THE ROLE OF SPORT CAMPAIGNS IN SHAPING SUSTAINABILITY NARRATIVES: A CRITICAL DISCOURSE ANALYSIS

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Abstract

This research examines environmental discourse within sports, focusing on its linguistic, discursive, and social aspects. The analysis elucidates the construction of environmental discourse in sports through three primary stages: production, distribution, and consumption, emphasizing the interplay of sports firms, environmental organizations, and the public in producing environmental narratives. It underscores the influence of economic and political forces in utilizing the notion of sustainability for marketing and ideological objectives while accentuating the significance of grassroots activities in countering these prevailing narratives. This study employs critical discourse analysis (CDAhenceforth) to examine verbal and visual elements of sports ads. The researchers selected ten social media advertisements in English and Arabic that promote sustainability in sports. Data was gathered from multiple media platforms, encompassing social media initiatives. The research examines advertisements published from 2020 to 2025, using sports businesses or events, sustainability themes, and endorsements by athletes. Sports discourse emphasizes the significance of sustainability in business reputation and environmental accountability. Sustainability is perceived as a progressive endeavor necessitating continuous dedication, surpassing mere marketing fads. Sports foster environmental awareness via text creation, dissemination, and consumption, and can function as a marketing tactic. Sports discourse underscores sustainability in corporate branding and environmental accountability, surpassing marketing trends.

Keywords: *Advertisements CDA, sports, campaigns, sustainability*

INTRODUCTION

CDA is a discipline that examines media conversation and its implicit meanings, concentrating on the dynamics of language use within a community. It analyzes the enactment, legitimization, reproduction, and resistance of social constructs such as inequality, domination, abuse of social authority, marriage, insecurity, marginalization, and political actions through discourse in social and media contexts (Van Dijk, 1993). Besides, CDA performs ideological functions, shaping society and culture as interpretative and explanatory constructs. Discourse can be categorized into micro and macro levels, with linguistic contact situated at the micro level and power, dominance, and inequality among social groupings at the macro level. In addition, the media has emerged as a crucial source of information, with commercials as a significant component in media selection. The media convey the article's information, captivate readers' interest, and unveil the underlying significance of words and phrases (Fairclough & Wodak, 1997).

Fairclough (1995) asserts that the effectiveness of advertising is grounded in the strategic use of language and images, as marketing employs discourse to construct realities and influence customer perceptions. Sustainability-focused advertisements often employ inspirational slogans, environmentally-centered language, and appeals to social accountability (Cronin et al., 2011). Visual elements, such as natural imagery, green color schemes, and eco-friendly symbols, enhance sustainability messages. Despite the growing interest in sustainability communication and sports advertising, research specifically focused on the critical discourse analysis of sports advertisements remains limited. Additional extensive research is necessary to examine how these advertisements construct sustainability narratives and influence public perceptions (Patterson & Mowat, 2012).

Furthermore, communication is vital in social relationships, with media profoundly impacting the distribution of information and news and shaping public opinion. Advertisements, particularly in sports, are often utilized to inform, persuade, remind, and influence individuals' viewpoints. The language used in advertisements communicates the product's importance to audiences and cultural norms, making it an essential tool for increasing public awareness and influencing societal identities and attitudes. Advertising is considered the most potent institution of socialization in modern culture, as it shapes individuals' attitudes and beliefs toward sustainable development (Sobur, 2009; Hall, 2007; Susanti, 2019). The intersection of sports advertising and sustainability is intensifying as sports organizations and sponsors recognize the potential of sports to promote sustainable behaviors. This involves employing sporting events and sponsorships to influence consumer views and behaviors about sustainability.

Recent scholarly work has established important foundations for examining sustainability discourse in sport contexts. Cury et al.'s (2022) systematic literature review demonstrates that environmental sustainability in sport has emerged as a distinct academic field, documenting the evolution of sustainability discourse, governance frameworks, and management practices that provide essential groundwork for critical analysis of how sport campaigns construct sustainability narratives. Building on this foundation, McCullough et al.'s (2020) research advances understanding of campaign effectiveness by developing an evaluation model that examines how participants' attitudes and values shape their engagement with sustainability messaging, revealing crucial insights into message framing and narrative construction strategies.

Moreover, studies examining fan interpretations of organizational sustainability communications indicate that messaging approaches and the perceived alignment between sport identity and environmental issues significantly influence audience engagement, highlighting the co-constructed nature of sustainability narratives between organizations and their stakeholders. This body of work, complemented by Agbeleoba et al.'s (2025) application of ecolinguistic and critical discourse analysis to sustainable development communications, demonstrates how dominant discourses shape

sustainability meanings, reflect underlying power structures, and construct ideological boundaries around acceptable environmental action, thereby establishing the theoretical and methodological groundwork for critical examination of sustainability discourse in sport campaigns.

The novelty of examining sport campaigns' role in shaping sustainability narratives through Critical Discourse Analysis resides in its distinctive convergence of three critical domains: sport communication, environmental sustainability, and linguistic power structures. Although previous scholarship has investigated sustainability within sporting contexts from management, governance, and audience engagement perspectives, this research advances the field by critically analyzing how sport campaigns function as discursive agents that actively construct, mediate, and legitimize particular sustainability narratives through strategic language deployment and power negotiations. The study moves beyond descriptive accounts to interrogate how these campaigns position sustainability in relation to sport identity formation, audience interpretation processes, and the tensions between localized action and global environmental imperatives.

By employing CDA as an analytical framework, this investigation reveals the ideological underpinnings, institutional power dynamics, and instances of audience resistance embedded within sustainability messaging, thereby providing a novel understanding of how environmental responsibility is discursively constituted and challenged within sport culture. Furthermore, this research yields significant theoretical and practical contributions by illuminating the intricate relationship between sports media discourse and the cultivation of sustainable cultural practices, while simultaneously offering actionable intelligence for campaign strategists seeking to enhance message effectiveness and authenticity.

