans' environmental discourse. Understanding fan language and metaphors requires social media, forum, and other platform analysis. Also discussed are sustainability, environmental activities, and wearing events' environmental consequences.

2.8.5 Framing Ecolinguistics Challenges

Examine sports and industry environmental language. Ecolinguistic ideas, as proposed by (Bhatti, 2023) can shed light on the environmental impact of sports and industry. Trash disposal, carbon footprints, and sports infrastructure improvements'

environmental effects are examples. Ecolinguistics studies environmentalist athletes' language. Interviews, social media postings, and public remarks by athletes encourage sustainability and environmental awareness. Ecolinguistics studies sports metaphors and language. Sports utilise "inexperienced stadiums," "sustainable practices," and "environmentally aware events." (Barkhuizen, 2014) suggest that an ecolinguistic study of sports media coverage of environmental concerns is conceivable. Sports enthusiasts utilise ecolinguistics. Analysis of social media, forums, and other platforms helps explain fan language and metaphors. It addresses sustainability, environmental duties, and sports' environmental implications. Ecolinguistics evaluates sports and environmental communication. Ecolinguistics also examines the sustainability of leagues, sports corporations, and contests. Ecolinguistics studies corporate communications, sports sponsorships, and environmental branding. Students monitor athletic teams and sponsors' sustainability initiatives. examine how sports language addresses environmental concerns and ecolinguistic ideas. Discuss waste disposal, carbon footprints, and sports infrastructure improvements' environmental effects. Ecolinguistics may enhance FIFA International Cup discourse on environmental concerns in Qatar, according to (Battisti, 2020) Researchers may promote sustainable sports and environmental consciousness via language, metaphors, media, fan involvement, and corporate communication.

2.8.6 FIFA World Cup Discourse Analysis

Specific components of a big football event demonstrate its international complexity (Boschian Bailo, 2021) Try those features: Fans and athletes from throughout the globe attend the FIFA Globe Cup. Overcoming language, cultural, and worldview barriers is necessary (Caldas-Coulthard, 2023) Discourse analysis must analyse how language forms national narratives, supports contentment, and impacts how people regard others and themselves abroad. The match shapes national identity. Multilingual communication arises because FIFA World Cup groups, supporters, and media speak particular languages. Discourse analysis needs multilingualism to comprehend interlingual communication. Traditional, internet, and social media retailers worldwide cover the World (Ahmed F. A., 2021) Tournament discourse analysis investigates the media's effect on public opinion and debate. FIFA World Cup rhetoric typically covers politics and society. Political, international, and societal movements impact match rhetoric, and

researchers must note them. The FIFA World Cup generates sponsorship, promotion, and host country advantages. Understanding business terms and event pricing is necessary to analyse the debate (Brannagan, 2016) World Cup fans need social media. Discourse analysis encompasses Facebook, Instagram, and Twitter fan behaviour.

A real-time social media response makes the argument lively. Discourse analysis investigates how language represents country festivities, fan rituals, and cultural practices during the World Cup. The World Cup provides wonderful stories for every outcome. Discourse analysis studies how language enhances event recollection and recounts successes and losses. International Cups now prioritise sustainability (Bandyopadhyay, 2018) Examine web hosting countries and sports organisations' environmental challenges, sustainability efforts, and obligations. FIFA World Cup discourse analysis involves global, linguistic, and cultural understanding. Study how language, culture, politics, finance, and society shape a renowned football event's discourse (Aib, 2023).

2.9 Challenge in Ecolinguistic Discourses

International consequences might occur from person selections despite powerful politics, large-scale environmental crimes, and widespread ignorance and apathy; they remain undetermined (Bastardas-Boada, 2019) The framework helps researchers discover discourses that damage the environment or inhibit sustainability. Researchers argue that language usage in dominant discourses may encourage alternative viewpoints and assign norms (Battisti, 2020) The framework provides a detailed linguistic analysis of environmental discourse. Navigating prevailing narratives in environmental talks may expose biases, beliefs, and electricity dynamics. Analytical tools provide opportunities for discourse and conventional knowledge. Researchers may observe environmental discourse's problematic language using Stibbe's framework. Researchers may proactively question and change prevailing narratives to promote a more inclusive and nuanced environmental sustainability discourse by identifying important language indicators and analysing latent meanings.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides the detailed outline of data analysis framing FIFA world cup stories an ecolinguistic analysis of discourse in online editorials. For data analysis framings of Arran Stibbe's (2021) *Ecolinguistics: Language, Ecology, and the Stories We Live By* was used.

3.1 Theoretical Framework

As the theoretical foundation for study, Arran Stibbe's *Ecolinguistics: Language, Ecology, and the Stories We Live By* has been used. Six newspaper editorials about the FIFA World Cup 2022 that explored ideologically framed narratives were made easier to analyze thanks to Stibbe's conceptualization. The analysis of how language use in these editorials contributes to the framing of stories was guided by the theoretical foundation, with an emphasis on ecolinguistic discourses.

3.2 Research Design

The study used a case study approach that was qualitative in design. The genuine facts and the necessity for contextual background information regarding editorial ideology required a strategy. The study approach allowed for ecological narrative analysis. The researcher tried to find out the hidden message and ecolinguistic discourse in the news editorial about the FIFA World Cup.

3.3 Population

The research population consisted of sixty editorials sourced from six popular, globally renowned newspapers. Three newspapers from the Eastern Hemisphere and three newspapers from the Western Hemisphere. The study selected six newspapers for analysis: Arab News, Al-Jazeera, The Gulf Times, The British Broadcasting Corporation, The New York Times, and The Wall Street Journal. Those editorials from these newspapers were selected for analysis because they offered a range of ecolinguistic discourses and framing stories on the FIFA World Cup, which formed the backbone of the qualitative study.

3.4 Sample of the Study

The sample of the study consisted of 12 editorials for ecolinguistic discourse analysis, also known as purposeful sampling, from a total population of 60. To ensure a balanced representation, two editorials were specifically selected from each newspaper. The sampling criteria focused on identifying editorials that presented biased ideological viewpoints associated with ecolinguistic discourses and framed contentious stories about the FIFA World Cup 2022. These editorials represent their own contextual background ideologies to meet their agenda; additionally, these editorials are time-bound and deal with the events of the FIFA World Cup from October 2022 to January 2023, for a total of four (4) months.

3.4.1 Sampling Criteria

The following criteria were adhered to in the selection of the final sample of the study from the population of six newspapers:

1. Only those editorials selected that frame controversial stories about the FIFA World Cup 2022.
2. Only editorials presenting biased ideological stories about the FIFA World Cup 2022 are accepted.

3.5 Data Collection

The data extracted from six (6) notable and widely read newspapers, including three (3) from the Eastern Hemisphere and three (3) from the Western Hemisphere. These editorials can easily be accessed from the online websites of the mentioned newspapers. These editorials are also published online and are publicly available. They can be accessed through the internet. The 12 editorials that made up the data set were primarily concerned with ideology and framing stories about the FIFA World Cup Qatar 2022. The researcher uses the theoretical framework of Arran Stibbe's Language, Ecology, and the Stories We Live by Framework to collect the data on the basis of the controversial themes of the newspaper's editorial. The goal of the data collection was to look at the ideological framing of these editorials in relation to linguistic ecology violations and controversial linguistic distinctions. The use of a purposive sampling strategy to ensure the inclusion of relevant

and diverse viewpoints contributed to the tournament-related discourse's already strong ideological framework.

3.6 Data Analysis

After data collection from the mentioned editorials through the following sampling criteria of the study, critical discourse analysis was used as the method of data analysis by categorising data on the basis of the two mentioned themes of ideology and farming stories, and then these themes of the data were one by one analysed using the framework of Arran Stibbe's (2021) *Ecolinguistics: Language, Ecology, and the Stories We Live by* for data analysis to answer how these editorial ideological stories are framing stories that are causing controversial differences by using the banned language and how the writers are violating the linguistic ecology. The researcher collected the data from selected editorials based on the study's sampling criteria. The researcher categorised them according to the two themes of ideology and farming stories. The researcher analysed each article by using Arran Stibbe's (2021) *Ecolinguistics: Language, Ecology, and the Stories We Live By* framework. This analysis helped researchers by framing the sports events and understanding how the ideological stories in editorials frame narratives that generate controversial differences through the use of language in the FIFA World Cup and the violation of linguistic ecology. And researcher investigated each ecolinguistic perspective of all editorials and ideologically framed stories in an in-depth way, which was an important element in analysing the research data and answering the research question or solving the research problem. The data from the study was analysed after categorising it in two ways: Framing and ideology. Under these two broad themes, the data was analysed with Stibbe ecolinguistics discourse analysis and theoretical frame work.

