

Abstract

Embarking on an exploration of media activism, this thesis delves into the intricate landscape of Western mainstream media coverage during the Qatar Men's World Cup in November and December 2022. This study, firmly grounded in media framing theory, meticulously dissects news reports and opinion pieces to unravel the nuanced framing of Qatar's hosting from a political perspective. Beyond this examination, the research critically assesses whether media activism persists or alters in the subsequent Women's World Cup in 2023. Analysing news reports and opinion columns of a negative nature towards the tournament, the study employs a comparative approach to illuminate variations potentially influenced by geopolitical considerations. Overall, the findings indicate shifts in media narratives and framings between the two tournaments, likely encompassing changes in emphasis, tone, and focus – from critical and politically-focused framing during the Qatar World Cup to a more supportive and celebratory tone during the Women's World Cup. This work provides a comprehensive understanding of media dynamics and their impact on public perception in major international sports events, emphasizing the role of media in shaping narratives and influencing public discourse.