This study critically examines how sport campaigns construct and communicate sustainability narratives by analyzing the language, ideologies, and power structures embedded within these messages. Employing Critical Discourse Analysis as its methodological framework, the research investigates how sport organizations, sponsors, and media strategically deploy discourse to shape public perceptions of sustainability while revealing the dynamics of identity, power, and resistance that characterize audience engagement with these campaigns. By exploring the framing mechanisms through which sustainability is represented within sport contexts, this study seeks to understand how environmental narratives are created, contested, and received by diverse audiences, thereby illuminating the complex interplay between sport culture, sustainability communication, and broader social transformation. Ultimately, the research aims to reveal the political, ideological, and cultural dimensions of sustainability discourse in sport, examining how these narratives influence public awareness, behavioral engagement, and the boundaries of legitimate environmental action in contemporary society.

Analytical Framework

The researchers have employed Fairclough's (1995) the Three-Dimensional CDA Model, encompassing the subsequent analytical dimensions:

1. Textual Analysis: Examination of linguistic elements, including words, metaphors, slogans, and syntactic structures that communicate sustainability messages.
2. Discursive Practice Analysis: Investigating the creation, dissemination, and reception of sports commercials. Recognizing intertextual allusions and persistent discursive motifs.
3. Social Practice Analysis: Examination of the socio-cultural and environmental settings in which sports advertisements affect and affect. Comprehending the role of advertisements in the overarching dialogue of sustainability and environmental accountability.

Fairclough (1995) identifies the first dimension as text (micro). The second dimension pertains to discourse practice (meso). This analysis examines various elements pertinent to the relationship between text and context. This stage encompasses the creation and utilization of texts. This level examines the approach employed in sports advertising concerning the production and consumption of text and its power dynamics related to sustainability. The final dimension is socio-cultural practice (macro). This section analyzes the link between discursive and social practices. At this level, the sports commercials elucidate how the sport promotes sustainability within the community (Kuldip Kaur, 2013).
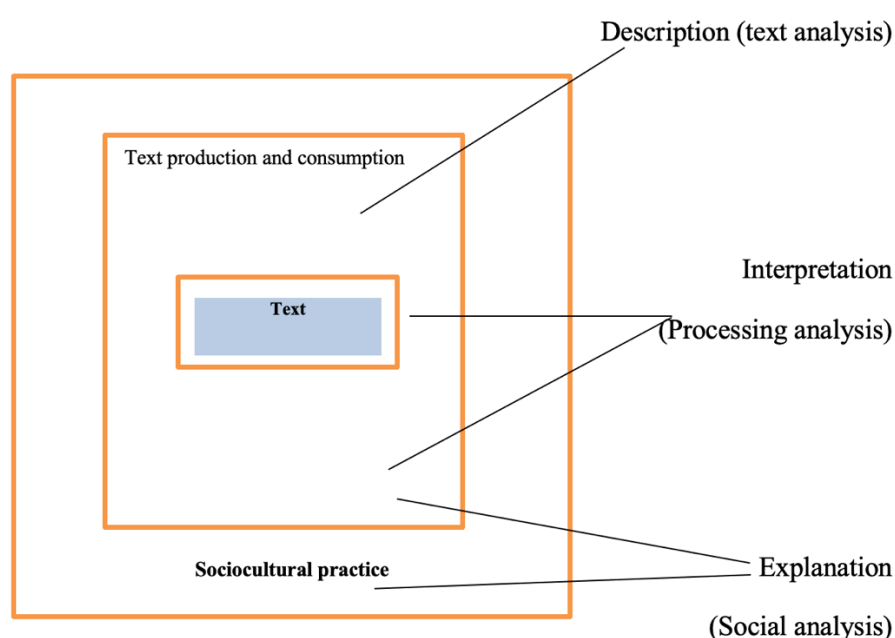
Figure 1. *The Adopted CDA Model of Fairclough's (1995)*

METHODOLOGY

This study employs a qualitative research design. The qualitative method is a strategy that generates descriptive data, both verbal and written, that emerges or exists within the community (p.10). This research uses CDA to investigate sports commercials' verbal and visual components. Data was gathered from multiple media platforms, encompassing social media initiatives. Besides, the research examines commercials published from 2020 to 2025, using sports businesses or events, sustainability themes, and endorsements by athletes. The analysis adheres to Fairclough's three-way framework: description, interpretation, and explanation. In addition, the study upholds ethical standards, guarantees transparency, and ensures dependability and validity. It is confined to English and Arabic sports advertisements, impacting the generalizability of the results. Therefore, the research extensively examines discourse tactics in sports marketing and their function in advancing sustainability.

Data Collection and Description

The researchers have picked ten social media campaigns from English and Arabic communities that advocate for sustainability in sports, as detailed in the following table:

Table 1. Description of Selected Data

No.	Campaign/ Brand	Description of the Brands	Campaigns focus	References
	Puma's "Forever Better"	Established in 1948, Puma SE, a German multinational, is a leading sportswear brand with global revenues in 2023.	"Forever Better" highlights Puma's dedication to sustainability, emphasizing eco-friendly products and minimizing environmental impact.	https://www.sportspro.com/sponsorship-marketing/sponsorship/sports-marketing-campaigns-social-impact-decathlon-puma-red-bull-xbox-lsfgi-2024/
2.	Decathlon's Ec-Design Initiative	Decathlon SA, established in 1976, is a renowned French retailer known for its extensive range of sports equipment and apparel across multiple global stores.	Decathlon is a sports organization that promotes eco-designed products, focusing on sustainable materials and production processes to minimize environmental impact.	https://www.sportspro.com/sponsorship-marketing/sponsorship/sports-marketing-campaigns-social-impact-decathlon-puma-red-bull-xbox-lsfgi-2024/
3.	Red Bull's Environmental Stewardship	Established in 1984, Austrian company Red Bull GmbH is known for its energy drinks and sponsorship of extreme sports events, and it has a significant presence in sports marketing and event management.	Red Bull promotes sustainability in extreme sports events through its platforms, showcasing environmental projects.	https://www.sportspro.com/sponsorship-marketing/sponsorship/sports-marketing-campaigns-social-impact-decathlon-puma-red-bull-xbox-lsfgi-2024/
4.	Nike's "Move to Zero" Campaign	Nike, a global sportswear brand, reported revenues exceeding $49 billion in 2022, solidifying its position as the top sportswear brand globally.	Nike's "Move to Zero" initiative aims to achieve zero carbon and waste, fostering a sustainable future for sports in response to climate change.	https://www.baymedia.co.uk/when-advertising-goes-green-memorable-campaigns-promoting-sustainability/
5.	Adidas' "End Plastic Waste" Initiative	Adidas, a German sports shoe and clothing company, generated $13 billion in revenue in 2022 from its footwear segment.	The "End Plastic Waste" initiative aims to eliminate plastic waste by incorporating recycled materials into products through innovation and partnerships.	https://vintageclothingguides.com/brand-history/iconic-adidas-advertising-campaigns/
6.	Saudi Vision 2030 Sports Initiatives	Saudi Vision 2030 aims to reduce oil dependency, diversify the economy, and develop public service sectors,	Sports initiatives promote sustainable practices and healthy lifestyles, aligning with	https://www.ey.com/en_ly/services/consulting/how-sports-events-can-transform-the-saudi-arabian-economy

		including sports, with the sports sector as a key economic pillar.	the broader goals of Vision 2030.	
7.	Qatar's Sustainable Stadiums for FIFA World Cup 2022	Qatar, hosting the FIFA World Cup 2022, prioritized sustainability by constructing eco-friendly stadiums and facilities.	The initiative emphasizes adopting sustainable construction practices and technologies in World Cup infrastructure.	https://www.arabmediasociety.com/media-strategies-for-promoting-sustainable-development-goals/
8.	Dubai Fitness Challenge	The Dubai Fitness Challenge, launched in 2017, encourages residents to engage in 30 minutes of daily physical activity for 30 days, promoting health and sustainability.	The challenge aims to promote a healthy lifestyle through community engagement and organized events.	https://thesustainableagency.com/blog/sustainability-social-media-campaigns-that-rocked/
9.	Jordan's Eco-Friendly Marathon	Jordan hosts eco-friendly marathons to raise environmental awareness and promote sustainability among its participants.	The marathons promote the reduction of plastic waste and encourage environmentally conscious behaviors.	https://www.51tocarbonzero.com/creative-ways-to-support-the-2030-pledge-for-a-better-planet/
10.	UNICEF and the Iraqi Ministry of Youth and Sports Platforms	Empowering youth to combat climate change	The focus is on empowering youth to take action against climate change.	https://iraq.un.org/en/241389-unicef-iraq-and-ministry-youth-and-sports-launch-platforms-empower-youth-combat-climate

Data Analysis

1. Textual Analysis: This dimension is also the "description dimension"; it illustrates linguistic characteristics, vocabulary, syntax, and literary structure to expose fundamental views or beliefs. Therefore, it compresses four elements, which are stated as follows:

   a) Lexical choices: The concepts of "eco-designed," "zero carbon" (Nike), and "eliminate plastic waste" (Adidas) emphasize environmental essential requirements and business responsibility. These conceptions also focus on sustainability as a crucial aim, directing environmentally responsive customers.

   b) Modality: This point is stated by using Phrases such as "journey toward" (Nike) or "aim to" (Adidas) that indicate indeterminate commitment, whereas unambiguous concepts like "protect the future of sport" (Nike) express authority and ethical responsibility.

   c) Passive and Active Voice: Campaigns such as Qatar's "Sustainable Stadiums" focus on active productions ("showcasing sustainable construction") to emphasize intervention, whereas Red Bull's "Environmental Stewardship" focuses on passive voice ("sustainability is promoted") to depersonalize commercial responsibility.

   d) Intertextuality: This point is stated by Saudi Vision 2030 and the Dubai Fitness Challenge and relates to global sustainability agendas (e.g., UN Sustainable Development Goals), locating acceptability from recognized speeches.

Moreover, these words highlight the concept of sustainability by focusing on environmental thoughts and commercial responsibility, with terminology that emphasizes initiatives to reduce carbon emissions, remove plastic waste, and