3.7 Interpretation and Findings

Ecolinguistics discourse analysis helped the researchers present and analyse data when discussing how editorial wording ideologically affected 2022 FIFA World Cup narratives. This interpretative method helps to focus on ecolinguistic discourse analysis and language's problematic effects on narrative structure. By examining linguistic details, the editorial research illuminated how chosen words and idioms affected FIFA World Cup discourse. Analysing the tales' ideologies revealed how language impacts our ideas.

Ecolinguistic discourses were also emphasised in narrative framing for their function in transmitting complex meanings and potential effects. The editorial study helped clarify linguistic issues and show how the chosen language influenced the 2022 FIFA Cup.

3.8 Limitations and Delimitations

The qualitative research data extracted from selected newspapers editorials because this approach provides valuable insights into ideologically framed narratives around the FIFA World Cup 2022 but it limits the scope of study because of specific type of media content, potentially affecting the generalisability of the research findings. The qualitative research design introduces a potential limitation and real-life activities of participants in events. The researcher focused on selected editorials and Overlooking Alternative Perspectives because this study emphasized ideologically framed stories within editorials overlooked alternative perspectives and narratives outside this specific context and narratives about the FIFA World Cup 2022. The researcher selected newspaper editorials from six prominent newspapers in the Eastern and Western hemispheres that not fully capture the diversity of perspectives on the subject. The sampling criteria, focusing exclusively on controversial and biased ideological stories about the FIFA World Cup 2022 unintentionally exclude editorials with perspectives or less overt ideological framing. The researcher relied solely on online sources from widely read newspapers may introduce a bias towards digitally accessible content. This limitation may neglect perspectives from individuals relying on traditional print media or alternative online sources not covered in the selected newspapers. While acknowledging these limitations, the study aims to contribute valuable insights into the ideologically framed narratives surrounding the FIFA World Cup 2022 stories. The researchers and readers should be aware of these research limitations when interpreting the findings and considering the broader implications of the study.

3.9 Conclusion

This chapter provides detailed outlines of the research methodology. This chapter highlighted the importance of ethical research and examining ideologically shaped narratives surrounding the FIFA World Cup 2022. The subsequent analysis enabled the interpretation of the language used in the selected editorials and enhanced the

understanding of ecolinguistic discourses within global sporting events. Arran Stubbe's Ecolinguistics Framework was a solid foundation for the study framing the stories and analysing six newspaper editorials on the FIFA World Cup, 2022. To ensure a fair representation of controversial language use at these events, the study adopted a qualitative case study research design that was based on the research methodology and data analysis and incorporated ideological viewpoints associated with ecolinguistic discourses. The unique data were selected to contextualise editorial ideologies and maintain research reliability and validity. The selection process included selecting influential newspapers and selecting twelve editorials with ethical considerations in mind. The researcher followed strict sampling criteria to capture diverse narratives about the tournament in a transparent and unbiased manner.

CHAPTER 4

DATA ANALYSIS

In Chapter 4, the study analyses editorials from different newspapers utilising Arran Stibbe's ecolinguistic assessment within the context of the Qatar FIFA World Cup. This research approach examines discourse-linguistic choices by exploring the complex relationships between environment, culture, and language. Stibbe's study illuminates how language, symbolic representations, prejudices, and media outlets' linguistic techniques shape FIFA World Cup environmental narratives. The chapter illuminates cultural ideologies, environmental concerns, and World Cup discourse language to unravel these complications.

4.1 New York Times and Al Jazeera

This analysis analyses the two newspapers from the New York Times and Al Jazeera to analyze the ecological perspectives of the editorial language. The New York Times titled "Ever since FIFA, soccer's global governing body, awarded the hosting rights to Qatar in December 2010" and Al Jazeera titled the editorial "Qatar's alcohol-free stadiums during the World Cup could set an example" under the issue of cultural clash in Qatar. Both of the newspapers presented their cultural ecology through language. The event surrounding the "FIFA World Cup in Qatar" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created controversial stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the New York Times writer linked the issue of alcohol in stadiums with cultural and religious points of view, supporting the strict prohibition of alcohol due to its prohibition in Islam. The Al Jazeera mentioned a previous law change where a government made an amendment to allow football supporters in the ground to enjoy matches without any restrictions, associating it with long-standing

rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should respect the decision to legalize alcohol in a country where it is culturally and religiously prohibited. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. Al Jazeera mentioned the voice of a football fan in their editorial that "fans should adapt to the local culture and enjoy the game without compromising values." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "beer-soaked events" which also raised a rage among Westerners to enforce and get their right to have a chance to drink beer while watching a match as it was their old tradition.

New York Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "support a country by mentioning foreigners." However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Al Jazeera were severely criticizing the decision to allow alcohol in stadiums. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The New York Times manipulated the language to support the advertisers and investors of Budweiser companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The New York Times only wanted to help their advertisers sell their products during the Qatar World Cup. The Al Jazeera made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to set an example and enjoy the game at the cost of religious and cultural violations in the region. On the other hand, New York Times did not ethically mention the voice; there were multiple voices on the internet, but chose to highlight only the supportive arguments.

They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.1.1 Similarities

1. In their editorials, Al Jazeera and the New York Times explore the Qatar World Cup's cultural ecology. They use language to tell stories about the event's cultural clash.
2. Both newspapers use biased language to create controversial narratives. They exaggerate Qatar's cultural clash by manipulating opposing linguistic information.
3. Both editorials highlight cultural differences. The New York Times supports a strict alcohol ban due to Islamic beliefs, while Al Jazeera links a law change to long-standing rituals.
4. Both newspapers select responses that fit their ideological narratives. Respondents from both sides emphasise the clash of cultures, with one emphasising the importance of respecting local values for global harmony.
5. The New York Times and Al Jazeera spin stories to advance their goals.

4.1.2 Differences

1. Islamic beliefs require strict alcohol prohibition, according to the New York Times writer. On the other hand, Al Jazeera associates a law change allowing football fans to watch matches without restrictions with long-standing rituals, suggesting a more liberal stance.
2. The New York Times picks voices that agree with advertisers and investors. Al Jazeera is more critical, featuring voices strongly opposing stadium alcohol legalisation, creating a controversial narrative.
3. Despite online voices, the New York Times strategically focuses on supportive arguments, possibly influenced by advertisers.
4. The New York Times manipulates language for the Qatar World Cup to help advertisers and investors sell more. Al Jazeera's language manipulation aims to set an example and promote enjoyment, even at the expense of regional religion and culture.
5. While both newspapers criticise the decision, the New York Times takes a lighter tone, possibly influenced by advertisers. Al Jazeera's respondents strongly oppose stadium alcohol serving, adding to language ecology's controversy.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the New York Times and Al Jazeera, to analyse the ecological perspectives of the editorial language. The New York Times titled "A Representative Statement" and Al Jazeera titled the editorial "Qatar's Multicultural Display" under the issue of World Cup Preparations in Qatar. Both of the newspapers presented their cultural ecology through language. The controversies surrounding the "operational plans" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created manipulated stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Al Jazeera writer linked the World Cup with cultural and religious points of view, supporting the strict regulation of alcohol due to its prohibition in Islam. The New York Times mentioned a previous law change where a government made an amendment to allow football supporters in the ground to consume beverages without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should respect cultural norms to legalize alcohol consumption in a country where it is culturally and religiously prohibited. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Al Jazeera mentioned the voice of a football fan in their editorial that "they deserve the right to enjoy the game without compromising their values." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request,

some of the fans were criticizing the Western culture of "unrestricted enjoyment" which also raised a rage among Westerners to enforce and get their right to have a chance to consume beverages while watching a match as it was their old tradition, too.

New York Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "embrace" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Al Jazeera were severely criticizing the decision to allow alcohol consumption. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The New York Times manipulated the language to support the advertisers and investors of beverage companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Al Jazeera only wanted to help their advertisers sell their products during the Qatar World Cup. The New York Times made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to boost sales and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Al Jazeera did not ethically mention the voice; there were multiple voices on the internet, but Al Jazeera only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.1.3 Similarities

1. The New York Times and Al Jazeera used language to construct and mold reports about Qatar's "operational plans" for World Cup preparations. This method shows a popular journalistic tactic.

2. Both publications' editorials emphasized cultural ecology via language and connecting articles with community beliefs. This unifying goal shows they both weave ideas and cultural values into their stories.

3. Both publications focused on respondents' endorsements of their ideological pieces

and ignored opposition. The editorial agenda often shapes public perception, as seen by this selective portrayal.

4. The New York Times and Al Jazeera used international football fans to support their claims. Similar strategies use outsider voices to validate and reinforce publications' opinions.

