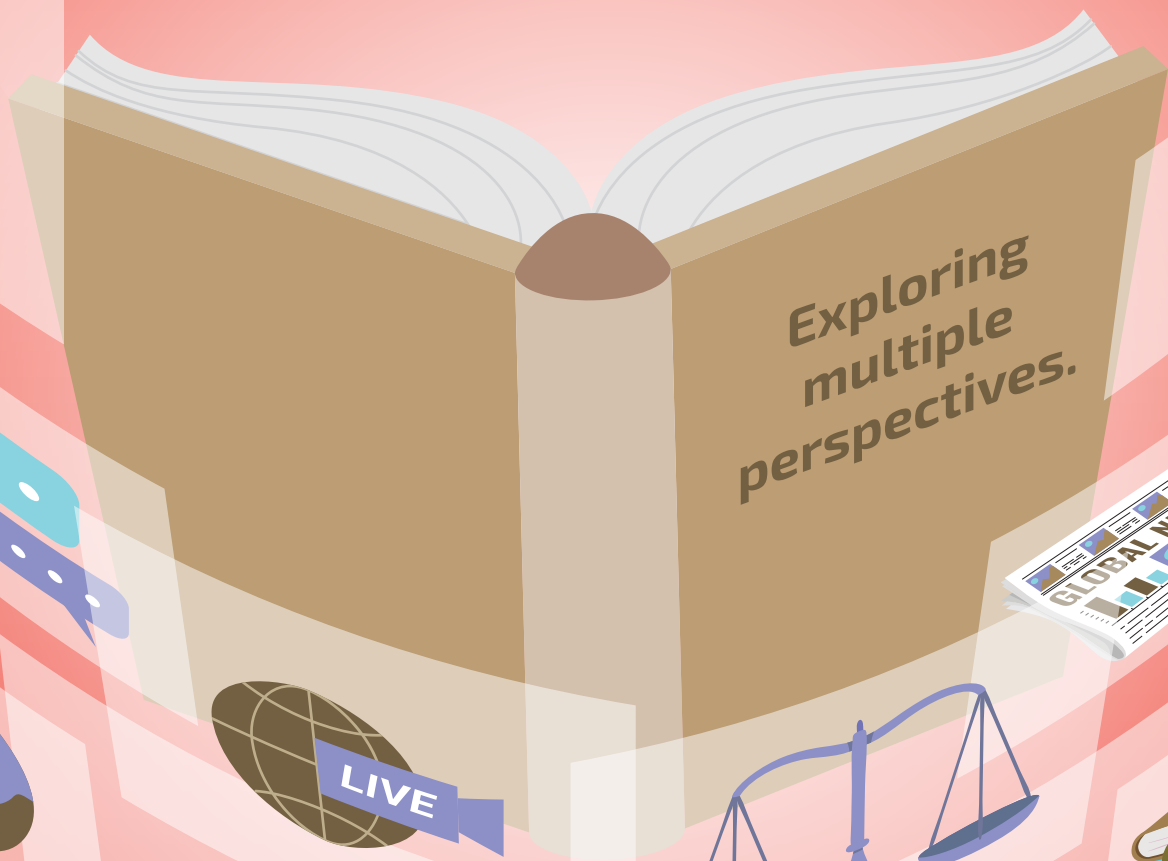


# Read to be **SURE**

Volume 2—2022/23



Issue 5

# WORLD CUP 2022



*All information and weblinks  
are valid as of March 2025.*



## Is there more to the World Cup than football?

### // World Cup 2022

Held every four years, this international football event gets a global viewership in the billions and Singaporeans also get caught up in the excitement of the World Cup. However, the World Cup is more than fun and entertainment. This sporting event has offered economic and job opportunities to many, including Singaporeans, from training match officials to selling bubble tea.

Although it is known as the “beautiful game”, it has also drawn its share of criticisms. The FIFA 2022 World Cup kicked off in the small gulf state of Qatar, amid a backdrop of celebrations and some controversies.