implement eco-design. Besides, these aspects emphasize the combination of sustainability into the practices of leading sports companies, demonstrating a conversion towards more environmentally sensitive production procedures. On the other hand, sports are linked to sustainability, which is stated as an area that entails maintenance and reassurance through appropriate environmental strategies. Terms like "protecting the future of sport" recommend that climate change and ecological poverty may affect the sport's commercial, calling for procedures to confirm its sustainable determination. The terms like "journey towards" and "goal to" signify a regular assurance rather than an unexpected change, demonstrating that these organizations assessed sustainability as a continuing procedure demanding continuous decisions (See Figure 2).
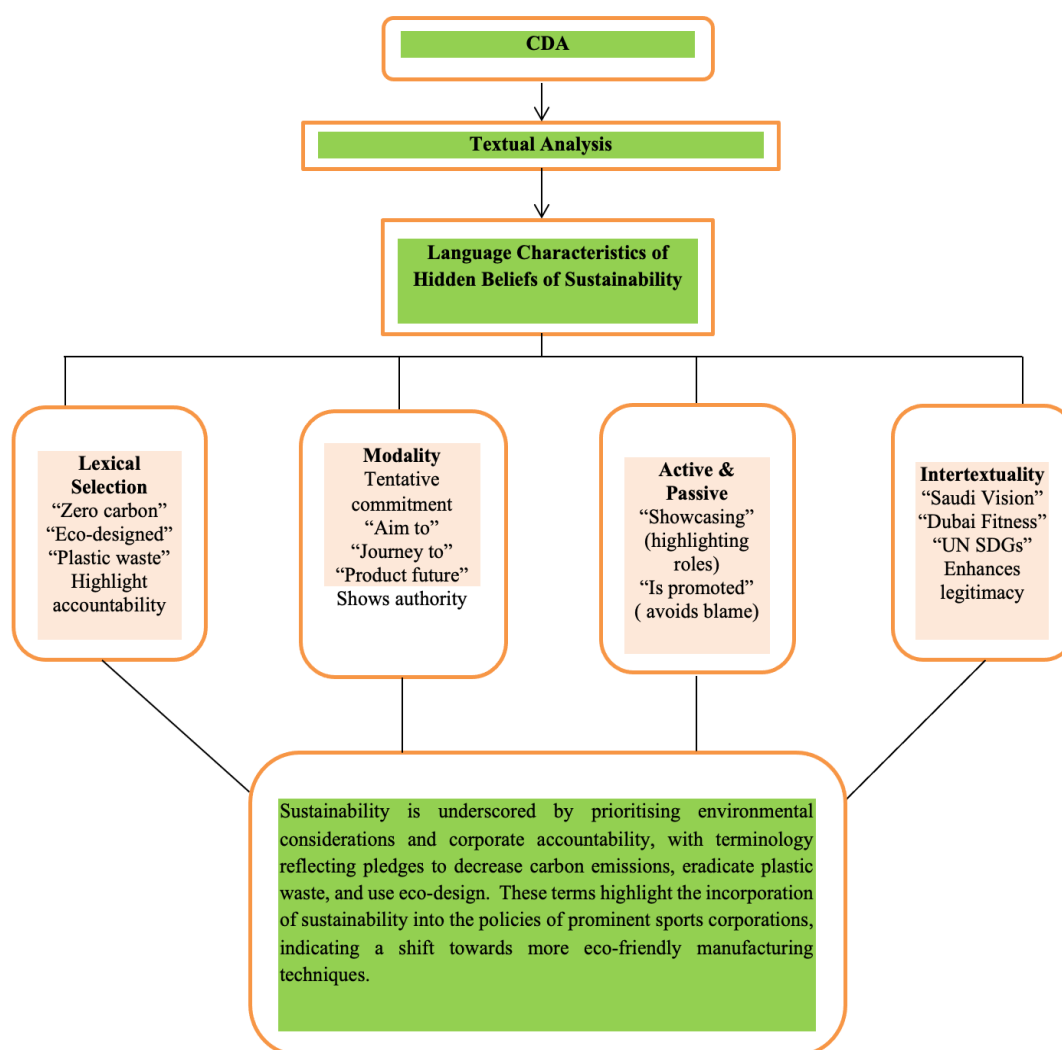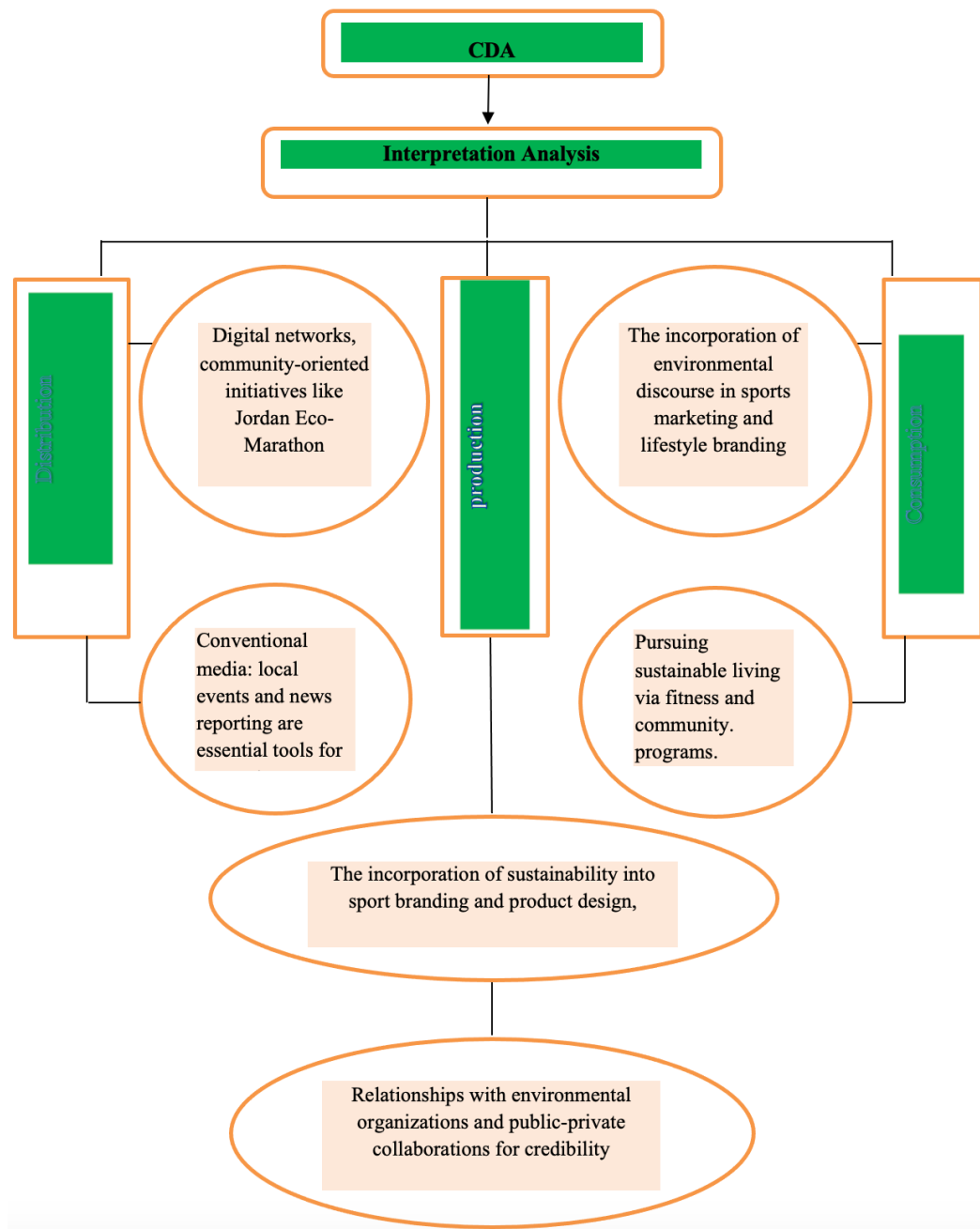

