

How the British Media Framed Erik Ten Hag as the Scapegoat of Manchester United Losses: A Corpus Based Analysis

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Abstract

In the high stakes' situation of the modern football, the media plays a big role on shaping a narrative of the public audiences. In this case, the media simplified a complex chaos of club's vision, transfer policies, and team failures that includes the players & others staff, into blaming one individual which are the head coach. This research analyse on how the British media shapes the public narratives into framing Erik Ten Hag as the scapegoat of Manchester United losses during the 2024-2025 football season. Using the approach of corpus assisted discourse studies (CADS), this study analyses 23 news articles from a well-known British media such as, Daily mail, The Guardian, The Sun, BBC and The Telegraph. The methodologies combine both quantitative keywords analysis and qualitative thematic analysis of (KWIC) keyword in context, and analyses all types part of speech (nouns, adjectives, verbs, adverbs).

The findings reveals that the British media construct a framing in four main aspects. First is displaying that Manchester United is in the states of crisis (manager, defeat, pressure). Second, the media diagnosed the problem as the incompetence of Erik Ten Hag as the manager that led to Ten Hag losing control of his players and dressing rooms chaos, and built through the words (Poor, woeful, looked, team, played). third, the media draws a moral judgement in which the Manchester United boards only option to do towards Erik Ten Hag (Manager, blame, pressure, bad,) finally, the media draws a remedies by firing Erik Ten Hag as the only option available for the Manchester United boards (go, manager, plan). In conclusion, the study found that scapegoating narrative is a powerful tool to diverts public attention from a complete club structural problems into creates a total blaming into one individual.

INTRODUCTION

In the era where everything is digitalized and information can be obtained with just a touch; sports media play a significant role in creating narratives that affect people's perspective on something. In this context, Erik Ten Hag, the former manager of Manchester United (MU), appears to be one of the figures affected by such framing in the British media. Jose Mourinho stated that the match already started when he talks with the media, TV stations or doing the press conference (Ilharco, 2017).

From being Pep Guardiola's assistant at Bayern Munchen to successfully reaching the semifinal of the UEFA Champions League as the underdog with the Ajax golden generation, Erik Tan Hag's managerial journey has made him one of the most sought-after coaches. His appointment by MU in 2022 sparked high expectations among fans. However, despite achieving notable results such as winning the FA Cup and Carabao Cup in consecutive seasons, his tenure ended abruptly when the club's management under the INEOS Group decided to terminate his contract in the first half of the 2024-2025.

Although several of MU's key players were sidelined due to injuries earlier in 2024, media coverage seemed to focus only on Ten Hag's performances rather than mitigating the circumstances, with him being portrayed as the primary cause of the team's poor performance. The news had made the public into two extreme poles, with one group blaming him for the club's loss, while a smaller group continued to defend him. This study aims to analyze how the British media frame Ten Hag's dismissal during the 2024-2025 season. Using a corpus-based approach, the study explores how lexical choices, framing devices, and narrative structure construct Ten Hag's public image.

LITERATURE REVIEW

Throughout the history, framing has been happening in various fields such as politics, economy and sports. According to (Entman, 1993), framing has four stages in which define problems, diagnosing the cause, make moral judgment, and suggesting a remedies. framing means emphasizing certain aspect in the news and making them stand out the most, in which aiming to shifted the focus of the audiences from the main problems.

In politics and economy wise, a researched by (Falasca, 2014) about financial crisis 2008 in Sweden are analyzing on how the media exchanges narration with the government to shapes public narrative to find the problem, the cause and the solution on this crisis. Moreover, one of the research findings is that the governmental politicians and higher-level ministry have the power to shapes the narrative, as they are the most used source of

information, and they have the power to pointing the blame to a specific party, as they have a high position and all the information they can access.

Additionally, framing can be in negative and positive way. According to (Gamliel & Peer, 2010), the justice and judgement by the people are depends on how the news being delivered. In contrast, framing positive or negative affecting on how the people reacts towards the stories. For Example, during the 2024 Indonesia's presidential election. The media creating a positive framing of Prabowo as a funny figure and the stories being delivered in lite and easy to consume for a wide variety of people (Berlian et al., 2024). In the negative way research's from (Adiprasetyo & Larasati, 2024), that discussing about the Covid-19 Pandemic and how the government communication during that moment of crisis. Furthermore, the research founds during the early phase of pandemics the media still sided with the government, but after the increasing of infected and dead victims, pressure on the medical sectors, and economics crisis, the public starts to questioned on how the government handle the situation. In this moment, the media starting to finds on who's to blamed in this situation in which they starting to put the negative framing onto the government that are failed to address the crisis throughout the Covid-19 pandemic.