Major sporting events like the Olympics and the World Cup could generate multibillion-dollar investments and “intangible legacy” for host countries. These result in benefits for the host country such as new infrastructure and improved international perception as it unites the world in a shared love for sports.

However, some also question the benefits of hosting such major games. This includes questions on the infrastructure built and if it has longer term benefits, or the issue of “sportswashing”.



Photo by Igor Link on Adobe Stock

## Does the World Cup score a goal (or two) in your books?

### Yes, the World Cup Brings Benefits to the World.

#### The World Cup promises opportunities for economic gains.

Host countries stand to gain with investments in sporting and public infrastructure and economic benefits in the long term.

Some experts are optimistic that economic growth can be sustained by showcasing Qatar's "state-of-the-art transportation systems, world class tourism and culinary experiences... and generous hospitality".

There are increased digital marketing opportunities as more viewers are digitally engaged with the World Cup. F&B operators and delivery platforms may also reap benefits given the social nature of watching the games.

#### It provides a stage for countries to improve international relations.

Hosting the World Cup is an opportunity to project a more positive image, and gain soft power and support from the international community. For instance, host nations could take this chance to highlight "change and progress" to visiting nations on an international stage.

#### It serves as a shared experience.

The billions of viewers simultaneously tuning in to the World Cup makes for a truly global shared experience beyond borders.

An opportunity for solidarity, differences, be it on the domestic or political front, could be set aside as fans unite under one flag.

Rooting for the "lesser known teams" in any sporting event has the power to rally spectators from various countries or cultures, especially if they embody identities that are often under-represented.

### No, the World Cup Raises Problems for the World.

#### The true cost of the World Cup cannot be ignored.

Criticisms of the working conditions of those who helped lay the physical infrastructure for the World Cup have been rife.

The huge expenses incurred by host countries may not be offset by potential economic gains, such as through tourism.

Sporting infrastructure built specifically for the event may become "white elephant" structures after the World Cup ends.

#### Existing socio-political issues may be exacerbated.

The World Cup tournaments over the years have had a history of politics mixing with sports.

Political expressions on the field, sanctioned or not, and calls for boycotts, highlight the socio-political tensions.

Mixed public opinion surveys and critical media coverage could impact national reputations.

#### Not everyone views the game as truly unifying.

Some critics say that sporting events such as football are just games, with no real importance to our lives.

The competition also seems to further support a "nationally divided world", under the spectacle of entertainment and sporting rivalry.

Additionally, global sporting events are a hotbed for conflicting expressions of nationhood and belonging.



## Recommended Resources

Explore the resources below to find out more about the World Cup, soccer and how it can impact the world.

### Videos

Concordia. (2022, September 22). The social and human legacy of the World Cup. 2022 Concordia Annual Summit. Retrieved 2022, December 11.



Insider Business. (2022, October 22). *The true cost of the Qatar 2022 World Cup*. Retrieved 2022, December 11.

The Economist. (2022, November 18). *Why is the World Cup important to Qatar?* Retrieved 2022, December 11.



DW News. (2022, December 3). 'Double standards' — Is western criticism of Qatar's World Cup unfair? Retrieved 2022, December 11.



Al Jazeera English. (2018, July 15). *Politics and the World Cup*. Retrieved 2022, December 11.



## Websites

### Hosting the FIFA World Cup: An Economic Analysis of how the World Cup has Impacted the Economy of a Developed and a Developing Nation.

Borga, Juan, "Hosting the FIFA World Cup: An Economic Analysis of how the World Cup has Impacted the Economy of a Developed and a Developing Nation" (2020). *Undergraduate Theses and Capstone Projects*. 157. Retrieved 2022, December 12.

### A Spectacle of Scoundrels

Foer, Franklin. (2022, November 17). A Spectacle of Scoundrels. *The Atlantic*. Retrieved 2022, December 12.

### Why some Arabs and Muslims feel stung by coverage of the Qatar World Cup

Ebrahim, Nadeen and Al Lawati, Abbas. (2022, November 24). Why some Arabs and Muslims feel stung by coverage of the Qatar World Cup. *CNN*. Retrieved 2022, December 12.

