Hate Speech And Racism In Sport Media Analytical Study In Sports News In Social Media Net Work

Dr. Abd al-Motalab Seddig Makki

Assistant professor -Mass communication depoartment -Qatar university -Doha-Qatar

Summary:

This research aims to study the hostile and racist discourse in the sports media content. The research utilizes a case study approach to examine sports media content and its relationship to the discourse of racism, hostility and stadium riots as well as monitoring trends, motives, and justifications for promoting this discourse on social networking platforms.

Racist discourse has become a competitive tool used in sports stadiums, threatening to spread a hostile spirit that extends beyond the sports dimension to new ones related to race, religion, sect, orientation, identity, culture, geographical location and disability for the purpose of harming and offending others as a natural reaction in cases of defeat. In many cases, hateful discourse is spread even before the competition starts.

The data of this study was collected from sources specialized in the immediate reporting of cases of sports racism and hate speech, and reporting cases from social networking platforms, newspapers, and news sites, that dealt with media discourse inciting hatred in the form of commentary or even criticism; the latter having contributed significantly to introducing this discourse, promoting it, and in some cases creating content that is counter to it. The study monitored racist discourse through a quantitative measure based on cases of abuse with a qualitative approach that addresses the form and content of the discourse and the extent to which it violates international conventions that combat racist and hate speech. The study also looked into reactions to racist content provided in media, the Union of European Football Associations' (UEFA) website, the Federation

Internationale de Football Federation (FIFA) website, or the websites of the football club administrations concerned.

The study revealed a real gap between the growth of racist discourse and deterrent measures for this discourse, which indicates the need to pay attention to sports media content and its negative role in spreading hate speech and taking refuge in the spirit of sports competition to escape punishment.

keywords Racism - hate - discrimination - media – sports.

Introduction

Sports journalism is characterized by unique characteristics in drafting, editing, sentence structure, and the use of vocabulary. The most important of these characteristics is attention to the power of expression, the smoothness of the sentence, and the ease of presenting meanings in clear templates knowledgeable to the recipient.

One of the most important characteristics of journalistic editing in formulating the communication message is the frequent use of similes and various linguistic devices (Why Authors Use Figurative Language (Explained) - Brilliantio, 2022). These characteristics make the message more influential to the recipient, and from here stems the danger of employing communicative content in the sports media that fuels the discourse of racism, hatred, stereotyping, and belittling others just because they are potential opponents, or by dropping other motives for hatred that have nothing to do with the sport activity itself.

Sports media cannot be viewed as an activity related to the entertainment industry as it was in the past. Today, sport has become a stand-alone industry and an important tool in diplomacy, dialogue, and rapprochement between people (Sebastian Sons, 2022). However, these noble goals do not necessarily represent reality itself when approached with what is happening on the ground. There are many models that indicate the adoption of hate speech and racism for motives related to anti-immigrant and anti-foreigner sentiments in Europe. The hostile rhetoric of immigrants is often marketed with communication messages with content related to sports competition. Behind the

broadcast of these messages is the widespread hostility towards people from other ethnic backgrounds who have come to various Western countries, which varies from one country to another. Among them, Spain was the country with the highest proportion of fans who think there is no racism in football (22%), followed by Portugal (18%) (Connor Ibbetson, 2021).

Problem of the study

Racist discourse is one of the greatest threats to societal peace, and its danger increases when it finds an encouraging climate, as happens in football matches, when racist hostility mixes with sports competition, where fans express their racist tendencies under the pretext of anger at the performance of one of the players or hatred for the opposing team, allowing them to use offensive racist phrases disguised under the guise of sports competition.

This study focuses on studying and analyzing the trends, dimensions, and motives of racist discourse in sports media and the reasons for the spread of the sports violence phenomenon motivated by racist factors and reasons.

Because of racist discourse, sport has become an arena for conflicts rather than a field for sports, communication, tolerance, entertainment and honest competition. Sport is meant to bring people together, but what had happened is that advocates of racism found a way to pass racist content in sports competition in clear violation of laws, morals, and human rights charters. (Abdul Majeed Abu Al-Ela, 2023).