Nowadays media voices can shape public perspective in many things. For example, scapegoat is taking place when a collective team failure's being blamed or burned into one individual. In mass media, scapegoat news often being personalized that somehow leads to negative sentiment (Viertmann, 2018). (Schmitt, 2019) stated on its environment research, scapegoat can provide specific villains that are easier to blamed on rather than blaming the systemic factors.

In addition, this research chooses a corpus-based analysis because it has proven practical on analyzing the use of language in sports, framing and media. For example, research from (Kemble, 2020) successfully used as a tool and combined with CDA that are not only discuss about sports context, but also critically discussing about a much broader social issues such as gender stereotypes that happening between men and women as an athlete.

In 2024, British media creates a framing of Erik Ten Hag as the scapegoat of a series of loss that occurs to Manchester United in that season. The framing that involving Erik Ten Hag has been made by British News in the field of sport journalism. The invention of social media has created an extra information of the athlete for the journalist or the netizen, and this situation shifted the traditional way of sports news which relying so much in game stats as the main focus of the stories (Lewis & Weaver, 2014)

From all of the previous studies, it can be concluded that scapegoats helped the media to blame one individual from a collective team or systemic failure, and framing is often used because it will sell more copies, and corpus linguistics has proven effective on analyzing a large scale of data and will help on finding the results. Moreover, the manager's role as public relation of the club made him become the frontliner face of the club, and the first target of netizen's anger. Yet only a few research studies on how these scapegoating, framing, managers as public relation, and easy access information have a direct impact towards Erik Ten Hag who was ultimately fired because he was suspected to be the main villain that causing Manchester United's serial of losses. Therefore, this study aims to fill this gap by using corpus-assisted analysis on how these framing causing Erik Ten Hag became the scapegoat of Manchester United's run of poor performance, and by find the negative adjective and noun, it will help to analyze on how the British media used to framed Erik Ten Hag.

RESEARCH METHODS

The research is going to use a mixed methods of qualitative and quantitative. Furthermore, Corpus-assisted Discourse studies (CADS) as the design that going to help finds the linguistics patterns in large scale and interpret the meaning behind the words. Moreover, the data for the research will be taken from Daily Mail, The Guardian, The Sun, BBC, and The Telegraph that consist a total of 23 news article. Furthermore, the selection of the data will be from the 2024-2025 football season. And will be taken every time Manchester United lose a match. After that the article will be paste's to justText demo (to clean the ads, images) and saved into plain text. The entire analysis using a software called lancsbox 6.0. Moreover, the first step to analyze is generating the top 100 highest frequency of part of speech that include as adverb, noun, adjective and verb. Furthermore, a qualitative analysis was conducted to finds the meaning behind each word. Secondly, concordance (KWIC) features are being used to help on finds the meaning behind each in full context. Following by the concordance analysis, a thematic analysis will be conducted to identify on how each part of speech (nouns, adjectives, verbs, adverbs) contributed on constructing a scapegoat narrative towards Erik Ten Hag.

FINDINGS AND DISCUSSION

Tabel 1. Lexical word correlate with Erik Ten Hag as the scapegoat of Man United losses

Word	Freq	Part of Speech (POS)	Word	Freq	Part of Speech (POS)
not	106	Adverb	said	22	Verb
league	91	Noun	right	21	Adjective/Noun
ball	82	Noun	way	21	Noun
there	81	Adverb	box	21	Noun
game	67	Noun	day	20	Noun
more	65	Adverb/Adjective	here	19	Adverb
goal	61	Noun	even	19	Adverb
last	60	Adjective	big	19	Adjective
time	58	Noun	played	19	Verb
only	56	Adverb	still	18	Adverb
half	54	Noun	end	18	Noun
man	51	Noun	card	18	Noun
out	50	Adverb	enough	18	Adverb
players	47	Noun	chance	18	Noun
games	47	Noun	better	17	Adjective
season	46	Noun	went	17	Verb
team	44	Noun	score	17	Noun/Verb
minutes	44	Noun	defeat	17	Noun
win	44	Verb/Noun	referee	17	Noun
side	43	Noun	where	17	Adverb
left	42	Adjective/Verb	match	17	Noun
back	41	Adverb/Noun	opening	16	Noun
old	41	Adjective	forward	16	Noun
home	41	Noun	open	16	Verb
manager	39	Noun	took	16	Verb
too	36	Adverb	devils	16	Noun
away	36	Adverb	got	16	Verb
red	34	Adjective	winner	16	Noun
post	34	Noun	late	16	Adjective
far	33	Adverb	effort	16	Noun