### Football corruption and the remarkable road to Qatar's World Cup.

Ronay, Barney. (2022, October 8). Football corruption and the remarkable road to Qatar's World Cup. *The Guardian*. Retrieved 2022, December 12.

### Morocco are rewriting what football means to an African Muslim like me.

Ibrahim, Mina. (2022, December 11). Morocco are rewriting what football means to an African Muslim like me. *The Athletic*. Retrieved 2022, December 12.

## Podcasts

Brookings Podcast Network. (2022, December 5). *The economics of the World Cup*. Retrieved 2022, December 11.

<https://www.brookings.edu/podcast-episode/the-economics-of-the-world-cup/>

The New York Times. (2022, November 28). *Qatar's big bet on the World Cup*. Retrieved 2022, December 11.

<https://www.nytimes.com/2022/11/28/podcasts/the-daily/qatar-world-cup-2022.html>

The Journal. (2022, November 21). *A controversial World Cup begins in Qatar*. Retrieved 2022, December 11.

<https://www.wsj.com/podcasts/the-journal/a-controversial-world-cup-begins-in-qatar/E5A7536B-0ABA-4A1F-8A0A-1F2210D22020>

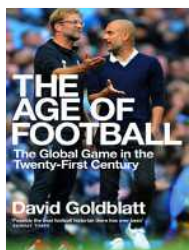
BBC. (2022, November 19). *Qatar and the fall of FIFA*. Retrieved 2022, December 11.

<https://www.bbc.co.uk/programmes/w3ct4lhg>

Crooked Media. (2022, November 17). *World Corrupt Episode 1: A toxic love affair between politics and sports*. Retrieved 2022, December 11.

<https://www.podcastrepublic.net/podcast/1655202888>

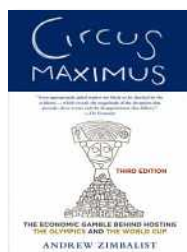
## NLB eBooks



### **The Age of Football**

Goldblatt, David. (2019). *The Age of Football*. London: Macmillan..\*

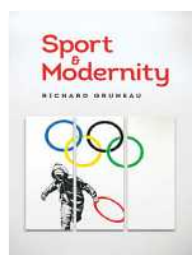
Retrieved from OverDrive. ([myLibrary ID](#) is required to access the eBook).



### **Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup**

Zimbalist, Andrew. (2020). *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*. LaVergne: Brookings Institution Press.

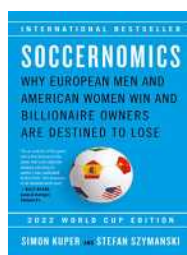
Retrieved from OverDrive. ([myLibrary ID](#) is required to access the eBook).



### **Sport and Modernity**

Gruneau, Richard. (2017). *Sport and Modernity*. New York: Polity.

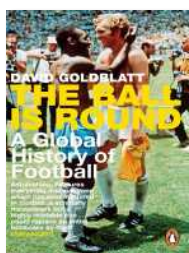
Retrieved from OverDrive. ([myLibrary ID](#) is required to access the eBook).



### **Soccernomics (2022 world cup edition): Why European men and American women win and billionaire owners are destined to lose**

Kuper, Simon. (2022). *Soccernomics (2022 world cup edition): Why European men and American women win and billionaire owners are destined to lose*. New York: Bold Type Books.

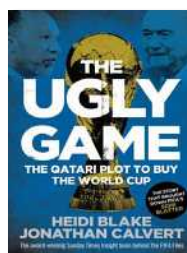
Retrieved from OverDrive. ([myLibrary ID](#) is required to access the Audiobook).



### **The Ball Is Round**

Goldblatt, David. (2007). *The Ball is Round: A Global History of Football*. London: Penguin.

Retrieved from OverDrive. ([myLibrary ID](#) is required to access the eBook).



### **The Ugly Game: The Qatari Plot to Buy the World Cup**

Blake, Heidi. (2015). *The Ugly Game: The Qatari Plot to Buy the World Cup*. New York: Simon & Schuster UK.

Retrieved from OverDrive. ([myLibrary ID](#) is required to access the eBook).