Figure 2. First Dimension of Sport Sustainability Analysis

2. Discourse Practice (Interpretation): This dimension, also known as interpretation practice, analyses the production, distribution, and reception of texts involving linguistic structures with a social framework. This dimension is focused on three elements, which are stated as follows:

a) Production: Businesses such as Adidas and Nike partner with eco-friendly organizations like Parley for the Oceans to progress collaborative campaigns that participate in their messaging within significant coalitions (Qatar's World Cup, Saudi Vision 2030), including organizational objects and private independents, thereby representing a cohesive control over sustainability narratives. Companies among the leading sports, such as environmental NGOs, Nike, and Adidas, demonstrate the shift towards assimilating sustainability into sports. These associations aim to produce environmental products while encouraging environmental morals among customers through effective advertising movements. Major enterprises such as the World Cup in Qatar and Saudi Vision 2030 highlight the participation of governmental organizations and the private sector in progressing the sustainability narrative, increasing the influence of environmental discourse in sports.

b) Distribution: Digital networks, mainly social media and business websites, are the leading networks for distribution. Decathlon's eco-designed objects are showcased through online catalogs aimed at environmentally conscious customers. The dissertation on sustainable development in sports is connected over digital platforms, with companies employing social media and websites to promote their sustainable products. For instance, Decathlon utilizes digital collections to attract environmentally conscious customers. Besides, community events such as the Jordan Eco-Marathon rely on local media to enhance public involvement, demonstrating the use of sport as an instrument for general environmental awareness. Community-focused schemes such as Jordan's Eco-Friendly Marathon are contingent on local procedures and media conspicuousness to inspire grassroots participation.

c) Consumption: Interviews reveal that advertisements over cultural perceptions; for instance, the Dubai Fitness Challenge advocates for "30 minutes of daily activity," adopting health and sustainability, attractive to urban entities pursuing widespread well-being. Environmental indications in sports are apparent according to cultural circumstances. This proves that sport is encouraged as a foundation of entertainment or physical fitness and to champion environmental principles among the populace. The perception of sustainable development is underlined in these texts in terms of its incorporation into sports discourse practices. Accordingly, these texts exemplify that the association between sustainable development and sport extends beyond apparent marketing trends; it signifies an essential institutional speech where sport is crucial in promoting environmental awareness and recommending sustainable practices at individual and official stages. Sports utilities are a powerful intermediate for progressing the concept of sustainable expansion within society (See Figure 3).

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Distribution

Digital networks, community-oriented initiatives like Jordan Eco-Marathon

production

The incorporation of environmental discourse in sports marketing and lifestyle branding

Consumption

Conventional media: local events and news reporting are essential tools for

Pursuing sustainable living via fitness and community. programs.

The incorporation of sustainability into sport branding and product design,

Relationships with environmental organizations and public-private collaborations for credibility

Figure 3. *Second Dimension of Sport Sustainability Analysis*

3. Sociocultural Practice: This dimension, or clarification practice, attaches discourse to predominant power dynamics, ideologies, and social constructions. The selected texts determine the interaction between sustainable development and sport, underscoring power, ideology, and social change, thus revealing the complex connection between sustainability as an environmental concept and sport as a tool for shaping economic, political, and cultural discourses:

a) Power Dynamics: International companies (Adidas and Nike) exploit their economic authority to represent themselves as influential in sustainability, potentially
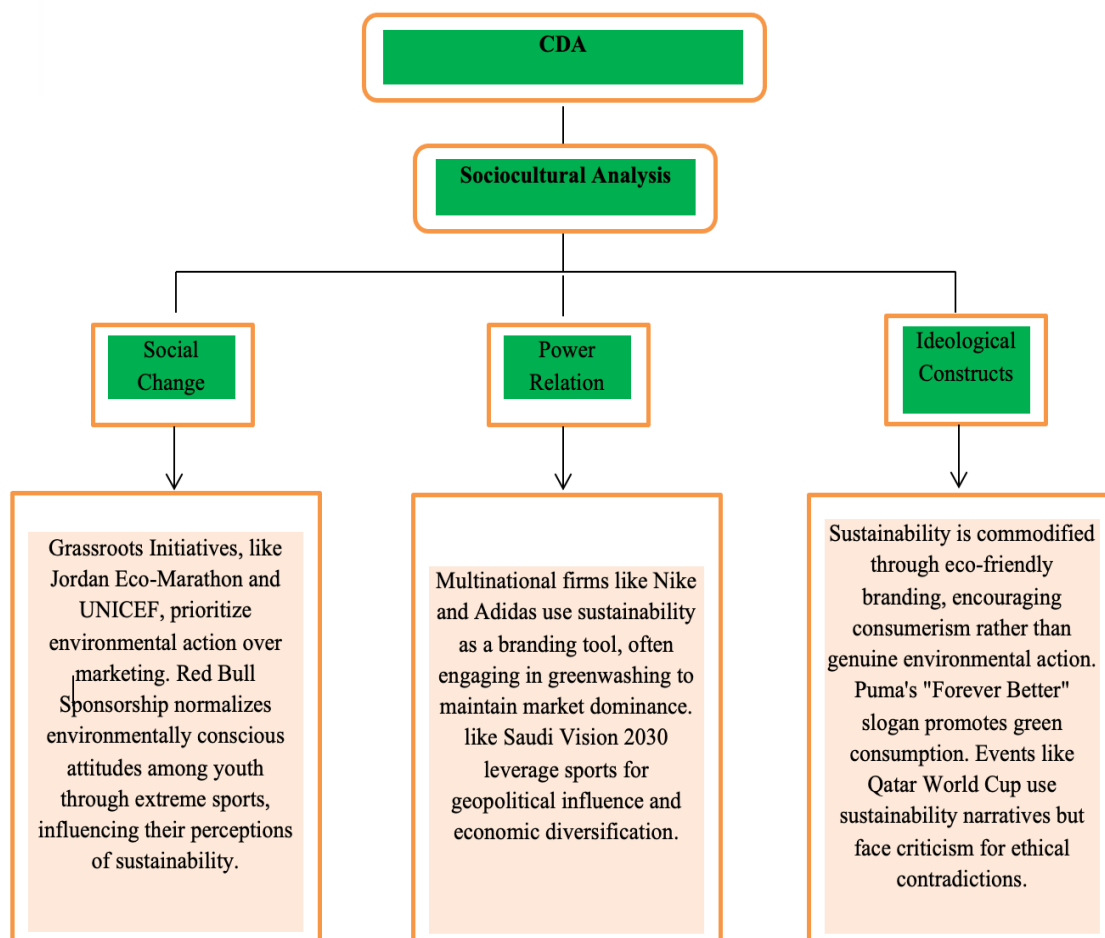
concealing their environmental influences through "greenwashing." National platforms such as Saudi Vision 2030 utilize sports to work on geopolitical effects, arranging sustainability as an instrument for economic modification and global marking. The selected texts determine how international sports productions such as Adidas and Nike exploit their commercial supremacy to present themselves as sustainability leaders despite the possibility that this may conceal detrimental environmental effects. In contrast, sports are engaged in national strategies established by Saudi Vision 2030. This links sustainability to economic divergence and improves the nation's geopolitical position, emphasizing how sports and sustainability are strategic tools globally.

b) Ideological Concepts: The "eco-friendly" description in advertising creativities, exemplified as Puma's "Forever Better," adopts consumerism masquerading as environmentalism, thus strengthening industrial politics. Despite promoting sustainability, Qatar's World Cup stadiums encountered criticism for labor rights breaches, highlighting the difference between rhetoric and reality. The ideological characteristic is evident in converting sustainable development into a marketing tool, as leading brands utilize slogans such as Puma's "Best Forever" to promote consumption within an environmental context, therefore maintaining industrial ideologies concealed as environmental responsibility. Reviews of the World Cup stadiums in Qatar expose the contradictions between the authorized sustainability narrative and the reality, particularly concerning the violation of workers' rights. This demonstrates that sustainability is a propaganda instrument rather than a truthful endeavor.

c) Social Change: Popular initiatives, such as platforms from UNICEF and the Iraqi Ministry of Youth and Sports, and Jordan's Marathon competition, top-down descriptions by highlighting local activity and community-driven ecology. While official narratives are extensive, local initiatives like the Jordan Eco-Marathon and the platforms created by UNICEF and the Iraqi Ministry of Youth and Sports reveal the struggle to top-down narratives, adopting sustainability at the community level and emphasizing local agency in attaining sustainable development free from commercial or political effects.

Moreover, Red Bull's sponsorship of extreme sports events integrates sustainability into youth culture, normalizing environmentally responsible behaviors among younger populations. Red Bull's sponsorship of extreme sports demonstrates the incorporation of sustainability into youth culture, promoting the normalization of environmental performance among earlier demographics and representing how sports can efficiently serve as a medium for indirectly instilling environmental ethics through athletic contribution. In conclusion, these texts prove that the connection between sports and sustainability spreads outside superficial environmental tendencies; it signifies a power struggle, both economic and ideological, wherein sustainability purposes as an instrument of influence, while popular initiatives appear as a counter-movement in

contradiction of the monopolization of environmental speech by huge companies and administrative organizations (See Figure 4).

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   │    Change    │          │   Relation   │           │  Constructs  │
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Grassroots Initiatives, like Jordan Eco-Marathon and UNICEF, prioritize environmental action over marketing. Red Bull Sponsorship normalizes environmentally conscious attitudes among youth through extreme sports, influencing their perceptions of sustainability.	Multinational firms like Nike and Adidas use sustainability as a branding tool, often engaging in greenwashing to maintain market dominance. like Saudi Vision 2030 leverage sports for geopolitical influence and economic diversification.	Sustainability is commodified through eco-friendly branding, encouraging consumerism rather than genuine environmental action. Puma's "Forever Better" slogan promotes green consumption. Events like Qatar World Cup use sustainability narratives but face criticism for ethical contradictions.

Figure 4. Third Dimension of Sport Sustainability Analysis

FINDINGS AND DISCUSSION

Findings

The paragraph about the findings has been moved to this section according to the review. The first dimension of analysis designates that textual analysis recognizes the linguistic features engaged in the environmental discourses of prominent sports companies, wherein lexical selections, grammatical frameworks, and literary concepts affect the overall awareness of their social accountability concerning sustainability. The analysis of the first dimension of Fairclough's theory specifies that the combination of sustainability into sports discourse includes not just environmental responsibility but also serves to strengthen commercial status. It also designates that companies distinguish sustainability as a progressive endeavor requiring continuous commitment rather than an unexpected and immediate overhaul. Therefore, these elements are stated

by analyzing them according to three levels of textual analysis, which are stated in Figure 4.