Table 2. Lexical word correlate with Erik Ten Hag as the scapegoat of Man United losses

Word	Freq	Part of Speech (POS)	Word	Freq	Part of Speech (POS)
cross	33	Noun/Verb	take	16	Verb
made	32	Verb	corner	16	Noun
good	31	Adjective	missed	16	Verb
goals	31	Noun	var	15	Noun
get	31	Verb	wide	15	Adjective
shot	31	Noun	clear	15	Adjective

player	31	Noun	always	15	Adverb
new	30	Adjective	minute	15	Noun
well	29	Adverb	see	15	Verb
lost	29	Verb	break	15	Noun
much	29	Adverb	lead	15	Noun/Verb
won	28	Verb	make	14	Verb
fans	28	Noun	come	14	Verb
came	28	Verb	beat	14	Verb
again	27	Adverb	point	14	Noun
scored	27	Verb	summer	14	Noun
like	26	Verb	header	14	Noun
club	25	Noun	think	13	Verb
now	25	Adverb	possession	13	Noun
looked	25	Verb	half-time	13	Noun
chances	25	Noun	look	13	Verb/Noun
pass	24	Noun/Verb	looks	13	Verb
start	23	Noun/Verb	never	13	Adverb
play	23	Verb/Noun	kept	13	Verb
penalty	23	Noun	Decision	13	Noun
also	23	Adverb	go	12	Verb
bad	10	Adjective	boss	10	Noun
poor	9	Adjective	pressure	9	Noun
difficult	7	Adjective	woeful	6	Adjective
plan	6	Noun	terrible	5	Adjective
failure	5	Noun/Verb	job	5	Noun
mess	4	Noun	humiliation	4	Noun

While the keyword served as a broader view of the most used lexical choices in the corpus, but a frequency list is not enough to breakdown much deeper about the problems. Therefore, this study uses a thematic analysis approach. As it stated by (Braun & Clarke, 2006), to identify, analyze, and report the patterns of framing within the data.

The process of identifying these themes is based on the data and began with familiarization phase, where the 100 keyword are grouped based on each part of speech and analyzing the potential of thematic relevance to the concept of scapegoating. To strengthen the evidence, an in-depth concordance lines (KWIC) analysis being used to find the most promising keywords. By examining the concordance lines, the repeated pattern and the semantic functions will be seen. These codes were then grouped into four thematic frames that the media's processing. As it stated by (Entman, 1993) framing started with defining the problems, diagnosing the causes, makes a moral judgment, and suggesting a remedies. The following table will provide of these thematic frames, linked each "keyword

signals” from the corpus and offering a brief explanation of its used of narrative in the stories.

Thematic Frame	Keyword Signals	Interpretation
The media frames the situation of Manchester United are in the Brink of a crisis (define problems)	Manager, defeat, pressure	the media picturizes the situation of Manchester United are in the middle of crisis and the word lost, defeat and manager show that the focus or the cause of the defeat is the manager of Manchester United
Managerial Incompetence that leads to a dressing room chaos (diagnose causes)	Poor, woeful, looked, team, played	The frames describe Ten Hag inability in as a manager. The keywords that contain adjective, noun, and verb are used to label his decision and the team’s substandard performance, which constructed that a defeat is inevitable due to his flawed tactical knowledge
Moral judgement	Manager, blame, pressure, bad,	The media shifts from diagnosing the problem to verdict. These frames assigned to Erik Ten Hag as the sources of blamed and found guilty towards the poor performance by Manchester United.
suggested remedy	go, manager, plan,	Lastly, the final cycle of scapegoating came to a conclusion of suggesting a final move for Ten Hag by the media. this frame is purposed to proposing and suggesting the most logical remedies is a dismissal of Erik Ten Hag from his position as the Manchester United manager

The Frame of Crisis

The scapegoating fundamental is to define the problem first before judging that the situation is bad, and in this event the media founds that the situation of Manchester United is unecapptable and in the brink of crisis. The situation is well pictured in some sentences as:

[1] “another heavy home **defeat** piles the pressure on Erik Ten Hag”

[2] “The **manager** claims to have a plan and on this showing it seems to be based on waving opponents past on a figurative red carpet, and Spur ran through them endlessly.”