The uncontrolled sports media has contributed to inflaming racist feelings and promoting hate speech among peoples.

2- Study Questions:

The research problem revolves around a main question: What is the role played by the sports media in promoting hate speech and racism? What are the legal, ethical, and administrative reactions to it? This question is divided into detailed questions that are included in the following:

1- What are the media outlets that publish racist content, the type of editorial form of this discourse, and the extent of its spread?

2- Do human rights and legal groups and sports institutions combat this discourse, and who are the parties that confronted it?

3- What are the measures taken by the media and sports institutions in dealing with racist content?

4- Did the social networks adopt this speech, or did it remain in its original channels from which it was issued in the beginning?

5- What are the motives of racism and hate speech, and does it have ethnic or political connotations?

6- Do ethical codes of honor have a role in reducing racist discourse?

7- Have courts and disciplinary committees in sports clubs and associations considered racial insults?

8- What are the countries where hate speech and racism are most prevalent?

Importance of the study:

This study addresses an important issue related to monitoring the trends of racism and hate speech in the sports media, as there are few in-depth studies in this aspect, and the issue is frequently discussed as a phenomenon that is rejected in human rights organizations, sports federations, and some media outlets.

The issue is considered a threat to the security of stadiums and to the public participating in various sports competitions and tournaments that bring together people from all over the world.

3- Knowledge framework and terminology of the study:

Definition of hate speech:

One of the most prominent definitions is what was presented by (Theodore W., 1994), "hate speech is an overt expression of hatred towards a person or a community due to race, ethnicity, sexual orientation, gender, age, disability, religion, or belief. There is no common legal definition of hate speech agreed upon by the member states of the European Union. Also, prohibited content differs between countries, while hate speech is defined as cases in which it degrades a person's dignity or honor."

4- Concepts and Terminology:

A- Definition of racism:

Racism, as defined in (Lawal Dolpa, 2018) is "the belief that there are differences and elements inherited in people's natures and/or abilities attributed to their belonging to a group or a race - regardless of how the concept of race is defined - and thus justifying the treatment of individuals belonging to this group differently socially and legally. The term is also used to refer to the practices through which a certain group of people is treated differently and this discrimination is justified by resorting to generalizations based on stereotypes and resorting to scientific fabrications. It is every feeling of superiority, behavior, practice, or policy based on exclusion and marginalization and discrimination between people on the basis of color, national, or ethnic affiliation.

B- The legal position on racism:

Although many countries around the world have passed laws related to race and discrimination, the first significant international human rights law developed by the United Nations was the Universal Declaration of Human Rights (UDHR) adopted by the United Nations General Assembly in 1948. The Universal Declaration of Human Rights recognizes that in order for people to be treated with dignity, they require economic and social rights, which include education, the right to cultural and political participation, and civil liberty. It further states that everyone is entitled to these rights "without discrimination of any kind such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status."

Racism in sports media:

Racism has emerged in sports stadiums during the past years to the extent that the United Nations held a symposium to discuss this issue, and Navi Pillay, the High Commissioner for Human Rights, said that "we are still far from eliminating racism."

She touched on some of the unpleasant acts that still happen on and off sports grounds, including during football matches.

"These acts have included insults, offensive chants, Nazi salutes and signing a petition not to hire certain players or even to

systematically deny opportunities to play or join football teams on the basis of color or nationality. These deplorable acts of bigotry and prejudice have no place in the 21st century. It is an affront to human rights," she said.

The ethical stance towards hate speech

Although FIFA is concerned with the issue of ethics and had formed an integrated administration for the issue in addition to a council to hold accountable the administrations and players who violate the ethical standards of the game, the penalties issued against violators who promote racism and hate speech remained weak in all European championships and not commensurate with the size of the offense or its risks to societal stability.

It seems strange that the reprimands that promoters of hate speech are subjected to in social networks and various media outlets do not receive proper attention on sports platforms. In view of the cases considered by (Ethics Committee, FIFA, 2022), we find that they focus on matters related to the results of the game and did not address the spread of racism and hate speech and how to address it.