5. Both editorials addressed alcohol usage during the Qatar World Cup, with the New York Times relating it to rituals and Al Jazeera to culture and religion. This similar emphasis on alcohol's cultural effects suggests a comparable investigation of sports, culture, and customs.

4.1.4 Differences

1. The New York Times framed the incident to favor Qatari beverage company advertisements and investors. Al Jazeera promoted its sponsors' goods during the Qatar World Cup, stressing ticket purchases' economic benefits.

2. Respondents were harsher on Al Jazeera than on the New York Times, indicating the gap in popular resistance and support for the media' views.

3. The New York Times examined a government's amendment enabling unfettered alcohol usage in light of past legal revisions. Al Jazeera connected alcohol restriction to cultural and religious views, highlighting a relatively recent issue.

4. The New York Times used linguistic ecology to quote foreign football supporters supporting their views and promoting nationalism. However, Al Jazeera selectively included speakers supporting their ideological narrative without ethical consideration of alternative perspectives.

5. The New York Times and Al Jazeera portrayed alcohol cultural sensitivity differently. The New York Times stressed achieving a balance that respects traditions, while Al Jazeera supported cultural and religious values without compromise.

An analysis concluded that both the Eastern and western newspaper editorials practised linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practised linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the New York Times and Al Jazeera, to analyse the ecological perspectives of the editorial language. The New York Times titled "The tournament has been labeled as the first 'fully carbon neutral FIFA World Cup tournament,' meaning its overall impact on the planet should be zero," and Al Jazeera titled the editorial "Our goal is to offset all greenhouse gas emissions, while advancing low-carbon solutions in Qatar and the region" under the issue of sustainability in Qatar. Both of the newspapers presented their cultural ecology through language. The controversy surrounding the "fully carbon neutral" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the New York Times writer linked the carbon neutrality with cultural and religious points of view, supporting the strict environmental measures due to its prohibition in Islam. The Al Jazeera mentioned a previous law change where a government made an amendment to allow football supporters in the ground to celebrate freely without any restrictions, associating it with long-standing rituals.

This extract from the editorial directly dictates that the government should continue to legalize celebrations in a country where it is culturally and religiously sensitive. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Al Jazeera mentioned the voice of a football fan in their editorial that "we should respect the traditions of the host country, even if it means adjusting our habits." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "freedom" which also raised a rage among Westerners to enforce and get their right to have a chance to express themselves while watching a match as it was their old tradition, too.

The New York Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "preserve" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Al Jazeera were severely criticizing the decision to celebrate freely. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The New York Times manipulated the language to support the advertisers and investors of carbon-neutral companies in Qatar who had been supporting and advertising FIFA for the last 36 years. Al Jazeera only wanted to help their advertisers sell their products during the Qatar World Cup. The New York Times made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to highlight and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Al Jazeera did not ethically mention the voice; there were multiple voices on the internet, but Al Jazeera only mentioned the supportive arguments.

4.1.5 Similarities

1. The New York Times and Al Jazeera editorials express Qatar's cultural ecology and sustainability concerns. Language conveys cultural and religious ideas on ecological measures in newspapers.

2. Both media focus on the "fully carbon-neutral" FIFA World Cup dispute. The framed tales inspire journalists to construct a worldwide ecological responsibility narrative.

3. Biased phrasing in both publications' editorials creates contradictory tales. Newspapers worldwide use similar tactics to set their agendas, showing how language shapes public opinion.

4. The New York Times and Al Jazeera selectively spotlight replies that support their ideological narratives. Story manipulation and linguistic strategy reinforce the publication's ideas.

5. The New York Times and Al Jazeera link environmental concerns to cultural and religious beliefs, highlighting the impact of ideologies. The cultural and religious views of carbon neutrality influence the editorials of both publications.

4.1.6 Differences

1. The New York Times relates carbon neutrality to cultural and religious values, promoting strict environmental measures due to Islamic prohibition. Al Jazeera values culture by relating football celebrations to long-standing practices where laws allow.

2. A New York Times article highlights foreign football fans who advocate for national preservation, while an Al Jazeera football fan demands cultural tolerance for the host country's norms.

3. While the New York Times shows moderate criticism and tolerance for Qatar's celebrations, Al Jazeera's replies are hostile, opposing free celebration and demanding cultural respect.

4. The New York Times and Al Jazeera utilize language to support Qatari carbon-neutral advertisers and investors locally, and marketing during the Qatar World Cup may impact football fans' ticket purchases.

5. Al Jazeera provides biased web coverage, whereas The New York Times offers many opinions on the carbon-neutral World Cup.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the New York Times and Al Jazeera, to analyse the ecological perspectives of the editorial language. The New York Times titled "The Environmental Cost of Qatar's World Cup" and Al Jazeera titled the editorial "Climate Neutrality Concerns in Qatar" under the issue of ecological impact in Qatar. Both of the newspapers presented their cultural ecology through language. The environmental concerns surrounding the "Qatar World Cup" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories.

Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Al Jazeera writer linked the environmental impact with cultural and religious points of view, supporting the strict environmental measures due to its prohibition in Islam. The New York Times mentioned a previous law change where a government made an amendment to allow football supporters in the ground to celebrate without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should respect to legalize certain celebrations in a country where it is culturally and religiously sensitive. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Al Jazeera mentioned the voice of a football fan in their editorial that "We demand respect for our religion, culture, and social values." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unrestricted celebrations" which also raised a rage among Westerners to enforce and get their right to have a chance to celebrate while watching a match as it was their old tradition, too.

The New York Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Al Jazeera were severely criticizing the decision to limit celebrations. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The New York Times manipulated the language to support the advertisers and

investors of major companies in Qatar who had been supporting and advertising FIFA for the last 36 years. Al Jazeera only wanted to help their advertisers sell their products during the Qatar World Cup. The New York Times made this issue genuinely controversial through the ecology of language to benefit themselves on a ground level. They only wanted to maximize profits and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Al Jazeera did not ethically mention the voice; there were multiple voices on the internet, but Al Jazeera only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.1.7 Similarities

1. Both, The New York Times and Al Jazeera editorialize on the Qatar World Cup's environmental impact. They examine the environmental impacts and issues of the event.

2. Both books use cultural ecology to illustrate the relationship between language and cultural ideology at the Qatar World Cup.

3. Each editorial emphasizes the interconnectedness of ecological, cultural, and religious issues to sway public opinion. Al Jazeera and the New York Times use language to build their stories.

4. Both parties agree that there must be a balance between environmental protection and cultural and religious values. These statements emphasize the necessity for ecological stewardship and cultural sensitivity to coexist.

5. Both publications exploit language to promote their ideological goals by selecting voices that fit their narratives. Quotes from the New York Times and Al Jazeera show how both outlets shape ideas to promote their views.

4.1.8 Differences

1. The New York Times favors Qatar World Cup advertising and investors, whereas Al Jazeera prioritizes environmental conservation, culture, and religion, linking ecological repercussions to religion.

2. Both publications treat Qatar World Cup celebrations differently. The New York Times emphasizes cultural traditions by linking festivals to long-standing rituals and government legislation. Through festivals, Al Jazeera promotes environmental and religious regulations.

3. The New York Times asks governments to respect local traditions and beliefs, whereas Al Jazeera promotes religion, culture, and social values by combining environmental regulations with Islamic limitations.

4. Editing decisions are criticized differently. The New York Times' respondents support a country's culture, whereas Al Jazeera's are tougher and oppose cutting festivals.

5. Ethics differ by publication. Money and gaming enjoyment were prioritized above cultural and religious breaches in the New York Times. Al Jazeera is accused of deliberately promoting supportive opinions, which may persuade football fans to buy more tickets without really representing general sentiment.

Both Eastern and western press editorials used twisted, prejudiced language to bolster their ideological tales framed by the event, according to a study. Linguistic ecology helped both editorials achieve their goals and maintain cultural and religious support.

This analysis analyses the two newspapers from the New York Times and Al Jazeera, to analyse the ecological perspectives of the editorial language. The New York Times titled "Valentine Serac's Take on the World Cup" and Al Jazeera titled the editorial "Qatar's Response to Criticisms" under the issue of World Cup Controversies in Qatar. Both of the newspapers presented their cultural ecology through language. The controversies surrounding the World Cup prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created misleading stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Al Jazeera writer linked the ban

on alcohol with cultural and religious points of view, supporting the strict prohibition due to its prohibition in Islam. The New York Times mentioned a previous law change where a government made an amendment to allow football supporters in the ground to drink without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should refrain to legalize alcohol in a country where it is culturally and religiously prohibited. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Al Jazeera mentioned the voice of a football fan in their editorial that "We just want to enjoy the game without compromising our values and beliefs." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "binge drinking" which also raised a rage among Westerners to enforce and get their right to have a chance to enjoy a drink while watching a match as it was their old tradition, too.

