

Saudi Arabia Uses LIV Golf to Brainwash Society

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LIV golf is a form of idiotic brainwashing by Saudi Arabia... or that is what some people say. LIV golf has taken the golf world by storm and has caused tons of controversy. Is it good for the PGA tour to have a competitor in the market? PGA tour-biased supporters claim that LIV golf is a case of sports washing by the Saudi Arabian government, I say I agree. They say LIV golf is bad for the game, I say I disagree. Pro-PGA tour fans say that the Saudi government is using LIV golf as a cover-up for their past public mistakes, I say I agree. They say PGA tour athletes joined LIV mainly for the money, and I agree.

PGA tour-biased supporters claim that LIV golf is a case of sports washing by the Saudi Arabian government, I say I agree. From *The New York Times*, Thomas Friedman (2022) speaks on what the live tour is to him, “The new tour is called the LIV Golf International Series. It is a classic case of idiotic “sportswashing” by the Saudis, with help from some soulless professional golfers.”. I agree with what the author is saying here to an extent. To me, it does seem like a classic case of sports washing to try and clear up past incidents in their country. They do this by signing some of the very likable big-name PGA stars to large contracts. Their goal is something along the lines of creating a fun environment for fans while having tournaments all around the country. I believe the environment they have created is a very fun one for the fans, as it looks on television. But saying professional golfers are “soulless” is extremely harsh and unnecessary. Professional golfers have every right to join the LIV tour in pursuit of large amounts of money. Many players have said they made their choice because it was the best decision financially for their families, players should not be shamed for this.

They say LIV golf is bad for the game, I say I disagree. While I personally am more of a PGA tour fan, I don’t think LIV golf is necessarily bad for the game. It is unfortunate that certain star golfers left for the LIV tour. But it may have been best for their careers. Friedman (2022), on

his view of LIV golf's impact, "In my view, it is terrible for golf and even worse for the Saudis".

In my opinion, LIV golf is not bad for the game of golf. It expands the sport to all kinds of new fans. It brings more of an exciting factor to casual golf fans as it is more fast-paced. So, I would say it is not terrible for the game. It is bringing more people out to watch the game of golf while showing off a fast-paced version of golf. The atmosphere is a lot more inviting in other aspects well. The dress code is a lot more relaxed than the PGA tour. Players are allowed to wear shorts and more relaxed clothing items, there is always music playing bringing good times and vibes to fans. Another interesting thing about LIV is the team aspect of its LIV golf is played in teams of 6 and this brings a completely different element to the game. Fans have already started to root for a specific team. The teams include Aces, Cleeks, Crushers, Fireballs, Hy Flyers, Iron Heads, Majesticks, Niblicks, Punch Gc, Torque Gc, Smash GC, and Stinger GC. The element of having a team to root for brings a fun atmosphere for fans.

Pro-PGA tour fans say that the Saudi government is using LIV golf as a cover-up for their past public mistakes, I say I agree. It is very clear that they are trying to clean up their public image by signing PGA superstars to their tour. They are trying to show us how fun of an atmosphere LIV golf is. Friedman (2022) on why Saudi Arabia created LIV, "It is only drawing attention to what the Saudis are trying to get people to forget — the 2018 murder of Saudi journalist Jamal Khashoggi — rather than what they want people to embrace — Saudi Arabia as a future sports and entertainment mecca". I believe that this is a big reason that LIV golf started. To win over an audience by getting big-name athletes to join their tour. As far as gaining fans, it has worked. Although not as popular as the PGA tour. They are getting very solid showings from fans at every event. But hiding their past is not the only reason this tour was created. It was

created to bring new fans together all around the world. Although I agree they used the LIV tour as a cover-up for their past mistakes, I believe they have some good intentions as well.

They say PGA tour athletes joined LIV mainly for the money, and I agree. LIV offered life-changing money to some players. So, who can blame them? Well apparently, some PGA fans can. Friedman (2022) on LIV golf's payroll, "That brings me back to the LIV Golf series. Mohammed, whoever told you to sponsor a golf tour to break up the PGA Tour — by throwing ungodly sums of money at mostly end-of-their-career golfers and total unknowns — should be fired". I do not agree with this statement by the author at all, paying these older well-known players was a brilliant idea in every aspect by LIV. These players know that it would be harder to place well in PGA events as they get older. Leading them to the realization that if they can make a guaranteed amount of money to end their career. Then why wouldn't they take that? From the people who sign the players to play on the LIV tours perspective, this move would make the most sense for them to gain popularity across the globe. From both sides, it makes complete sense to me. The players get paid and the LIV tour gains popularity. I agree that players join mostly for me, but I believe it is in the best interest of older players to join.

In conclusion, PGA tour-biased supporters claim that LIV golf is a case of sports washing by the Saudi Arabian government, I say I agree. They say LIV golf is bad for the game, I say I disagree. Pro-PGA tour fans say that the Saudi government is using LIV golf as a cover-up for their past public mistakes, I say I agree. They say PGA tour athletes joined LIV mainly for the money, and I agree. Something I learned while researching is that Dustin Johnson Signed with LIV Golf for a \$150 million guarantee. In the first season of the circuit, he received an additional \$35.6 million in prize money and bonuses after winning the LIV Golf tournament north of

Boston in September. LIV golf continues to shine as a competitor to the PGA tour and continues to grow daily.

References

Friedman, T. L. (2022, June 15). Opinion | Saudi Arabia Should Take a Mulligan on Golf. Here's What It Can Do Instead. *The New York Times*.

<https://www.nytimes.com/2022/06/14/opinion/saudi-arabia-khashoggi-pga.html>