

# Football Fiasco

When Qatar was awarded<sup>1</sup> the hosting of the 2022 FIFA Football World Cup, many eyebrows were raised<sup>2</sup>, to say the least<sup>3</sup>. The controversy has not subsided<sup>4</sup> with time. Janet Sandford investigates what all the fuss is about<sup>5</sup>.

The story starts way back in January 2009, when national football associations were required to submit their bids for hosting either the 2018 or 2022 Football World Cup tournaments<sup>6</sup>. The bids were voted on by the 22-man (and it was only men – Lydia Nsekera of Burundi became the first woman member in 2013) executive committee<sup>7</sup>, headquartered<sup>8</sup> in Zurich, Switzerland. Coincidentally<sup>9</sup>, the home of the organisation's president at the time, Sepp Blatter. Other committee members represented the football associations around the world from Europe, North, Central and South America, Africa, Asia and Oceania. The successful bids need to secure an overall<sup>12</sup> majority<sup>13</sup> of the votes, making 12 the winning number. The country with the least votes is eliminated<sup>14</sup> in consecutive<sup>15</sup> rounds<sup>16</sup> until there is a clear winner. The final outcome<sup>17</sup> in 2010 was that the 2018 world cup<sup>18</sup> was awarded to Russia and 2022 to Qatar. Both results left many football fans and journalists scratching their heads<sup>19</sup>.

In poorer parts of the world, where the sport is popular, it could also bring in much-needed revenue<sup>20</sup> and publicity<sup>21</sup> for the country, but Qatar hardly fits that profile<sup>22</sup>. Nor is it renowned for<sup>23</sup> its *ment before*.

to award sb sth to 'w'ord 'sambad' 'sambing  
przynać coś komuś (nagrodę), nagrodzić  
kogoś czymś  
to raise (many) eyebrows to reiz 'meni 'abraz  
wywołać poruszenie  
... to say the least to 'sei 'de list ..., delikatinie  
mówiąc

to subside to sab'said oślabnąć, zelzeć  
what all the fuss is about wot c:l 'de fas  
iz e'baet o co tyle krzyku, o co (to caje)  
zamieszanie  
to submit sth to sab'mit 'sambing złożyć coś  
(np. wniosek, podanie)  
bid for sth bid fa(r) 'sambing zgłoszenie czegoś  
do konkursu/przetargu  
tournament 'tɔ:nəmənt turniej, zawody  
executive committee ig'zekju:tiv ka'miti komitet  
wykonawczy  
headquartered somewhere 'hed'kw:ted  
'sambwe(r) mający gdzieś swoją siedzibę

On the face of<sup>24</sup> it, there is a case to be made for<sup>25</sup> hosting the showcase<sup>26</sup> event somewhere different. Where the tournament is held has been dominated by European and North and South American hosts: Mexico three times, Brazil, France, Germany and Italy twice each. Football is increasingly a global brand, why shouldn't countries in Africa and Asia have their chance, too? That view was expressed<sup>27</sup> by

## Moving the Goalposts<sup>20</sup>

coincidentally ka'w,ɪnsɪ'dentli przypadkiem,  
przypadkowo  
overall 'əveɪ'ɔ:l ogólny  
majority me'dʒɔ:rti większość  
to eliminate tu 'lɪmɪneɪt wyeliminować  
consecutive kan'sekju:tɪv z rzędu, kolejny  
round 'raʊnd runda, tura  
outcome 'aʊtkam wynik  
world cup wɜ:ld kʌp mistrzostwa świata  
to scratch one's head to skreɪf wanz hed  
powątpiewać, nie być pewnym (pot.)  
to move the goalposts to mu:v 'de 'gəʊl'pɒsts  
zmieniać reguły gry, tworzyć nowe zasady  
on the face of sth ɒn ðə feɪs av 'sambing na  
pierwszy rzut oka, jak się wydaje  
there is a case to be made for X deɪ(r) ɪz  
a keys to bi meɪd fa(r) można pokusić się  
o obronę X  
showcase 'ʃəʊkæz tu: pokazowy,  
representacyjny  
to express sth tu ɪk'spres 'sambing wyrazić  
cos  
revenue 'revənju: przychody, wpływy  
publicity pʌb'lɪsɪti nagłośnienie  
(medialne), reklama  
to fit the profile to fit ðə 'prəʊfaɪl  
pasować do profilu  
renowned for sth rɪ'naʊnd fa(r) 'sambing  
znany z czegoś