New York Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "support" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Al Jazeera were severely criticizing the decision to allow alcohol consumption. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

Al Jazeera manipulated the language to support the advertisers and investors of beverage companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The New York Times only wanted to help their advertisers sell their products during the Qatar World Cup. The media outlets made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to make money and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, The New York Times did not ethically mention the voice; there

were multiple voices on the internet, but the editorial only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.1.9 Similarities

1. Both explore the cultural ecology of World Cup controversies. Newspapers use biased language to shape narratives, a common linguistic manipulation strategy.

2. Both use World Cup controversies inspire publications to frame stories. This catalyst inspires newspapers worldwide to use their linguistic ecology to set agendas and sway public opinion.

3. Both newspaper's editorial use language to emphasize cultural differences and encourage readers to agree with them.

4. Both newspapers selectively presenting online voices and manipulating language for advertisers and investors.

5. Both newspapers focus links the ban to cultural and religious views shared interest in cultural implications through language.

4.1.10 Differences

1. Al Jazeera supports strict Islamic alcohol prohibition based on culture and religion. The New York Times emphasizes cultural traditions over religion when it links a law change allowing unrestricted drinking to long-standing rituals.

2. The New York Times displays diverse opinions without harsh criticism, while Al Jazeera selectively highlights respondents who strongly oppose alcohol consumption, creating a more intense narrative.

3. Al Jazeera uses language to favor Qatari beverage companies for financial gain. The New York Times wants to help advertisers sell products during the Qatar World Cup, suggesting a profit interest.

4. The New York Times selectively presents supportive arguments online without ethically reflecting diversity. Al Jazeera's respondents worry about cultural violations, focusing on ethics over profit.

5. Al Jazeera selectively features respondents with harsh criticism, while The New York Times emphasizes diverse voices and opinions. These editorial strategies influence public perception.

An analysis concluded that both the Eastern and Western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

4.2 BBC and Arab News

This analysis analyses the two newspapers from the BBC and Arab News, to analyse the ecological perspectives of the editorial language. The BBC titled "In November, BBC Sport reported how environmentalists called Fifa's carbon-neutral claim 'dangerous and misleading'" and Arab News titled the editorial "Qatar has also said that it is mindful of environmental concerns and has committed to offsetting some of the carbon emissions from the World Cup events through creating new green spaces irrigated with recycled water and building alternative energy projects" under the issue of carbon offsetting in Qatar. Both of the newspapers presented their cultural ecology through language. The environmental concerns surrounding the "carbon-neutral claim" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Arab News writer linked the carbon offsetting with cultural and religious points of view, supporting the strict environmental commitment due to its prohibition in Islam. The BBC mentioned a previous law change where a government made an amendment to allow football supporters in the ground to gather freely without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should continue

to legalize gatherings in a country where it is culturally and religiously significant. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. Arab News mentioned the voice of a football fan in their editorial that "We just want to enjoy the game, but they want to impose their rules on us." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "openness" which also raised a rage among Westerners to enforce and get their right to have a chance to celebrate while watching a match as it was their old tradition, too.

BBC even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to promote a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of were severely criticizing the decision to These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The BBC manipulated the language to support the advertisers and investors of FIFA companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Arab News only wanted to help their advertisers sell their products during the Qatar World Cup. The BBC made this issue genuinely controversial through the ecology of language to benefit themselves on a ground level. They only wanted to promote the game and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Arab News did not ethically mention the voice; there were multiple voices on the internet, but Arab News only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.2.1 Similarities

1. Language in BBC and Arab News editorials portrays cultural ecology, demonstrating the intertwinement of ideologies and ideas within the narrative.

2. Environmental problems, especially carbon offsetting, are a common platform for both publications to raise and frame articles, showing their worldwide effect on journalistic narratives.

3. Biased language manipulation is a common technique that creates contradicting tales and worsens news coverage.

4. Both publications utilize quotations from respondents, supportive or critical, to promote their ideological articles and opinions.

5. The BBC promotes the game and pleases advertising, whereas Arab News sells tickets and pleases marketers during the Qatar World Cup.

4.2.2 Differences

6. The BBC's editorial emphasizes FIFA's carbon-neutral claim, stressing environmentalists' worries, whereas Arab News relates carbon offsetting to cultural and religious views, especially Islam, contrasting their methods.

7. The BBC links a legislative reform to football traditions, while Arab News emphasizes Islam's environmental ban.

8. Conflicting environmental stories emerge from different goals, with the BBC driven by advertising and investors and Arab News promoting the Qatar World Cup.

9. Both editorials use football fans; however, the BBC adds international fans backing their views, while Arab News selectively emphasizes favorable reasons to fit their goals.

10. Critics accuse the BBC of distorting language to favor marketers and investors, while Arab News is accused of selectively presenting viewpoints and persuading football fans to purchase more tickets without offering a complete perspective of the argument.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the BBC and Arab News, to analyse

the ecological perspectives of the editorial language. The BBC titled "Fifa's Commitment to Positive Impact" and Arab News titled the editorial "Abuse and Environmental Concerns in Qatar" under the issue of Qatar 2022 in Qatar. Both of the newspapers presented their cultural ecology through language. The controversies surrounding the "Qatar World Cup" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Arab News writer linked the World Cup with cultural and religious points of view, supporting the strict regulations due to its prohibition in Islam. The BBC mentioned a previous law change where a government made an amendment to allow football supporters in the ground to celebrate without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should reconsider to legalize celebrations in a country where it is culturally and religiously restricted. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. Arab News mentioned the voice of a football fan in their editorial that "it's about respecting our culture and faith." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unrestrained celebrations" which also raised a rage among Westerners to enforce and get their right to have a chance to celebrate while watching a match as it was their old tradition, too.

BBC even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect the host culture" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism.

On the other hand, the respondents of Arab News were severely criticizing the decision to restrict celebrations. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The BBC manipulated the language to support the advertisers and investors of multinational companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Arab News only wanted to help their advertisers sell their products during the Qatar World Cup. The BBC made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to attract attention and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Arab News did not ethically mention the voice; there were multiple voices on the internet, but Arab News only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.2.3 Similarities

11. BBC and Arab News editorials discuss cultural ecology in language. Focusing on how cultural perceptions impact their tales emphasizes cultural values.

12. Both publications use the "Qatar World Cup" concerns to frame and promote topics that fit their cultural ideas. Story framing is a worldwide reaction to an event.

13. The BBC and Arab News emphasize cultural and religious sensitivity in their editorials. They share a subject but interpret and argue for it differently.

14. Biased phrasing in both publications creates contradictory tales. Media outlets often use language to affect public perception and further their goals.

15. Both editorials mention individuals who advocate for a balanced approach to traditions, beliefs, and environmental concerns. These concerns are complicated, and the tales acknowledge this.

4.2.4 Differences

16. The BBC's editorial praises FIFA and links it to a legislation reform enabling unfettered football celebrations. Arab News views the World Cup culturally and religiously, supporting stringent Islamic laws.

17. The Arab News writer stresses the Qatar World Cup's cultural and religious components, advocating Islamic-based rules. On the other hand, the BBC links a government change to enable unlimited festivities to long-standing customs.

18. The BBC cites international football fans to promote respecting the host culture from outside. However, Arab News emphasizes domestic voices asking for respect for their faith and culture in Qatar.

19. BBC editorials are more neutral and express less criticism, but Arab News fiercely criticizes celebration restrictions. Editorials vary in tone and degree of criticism.

20. The BBC of distorting language to promote FIFA-supporting international firms, violating cultural and religious norms. Arab News selectively highlights supporting ideas, which may influence football fans to buy more tickets without a balanced perspective.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the BBC and Arab News, to analyze the ecological perspectives of the editorial language. The BBC titled "Fifa Faces Backlash Over Carbon-Neutral Claim for Qatar World Cup" and Arab News titled the editorial "Paris Refuses to Broadcast Qatar World Cup Matches in Public Zones" under the issue of environmental and social concerns in Qatar. Both of the newspapers presented their cultural ecology through language. The controversy surrounding the "carbon-neutral claim"

prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes for the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Arab News writer linked the World Cup with cultural and religious points of view, supporting the strict refusal to broadcast matches due to its prohibition in Islam. The BBC mentioned a previous law change where a government made an amendment to allow football supporters in the ground to enjoy without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should reconsider its decision to legalize public broadcasts in a country where it is culturally and religiously sensitive. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. Arab News mentioned the voice of a football fan in their editorial that "people in Qatar demanded respect for their religion, culture, and social values." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "public broadcasts" which also raised a rage among Westerners to enforce and get their right to have a chance to enjoy while watching a match as it was their old tradition.