The second dimension of analysis specifies that leading companies like Adidas and Nike cooperate with environmental organizations such as Parley for the Oceans, thus verifying the sustainability description. The analysis exposes the association between sports and sustainability versus mere advertising tendencies, becoming an essential aspect of official discourse. Sports are central to encouraging environmental consciousness over text conception, distribution, and consumption procedures. Moreover, the analysis illustrates that sport and sustainability spread beyond environmental concerns, becoming strategic tools on the global stage to advance the economic and political objectives of nations and major companies.

The third dimension of analysis specifies that the analysis of sociocultural observations clarifies the multifaceted association between sport and sustainability, exemplifying how sustainability acts as an instrument for economic and political purposes and infrequently functions as an advertising strategy rather than an authentic exercise. The adopted model of Faiclough's three dimensions focuses on power aspects, ideological constructions, and social variation. Moreover, sustainability in sports often functions as a tool for business propaganda, encouraging consumption under the appearance of environmental consciousness. However, popular initiatives like the Jordan Eco-marathon and the cooperation between UNICEF and the Iraqi Ministry of Youth and Sports encounter this description. The association between sport and sustainability has developed the aspect of economic and ideological power struggles, with substantial companies and governments prompting worldwide markets and legislation.

Discussion

Discourse of Sustainability

Dijk (2008) and Fairclough (1995) contend that CDA is a framework for examining ideologies and power relations in advertisements. It analyses the impact of language and discourse on social reality and how marketing messages construct consumer identities and perpetuate cultural norms. CDA can be employed in sports advertisements to unveil implicit environmental and social responsibility concepts. The notion of discourse is associated with three separate traditions: Germanic and Central European, Anglo-American, and Foucauldian. In addition, (Gees (1999) defines small-d and big-d discourses as concepts about actual language, knowledge, and social behaviors. Dijk (1997) posits linguistic, cognitive, and socio-cultural definitions of discourse, asserting that it is characterized at the syntactic, semantic, stylistic, and rhetorical levels and that its contextual impact delineates it. Texts may be written or spoken, with their significance established through discourse, the pragmatic act of meaning negotiation.

Furthermore, Fluetsch (2020) asserts that CDA in environmental marketing examines the influence of language and imagery in advertising on consumer perceptions and behaviors related to environmental issues. CDA may elucidate the fundamental ideologies and power dynamics inherent in marketing efforts, including pro-private sector rhetoric and greenwashing tactics. Sustainable development is characterized as progress that fulfills the current generation's requirements without jeopardizing future generations' capacity to satisfy their demands.

Thompson and Barton (1994) assert that economic, social, and environmental dimensions commonly represent sustainable development. The manifestation of environmental concerns may vary based on individual motivations. Anthropocentric and ecocentric perspectives categorize persons based on their reasons for valuing nature. Anthropocentric people appreciate nature's role in sustaining human life, but ecocentric folks regard nature as possessing intrinsic value that independently warrants protection.

Hopwood et al. (2005) delineate three distinct perspectives on sustainability: status quo, reform, and transformation. The prevailing perspective regards sustainable development as achievable within current frameworks, endorsing free markets while permitting specific government interventions. The reform perspective identifies the fundamental reasons for unsustainability as the disparity in information and knowledge, advocating for modifications in economic and political frameworks as essential, albeit without radical upheaval. The transformative approach posits that our interactions with individuals, the environment, and prevailing economic and power institutions are fundamental sources of unsustainability, necessitating dramatic adjustment. Discourses maintain power and hegemony, whereas the discursive challenges surrounding sustainable development underscore the continuous negotiation of its definition, methods of attainment, and the representation of various voices.

Sports Campaigns as Cultural Narratives

Agyeman and Warner (2021) assert that sports campaigns are transitioning to emphasize sustainable activities, as evidenced by large brands such as Nike and Adidas initiating campaigns that advocate for environmental measures. Nonetheless, consumers frequently mistrust the genuineness of these efforts. Sports media material influences societal perceptions and consumer behavior, molding idealized lifestyles and behavioral standards. Miller (2016) asserts that the convergence of sports advertising and sustainability is limited. Greenwashing, wherein firms cultivate an environmentally sustainable image without meaningful measures, becomes a significant concern in sports advertising. Prominent sporting events such as Formula 1 and the FIFA World Cup are frequently promoted as sustainable or environmentally benign while endorsing unsustainable practices. Sports commercials frequently employ the imagery of nature and primitivism to resonate with specific sports identities, endorsing ideas that conflict with environmental equilibrium and conservation efforts.

Moreover, in recent years, Arab countries have increasingly prioritized sustainability in sports; for instance, Saudi Arabia has made considerable advancements by investing SR1.7 billion ($453 million) for the 2024-2025 sports season. The nation's proposal to host the 2034 FIFA World Cup exemplifies its dedication to sustainability. Additionally, the UAE, Jordan, and Iraq have utilized traditional sports to enhance sports-cultural tourism, safeguarding cultural heritage and fostering sustainable tourism growth.

Media and Sustainable Theory

The notion of sustainability in advertising has garnered increasing attention in recent years. Research conducted by) Belz and Peattie (2012) demonstrates that green advertising has emerged as a critical tactic for corporations aiming to associate their brands with environmental accountability. Advertisements centered on sustainability generally emphasize environmentally friendly products, recycling efforts, and climate action communications Hartmann & Apaolaza, 2009). Researchers Banerjee et al. (2013) warn that sustainability assertions in advertising may occasionally be shallow or influenced by marketing trends rather than authentic company commitment.

