**The Flip Side of the Qatar Football World Cup**

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The 2022 Football World Cup is among the globe’s most enticing and renowned events. Every four years, people from all over the world assemble to celebrate their joys and sorrows. Since the first edition in the 1900s, the competitions have been held mostly in Europe and The Americas. This is only the third occasion that a non-Western country or countries have organized the FIFA World Cup. The next World Cup will be hosted by three North American countries: the US, Mexico and Canada. In other words, the World Cup’s past mirrors colonial perceptions of Westerners.

When examined intently, Doha 2022 stands out in several aspects. To begin with, Qatar is the first Islamic, Middle Eastern, and Arab nation to organize the event. Given that the planet’s Muslim population is just under two billion, accounting for roughly 1/4th of the entire globe, it stands to reason that Islamic countries would hold the grand event more frequently. Many Islamic nations, like Indonesia and Turkey, have upgraded their infrastructure and technology to host the world cup. For example, Turkey has been vying for the right to stage the World Cup at Ankara for several years now.

Furthermore, Qatar is the smallest country amongst World Cup host countries in history. Many questioned whether such a tiny nation could hold the championship. Nonetheless, the Qatar management has successfully constructed eight stadiums and several other infrastructures for the championship. Additionally, Doha 2022 has become the most extravagant event in history. The Qatari government has invested almost $220 billion in the event. Lastly, the Western World has chastised the Qatari administration for its employees working and living arrangements, its political structure, and its people’s culture and beliefs. Mainstream media outlets and lawmakers have attempted to tarnish Qatar by making false and prejudiced statements. Against the ethos of the event, several European and American news and media houses, including CNN, did not telecast major elements of the inauguration ceremony, including the recitation from the Holy Quran.

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The mainstream Press has also criticized Doha for suppressing civil rights, such as prohibiting the sale of alcoholic drinks at stadia and barring players from wearing pro-homosexual symbols during events. Even though the restriction was confined to venues, European media reported that it is a broad prohibition. The European politicians and media have aired several remarks that offend the regional and religious traditions of Doha and its inhabitants. Many Western politicians and news organizations have tried to enforce their ideals on the Qataris.

European reactions and critique reveal the hypocritical duality and the neo-colonial attitude. When comparable limitations were imposed in other nations, such as Russia and France, the vast majority of contemporary naysayers kept their silence. In other words, anytime a European or American state acts, it is regarded as logical and applauded. Meanwhile, anytime an Islamic or Asian nation does something it is ridiculed as being illogical and offensive. As a result, they maintain an Obscurantist outlook and keep denigrating non-Western cultures, such as Asians and Muslims. In this context, the criticisms of the footballers and staff of Germany before play, as well as the behaviours of the German official in violation of FIFA and Qatar laws and rules, were juvenile and petty.

FIFA 2022 has demonstrated that Westerners must recognize that its ideals are not “ubiquitous,” and that the non-European and non-American population may well not embrace all of their principles. No Western country has the authority to compel the rest of the nations and individuals to accept Western principles. Many of these principles, for instance, contravene the primary standards of the hosting nation.

Thankfully, not everyone in the West shares this colonial and Hegemonic worldview. For instance, Gianni Infantino, the present president of FIFA, has indicated unequivocally that Doha has the authority to implement these steps (ban alcoholic beverages at the stadiums). Gianni has stated that the West lacks the moral authority to teach others about civil rights, stating that “I think for what we Europeans have been doing in the last 3,000 years, around the world, we should be apologizing for the next 3,000 years before starting to give moral lessons to people.”

Notwithstanding all of the Western influence in the competitions, Doha has managed to operate the event successfully so far. The administration of Qatar has delivered the Western a bit of wisdom on how to accept the plurality of traditions, ethnicities, and beliefs. The West must reject its long-held narcissistic self-image and embrace diversity and multiracialism. Overall, world events like the World Cup should depict all of the planet’s colours and civilizations.

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