BBC even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect" a country by mentioning foreigners. However, all of these showed respect for the decision and lighter criticism. On the other hand, the respondents of Arab News were severely criticizing the decision to broadcast matches in public zones. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The BBC manipulated the language to

support the advertisers and investors of football-related companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The BBC only wanted to help their advertisers sell their products during the Qatar World Cup. The Arab News made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to preserve cultural values and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, BBC did not ethically mention the voice; there were multiple voices on the internet, but the BBC only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.2.5 Similarities

1. The BBC and Arab News examine Qatar World Cup editorial language from an ecological and social standpoint.
2. Both books stress the cultural components of the World Cup debate via language.
3. Both publications focus on the "carbon-neutral claim" issue, which sparks a narrative about its societal effects.
4. Both sides use biased language to refer to competing accounts, worsening the dilemma.
5. Both articles emphasize cultural values in the World Cup debate by aligning their language with their communities' ideologies.

4.2.6 Differences

1. The BBC discusses the "carbon-neutral claim," underlining environmental concerns. At the same time, Arab News links the World Cup to cultural and religious beliefs, including Islam's ban on broadcasting matches in public spaces.
2. The Arab News editorial links the World Cup to cultural and religious values, while the BBC links a football fan legislation change to long-standing customs, illustrating differing cultural viewpoints.

3. The BBC quotes international football fans who favor "respecting" a country, whereas Arab News adds that Qataris seek respect for their religion, culture, and social values.

4. The BBC manipulates language to support Qatari football-related advertisers and investors. At the same time, Arab News makes the issue controversial to preserve cultural values, even at the expense of religious and cultural violations.

5. The BBC selectively mentions supportive arguments and affects language ecology to encourage ticket sales, while Arab News presents severe criticism and emphasizes cultural values over commercial interests.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and save cultural and religious affiliation support.

This analysis analyses the two newspapers from the BBC and Arab News, to analyze the ecological perspectives of the editorial language. The BBC titled "Sustainability Measures" and Arab News titled the editorial "Rainfall Woes" under the issue of Flooding in Qatar. Both of the newspapers presented their cultural ecology through language. The flooding surrounding the "Rainfall Woes" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Arab News writer linked the rainfall with cultural and religious points of view, supporting the strict sustainability due to its prohibition in Islam. The BBC mentioned a previous law change where a government made an amendment to allow football supporters in the ground to chant without any restrictions, associating it with long-standing rituals. These stories develop and enforce

their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should reconsider its decision to legalize chanting in a country where it is culturally and religiously sensitive. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. Arab News mentioned the voice of a football fan in their editorial that “respect our traditions while enjoying the game.” The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unruly behavior" which also raised a rage among Westerners to enforce and get their right to have a chance to cheer while watching a match as it was their old tradition, too.

BBC even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "blend in" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Arab News were severely criticizing the decision to allow chanting. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The BBC manipulated the language to support the advertisers and investors of sustainability companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The BBC only wanted to help their advertisers sell their products during the Qatar World Cup. The Arab News made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to "make a splash" and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, BBC did not ethically mention the voice; there were multiple voices on the internet, but the editorial only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.2.7 Similarities

1. The BBC and Arab News used language to frame and illustrate ecological events, like the Qatari floods.
2. Both editorials used language to stress ecological issues' cultural and religious components.
3. The BBC and Arab News employed biased language to create contrasting narratives and use language to further their objectives.
4. Both newspapers' editorials showed how language ecology affects public opinion, altering readers' views on topics and government actions.
5. Both newspapers selectively portrayed public replies that supported their ideological articles, demonstrating a frequent practice of editing stories to fit agendas.

4.2.8 Differences

1. The BBC focused on sustainability and linked the ecological issue to advertisers and investors supporting Qatari sustainability companies. In contrast, Arab News linked rainfall and flooding to cultural and religious views, particularly Islamic prohibitions.
2. Arab News stressed the ecological problem's cultural and religious sensitivity and urged respect for customs. At the same time, the BBC referenced a government adjustment to football shouting and linked it to long-standing rituals.
3. The BBC editorial's linguistic ecology promoted advertisers and investors, boosting sustainable corporations during the Qatar World Cup, whereas Arab News addressed ground-level problems and raised concerns about cultural transgressions.
4. The BBC featured supporting comments from overseas football fans, while Arab News featured harsh criticism from locals, emphasizing the different viewpoints on the same subject.
5. Ethically, Arab News openly criticized the decision to allow chanting, reflecting the diverse voices and concerns of the people. At the same time, the BBC

selectively mentioned supportive arguments, potentially influencing football fans to buy more tickets.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the BBC and Arab News, to analyze the ecological perspectives of the editorial language. The BBC titled "Regulators Slow to Address Climate Change Confusion" and Arab News titled the editorial "Abuse of Migrant Workers in Qatar" under the issue of climate change in Qatar. Both of the newspapers presented their cultural ecology through language. The issues surrounding the "climate change" and "migrant workers" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created sensational stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Arab News writer linked the abuse of migrant workers with cultural and religious points of view, supporting the strict regulation due to its prohibition in Islam. The BBC mentioned a previous law change where a government made an amendment to allow football supporters in the ground to chant without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should act to legalize chanting in a country where it is culturally and religiously significant. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. The BBC mentioned the voice of a football fan in their editorial that "fans should be allowed to express themselves freely." The people in Qatar demanded respect for their religion,

culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "greenwashing," which also raised a rage among Westerners to enforce and get their right to have a chance to chant while watching a match as it was their old tradition, too.

Arab News even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect the cultural norms" of a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Arab News were severely criticizing the decision to exploit migrant workers. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The BBC manipulated the language to support the advertisers and investors of high-carbon companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Arab News only wanted to help their advertisers sell their products during the Qatar World Cup. The BBC made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to highlight the threat and enjoy the game at the cost of religious and cultural violations in the region. On the other hand, Arab News did not ethically mention the voice; there were multiple voices on the internet, but Arab News only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.2.9 Similarities

1. The BBC and Arab News used language to illustrate their cultural ecosystems by focusing on climate change and Qatari migrant worker exploitation. The tales were tailored to the publication's values.

2. Both publications' editorials employed biased language to construct spectacular headlines about climate change and migrant worker maltreatment.

3. Writing about cultural differences and encouraging others to embrace their views stressed the need to match tales with community beliefs.

4. Both media distorted the story by emphasizing comments that fit their ideological narratives. This linguistic strategy reinforced the publications' beliefs and views on the topics.

5. The BBC encouraged high-carbon company sponsors and investors, while Arab News attempted to boost Qatar World Cup ticket sales, illustrating the nefarious potential of language manipulation.

4.2.10 Differences

1. The BBC highlighted Qatar's high-carbon enterprises and FIFA's role in climate change and regulatory uncertainty. Arab News, however, focused on migrant worker maltreatment and linked it to cultural and religious beliefs, highlighting Islam's ban.

2. The BBC linked a football chant rule amendment to long-standing customs. Arab News, however, connected migrant worker maltreatment to culture and religion and advocated for Islamic-based restrictions.

3. Editorial responses had varied opinions. Arab News condemned migrant labor exploitation, while the BBC advocated for a careful balance between environmental protection and human rights.

4. To improve their language ecology, Arab News cited international football fans who supported their perspective and encouraged cultural appreciation. The BBC presented a variety of replies, while both newspapers solely showed those backing their ideological articles.

5. Different reasons drove linguistic manipulation. The BBC language manipulation benefited high-carbon company advertisements and investors on the ground. To promote Qatar World Cup ticket sales, Arab News emphasized unethical behaviors such as abusing migrant labor and ignoring opposition views.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the events' happenings. Both editorials practiced linguistic ecology to meet their agenda and save cultural and religious affiliation support.

4.3 Wall Street Journal

This analysis analyses the two newspapers from the Wall Street Journal and Gulf Times, to analyze the ecological perspectives of the editorial language. The Wall Street Journal titled "Sporting Risk in Qatar: LGBTQ Support Faces FIFA Warnings" and Gulf Times titled the editorial "Sustainable Staging of FIFA World Cup Reflects Qatar's Commitment" under the issue of Ecological Perspectives in Qatar. Both of the newspapers presented their cultural ecology through language. The controversy surrounding the "one love" armbands prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created polarized stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Gulf Times writer linked the LGBTQ support with cultural and religious points of view, supporting the strict prohibition due to its prohibition in Islam. The Wall Street Journal mentioned a previous law change where a government made an amendment to allow football supporters in the ground to enjoy without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should stick to legalizing LGBTQ in a country where it is culturally and religiously forbidden. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. The Gulf Times mentioned the voice of a football fan in their editorial that "foreigners should understand and respect our traditions." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "one love" which also raised a rage among Westerners to enforce and get their right to have a chance to support their team while watching a match as it was their old tradition, too.