According to Witt (2011) , it is vital for conveying sustainability, mainly in a mediated information society. It holds the capacity to distribute awareness regarding sustainability and form societal discourse. New media, demonstrated by Web 2.0, can distribute knowledge globally, promoting participatory procedures that assure engagement in sustainability discourses. Community media, including community radio, has established efficiency in conveying sustainability in rural areas, impacting social variables such as attitudes and social standards, therefore enhancing the intention to embrace sustainable practices (Shahzalal & Hassan, 2019).

In addition, the purpose of digital media in sustainability is multifaceted. It involves the adoption and ingestion of media formed by personal and societal temporal practices. Recent researches indicate a necessity for a shift from individual to relational perspectives and an examination of the cultural contexts of entrepreneurship in digital sustainability studies (Görland & Kannengießer, 2021) .

According to Brenner and Hartl (2021), the association between digitization and sustainability is complicated, as digitalization affects concepts of environmental and economic sustainability but not social sustainability. Social media deeply affects sustainable purchasing performances. It is utilized as a medium for social learning, wherein usage and navigation can positively affect sustainable purchase behaviors through initiatives promoting environmental stewardship. Expectations in social media and supposed environmental efficacy further moderate these relations (Zafar, Shen, Ashfaq & Shahzad, 2021).

Besides, in China, social media sites such as WeChat have significantly inclined goals to purchase environmentally friendly garments, highlighting the impact of peer

influence and social media communication (Zhao, Lee & Copeland, 2019). Furthermore, media inspection can stimulate green innovation within businesses by exerting legal pressure, prompting companies to participate in authentic green innovation campaigns. Excessive media attention may yield decreasing results in environmentally friendly behavior (Yang & Liu, 2024). Furthermore, there is a demand for enhanced study on digital media, temporal dynamics, and sustainability, highlighting the necessity for a relational viewpoint and cultural factors (Shetty & Nayak, 2024). The importance of social media in sustainability communication, especially in Asia, holds significant promise for enhancing environmental consciousness and promoting pro-environmental behavior (Görland & Kannengießer, 2021).

Sustainability in Campaigns and Advertising

Sustainability has become a common term across various fields, including marketing. The definition of sustainability, both in marketing and beyond, remains contentious. This debate highlights the paradoxical relationship between sustainability and marketing, raising the question of whether marketing, as presently conceptualized, can genuinely be sustainable when it relies on an untenable model of perpetual consumption in the face of environmental constraints on growth (Jones, Clarke-Hill, Comfort, & Hillier, 2008; Peattie & Peattie, 2009; Sandberg & Polsa, 2015). Marketing is perceived as the opposite of sustainability (Jones et al., 2008; Lim, 2016; Pereira Heath & Chatzidakis, 2012). Nonetheless, marketing can shape sustainable lives (Peattie & Peattie, 2009) and generate sustainable products (Charter, Peattie, Ottman, & Polonsky, 2002 ; Peattie, 2001. The discourse regarding the interplay between marketing and the environment has persisted since the 1960s, notably following the publication of works such as Rachel Carson's Silent Spring and the Club of Rome's Limits to Growth (Peattie, 2001) .

Furthermore, the effectiveness of sustainability campaigns depends on numerous elements, including the advertisement's context, the source's features, and the message's strategy. These factors together affect the effectiveness of an advertisement in resonating with its audience. Moreover, consumer inspirations, including personal values and beliefs, significantly influence the effectiveness of sustainability communications (Rathee & Milfeld, 2023).

In addition, recent researches indicate that environmental sustainability advertising has a more significant impact on brand personality and consumer attitudes than social sustainability advertising, underscoring the necessity of prioritizing environmental fundamentals in campaigns (Sander, Föhl, Walter & Demmer, 2021). Diverse outlines have been established to comprehend and improve the efficacy of sustainability advertising. The value-belief-norm framework clarifies the mechanism via which green communications affect sustainable consumer behaviors by engaging individuals' pro-environmental tendencies and purposes (Lima, Falguera, Da Silva, Maciel, Mariano &

Elgaaied-Gambier, 2023). Moreover, the combination of ethical and technological features in sustainability marketing frameworks offers a holistic strategy for enhancing sustainability in advertising events (Lim, 2016).

Moreover, the digital marketing domain presents different views for advancing sustainability. The appearance of social media and digital platforms has simplified direct consumer engagement for companies and improved the promotion of sustainable performance. Digital marketing techniques that integrate sustainability not only advance social issues but also promote long-term economic growth by aligning with customer potential for responsible business conduct (Saura, Palos-Sánchez & Herráez, 2020).

Furthermore, neuromarketing research offers a critical understanding of the emotional elements of consumer behavior, enabling firms to formulate more impactful sustainability messaging. By understanding customer purposes, organizations may develop advertisements that not only convey sustainability but also inspire consumers to embrace environmentally responsible practices. This strategy not only enhances environmental sustainability but also strengthens the bond between companies and their custom (Beličková & Kusá, 2023).

CONCLUSION

Sports companies, including Adidas and Nike, are integrating sustainability into their corporate approaches and national schemes, such as the World Cup in Qatar and Saudi Vision 2030. This modification in advertising methods is a strategic tool for businesses and governments to improve their public image and influence in the global market. Sustainable communications are widely dispersed through digital networks and public actions like the Jordan Eco-Marathon to improve environmental consciousness.

The analysis exposed that the association between sport and sustainability exceeds the environmental dimension to include economic and ideological problems. Sustainability is an instrument for institutional effect and the advancement of political and economic agendas, representing the arrangement of sports with global entities. Popular creativities are obstruction activities, looking to rearrange sustainability discourse with reliable environmental goals and separating themselves from commercial and governmental benefits. Consequently, sports have become a battlefield for the conflict of commercial and political benefits that call for a reliable revolution.

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