

Islamic values and cultural identity in world cup football commentary

Los valores islámicos y la identidad cultural en los comentarios sobre el fútbol del Mundial

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Abstract. This study analyzed how football commentary during the World Cups of 2010, 2014, and 2018 serves as a reflection of cultural, religious, and community values within the Islamic country. The primary objective is to explore how these commentaries are used in Islamic teachings, cultural pride, and social unity into the fabric of sports narratives, and to assess the implications for Islamic education. The research employs a qualitative content analysis, focusing on football commentaries from YouTube impressions Muslim countries such as Saudi Arabia, Egypt, Indonesia, Turkey, and Morocco. The study examines how these commentaries are infused with values. The values are teamwork, respect, humility, and the connection of success with Islamic principles. The findings of this study found that football commentary is a potent tool for reinforcing national and religious identities, fostering a sense of unity, and promoting positive society values. For instance, commentaries from Saudi Arabia and Egypt highlight the link between football success and Islamic teachings, deepening the viewers' sense of cultural heritage. Indonesian and Turkish commentaries emphasize collective effort and social cohesion, mirroring broader community values. This research contributes to Islamic education by demonstrating how football can be an effective medium for imparting religious and moral values. By incorporating Islamic teachings into sports, educators and community leaders have the opportunity to engage younger generations in a way that is both relevant and meaningful. This approach not only helps to strengthen cultural identity but also provides a dynamic platform for promoting core Islamic values in a contemporary context.

Keywords: Football Commentary, Islamic Values, Cultural Identity.

Resumen. Este estudio analizó cómo los comentarios de fútbol durante las Copas del Mundo de 2010, 2014 y 2018 sirven como reflejo de los valores culturales, religiosos y comunitarios dentro del país islámico. El objetivo principal es explorar cómo se utilizan estos comentarios en las enseñanzas islámicas, el orgullo cultural y la unidad social en el tejido de las narrativas deportivas, y evaluar las implicaciones para la educación islámica. La investigación emplea un análisis de contenido cualitativo, centrándose en los comentarios de fútbol de las impresiones de YouTube de países musulmanes como Arabia Saudita, Egipto, Indonesia, Turquía y Marruecos. El estudio examina cómo estos comentarios están imbuidos de valores. Los valores son el trabajo en equipo, el respeto, la humildad y la conexión del éxito con los principios islámicos. Los hallazgos de este estudio encontraron que los comentarios de fútbol son una herramienta potente para reforzar las identidades nacionales y religiosas, fomentar un sentido de unidad y promover valores sociales positivos. Por ejemplo, los comentarios de Arabia Saudita y Egipto resaltan el vínculo entre el éxito del fútbol y las enseñanzas islámicas, profundizando el sentido de herencia cultural de los espectadores. Los comentarios indonesios y turcos enfatizan el esfuerzo colectivo y la cohesión social, reflejando valores comunitarios más amplios. Esta investigación contribuye a la educación islámica al demostrar cómo el fútbol puede ser un medio eficaz para transmitir valores religiosos y morales. Al incorporar las enseñanzas islámicas en los deportes, los educadores y los líderes comunitarios tienen la oportunidad de involucrar a las generaciones más jóvenes de una manera que es a la vez relevante y significativa. Este enfoque no solo ayuda a fortalecer la identidad cultural, sino que también proporciona una plataforma dinámica para promover los valores islámicos fundamentales en un contexto contemporáneo.

Palabras clave: Comentarios sobre fútbol, Valores islámicos, Identidad cultural.

Fecha recepción: 12-08-24. Fecha de aceptación: 29-08-24

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Introduction

Sport has developed into a universal language in the modern world as transcends borders and brings together people from different backgrounds to share experiences (Attali et al., 2022; Nunn et al., 2022; Welis et al., 2024). Many people use sport as an effective way to express their values, identity, and pride (Gordon et al., 2021; Shibli et al., 2021; Syaputri et al., 2024). Sport has a deeper meaning in Islamic societies which linked to religious, cultural, and social norms in unique and profound ways (Al Ruwaili, 2020; Bondin et al., 2020; Thorpe et al., 2022). Sport in this topic is more than just exercise or entertainment; it is about the broader religious and