The Wall Street Journal even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Gulf Times were severely criticizing the decision to abandon the LGBTQ support. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The Wall Street Journal manipulated the language to support the advertisers and investors of LGBTQ-supporting companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Gulf Times only wanted to help their advertisers sell their products during the Qatar World Cup. The Wall Street Journal made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to sell more papers and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Gulf Times did not ethically mention the voice; there were multiple voices on the internet, but Gulf Times only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.3.1 Similarities

1. Both The Wall Street Journal and the Gulf Times examine Qatari editorial language's ecological impact.
2. Both magazines construct stories around the "one love" armband dispute.
3. Cultural ecology is a common subject, with both publications using language to promote their cultures.
4. Both outlets use biased language to create polarizing tales that manipulate language.

4.3.2 Differences

1. The Wall Street Journal emphasizes LGBTQ support confronting FIFA warnings, while the Gulf Times relates it to cultural and religious values, advocating for a stringent ban due to Islam.

2. The Gulf Times believes the LGBTQ restriction is cultural and religious, opposing any change, whereas The Wall Street Journal notes a past legislation change permitting unlimited football support.

3. The Gulf Times stresses honoring local customs, religion, and culture, whereas The Wall Street Journal is more forgiving of the choice.

4. The Gulf Times criticizes respondents for abandoning LGBTQ support, but The Wall Street Journal admires the choice.

5. The Gulf Times sells items during the Qatar World Cup without ethically mentioning various viewpoints, whereas The Wall Street Journal supports LGBTQ-friendly advertisers and investors by manipulating terminology.

An analysis concluded that both the Eastern and Western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the Wall Street Journal and Gulf Times News, to analyze the ecological perspectives of the editorial language. The Wall Street Journal titled "Qatar's Reforms: A Closer Look at Workers' Safety" and Gulf Times titled the editorial "Qatar's Global Initiatives: A Climate-Friendly Approach" under the issue of Workers' Safety and International Agreements in Qatar. Both of the newspapers presented their cultural ecology through language. The incidents surrounding the "workers' safety" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created sensational stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes for the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Gulf Times writer linked the workers' safety with cultural and religious points of view, supporting the strict regulations

due to its prohibition in Islam. The Wall Street Journal mentioned a previous law change where a government made an amendment to allow football supporters in the ground to cheer without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should continue to legalize safety measures in a country where it is culturally and religiously significant. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Gulf Times mentioned the voice of a football fan in their editorial that "Respecting cultural values is crucial, and we must prioritize that over personal preferences." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unrestricted cheering" which also raised a rage among Westerners to enforce and get their right to have a chance to express themselves while watching a match as it was their old tradition, too.

Wall Street Journal even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "respect the local norms" of a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Gulf Times were severely criticizing the decision to prioritize safety. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The Wall Street Journal manipulated the language to support the advertisers and investors of multinational companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Gulf Times only wanted to help their advertisers sell their products during the Qatar World Cup. The Wall Street Journal made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to boost their profits and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Gulf Times did not ethically mention the voice; there were multiple voices on the internet, but Gulf Times only mentioned the supportive arguments.

They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.3.3 Similarities

1. Both publications focus on worker safety accidents and emphasize Qatar's cultural environment via language.

2. The editorials of both publications promote their cultural views and encourage others to follow.

3. Both periodicals argue for rigorous safety measures using cultural and religious perspectives.

4. Both publications use biased wording to produce dramatic headlines about Qatari workers' safety and international accords.

5. The Wall Street Journal and Gulf Times prioritize voices that support their ideological narratives, revealing a shared pattern of portraying respondents' opinions to further their goals.

4.3.4 Differences

1. Gulf Times columnist links safety measures to culture and religion, favoring severe laws owing to Islam's ban. The Wall Street Journal links a football fan rule change to longstanding customs but does not overtly connect safety measures to culture or religion.

2. The Wall Street Journal recommends a worldwide assessment of the effect on worker safety. Gulf Times emphasizes local respect expectations above the international community's safety evaluation.

3. The Wall Street Journal respondent takes a more diplomatic approach, stressing the necessity of observing local laws. Gulf Times respondents strongly oppose the safety measures taken, criticizing the choice to emphasize safety.

4. The Wall Street Journal enhances its language ecosystem by citing international football fans who affirm local traditions, emphasizing a worldwide view on cultural sensitivity. The Gulf Times quotes a football lover but emphasizes cultural norms above personal choices.

5. Accusations have been made that The Wall Street Journal altered wording to favor Qatari multinationals and advertising due to their longstanding relationship with FIFA. The Gulf Times' goal of helping marketers sell items during the Qatar World Cup suggests a distinct reason for language manipulation than that of The Wall Street Journal.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the Wall Street Journal and Gulf Times News, to analyse the ecological perspectives of the editorial language. The Wall Street Journal titled "I think the country bid thinking this would be a great advertisement for the country" and Gulf Times News titled the editorial "The huge preparations and great achievements at the level of infrastructure were achieved with an ambitious vision and vigorous follow-up by the wise leadership" under the issue of Qatar World Cup in Qatar. Both of the newspapers presented their cultural ecology through language. The controversy surrounding the World Cup bid prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created sensationalized stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Wall Street Journal writer linked the World Cup with cultural and religious points of view, supporting the strict regulations due to its prohibition in Islam. The Gulf Times News mentioned a previous law change where a government made an amendment to allow football supporters in the ground to celebrate without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should continue to legalize celebrations in a country where it is culturally and religiously sensitive. How

can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Gulf Times News mentioned the voice of a football fan in their editorial that "The people in Qatar demanded respect for their religion, culture, and social values." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unruly celebrations" which also raised a rage among Westerners to enforce and get their right to have a chance to express joy while watching a match as it was their old tradition, too.

Wall Street Journal even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "promote" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Gulf Times News were severely criticizing the decision to restrict celebrations. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The Wall Street Journal manipulated the language to support the advertisers and investors of FIFA companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Gulf Times News only wanted to help their advertisers sell their products during the Qatar World Cup. The Wall Street Journal made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Gulf Times News did not ethically mention the voice; there were multiple voices on the internet, but chose to highlight only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.3.5 Similarities

1. The Wall Street Journal and Gulf Times News depict cultural ecology using terminology reflecting their communities' ideals. Newspapers use language to communicate and share culture.

2. Both publications use the Qatar World Cup bid dispute to construct their articles. They use words to create sensationalized storylines and entice readers.

3. Both publications want readers to agree with their cultural views in their editorials. The authors' language reflects their differing views on the cultural and religious components of the World Cup bid.

4. Both media favor comments that fit their ideological narratives. They shape stories to favor their editorial position by boosting supporting arguments and downplaying conflicting views.

5. Language in both publications shapes and enforces beliefs. The language ecology helps publications influence public opinion by tying the World Cup to cultural and religious views or calling for unrestrained festivities.

4.3.6 Differences

1. Gulf Times News, unlike the Wall Street Journal, links the World Cup to old rituals and a legislative shift that allowed for unfettered celebrations. Different newspapers describe cultural aspects of the occurrence.

2. The Wall Street Journal questioned the government's justification for a national linguistic environment, emphasizing the need to adhere to national rules. The administration responds to pleas for religious, cultural, and social respect, according to Gulf Times News.

3. The Wall Street Journal promotes the country by quoting overseas football fans who share their views, enhancing its language ecology. In contrast, Gulf Times News emphasizes Qatari football fans' respect requirements.

4. The Wall Street Journal has been accused of favoring Qatari FIFA advertising and investors owing to their historical ties with FIFA. Instead, Gulf Times News highlights

economic, social, and environmental legacies to help advertisers sell products during the Qatar World Cup.

5. Gulf Times News is criticized for favoring editorial viewpoints above varied internet voices. Despite manipulating criticism, the Wall Street Journal reports fairly with gentler criticism and respect for varied opinions.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the Wall Street Journal and Gulf Times News, to analyse the ecological perspectives of the editorial language. The Wall Street Journal titled "Qatar's Labor Reforms: A Closer Look at Progress" and Gulf Times News titled the editorial "Qatar's Environmental Commitment: A Global Perspective" under the issue of Workers' Safety and International Agreements in Qatar. Both of the newspapers presented their cultural ecology through language. The Gulf Times News surrounding the "environmental commitments" prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created divergent stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes for the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Wall Street Journal writer linked the labor reforms with cultural and religious points of view, supporting the strict regulations due to its prohibition in Islam. The Gulf Times News mentioned a previous law change where a government made an amendment to allow football supporters in the ground to celebrate without any restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should continue to legalize safety measures in a country where it is culturally and religiously vital. How

can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels.