[3] “Tottenham produced a magnificent display to outclass 10-man Manchester United at Old Trafford and pile renewed **pressure** on manager Erik ten Hag.”

The [1] sentence shows that the crisis has been repeatedly happen this season, and the adjective (heavy) intensified the defeat of Manchester United, while (home) adds a shameful layer, as the defeat occurs in their own stadium and in front of their own fans.

Moreover, the sentence “the pressure on Erik Ten Hag” is a classic media framing where the weight of all problems is being burdened solely to Erik Ten Hag.

Second, the sentence [2] started with scepticism where the managers claim to have a plan, but then the journalist using a strong sarcastic sentence with “waving opponents on figurative red carpet” which portraying the managers unseen tactical plan and attacking his incompetency on as the manager. By attacking the managers game plan, this sentence diagnoses the cause of the defeat and framing the crisis as a result of his incompetency and dull tactical choices.

Third, the sentence [3] shows that Manchester United is in the middle of crisis as they are outclassed in many ways in the game by Spurs. The phrase “pile renewed pressure” and the adjective “renewed” showed that a return of a long-gone pressure but renewed into a much more persistent pressure that once again directly stated to Erik Ten Hag solely.

Overall, these three examples of concordance lines show a clear narratives strategy on how a **defeat** being described as a heavy thing and part of a bad pattern in the team, and which later turn into piles pressure for the manager. The implication of this crisis later diagnosed as the manager premature and dull plan as it seen on “opponents past on a figurative red carpet, and Spur ran through them endlessly”. Thus, making the cause of this crisis revolves around Erik Ten Hag.

Managerial Incompetence that leads to a Dressing Room Dysfunction

First, one of the most dominant framings in the corpus by the British media is how they framed Erik Ten Hag as an incompetence manager. Furthermore, in this part, the researchers want to get a deeper analysis using the KWIC to see the full context meaning within the sentences, and by analysing each of the classification of part of speech (POS).

[4] “as **poor** as United were, there were so much to admire about Spurs. That includes the coaching, by the way. In fact, it means the coaching most of all”

[5] “As **woeful** as West Ham had been for 45 minutes, there was time at the break for their manager Julen Lopetegui to make adjustments.”

[6] “**They played** without guile, without vision and, apparently, without any kind of plan.”

[7] “**They looked** semi-detached and semi-interested”

[8] “**Ten Hag's team looked** loose and when Marcus Rashford overran the ball inside the first three minutes, Van de Ven dispossessed him easily”

[9] “We are tactically **woeful** with no style of play and the players clearly don't have any motivation”

First, the sentence [4] is a very powerful framing through comparison. The adjective *poor* used to describe United's subpar performance. But the analysis is directly shifted towards Ten Hag: "the coaching most of all." This directly stated the team's poor form and the managers' incompetence as the center of the problem. Moreover, a similar strategy also used in the sentence [5] is where a rival manager's competence is being compared to Ten Hag's incompetence, here the adjective *woeful* describes West Ham's performance, but the sentence's focus is on how the managers can make a tactical adjustment during the game, and this framing is in contrast with what Erik Ten Hag is incapable of doing the same, and this framing portrays Ten Hag as a passive and ineffective tactician as a manager. However, the media also questioned the very existence of strategies by Erik Ten Hag, as it stated in sentence [6] with the repetition of "without" that creates a powerful rhetoric of total absence in every aspect of Man Utd's crucial plays. The final element with the noun *plan*, creates a frame that the failure of that game is not because of the players, but a failure in tactical and game plan choices by the manager. A team playing "without any kind of plan" is directly blamed on Erik Ten Hag as an incompetent tactician.