cultural principles in shaping the community. The way how sporting events are discussed, narrated, and studied (particularly commentary) provides interesting insights into the intersection of language, culture, and religion in society (Booth, 2020; Tomlinson & Clift, 2021; Van Campenhout et al., 2023). Commentary on sports is critical way how people experience and interpret sports (Jones, 2022; Ratten, 2020; Woods & Butler, 2020). This study that does more than describe events on the match; it is the study that guides the viewer through the highs and lows of the match. The language used in sports commentary can influence how the event is perceived, how athletes are remembered, and how the sport itself is understood by spectators (Malik, 2021; Merck et al.,

2020). The language of sports commentary in Islamic countries is embedded in many aspects of life, often reflects Islamic principles, culture and societal customs. Commentators may use references to Islamic teachings, use religious principles, or use cultural idioms that are important and palatable to Muslim readers (Ihsan, Okilanda, Sepriadi, et al., 2024; Mammalipurath, 2024; McCoy III, 2021). This makes sociolinguistic research which scholars interested in how language functions in particular social contexts become rich. Sociolinguistic research has long recognized about the role of language in sport, especially how commentary can shape and reinforce cultural identities and social norms on the match (O'Dwyer, 2020; Okilanda et al., 2024; Walsh et al., 2024). Moreover, most current research is centered in the West, for example, Hindman & Walker (2021); Vezzali et al. (2023) discusses how commentary on sport in Western media can explain gender stereotypes, and how language often reinforces traditional gender roles. Bou-Franch (2022), O'Dwyer (2020) and Sveinson et al. (2021) makes the broader approach and explain that how sports commentary can maintain and legitimize social hierarchies. The language functions as linguistic capital that indicates broader power dynamics in community. These studies have valuable insights into the relationship between language and sport in this context, but they leave a gap in understanding how this relationship plays out in the Islamic world.

Religion got an important role in shaping cultural and social life in the Islamic world (Ihsan, Okilanda, Al Aziz, et al., 2024; Kavas et al., 2020; Van Buren et al., 2020). Islam is not just a personal belief in many Muslim-majority countries but also a broad way of life that influences everything from law and education to society customs and daily interactions in communication (Ali, 2022; Hadaway, 2021; Yilmaz, 2021). It is reasonable to anticipate that sports commentary in this area demonstrate and reinforce Islamic principles and cultural standards. There is not many research has focused on how sports commentary incorporates and spreads Islamic values although sports are growing in popularity among Muslims and Muslim athletes are becoming better known around the world. Most research on media and communication in the Islamic world concentrates on broader issues, such as the representation of Islam in the media, how religious discourse shapes public opinion, and how language is used in religious contexts (Li & Zhang, 2022; Nor & Gale, 2021; Rifki et al., 2024). These studies have provided important insights into how religion and language interact in the Islamic world, but they have largely ignored the role of sports commentary as a venue where these disputes are actively discussed and expressed. Sports commentary is an important medium for spreading cultural and religious values to a wide audience, which is a significant oversight.

The aim of this study is to address these differences by providing a sociolinguistic analysis of sports commentary in

Islamic world. Specifically, this research examines how sports commentators in Muslim-majority countries use their language to convey Islamic values, cultural traditions, and social standards. Sports commentary is helping address and sometimes challenge prevalent social norms, such as gender roles, national identity, and how globalization affects local culture. This research gains a better understanding of how sports commentary uses language influences and reflects the Islamic social and political environment by analyzing these aspects by sociolinguistics.

Method

This research is using qualitative focuses on football commentary in the Islamic world and examines how commentators' language reflects and shapes cultural and religious values in the match. Football is popular sport in Muslim-majority countries (Ismail, 2023), so this is the background to explore this. Language, religion, and culture relate to another topic by looking at how people talk about football matches. The research data from approximately fifty hours of football commentary from online YouTube broadcasts. The most respected and most watched football competitions in the world is FIFA World Cup as the data. Data includes 2010, 2014, and 2018 World Cup matches to ensure analysis and answer the research problem.