Gulf Times News mentioned the voice of a football fan in their editorial that "preserving our traditions is as important as respecting theirs." The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "unbridled celebration" which also raised a rage among Westerners to enforce and get their right to have a chance to express themselves while watching a match as it was their old tradition, too.

Wall Street Journal even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "maintain" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of Gulf Times News were severely criticizing the decision to restrict celebrations. These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda.

The Wall Street Journal manipulated the language to support the advertisers and investors of major multinational companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Gulf Times News only wanted to help their advertisers sell their products during the Qatar World Cup. The Wall Street Journal made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to maximize profits and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, Gulf Times News did not ethically mention the voice; there were multiple voices on the internet, but the editorial only mentioned the supportive arguments. They also affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.3.7 Similarities

1. The Wall Street Journal and Gulf Times News interpret cultural ecological articles using language. Language shapes the narrative as they discuss labor reforms, environmental obligations, and cultural ideas.

2. The press's skewed phrasing creates different tales. Linguistic manipulation helps The Wall Street Journal and Gulf Times News frame news to fit their goals, influencing readers.

3. Both publications' editorials promote cultural values. Both media encourage readers to support certain cultural ideas, such as labor reforms and religion (Wall Street Journal) or environmental and cultural traditions (Gulf et al.).

4. Both publications provide ideologically consistent replies. The response quotations support the publications' narratives, whether they praise Qatar or criticize the use of environmental obligations as a distraction.

5. Both media use language ecology to promote their ideology by mentioning supportive speakers. This manipulation raises questions about journalistic ethics, whether driven by profit or public opinion.

4.3.8 Differences

1. The Wall Street Journal links labor reforms to cultural and religious views, favoring tough laws owing to Islamic prohibition. However, Gulf Times News links a legislative change enabling football celebrations to long-standing customs, showing a distinct cultural viewpoint.

2. Gulf Times News condemns Western culture's "unbridled celebration" of football matches, although The Wall Street Journal quotes international fans who agree without harsh condemnation. The critique of celebratory activities varies in severity.

3. Quotes from international football fans who support their position boost the Wall Street Journal's linguistic ecology and emphasize country upkeep. However, Gulf Times News emphasizes the voice of a Qatari football fan, stressing maintaining traditions and seeking respect for their beliefs.

4. Accusations have been made that The Wall Street Journal changed the wording to favor Qatari multinational advertising and investors, particularly those affiliated with FIFA. Gulf Times News may modify the wording to favor marketers during the Qatar World Cup to encourage ticket sales.

5. Both publications worry about linguistic manipulation to distract from serious problems. A Gulf Times News respondent stressed the necessity of listening to all opinions, not just the convenient ones, while a Wall Street Journal respondent emphasized ethics and profit.

An analysis concluded that both the Eastern and Western newspaper editorials practised linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practised linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

This analysis analyses the two newspapers from the Wall Street Journal and Gulf Times News, to analyze the ecological perspectives of the editorial language. The Wall Street Journal titled "I think the country bid thinking this would be a great advertisement for the country" and Gulf Times titled the editorial "The huge preparations and great achievements at the level of infrastructure were achieved with an ambitious vision" under the issue of Qatar's World Cup preparations. Both of the newspapers presented their cultural ecology through language. The controversy surrounding the World Cup bid prompted the newspapers to raise and frame a story. Worldwide, newspapers started to frame their agenda behind the framed stories. Using biased language from both sides created conflicting stories by manipulating linguistic information, which caused a severe problem.

It is important to formulate stories following the belief systems of communities because ideologies are closely intertwined with their beliefs. The same goes in the editorials, where the writers have represented their differences in cultural ideologies and suggested others follow them too. On the other hand, the Gulf Times writer linked the event with cultural and religious points of view, supporting the strict regulations due to its prohibition in Islam. The editorial mentioned a previous law change where a government made an amendment to allow football supporters in the ground to participate without any

restrictions, associating it with long-standing rituals. These stories develop and enforce their ideologies by building on the ecology of language.

This extract from the editorial directly dictates that the government should continue to legalize changes in a country where it is culturally and religiously significant. How can the government justify enforcing a linguistic ecology at the country level solely for their pleasure? One must follow the rules of the country where he or she travels. The Wall Street Journal mentioned the voice of a football fan in their editorial that “the huge preparations and great achievements at the level of infrastructure were achieved with an ambitious vision” The people in Qatar demanded respect for their religion, culture, and social values. Along with this request, some of the fans were criticizing the Western culture of "thinking this would be a great advertisement for the country" which also raised a rage among Westerners to enforce and get their right to have a chance to experience while watching a match as it was their old tradition, too.

Gulf Times even tried to strengthen its linguistic ecology by quoting foreign football fans who supported their point of view to "organizing a distinguished version that remains in the memory of the world" a country by mentioning foreigners. However, all of these showed respect for the decision and a lighter criticism. On the other hand, the respondents of the Wall Street Journal were severely criticizing the decision to "think this would be a great advertisement for the country." These two newspaper editorials mentioned only those responses that were totally in line with the support of their framed ideological stories. They manipulate these stories to meet their agenda. The Gulf Times manipulated the language to support the advertisers and investors of major companies in Qatar who had been supporting and advertising FIFA for the last 36 years. The Wall Street Journal only wanted to help their advertisers sell their products during the Qatar World Cup. The Gulf Times made this issue genuinely controversial through the ecology of language in order to benefit themselves on a ground level. They only wanted to raise the name of Qatar and enjoy the game at the cost of religious and cultural violations in the region.

On the other hand, the Wall Street Journal did not ethically mention the voice; there were multiple voices on the internet, but "I don't think they bargained for the decade of controversy that came with it" only mentioned the supportive arguments. They also

affected the language's ecology and aroused the football fans' interest in buying many tickets.

4.3.9 Similarities

1. Both The Wall Street Journal and Gulf Times News examine Qatar's World Cup editorial language's environmental impact.

2. Both publications' editorials concentrate on cultural ecology and how language shapes cultural ideas.

3. The World Cup bid issue dominates both publications' articles, highlighting their perspectives.

4. Both editorials demonstrate ideological distinctions by showing how newspaper writers argue for their cultural values.

4.3.10 Differences

1. The Wall Street Journal stresses obeying a country's standards while visiting, whereas the Gulf Times relates the incident to cultural and religious beliefs, backing a stringent Islamic ban.

2. The Gulf Times quotes overseas football lovers who endorse their stance to produce a memorable World Cup.

3. The Wall Street Journal quotes a football enthusiast attacking Western culture for assuming the World Cup promotes the nation.

4. Wall Street Journal respondents criticise the decision harshly, whereas the Gulf Times criticises it lightly, respecting differing perspectives.

5. The Gulf Times manipulates terminology to assist marketers and investors of important Qatari corporations, whereas the Wall Street Journal helps advertisers promote their goods during the Qatar World Cup.

An analysis concluded that both the Eastern and western newspaper editorials practiced linguistic ecology through manipulated, biased use of language and supported their ideological stories framed through the event's happenings. Both editorials practiced linguistic ecology to meet their agenda and saving cultural and religious affiliation support.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter provides the conclusion of the research study which was based on an editorial analysis of some newspapers that covered the FIFA World Cup in Qatar. The FIFA World Cup in Qatar was ecolinguistically reviewed under the theoretical lens of Arran Stubbe and used in this study. Global language strategies, viewpoints, cultural contexts, visual representations and ideologies all influence the media narratives surrounding sporting events.

5.1 Discussion

To deliver news and unique audience reviews during the FIFA World Cup in Qatar, newspaper editors are utilising eco-linguistics in their editorials. The New York Times and Al Jazeera have employed ideology to spread their ideologies and sway opponents. Arguments that change the subject from alcohol to social, serious, and everyday matters exemplify how language shapes public discourse. The New York Times and Al Jazeera were at odds over the environment about Qatar's World Cup. Each newspaper focuses on the ideological perspectives and social divisions that arose during the FIFA World Cup in Qatar. Media outlets talk about Qatar's social divide. The language used by Al Jazeera and The New York Times has been purposefully changed and twisted to create articles that spark debate. Islamic law forbids alcohol, which the New York Times fervently and happily defends. Clear evidence supports positions that may be impacted by advancement. Al Jazeera, however, adopts a more liberal and inclusive stance by striking a balance between centuries-old traditions and the approval of alcohol in stadiums. The general tone of each newspaper highlights the disparities in their approach. Whereas The New York Times seems concerned about how things are going and offers brief arguments in favour of its story, Al Jazeera adopts a more humorous stance. With their wording, the two media outlets take their arguments beyond the alcohol dispute.