5- Study Methodology:

The research used the content analysis approach as the most suitable approach for the subject of this study.

 The uses of content analysis have been linked to media studies as a tool and method for identifying information and interpretations through various communication activities. This connection and emergence was born according to the urgent need imposed by the media research methodology and its complexities since the beginning of the twentieth century.

 The first attempts to use content analysis are attributed to researchers (Hussein Al-Derini, 2000), done through analyzing the content of a sample of a news article published in the New York Times.

This pattern of study had surfaced after the emergence of the ability to control the analysis factors and its feasibility in reaching reliable results.

There are many uses of the content analysis method, and they vary between simply benefiting from descriptions of the prevailing trends in the communication material, its development, and comparing its levels and the audience's demand for it while identifying the goals that lie behind the material, and where to stand on the social trends, values, and cultural characteristics that are expressed in the communication material, the dominant themes of interest, as well as identifying patterns of behavior, etc...

This applies to the requirements of this study in selecting the sample, analyzing its content, and explaining the phenomena related to it in terms of concept, direction, and impact on the recipient, especially since the subject of the study is related to racism and hate speech, which are communication messages that have a negative impact on the public and may be a major cause of the outbreak of riots and the spread of hate speech.

The content analysis approach is usually used in the event that researchers cannot communicate with the respondents directly to identify their attitudes, ideas, and responses through a systematic study of texts other than the oral or written expression of these groups.

This approach applies to the case of studying racist discourse, because the creators of racist content hides behind sports competition and is also difficult to reach. Rather, that person often denies the accusation levied against them and seldom practices his beliefs except in the shadow of the crowd or through fake accounts on social networks. (Taha Abdul Ati 2015, p. 188)

The case study method was also used to monitor topics published by websites that monitor hate speech in sports media at the global level, and carry content that incites hatred or carries racist content.

The case study approach is a set of steps through which the researcher can carefully study all aspects that are related to the phenomenon or problem.

For example, the researcher takes the sample members such as the players in one of the teams, studies them thoroughly, and then arrives to the stage of generalizing the results to the sample members, where the researcher discovered it to be the most appropriate method for limiting the phenomena related to the

study and analyzing its dimensions. The researcher chose the descriptive case study because it is closest to describing the phenomenon of racial bullying and hate speech, and to explaining the dimensions of the phenomenon.

What is intended by the case study in this study is to identify the categories of hate speech in terms of gender, race, religious affiliation, or regional, which is also useful in limiting cases that represent a high degree of hate speech, racism, and hostility, especially the racist media discourse disguised as sports competition.

The analysis units used in this study include five basic units, and these units are: the word, which is a sign of racist discourse such as the description of a human's dark skin or the likening of people to monkeys and animals, as well as the topic such as linking failure to win with the issue of belonging to Africa, Asia, or any of the world's developing countries, which racist discourse describes as different countries that live outside the areas of civilization and modernity, and also deal with personality and bullying by describing it as stupidity, weak reaction, or inability to adapt to the plans and aspirations of the masses and competing sports teams.

As well as the unity of religion, related to what Muslim players suffer from in terms of hostility just because of doctrinal difference.

These units are the units through which the media discourse subject of the study is confined and analyzed and on which its implications and impact on the recipient are interpreted.

6- Theoretical approach to the study:

In its theoretical framework, the study was based on the theory of media framing, as it is the closest to measuring the elements of profiling and stigmatization according to the vision of (Goffman, 2021), due to its descriptive nature of the phenomena observed in the research sample in its various categories. The theory of media framework analysis is a theory that studies the circumstances of the influence of the message. This theory is based on the fact that the events and contents in the media do not have significance in and of themselves, unless they are placed in the organization, context, and media frameworks. These frameworks organize words, texts, meanings, and use prevailing social experiences and

values. Media message framing provides the ability to measure message content and explain its role in influencing opinions and attitudes. When a specific incident occurs, the event may not have a great significance for people, but the media describe it in a media framework in terms of language, wording, and focus on a specific element until it becomes important in the heart of the entire social framework.