The data collection was select a number of matches involving teams from five countries that have a majority Muslim population such as Saudi Arabia, Egypt, Indonesia, Turkey and Morocco. This choice allows this study to cover a wide range of Islamic linguistic and cultural contexts. This study was able to capture a variety of commentary styles and perspectives because they came from the official World Cup broadcast on YouTube. To collect data, relevant match recordings from YouTube were identified and collected. Each recording represents different phases of the World Cup, including the knockout stage, group stage and final round. The opinions from various broadcasters for each match was collecting so it can find out how each commentator greets the audience.

Transcribing of comments is done after the recordings are collected. This process converts spoken language into written, taking on the words and nuances of tone and emphasis. After transcription, the data were entered into the initial coding stage. Here, text segments are labeled with recurring themes and important phrases related to Islamic principles and cultural standards. After that, thematic analysis was carried out to find the main themes that emerged from the coded data. We looked for ways commentators included Islamic references, expressed cultural pride, and talked about ethical or moral values. The language of football commentary functions as spoken language to express and strengthen Islamic identity. Each match is evaluated socially and culturally, including the

relevant religious or cultural events. This context was critical to understanding how comments was transformed to be acceptable to audiences from different country.

This study was carried out by comparing comments from Saudi Arabia, Egypt, Indonesia, Turkey, and Morocco. It shown that it had both similarities and differences in how they reflected Islamic values and cultural standards among society. This comparison shown that how local customs influenced the language used by commentators. Then, it shown how these customs across the Islamic world during the match. By analyzing commentary from World Cup matches from different years and countries, this research aimed to gain a better understanding of how football commentary functions as a medium for expressing and negotiating Islamic values and cultural identity by sport match. This study discovered valuable insights of religion, culture and language in the context of global football. This research increased understanding of how sports commentary could reflect and shape Islamic religious and cultural narratives to communities. It was important to ensure that this research results were reliable when investigate football commentary in the Islamic world. To achieve this, this study used several key approaches to triangulate and validate the data. First, it was reevaluating the resources. This means comparing the comments made by different broadcasters on the match of the same World Cup match. This study could ensure that themes and references were consistent and accurate by doing this work.

This study could increase the reliability of its findings by correcting errors or discrepancies if found. This study also interpreted the data from various theoretical viewpoints. Cultural linguistics and discourse analysis used in this study as part of sociolinguistic and cultural theories. This diversity allowed this study explored comments from a variety of viewpoints, and it was ensured that the conclusions were supported by a broad range of scientific viewpoints. By doing

this, it increased the understanding of how football commentary reflected and shaped religious and cultural identity.

Result

Football as the most beloved sport by society in the world holds a special place among community around the world. Football transcended mere entertainment in Islamic country. It became a tool for expressing deep-seated cultural, religious, and communal values through society. The commentary during the World Cup years of 2010, 2014, and 2018 provides a fascinating lens through which this study was explore this dynamic interplay. By delving into broadcasts from Saudi Arabia, Egypt, Indonesia, Turkey, and Morocco, this study was uncovered how these nations intertwine its unique perspectives with the beautiful game. Football commentary from these World Cup years doesn't just narrate the on-field action; it reflects profound cultural and religious narratives.

1. Religious References (Football as a Reflection of Faith)

Comments about football was often linked to religious issues, especially in Islamic countries, where the sport is often considered more than just a game by commentary. Football commentators were often comment things such as successes, challenges and moments of perseverance from an Islamic perspective and bring to the match comments. This method filled deeper cultural and spiritual meaning into the match. In addition, it was celebrating the team's victory on the field of the match. When a team displays traits such as resilience, patience, or teamwork, commentators may equate them with religious principles, suggesting that these values. It was important in football and rooted in Islamic teachings. Linking the sport to faith and community, this framing could help foster a sense of cultural identity and pride among spectators of the match. In contrast, football was a powerful medium in which cultural and religious values was reflected and actively promoted. It was making the game more powerful and meaningful for its audience.