They analyse Qatar's social and natural structure, strict goals, and environmental impact with humour and symbolism. These journals use linguistics to strengthen their positions and reject opposing theories. The two criticisms highlight the potential influence

of language on attitudes, as they rely on foreign football fans to resolve their disputes. The language is used by the New York Times and Al Jazeera to highlight cultural issues. Newspapers connect serious social characteristics and common concerns ecologically. Symbolism, embodiment, and representation create conflict narratives that achieve their goals. Following this language dispute, a controversy arose about the World Cup, belief systems, and generally accepted assessment results. The papers have sparked debates about Qatar's environmental and social policies. The ecological analyses of article language conducted by the BBC and Arab News shed light on the complex interplay between language, culture, and argumentation.

The vocabulary of communication skillfully combines personal perspectives, social issues, and the World Cup in Qatar. The BBC highlights naturalists' scepticism over FIFA's claim to be carbon neutral. Easterner News underlines Qatar's commitment to reduce the negative environmental impact of its petroleum products through appropriate measures. Both books use language to increase social value within the social science framework of their respective focus areas. The two newspapers' descriptions of their respective organisations demonstrate how belief systems influence narratives. This BBC publication highlights international partners while examining Western football customs and interpretations. While criticising the West's "responsiveness" and focusing on Islam, Centre Easterner News asks for reciprocation for their efforts. Newspapers have been fired for allegedly using language manipulation to advance their agendas. Allegations were made that the BBC supported FIFA sponsors and Qatari donors, leading to their dismissal.

Arab News has also come under fire for allegedly reporting biased events to increase World Cup ticket sales in Qatar. Regulating language promotes appropriations by stimulating discussion, generating ideas, and disregarding serious and social sensitivities. The BBC, Arab News, and other distributions use comparative language techniques. The articles in the two publications differ in tone, organisation, and methods. The BBC objectively presents FIFA's case on carbon neutrality and football's customs regulations. Interactions between linguistic frameworks, culture, and beliefs are highlighted in BBC and Arab News articles. The two magazines balance the news, prevailing opinions, and preferences. The language choices of these articles reflect the goals of the essays, the inherent perspectives of the events they discuss, and the elusive power of language on

familiar evaluations.

During the World Cup in Qatar, the Wall Street Journal and Gulf Time News published "Practical Assessment" and "Wearing Possibility in Qatar: LGBTQ Support Faces FIFA Cautions.". The article "Resolving FIFA World Cup arguments resembles Qatar liability" examines the arguments during the competition by utilising the audience's opinions from Eco-Linguistic. The two carriers illustrate their phonetic nature by telling compelling stories in two languages, reflecting their worldviews. The Straight Times supports LGBTQ rights and promotes Islamic rules by using language that is both polite and aggressive. The Wall Street Journal's investigation into the removal of LGBTQ support sparks debate. The language used in the two pieces influences the overall ratings. Due to its Islamic roots, the Traditional Times integrates social and harsh features to enforce strict rules of prosperity.

The Wall Street Journal prefers a comprehensive workplace safety assessment beyond individual incidents. By treating their descriptions with analytical approaches, these works organise language. Predictability, incoherence, modest symbolism, and similarity can sometimes influence the reader's opinion. Both sources use exaggeration, symbolism, and epitome to communicate social and cultural aspects through the World Cup exchange with Qatar. Using strategies such as correlations, tone-to-word imitation, and comparative word use, essays create language that readers can identify and emphasise the importance of "regular commitments," the New York Times misrepresents a story that provides additional context for the World Cup's financial, social, and environmental impacts. The Wall Street Journal is building relationships with sponsors and investors and modelling its language manipulation strategy after the FIFA game format. According to credible sources, newspapers manipulate language to advance their political and social goals, especially when language and ideas suppress the diversity and objectivity of reporting on controversial issues. The combination of the Wall Street Journal and Channel Times News' coverage of the World Cup in Qatar best exemplifies the disorienting dance of semantic science. By using words to describe events, these magazines construct narratives that reinforce their preconceived notions. Scientists should look for nuance to understand how language shapes perceptions and beliefs, even as they examine the breadth of vocabulary.

5.2 Conclusion

In summary, an interesting conversation about language, culture and ideology was sparked by the ecolinguistic conflict, across media outlets such as Al Jazeera, the New York Times, BBC, Arab News, the Wall Street Journal and Gulf Times News during the year reported World Cup in Qatar. The media manipulates language to advance their ideologies and influence public opinion. Even when discussing topics other than alcohol, newspapers use words to explore Qatar's cultural ecology, religious beliefs and environmental impact. Language manipulation, also called language ecology, is the practice of marginalizing and emphasizing particular viewpoints. Words influence attitudes and discourse about cultural and environmental laws in Qatar. Assessments of language, culture and ideology are similar between Arab News and the BBC. The Wall Street Journal and Gulf Times News are at the center of the Qatar World Cup controversy. They use language to tell polarizing stories to justify their opinions. How does media coverage of the World Cup in Qatar illustrate the complexity of linguistic ecology? These language wars prompt us to consider how language shapes global issues related to the environment, culture, and religion.

5.3 Research Findings

1. The New York Times, representing mainstream ideas, opposed Islamic alcohol prohibitions. Al Jazeera breaks centuries-old stadium alcohol rules. This shows the language gap while addressing cultural norms in Qatar during the FIFA World Cup.

2. The New York Times' typically muted tone conveys concern for current events and provides concise reason for reporting. The news is calmer and lighter owing to Al Jazeera's humour. This language barrier illustrates how various event coverage might reach different audiences.

3. A well-known BBC piece on FIFA's carbon neutrality and football export limitations used Eco-Linguistic. Arab News uses user input to promote events like Qatar World Cup ticket sales. The contrast reveals journalistic language ethics.

4. The BBC study elaborates on the interplay between language, culture, and religion, explaining FIFA World Cup tendencies. Arabic media apparently uses language for political and social reasons. This instance shows journalism's language honesty issues.

5. The Wall Street Journal's World Cup coverage in Qatar highlights language modifications, notably in LGBTQ support and evaluation. Gulf Time News illustrates how language may adapt to World Cup challenges via phonetic adjustments. The editing procedure changes owing to linguistic flexibility.

6. The Wall Street Journal supports rational and organised language for workplace safety inspections. Gulf Time News emphasises Qatar's resolve to reduce petroleum products' environmental effect. This linguistic emphasis explains World Cup environmental efforts.

7. According to reports, The Wall Street Journal is using voice manipulation techniques inspired by FIFA games to create connections with sponsors and investors. Gulf Time News' social science coverage promotes social value via language. This language approach supports the newspaper's goal of raising social awareness and contributing to social discourse.

8. Through exaggeration, symbolism, and epitome, Wall Street Journal addresses social and cultural difficulties in World Cup relationship with Qatar. Gulf Time News uses eco-linguistics to communicate social and cultural concerns. Eco-linguistics has been employed in many ways to attract readers, as this similarity indicates.

9. In each editorial, the philosophy of controversy is cloaked in language so soothing that readers think it really is utilised for environmental reasons. The work stands out because it combines two traditionally separate disciplines, linguistics and ecology. It reveals how newspaper editorials utilise language to reframe tales about the environment through the lens of linguistics. Ideologies are disseminated via linguistic discourses, but the motivation is to profit from the widespread adoption of potentially divisive ideas.

5.4 Recommendations

1. This study recommends that the media personnel should be encouraged to identify and mitigate unintended biases in language usage. Their philosophy makes their inclusion objective and credible.

2. This study recommends to conduct ecolinguistic training enhances language, culture, and ideology comprehension for journalists, staff, and readers. This helps them handle linguistic complexity.

3. This study recommends to train journalists in intercultural sensitivity to traverse diverse cultures and prevent ideological-cultural misunderstandings. Linguists, academicians, and media professionals should collaborate to keep current on language breakthroughs and apply cutting-edge results to media practice.

8. It is recommended to encourage global language standards in media, international events, and enhance language proficiency, social understanding, and ecological consciousness.

5.5 Suggestions for Future Researchers

1. The present research study is limited to the 12 numbers of editorials. The corpus of the study can be increase to validate the findings of the study.

2. The present study only examines online editorials. Further research can be conducted on the social media posts and multi-modal data: infographics, images and videos.

3. Further research can be conducted to analyse the cross linguistic socio-cultural phenomenon which affects the ecology of language.

4. Longitudinal study can also be conducted by using eco-linguistics language trends and transitions to comprehend media coverage of global occurrences.

5. Compare Media Approaches can be utilized to future studies to to understand how language techniques affect public opinion, media responses, and language and cultural promotion.

6. Further research can be done by using Audience Reception Research on how various audiences understand media narratives' language may help.

7. Future research can examine language use at other important athletic events to uncover similar themes or unique characteristics in media coverage. Global Sports Events: Focus beyond FIFA Qatar World Cup.

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