This applies to a high degree to the expressions included in the communication message. For example, the word banana does not have a negative connotation, but when the audience shouts it in the face of a black player, the message that the audience exchanges becomes of a racist nature, describing the player as belonging to the banana-loving monkey species, which is what happened to the player Ivorian Didier Drogba withdrew from a match against Dynamo Moscow in Russia because the fans imitated monkey shouting.

The theory relies on several cognitive frameworks and models, but the most identical of these models to this study is the cognitive response model. They already have them, and therefore it is difficult to form their attitudes and knowledge on these issues. This is what happened when players of African descent missed penalties in the 2022 World Cup in Qatar while they were wearing the emblem of France, where banners were raised saying "Go back to the jungle" after the world tournament during the regular French league. (with AP, 2023)

There is no doubt that the return to the jungle has no negative connotations if it is removed from its cognitive framework related to the presence of players of African origins in the French national team and the indications of the relationship between the African continent and the jungle and the subsequent framing and profiling related to backwardness and helplessness in front of the European people.

The second model related to this study within the media framing theory is the interactive model. The model indicates that the media frameworks play a very important stimulating role for the already existing interests and biases of the respondents regarding direct issues affecting their common interests. This is related to this study in the interactions that grow at a specific time, such as sports tournaments and the transfer of players from one club to another,

which leads to the growth of hostility and racism towards players moving from one country to another.

7- Study sample:

The study sample was carefully selected in order to ensure an honest and accurate representation. 40 cases of racist abuse were published on the Twitter micro-blogging platform and were shared or transmitted on other sites such as Kick it Out as well as the Tik Tok platform during the European UEFA Champions League championship from January 2019 until December 2022, which is a period full of sporting activities at the level of the Champions League, the Europa League and the Qatar World Cup 2022. The study relied on analyzing the media content included in the selected sample and examining the quantitative and qualitative indications of racist and hate speech by analyzing its categories, trends, level of focus, and frequency of repetition, in search of the impact of racist media discourse and studying the reactions of official bodies, such as football federations in European countries and FIFA, towards it. The researcher believes that the sample expresses the study as it reflects the origins of the crisis, because the source of racist discourse is these cases, and reactions quickly follow on social networks. The intentional sample was adopted by focusing on the period of sports competition for the European championships, the period of player transfers, and counting the cases that occurred during the study period.

8- Field study and results analysis:

(Khader, Ibrahim 2013) believes that for the research to be a case study, it must be qualitative and not quantitative and must be based on ethnographic, historical, and narrative data related to the phenomenon in question. Therefore, the researcher sorted the cases under study into categories that show and explain the nature of the media discourse that contains offensive or racist phrases or incite hatred and the nature of the targeted victims. The researcher obtained 40 original news items about an incident that is considered racist, without considering re-publication and participation.

Table No. (1) A- The type of racist discourse on Twitter 2019-2020

Type of abuse	Frequency	Percentage

Disability	5	12.5%
Sectarian trend	3	7.5%
Race	1	2.5%
Religion	31	77.5%

Table number one reveals a high rate of hostile religious discourse within sports media content, which indicates intention to offend members of other teams, even outside the framework of sports competition. The percentage reached 77.5% of confirmed and reported cases on a global sports site concerned with documenting and recording cases of racist abuse, hostility in sports stadiums, and what is being circulated on social networking platforms.

Those with special needs were not spared from abuse, as offensive expressions were received against players and individuals, such as describing them as dwarfs or as sufferers of mental illness or peripheral disability. The percentage of offenses against sectarianism was 8%, while offenses based on race were not recorded, which indicates the fans' reluctance to fall directly under the laws condemning offenses to race, or due to the difficulty of proving the race-based incidents according to the (Kick it Out) website.

Inventory provided by FIFA had shed light on the size of the cases of racist attacks, distributed into 8 different categories with varying proportions, 45% of which are racist in nature and 40% related to sex. Other attacks varied between threats, xenophobia and family insults. FIFA indicated that 85% of the cases examined had already confirmed the occurrence of violations related to racism or hate speech.