After portraying the manager's incompetence as the source of the problem. Furthermore, the media explores deeper on the effect of it as the players look confused, demotivated, and lack of chemistry. The verb *looked* plays a pivotal role in this analysis, for it allows the journalist to present the news of players' mentalities. First, the sentence [7] shows that the team "looked semi-detached and semi-interested." This sentence paints the way the players stop believing in the manager's tactics which lead to mentally disengaged. In the scapegoating context, this framing shows how the lack of faith of the players because of the manager's awful leadership. Furthermore, the chaotic dressing room situation is being emphasized in the sentence [8], the terms "loose" indicate the lack of structure and discipline by the players in the field. This event occurs due to the manager losing control of his players that constantly makes negative decisions in the field. Finally, the sentence [9] begins with the ultimate criticism on the manager's *woeful* tactics, which immediately being linked to "the players clearly don't have any motivation" this sentence explicitly tells the readers that the cause is the manager's incompetent tactics which leads to the player giving up. This sentence completes the diagnostic framing process, and it displayed Erik Ten Hag as the source of Manchester United's tactical failure and its chaos in the dressing room.

The [2] sentence shows Ten Hag's dull tactical adjustment during the game. Moreover, his tactical *poorness* is being compared to an under-performing West Ham team. Secondly, a

tactical mess that lead to poor performance against Spurs as if a men vs kids football match, Man United still lose against spurs even though their key players is injured. Lastly the [5] sentence “tactically woeful and with no style of play” that are voiced by one of United’s fans due to the squad looks lost on the pitch and with a minimum tactical preparation.

Moral Judgment

Finally, after findings the British media creates a framing of Erik Ten Hag as an incompetence manager and as a coach that already losing control of the dressing room, and now the discussion will go on how the British media provided a suggestion or remedy for the Manchester United boards to do towards the situation that they’re having in this crisis. Furthermore, the KWIC will be used again to get a deeper understanding of each word above.

[10] “But Ten Hag has to shoulder the majority of the **blame**. The team showed a lot of character, a lot of resilience, a lot of fight. They tried. It wasn’t easy,” Fernandes argued.”

[11] “United were humiliated at home by Tottenham Hotspur and once more the manager is under severe **pressure**.”

[13] “Ten Hag has reached the stage at Manchester United where he is only ever one **bad** defeat away from a crisis.”

[14] “Many will be calling for the head of the **manager**, unhappy with their club seemingly going backwards.”

First, the sentence [10] the noun “blame” supposed to deliver a clear message on the most responsible one in this case. The phrase “has to shoulder.” it’s not a neutral description, but it is a clear statement that Ten Hag is the most responsible and has to bear with the blaming. Moreover, this framing is strengthened with the statements by Man United Captain “the team showed a lot of character.” This statement strengthens in the way the journalist blamed the manager. Second, the noun “pressure” in sentence [11] portraying a signal that the manager’s job is under a threat, and the word “severe” implied that the situation is under crisis, and the phrase “once more” stated that this situation has been happening repeatedly under Erik Ten Hag.

Suggesting Remedy

Having successfully portraying Ten Hag as the guilty parties, the media then moves to the final function of framing: suggesting a remedy. In this case, the media suggest that Erik Ten Hag removal is inevitable and must be done.

[15] “many will be calling for the head of the **manager**, unhappy with their club seemingly going backwards”

[16] “Erik Ten Hag has got to go. He was only kept thanks to an FA Cup win. Where’s the plan? I don’t see one.”

[17] “They [Man Utd ownership] were open about the fact that they looked to go for a manger to replace Erik ten Hag and they couldn't find one.”

First, the sentence [15] uses the classic but dramatic phrase “calling for the head” that demands the dismissal of the manager. By linking these demands with the word “many” the media describe as the desire of firing the managers has been popular and understandable among the fans of Manchester United. The strategies aimed to make the act of firing the manager is normal due to the club playing poorly. Second, the verb of “has got to go” in sentence [16] used to stated that a dismissal of Erik Ten Hag is not a potential, but it is an urgent act that must be done by the boards, then in the sentence “where’s the plan? I don’t see one,” is a brilliant narrative on how they make Ten Hag as an incompetence. This thing will lead to a narrative of Erik Ten Hag has to go because he doesn’t have any plan. Lastly, the sentence [17] displayed that the club’s board has already tried to replace him, and he’s continued as the manager because the club can’t find his replacement. Ultimately, these frames erased all the needs of debate about the fate of Ten Hag, and his sacking is become inevitable, and this completes the normalization of the remedies.