Table 1.
Religious references data

Country	Expressions	Video Source (YouTube)	Date and Time (WIT: Western Indonesia Time)
Saudi Arabia	"As the Quran teaches us about perseverance, the team shows incredible patience during this critical moment."	Saudi Commentary - 2014 World Cup Match	June 15, 2014, 20:00 WIT
	"In the face of adversity, we remember the Hadith about remaining steadfast."		
Egypt	"Fair play on the field reflects the Islamic principle of justice."	Egyptian Commentary - 2010 World Cup Match	June 22, 2010, 19:00 WIT
	"The spirit of sportsmanship aligns with our values of respect and integrity."		
Indonesia	"Teamwork in football mirrors the Islamic principle of working together for a common cause."	Indonesian Commentary - 2018 World Cup Match	June 26, 2018, 18:00 WIT
	"Humility in victory and defeat is a reflection of our faith."		
Turkey	"The pride we feel today echoes our rich cultural history."	Turkish Commentary - 2014 World Cup Match	June 30, 2014, 21:00 WIT
	"While we celebrate this victory, we remember our heritage and the values it represents."		
Morocco	"Our success on the field is a testament to our cultural traditions and values."	Moroccan Commentary - 2018 World Cup Match	July 2, 2018, 20:00 WIT
	"Blending football with our heritage showcases the unity of our people."		

Saudi Arabian football transcends the boundaries of sport and becomes an effective platform for spreading Islamic values. The data shown, during the 2014 World Cup, Saudi commentators often linked Koranic lessons to the national team's perseverance and endurance, especially emphasizing the importance of patience on the match. Even more than just expressing a win, this connection turns the experience of watching football into a moment of religious introspection where the spectators the game through the lens of faith. Commentators use the teachings of the Koran to support the idea such as life, football requires patience, endurance and faith in a higher power.

In the same way, references to Hadith—the words and actions of the Prophet Muhammad—are often used to emphasize the Islamic value of steadfastness in the face of challenges. This method increases the cultural relevance of sport in addition to providing spectators with a moral framework for assessing actions and results on the match. Moreover, football functions as a symbol of life's broader challenges, and religious values was displayed and tested on the playing field.

Although comments about football in Egypt may not be religious in nature, they are still associated with Islamic religion. Commentators often equate Islamic moral principles with gaming ethics, such as obeying the rules, respecting opponents, and fair play. These values are offered as part of Islamic ethics, not just an element of sport of the match. Therefore, a football player's victory is not just an athletic result; it is also considered a representation of a player's character and moral integrity, both of which was celebrated in accordance with Islamic values when they got victory.

Indonesia provides an alternative point of view; in their comments about football, they emphasize the importance of teamwork and humility on the match. It was two important aspects in accordance with Islamic teachings. Indonesian commentators often describe football as a small part of society, where the spectators contribute to success and humility is required to win or lose. This depiction is very much in line with religious teachings which emphasize the importance of cooperation, politeness and responsibility for every member of society in the learning process. Therefore, football is not just

about individual wins; it is also about how well someone promotes societal values that are important to both their sport and their beliefs.

Türkiye's approach to football commentary increases national pride as it showcases the nation's rich history and cultural heritage. Turkish commentators often use football victories as a way to celebrate their country's past. They note the strength and resilience demonstrated on the field as well as the broader historical and cultural significance of these characteristics. This storyline not only increases the value of football but also increases the sense of Turkish national ties and identity. It shows how football can serve as a link between Türkiye's past and present.

Moroccan football commentary celebrates the sport's ability to incorporate and highlight cultural traditions. They often depict football victories as a way to strengthen and showcase Moroccan heritage. Sport is seen as a cultural expression that unites society and emphasizes national identity, not just competition. Moroccan commentators celebrate football as something more than entertainment, reinforcing cultural values and bringing communities together.

Football becomes more than just a game in all these situations. It serves as an ever-evolving platform where cultural, religious, and national identities are expressed, celebrated, and strengthened. These countries incorporate their different cultural and religious perspectives into football stories, creating a richness that reflects the diversity and shared values of the Islamic world through football commentary. This method brings viewers closer to their faith, culture and national identity in addition to enriching their gaming experience.

Cultural Pride (Football as a Celebration of Identity)

Football commentary often links the sport to historical heritage and national identity to increase cultural pride. This shown that winning was not the only goal of football achievement; These results shown the cultural values. Sports became a tool to show and emphasize national identity through comments. Football and culture had a relationship that make the game more interesting for viewers. Ultimately, the word "soccer" refers to the celebration of both athletic and cultural aspects.