The sample highlighted some of the challenges faced by players of African descent, as Twitter and Instagram failed to remove racist content against African players in the English Premier League, and this included English players of African descent.

It is difficult to determine the racist content in order to delete it automatically due to the stereotyping of racist concepts in abstract terms that do not carry any offensive references in their meanings in the dictionary, while they mean a lot when they are launched in the fields of football. Some fans see the use of racist words as a mere joke related to sports competition and have nothing to do

with the lived reality outside the competition arenas, such as the constant link between African players and 'Pace and Power' (Yékú, 2018). By adopting this view, they do not consider the offensive words they use against African or colored players as a reason for imposing any punishment against them.

Table No. (2) Type of racist discourse on Twitter 2020-2021

Type of abuse	Frequency	Percentage
Disability	4	10%
Sex	2	5%
Race	26	65%
Religion	8	20%

In the year 2020 and 2021, according to FIFA statistics, the rate of reporting abuses of race in the European leagues reached 68%, which is the period that witnessed abuses against players of English teams when their teams were defeated or in the event of missing penalty kicks. Many abusive phrases were used, such as monkey noise chants and videos telling players of African descent to return to their country and that the best place for them is forests and shelters.

20% of cases of insulting religion and 5% of offenses due to gender were settled, compared to 10% for disability. These percentages indicate the involvement of religion in sports competition, in addition to the increase in racism due to race.

These percentages are consistent with the data of the study sample, where the content offensive to race reached 65%, religion 20%, and disability 10%. The sample reported percentages of proven cases of racist insults reported by social networks, and the media reactions to them varied between denunciation, condemnation, and even support from some fans.

In terms of comparison, abuse by race appears to be the most likely in football stadiums, at a rate of 65%. Players subjected to abuse are sometimes referred to as "disabled," which is considered as an insult to a societal group that is not responsible for their disability.

Negative discrimination is also part of the forms of abuse against players of African origin in the English Premier League, and even when a team wins the championship or wins any match, pictures

of players of African or Asian origin are neglected, and fans deliberately do not refer to the achievements of players such as Sadio Mane, Bayern Munich and former Liverpool player, or Arsenal player Saka.

There is an important indication that Liverpool player Mohamed Salah's performance of prayer between the two halves of the match, or even the stoppage of matches during the month of Ramadan so that Muslim players can break their fast are all signs of religious tolerance that must be observed. The Premier League has allowed pauses for Muslim players to take on energy gels and rehydrate themselves as soon as the sun sets. (Ahmed Twaij, 2023)

Table No. (3) The type of racist discourse 2021 in Twitter-2022

Type of abuse	Frequency	Percentage
Disability	3	7.5%
Gender	5	12.5%
Race	28	45%
Religion	4	10%

Table No. 3 shows the quality of racist discourse during the year 2021-2022 - during this period, the rate of abuse against disability increased by 7.5%, 45% against race, and 10% against religions. The table reveals the great diversity in the forms of racist and hostile discourse, which indicates an increase in the intensity of hostility while using various methods to offend others.

B - Discrimination against skin color

Former Liverpool, Leicester and England striker Emile Heskey was subjected to a severe example of racist abuse when he had just joined the England national team. He recalled when he was thirteen years old, he was chased by a white fan at a Leicester City football game, and then he chased him from the stadium to downtown. "I was a little boy, and he calls me black this and that. I don't know what he will do to me, he certainly won't hug me. I expected appreciation from the crowd, but racist abuse because of my color haunted me, especially in the main aisle of the stadium, where some fans gathered."

Through analyzing media content related to racist abuse and all forms of persecution and hate speech, there were no news

indicating that the perpetrators of these abuses would be punished, save for the usual penalties such as a two-match suspension or warning. Many had called on clubs and football federations to deal with those disgraceful racist acts.

By comparing the statistics of the sample during the years 2020-2021-2022, it is noted that there has been a decline in the rates of hate speech. In 2021, offenses directed against race were recorded by 65% of the sample, while it decreased to 45% in 2022.