Throughout the findings that has been presented, the British media are not solely throwing out critics or negative interpretation towards Ten Hag, but they also constructed a systematics and cyclical narrative process throughout the making of Erik Ten Hag as the scapegoat of Manchester United losses. The four stages of frames such as, a crisis at Manchester United, Ten Hag is an incompetence manager, dressing room chaos, moral judgment and suggesting remedies. The narrative begins with displaying the managers incompetence as a professional head coaches. This frames of incompetence are aligned into the next frames that about a dysfunctional dressing room where the players look unmotivated (looked semi-interested) because they have lost a believed on Ten Hag’s tactics (tactically woeful, without any kind of plan). With the managers describes as an incompetence manager that are tactically dull, and incapable of controlling the dressing room. The media moves to the final frame of moral judgement and suggesting remedy. in here, the analysis moved from verdict to a judgement to decide Erik Ten Hag fates at Man United. Served to frame as firing Ten Hag is not an option, and it is the only logical and morally remedies.

Based on the theories, the media precisely executes the four functions of framing by (Entman, 1993) firstly, the media defines the issues as a “crisis” of leadership, in the persona of Erik Ten Hag, and then diagnose the cause are from Erik Ten Hag incompetence in tactics or man management. Furthermore, the moral judgement is used to framed Erik Ten Hag tenure at Manchester United “unacceptable: and “no progress” and his position describes as in the brink of firing (“one **bad** defeat away from crisis”). Lastly, the media suggest a remedies to fired Ten Hag as the only option that United boards has. Moreover, the highly usage of negative evaluative lexicon are confirming the used of valence framing. As suggested in the studies from (Gamliel nd peer), a consistently used of negative lexicon framing is not neutral. It is part of the plan to influence the decision of the readers justice’s judgement, which later be used to made Ten Hag as the most responsible for this mess. This occasion is a clear showcase of “tabloidization”, as identified by (Berlian et al., 2024). Where a complex problem that includes everyone within the Manchester United team are being personalized to Erik Ten Hag himself, and the dramatization using the phrase (“got to go” and “where’s the plan?”), and Emotionalization by the used of word such (pressure and difficult days).

In brief, the findings are extended beyond the specific case of Erik Ten Hag, but it also speak through the dynamics of this modern-day journalism. By creating a framing story that blamed and centralized into one person, the British media successfully distract the attention of the publics from a structured failure inside the club such as poor recruitments strategies, lacks of blueprint of a club’s future plan and unpredictable injury crisis, as being noted in the introduction. This scapegoating method gives a shortcut answer to a complex problem, and helping media to serve a news with a true villain in the stories for the public readers. However, the continuation of a blaming towards a football manager every time if a team didn’t show up a good performance, could potentially lead to pressuring a club’s board to make a short-term minded decision without addressing the root cause of the problems. Therefore, this study is destined to to demonstrate that some specific linguistic choices not merely to describing a thing, but also can become a powerful tool to shapes a public narrative, influence readers opinion, and contribute in pressuring a high-stakes decision of a football management.

CONCLUSION(S)

The research identify that the framings is not a coincidence occurrence, but it’s a well-structured narrative from the media’s to pushes Erik Ten Hag exits from the Old

Trafford. There are four stages of narratives that are made by the media. First, a frame of incompetence, the media tries to picturizes Manchester United situation that are in the brink of crisis, and with the negative evaluative lexicon (manager, defeat, pressure). Second, the media diagnose the cause of this problem as Erik Ten Hag is incompetence managers and losing control of the dressing room which supported with negative evaluative lexicon (Poor, woeful, looked, team, played). Third, the frame of moral judgement in which the media shifted from an analysis to a verdict. The media uses the negative finality lexicon (manager, blame, pressure, bad) to strengthen the statement. Finally, the media completes the cycle of framing by giving suggestion for remedies. In this part, they use a vocabulary of finality such (go) and focus lexicon of (manager) to conclude that the dismissal of Erik Ten Hag is the only options available for the Manchester United board.

To conclude, this research aimed to get a linguistics mechanism behind the scapegoating that are being used by the British media. it is shown by the lexical pattern across different part of speech to labelling a specific person, to attributing the blame, and to delivers the judgment, and all of this in synergy to blamed one individual from a complex structural problem. In brief, the British media successfully divert the attention of the public from blaming the structure failure, transfer policy, and visions within the club into burdened all this chaos into one specific person. The future studies can expand more within the discussion through the limitation of these studies such as an analysis of comparison between the tabloid and broadsheet media to measures the framing intensity, an analysis of the framing patterns from the media to the football managers through times to identify the changing patterns, and identifying how the public consume the narratives from the media.

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