Table 2.
Cultural pride data

Country	Expressions	Video Source (YouTube)	Date and Time
Saudi Arabia	"Every win reflects our national values and religious devotion." "The team's performance is a source of pride for our nation and our faith."	Saudi Commentary - 2010 World Cup Match	June 18, 2010, 19:00 WIT
Egypt	"Egypt's football achievements are a symbol of our historical and cultural legacy." "Our contribution to football is an extension of our cultural pride."	Egyptian Commentary - 2014 World Cup Match	June 20, 2014, 21:00 WIT
Indonesia	"Football is a celebration of our local culture and communal spirit." "Our team's success is a reflection of our nation's unity and pride."	Indonesian Commentary - 2010 World Cup Match	June 24, 2010, 17:00 WIT
Turkey	"Victory on the field is a reflection of Turkey's historical and cultural significance." "Our football team represents our rich cultural heritage."	Turkish Commentary - 2018 World Cup Match	June 28, 2018, 19:00 WIT
Morocco	"Our football success aligns with our cultural traditions and values." "The team's achievements are a proud representation of Moroccan heritage."	Moroccan Commentary - 2014 World Cup Match	July 1, 2014, 20:00 WIT

Often in Saudi Arabia, football wins were considered a symbol of religious and national pride. Commentators emphasized that each team's victory shown the nation's strength and solidarity and is in line with Islamic values, making football a cultural and spiritual festival. Sport was linked to faith in a broader context, where winning in sport was considered a gift from God or proof of moral and religious commitment to the nation.

In Egypt, football was respected as part of the country's history and culture, not just as a sport. Egyptian commentators often equate football victories with the nation's rich history, depicting victory as an extension of enduring national pride. In the story of Egypt's contribution to civilization, achievements on the field link sport to the country's identity as a cradle of culture and history.

Indonesian football commentary relies heavily on cultural themes and community spirit. In this case, sport is described as a tool that can unite various communities and celebrate national unity through football. Commentators emphasized that football demonstrated the values of teamwork, humility and community harmony, strengthening Indonesia's cultural identity as a country that values teamwork and mutual respect.

In addition, Türkiye's way of commenting on football is

linked to its national pride and historical significance. Victories on the field are appreciated not only for their athletic abilities, but also because they demonstrate the richness of Turkish culture. Commentators attribute this achievement to Turkey's long history, honoring its past and present position in the world with football.

Moroccan traditions and cultural values have a lot to do with the country's football success. Moroccan commentators emphasize how football serves as a symbol of the country's cultural pride and how football wins strengthen Morocco's heritage. In his comments, he frequently refers to cultural symbols and traditions, using football as a way to convey national pride and ties to Moroccan history.

Community Values (Football as a Unifying Force)

By bringing people together and encouraging them to work together, football helps instill community values. This isn't just a game; it is a platform that promotes social solidarity and cultural values. Sport brings communities together, building relationships and understanding each other. Football reminds us of the importance of teamwork and collaboration. As a result, it plays a very important role in enhancing and maintaining societal harmony.

Table 3.
Community values data

Country	Expressions	Video Source (YouTube)	Date and Time
Saudi Arabia	"The unity and teamwork displayed reflect our Islamic values of mutual support." "Football brings us together, embodying the spirit of cooperation in our faith."	Saudi Commentary - 2018 World Cup Match	June 22, 2018, 18:00 WIT
Egypt	"Football enhances our sense of national and community unity." "The sport serves as a platform for strengthening community bonds."	Egyptian Commentary - 2018 World Cup Match	June 26, 2018, 20:00 WIT
Indonesia	"Teamwork and collective effort in football reflect our communal values." "Football fosters a sense of togetherness that aligns with Islamic principles."	Indonesian Commentary - 2014 World Cup Match	June 30, 2014, 19:00 WIT
Turkey	"Our national pride and cultural identity are celebrated through football." "The sport highlights Turkey's unity and historical significance."	Turkish Commentary - 2010 World Cup Match	June 24, 2010, 17:00 WIT
Morocco	"Football is a reflection of our community spirit and cultural values." "Our football narratives integrate local traditions and enhance community cohesion."	Moroccan Commentary - 2010 World Cup Match	June 18, 2010, 18:00 WIT