Discrimination against identity:

British media allowed comments bearing abhorrent and inhumane racism, hate speech and discrimination against a person on social media platforms after they were chosen as an ambassador for the 2022 World Cup, and announced on their personal page on social media: "From a refugee who has no place in the world to an ambassador for the World Cup that will be held in the State of Qatar during the year 2022."

The media and social networks have circulated racist signs, despite these abuses, hate speech, discrimination, and abuse of religions, beliefs, and human rights not falling within the scope of freedom of expression, and that the rule of law in these cases is applicable to protect society and humanity from this kind of speech.

Discrimination against race:

One of the most prominent documented racist incidents against races in the 2021 European Nations Cup, at Wembley Stadium in London between Italy and England is the biggest witness to this.

Although it was not the first time, it was revealed the extent of racism permeating the fabric of British society, and in the minds of people who are supposed to be sports fans, and live in a civilized, democratic country that is open to foreign cultures by virtue of its long history in the countries it colonized.

Luck had it that three black-skinned players missed 3 penalty kicks, and the match ended with England losing the Euro cup to Italy, and here the truth of racism emerged. The racists could not accept the loss, and projected it onto the three players with a hateful wave of racist attacks against them on social media, describing them as monkeys and in many insulting terms that are punishable by law.

British Prime Minister Boris Johnson felt his responsibility, considered what happened as an outrage, and confirmed his intention to expand the ban on hooligans in English stadiums, to include those who direct racist insults at players via social media.

The French national team was not spared from racist insults during the FIFA World Cup matches in Qatar, through many racist comments on social media, which prompted French officials to respond to these "unbearable matters", according to their description.

The French government condemned these behaviors on social media, according to the French BMF channel.

Among those supporting the French national team players in the face of "racism" was the French Minister for Gender Equality, Isabelle Rome, who condemned via "Twitter" the "racism" that "many French national team players" fall victim to, including Kylian Mbappe and Kingsley Coman, saying that "This is intolerable." She called on the concerned authorities to move and not pass these insults without a response.

The sample highlighted the case of Ivan Tony, the English Brent Ford player, who scored ten goals during the league, which encouraged the national team coach to call him to play the 2022 World Cup, but he received a racist message from the public asking them not to take him in, which was widely reported by the media.

One of the 40 racist cases related to racial abuse in the English Premier League was deleted from the BBC website.

The type of racist discourse on Twitter 2021-2022

Type of abuse	Frequency	Percentage
Disability	1	2.5%
Gender	6	15%
Race	22	55%
Religion	11	27.5%

Some forms of hate speech and racism emerged from some English football fans on the Tik Tok platform during the 2022 World Cup in Qatar, after the defeat of the English national team at the hands of its French rival, as well as after the defeat of the French national

team in its final match against Argentina, especially when the French national team striker Randal Kolo Muani missed the chance to score the winning goal in the final moments of the match.

The percentage of videos that were made to target race was around 55%, and they were directed explicitly against players of African origin in the England national team in the second round, and then at African players in the French national team in the final round. Discriminatory discourse also touched on sex by 15% and religion by 27.5%.

Drawings of some players belonging to Islamic countries carrying swords and guns were circulated in the stadiums to suggest that the players are terrorists. The Brazilian player Richarlison was subjected to racist abuse and had bananas hurled at him after scoring a goal for Brazil against the Tunisian national team in a friendly match before the 2022 World Cup that was held in Paris.

There was no condemnation of that act, just as FIFA did not take any actions against this racist behavior even after the widespread circulation of the story on social networks.

9- Racism in European stadiums 2019

The year 2019 witnessed more than 20 racist incidents in football stadiums alone, and dozens of cases in other sports stadiums. Racism is an old scourge and a psychological and societal disease that is renewed every year, with no solutions to it, despite the strenuous attempts by international and national organizations and federations to reduce it. (Maan Khalil 2020). Racism has reached unprecedented levels in stadiums in recent years, with the return of extremist right parties to the scene, especially in Europe.

Europe's stadiums are the most vulnerable to cases of intolerance and hatred against players because of their color, gender and religion, leading to bold stances from some international federations that rise up to the seriousness of what was happening, including FIFA announcing in July 2019 to tighten penalties against racist or discriminatory behavior.

