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Editorial Foreword

On the occasion of the 2022 World Cup in Qatar, the editorial board of Tajseer is pleased to introduce its first Special Issue on Culture as a Tool of Soft Power. The overarching theme of these papers is the view that sports fields have become a source of a new soft power rather than places for pleasure and space for entertainment. This is particularly so because some of these mega sporting events, such as the FIFA World Cup, attract millions of people from different parts of the world. Accordingly, sporting games have had a substantial impact and multiple reactions in culture, economic, and international relations. Thus, sports have become a necessary means of cultural communication among nations.

However, if hosting the world Cup increases Qatar's soft power and reinforces her international position, does it also pose a challenge to the society and the state? Is Qatar not possible to face some cultural challenges, such as when an entrenched local culture, religious values, and global modes of culture and behaviors are all brought together in one place? To what extent can the Qatari state and society change stereotypes on the culture, nation, region, and religion around the perception of Qatar's prospective visitors for the World Cup 2022? What role can the Qatari cultural institutions play in shaping the cultural image? How do the Qatari elites see their country's organization of this mega sporting event? How do Qatar residents who represent a world community conceive the Qatari society, state, and culture?

Driven by its vision on interdisciplinary studies, Tajseer's journal addresses all these interrelated questions and others through eight papers (three of which are in English). Researchers at Ibn Khaldon Center and other institutions contribute to the large part of this journal's issue, which has undergone a rigorous peer-review.

By publishing this issue, Tajseer's journal contributes to a very timely topic on sport as a soft power, and to the way nationals and residents can best contribute to this mega sporting event in order to be a catalyst for greater social development nationally, and more cultural influence internationally.

We thank our editorial board, the external reviewers, and Qatar University Press for their continued assistance and close follow-up, and we aspire to maintain the highest standards in the fields of scientific research.

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