The theme of community values really illustrates how sport can build unity and cooperation in various Islamic countries in football commentary. Football in Saudi Arabia is not only a game, but also it is a symbol of Islamic values that encourage solidarity and cooperation of society. Commentators often emphasize that the sport promotes these principles in match that they comment, explain that football as a tool in bringing spectators together and strengthen communities. This perspective saw football as a means to express and strengthen societal values more than just sport match. In contrast, in Egypt, football is considered an important tool that can strengthen community and national ties. Commentaries often discuss the boundaries between sporting achievements and the country's cultural and historical heritage, showing how football helps strengthen a sense of belonging and identity. The narrative praises the role of sport in uniting different

groups of society whom watch the match. It was showing how football forms a unified national spirit. Indonesia's comments also show how football values such as teamwork and team effort reflect broader communal values rooted in the Islamic religion on the match. According to spectators, football shows these values because it ensures everyone works together and harmony with each other. It such an important part of Indonesian culture. This depiction emphasizes the function of sport in strengthening social values and increasing community spirit in society. Football is considered as a symbol of national pride and unity in Türkiye. Commentators attributed the football winning to Turkey's rich historical and cultural heritage. The spectators celebrated the sport as a representation of the nation's identity in community of certain community. Football achievements was depicted as individual successes as well as symbols of Turkey's larger historical and cultural significance, enhancing a sense of

collective pride and national unity in this society of this country. Moroccan commentary on football incorporates local traditions and cultural values, depicting the sport as a representation of the spirit of Moroccan society. The commentary comments were emphasized how football's success integrates and enhances Morocco's cultural identity, demonstrating the role of sport in reinforcing cultural values and strengthening society solidarity. In this situation, the celebration of football shown how important football was as a tool that could unite people and strengthen cultural and communal ties between society of certain country.

All in all, the 2010, 2014, and 2018 World Cup commentary provided important value of how football had evolved from its status as a traditional sport being important religious and cultural symbol in the Islamic world. The research into comments from Saudi Arabia, Egypt, Indonesia, Turkey and Morocco shown that how each country used football to celebrate and reinforce the values of their different cultures, religions and communities among their society. This study shown that football was not only a game; but also it was an effective tool for communicating beliefs, cultural pride, and national identity. By thinking about these themes, it was better understood how football fits into Islamic culture and religion in complex ways, and emphasize how important football was off the pitch and how its role shaped and reflected the identities of countries between communities.

Discussion

The study discussed the football commentary at the 2010, 2014, and 2018 World Cups from Islamic countries. It was providing insight of how this worldwide sport reflected and reinforced religious, cultural, and community values in Islamic world. This study uncovered the strengths and weaknesses in religious and cultural into football match by looking at comments from commentary some countries such as Saudi Arabia, Egypt, Indonesia, Turkey and Morocco. This research result shown that football comments could strengthen cultural and religious identity. Based on the data, in Saudi Arabia and Egypt, football success was often linked to Islamic values and cultural pride. This connection strengthens the spectators' sense of identity and promotes cultural heritage among spectators of the match in certain country. When commentators compared football achievements to religious teachings or national pride, the spectators created emotional connection between the sport and its certain match spectators. This method increased a sense of belonging and pride for the spectators. This statement in line with Ahmad et al. (2020), Dyck & Archetti (2020) and Mauro (2020) found that sport could be an effective medium for expressing identity and cultural values on the match among spectators.

Increasing community unity and cohesion was another benefit. Comments from countries such as Saudi Arabia and

Indonesia often emphasize themes of teamwork and solidarity among the player. Focusing on collective efforts and shared goals helped society unite and brings them closer to each other. In this way, football was not only a game; but also, it was a tool for strengthening national solidarity and social relations. This opinion was supported by research conducted by Van Der Veken et al. (2020), which found that sport has the ability to overcome social disparities and foster feelings of shared purpose among various groups of spectators.