Nevertheless, the sanctions did not prevent the continuation of cases of racial discrimination, as the Russian public chanted during the European Club Championship whistles similar to the voices of monkeys in the face of Chelsea players of African descent.

10- Racism in sports stadiums 2020-2021

The crisis of racist discourse in sports media continued during the years 2020 and 2021, which indicates that the measures taken by FIFA's board are no longer decisive in putting an end to this crime. There is no doubt that racism is a bitter and pervasive reality in many countries of the European continent, some of it common and some hidden.

Marcus Rashford, the England national team player, in response to missing the penalty shootout in the Euro 2020 final, for which he received racist insults, said that he deeply apologizes for not scoring, but he will never apologize for his African origins.

Several years ago, the problem of the Turkish player of German origin, Mesut Ozil, gained notoriety when Germany exited the World Cup in Russia 2018, then the player fell into the trap of racial discrimination, and was accused by the administrative elements in the team and some fans of being the reason for Germany's elimination from the World Cup. Although he was one of the best players in the 2014 World Cup, which Germany won, and at that time he was a hero in the eyes of the Germans, and no one criticized him.

Ozil commented on that saying "they consider me in the event of a victory as a German, and in the event of a loss as a Turk," and this is exactly what applies to the rest of the foreign players in European clubs.

There is no doubt that the sport of football has become polluted with racism more than any other team or individual sport, and it has lost the joy it gives to the hearts of the players and its fans because of the outgoing cheers. Sports is manners before competition, but still some choose to give a bad name to football through immoral practices.

Mohamed Salah, the Egyptian player in the Liverpool team, was also not spared from racism despite what he achieved for his team. A video spread on social media of Chelsea fans singing at a train station, "Mohamed Salah is a terrorist bomber!!" A caricature was also published showing Mohamed Salah and his fellow Arab players covering their faces with black rags and carrying swords, suggesting that they were murderers and terrorists.

11- Analysis of racist discourse in the media:

Technical and statistical evidence clearly reveals the existence of racist content on the Internet, and this may go beyond sport content to racist insults. The following case shows how algorithms are used to influence public opinion, as a master's student in management named "Rosalia" discovered something disturbing when she searched in "Google Images" the phrase "hair styles unprofessional for work". The results came back with hair styles that are characteristic of dark-skinned women. Whereas when Rosalia searched for "work appropriate hairstyles," pictures of white-skinned girls with neat and organized hair appeared, and the girl wrote on Twitter her observation about the matter, with the tweet was shared more than 6,200 times in just 24 hours, and the world turned on Google. The incident sparked discussions about implicit racial prejudices against black people in the workplace, and some accused Google of racist algorithms, according to the British "The Guardian" website.

In the case of sports content, it was found that promoters of racist content find their opportunity to broadcast racist discourse through football competitions, in which the intensity of sports competition enables them to direct racist expressions against foreigners claiming it is due to "team belonging". French midfielder Paul Pogba was subjected to vile abuse on twitter following a penalty miss in a match versus Wolverhampton Wanderers. (Jackson, 2019) For this reason, racist discourse spreads in social networks under the guise of sports competition and finds no condemnation or appropriate punishment for the crime.

Despite the criminalization of racist speech, the decisions taken by the international sports federations were not convincing. Rather, in many cases they contented themselves with drawing attention, warning, or even apologizing to the victims. Evidence also reveals decisions that did not differentiate between racist discourse and the usual mass riots, the punishment of both being limited to depriving the public of attending the matches or moving the competitions to a country other than the host country.

12- Results and reflections of the study:

• The study revealed the spread of hate speech in the sports media during European tournaments such as the Champions Clubs League and the Europa League.

• Social networks transmitted some messages of a racist nature during the 2022 World Cup, especially when a French player of African descent missed a goal in the last minutes of the match against Argentina in the final.

• Racist media discourse spread on social networks as casual reports on press and sports channels, in a denouncing way and in some cases as news that occurred during the tournament, such as saying that the FIFA will take measures against racist speech.

• The study sample and the websites for reporting racist words and actions did not monitor any measures against those who used racist language other than condemnation coming from either the FIFA presidency and former British Prime Minister Boris Johnson or other measures such as such as a two-match ban, which is the expulsion penalty for misconduct.

• Social media platforms published racist content massively during sports tournaments, and some of them contained racist references, such as a white player converting a penalty kick and a player of African descent failing to score it.

• Some French websites published video clips telling the players of the French national team, "Leave to the jungles of Africa. We do not want you in our country."

• Human rights and legal groups and sports institutions did not directly combat this discourse, and it was not mentioned in human rights reports related to combating racism.

 * The media and sports institutions did not take any measures to deal with racist content.

• The motives of the racist discourse in the sports media are based on excuse of "supporting the national teams," which helps them find popularity.

• England, France, Russia, and Italy recorded the highest rate of spread of hate speech, during the sports tournaments held in these countries or the participation of their teams in international tournaments.

• Human rights associations fighting racism find it difficult to remove racist content from social networking platforms.

• Fans, when in masses, are more courageous when attacking the players due to it being difficult to identify the perpetrators. For this reason, violations abound during the players exiting the stadium, around the stadiums, and in some cases during the match.

13- Conclusion

The seriousness of hate speech and racism in sports media is summarized in this study. The study showed that there is a large segment within the public that adopts hate speech and racism in the framework of defending the team and its affiliates without regard to the seriousness of this speech and its violation of moral values. The risks are increased due to the presence of a catalyst for hate speech and racism even among the supporters of the same team, and it has been proven during the study that there are cases in which players are exposed to a form of negative discrimination when their team is defeated by holding them solely responsible for the loss.

Racial discrimination takes a different form when the fans of the winning team comment that a certain player is the reason for the victory over other distinguished players who have won awards at the level of the game association.

The study concluded that there is a high degree of readiness among sports audience to manufacture racist media content in light of the inflamed sports conflict between fans of different teams, as a high frequency of racist targeting was observed during player transfers between European teams. A beloved player often becomes a victim of hate speech and racism because of their transfer to another team.

The audience becomes more susceptible to hate speech if any black-skinned player misses penalty kicks during the playoffs. Many media professionals still refuse to consider many of the negative attitudes towards foreign players in any European country as a racist tendency, justifying this by the fact that hostile speech is subjected to players without exception, which makes it difficult to criminalize the promoters of racist speech.

The study also concluded that many platforms do not respond to demands to delete racist content, especially since the processes of combating racist content are done automatically, while racist discourse mostly depends on suggestion, coding, and implied meanings, despite being understandable, offensive, and inconsistent with taste and moral values in publishing to all.

In light of this reality, sports media platforms that enjoy high levels of browsing, participation and content creation become a useful environment for the spread of hate speech and racism and its promotion, blanketed by sports content, to be transmitted among young people and adolescents.

In light of this situation, sports media content hostile to foreigners and players of color has become a means of stereotyping and creating a negative mental image, especially from leanings with racist tendencies that fear legal prosecution for releasing racist content in political and economic issues. A wide range of recipients and those who interact with racist speech are doing so influenced by what they feel is a need to defend their favorite team.

Therefore, in light of these results that prove the promotion of hostile and racist content and hate speech without the occurrence of penalties stipulated by law, or the imposition of nominal penalties by suspending the player for limited matches, we find that the issue needs radical solutions that protect the public from the dangers of sports media with a racist tendency so that sports competitions do not transform to an arena for violence, hatred, and hostility between peoples.

The results of this study necessitate the importance of separating hate speech and racism crimes from other violations related to regulations governing championships and sport contest, given that hate speech and racism are a criminal offense and not a violation of an administrative regulation.

It is the responsibility of the sports media to launch educational media campaigns aimed at differentiating between the patriotic spirit in adopting the encouragement of national teams and the hostile spirit towards other peoples so that football and sports tournaments are not used as a means to bring down these conflicts on sports competitions, which turns them into an arena of struggle and not a field of honest sports competition.

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