Football commentary also often points to good things such as respect, humility and cooperation based on the match. The commentators from Morocco and Turkey described football team victory as a cultural legacy that encourages spectators and reinforces societal values among society. Sports media could promote good social values and increase cultural pride. This is in line with Luo (2021) idea that these benefits enhance the spectators experience while upholding important cultural norms in society.

However, this method also faces such problems. One concern is that concentrating on particular religious or cultural themes could reduce football's overall appeal among society. Commentary that overemphasizes certain cultural stories may alienate viewers from diverse backgrounds and detract from the function of sport as a global medium on the match. Woods & Butler (2020) emphasize this weakness and say that focusing too much on themes of nationalism can result in sports being unable to engage a wider international spectator.

The risk of biased comments could add as an additional problem. Certain community may be more accepting of certain cultural or religious practices, which may cause other groups of community to disagree. These biases could impact inclusive football commentary and the ability to interact with diverse audiences. McClearen (2023) also point out that false narratives in sports media can marginalize certain community and damage the representation of sports. Complexity is increased by commercialization of the match. It is possible that football's genuine connection to cultural values will be compromised if the match about the sport was primarily driven by economic interests. A focus on profits could make football lose the genuine cultural expression it offers. Ostrower (2020) talk about how commercialization could damage cultural representation due to monetary gain of community.

In short, looking at comments from several countries may not fully capture the way football interacts with Islamic religious and cultural values among communities. All regions and communities have unique experiences and stories. So reading more about football commentary could help this future researcher understand its role in cultural and religious expression. Kavoura & Kokkonen (2021) stated that inclusive studies that combine diverse experiences in sports media are essential is doing research. To sum up, commentary research on football shown the advantages and disadvantages of using this sport to reflect and reinforce cultural and religious values.

The benefits of using this sport were reflect and strengthen cultural and religious identity, encourage unity, and emphasize positive values. However, there were challenges such as possible isolation, bias, commercialization, and the need for a broader view. These insights provide a new perspective on how football functions as a cultural medium and global phenomenon. Further research could study this issue and how football interacts with cultural values in football like context. This will increase researcher understanding the role of sport in shaping and reflecting cultural identity among society.

Conclusion

This study discussed football commentary from the 2010, 2014 and 2018 World Cups provides a fascinating phenomenon of how football reflects and shapes religious and cultural identities in the Islamic world. Based on this analysis, football was not only a sport; but also, it was a medium of cultural and religious values are painted colorfully as the result. Football commentary helped increase a sense of belonging and identity, which is a significant benefit. The commentary links football success to Islamic teachings and national pride, helping viewers feel closer to their culture and religion in countries like Egypt and Saudi Arabia. Incorporating football into cultural heritage was more than just celebrating spectators and players' victory. When commentators emphasize values like teamwork and respect, they not only address the match itself, but also encourage larger community values, creating unity and a sense of bonding among the spectators.

However, there were several problems with this method. Spectators with different perspectives was sometimes hurt by focusing on certain cultural or religious stories. This could cause football to become less attractive to a global fan. In situations where certain religious or cultural values taken precedence over other values, bias in comments may also arise in this case. This could eliminate different perspectives and impact the representation of the sport match. Additionally, there was the issue of commercialization of the game. Football commentary began to prioritize financial gain over genuine cultural expression of the match. This could damage the genuine connection between the sport and its cultural roots. With this shift, football may lose its value as a cultural medium as it appears more like selling a product than celebrating a shared experience of the society. The limitations of the analysis of this study were also a problem. This research may not look at how football interacts with cultural and religious values across the Islamic world if it focused on comments from specific countries. Each region and community may have different ways of incorporating football into their cultural identity, which may not be addressed in this analysis.

At last, although football commentary provides many ways to express religion and culture, they also emphasized the importance of finding balance of the study. Football should be

used to celebrate cultural identity, but it should not be at the expense of inclusion or the sport's global popularity among society. More in-depth research in various contexts is needed to gain a better understanding of the role of football in cultural expression for future researcher. This will help the elder researcher appreciate how football could honor local traditions while remaining a universal means of interacting with spectators around the world.

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