Cultural Imperialism in Action
Critiques in the Global Olympic Trust

Eighth International Symposium
for Olympic Research

Editors
Nigel B. Crowther
Robert K. Barney
Michael K. Heine

© 2006
The International Centre for Olympic Studies
University of Western Ontario
London, Ontario, Canada

ISSN 1201-124X

THE UNIVERSITY OF WESTERN ONTARIO
LONDON, ONTARIO, CANADA
OCTOBER 19-21, 2006

ICOS
Cultural Imperialism in Action
Critiques in the Global Olympic Trust

Eighth International Symposium
for Olympic Research

Published by the
International Centre for Olympic Studies
Arthur & Sonia Labatt Health Sciences Building
The University of Western Ontario
London, Ontario, Canada N6A 5B9
Telephone (519) 661-4113 – Fax (519) 661-4148
http://www.uwo.ca/olympic
© 2006
## Contents

<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>iv</td>
</tr>
</tbody>
</table>

### 20th Ion P. Ioannides Annual Memorial Lecture – Keynote Address

**Nigel B. Crowther**  
The Spirit of Competition (*Agon*) in the Olympic Games: From the Ancient to the Modern World  

### 17th Earle F. Zeigler Lecture – Keynote Address

**Dongguang Pei**  
A Question of Names: The Solution to the ‘Two Chinas’ Issue in Modern Olympic History: The Final Phase, 1971 - 1984  

### The Ancient Olympics and Beyond

**Heather Reid**  
Of Sport, Service, and Sacrifice: Rethinking the Religious Heritage of the Olympic Games  

**Jeffrey O. Segrave**  
Pietro Metastasio’s *L'Olimpiade*: A Textual Exegesis and an Analysis of the Role of *L'Olimpiade* in Olympic Games History  

### The Olympic Summer Games

**David E. Barney and Robert K. Barney**  
A Long Night’s Journey Into Day: The Odyssey of the Butterfly Stroke in International Swimming  

**Carson Cunningham**  
Basketball Bedlam in Barcelona: The Dream Team, a Reflection of the Globe’s ‘New Order’  

**Celia M. Hernández and Humberto García García**  
History of Olympic Rowing in Cuba  

**Rusty Wilson**  
Douglas Fairbanks and the Birth of Hollywood’s Love Affair with the Olympics  

**Leif Yttergren**  
J. Sigfrid Edström and the Nurmi Affair of 1932: The Struggle of the Amateur Fundamentalists Against Professionalism in the Olympic Movement  

### The Olympic Winter Games

**Richard Baka**  
The Olympic Winter Institute of Australia: A Unique Partnership Model for High Performance Sport  

---

i
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheri L. Bradish</td>
<td>Marketing the Olympic Rings: Examining the Marketing Impacts and Expectations of the 2006 and 2010 Olympic Winter Games</td>
<td>140</td>
</tr>
<tr>
<td>Elizabeth A. Hanley</td>
<td>‘No Passion at the Palavela:’ Sonia Bianchetti Garbato and Figure Skating’s New Judging System</td>
<td>145</td>
</tr>
<tr>
<td>Megan L. Popovic</td>
<td>From Terje to the Flying Red Tomato: Snowboarding’s Incorporation into the Olympic Games</td>
<td>157</td>
</tr>
<tr>
<td>Wanda Wakefield</td>
<td>The Bobsled Controversy and Squaw Valley’s Olympic Winter Games</td>
<td>169</td>
</tr>
<tr>
<td>The Olympic Movement: Legacies, Values, and Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chrysostomos Giannoulakis and David Stotlar</td>
<td>Evolution of Olympic Sponsorship and Its Impact on the Olympic Movement</td>
<td>180</td>
</tr>
<tr>
<td>Helen Jefferson Lenskyj</td>
<td>The Olympic (Affordable) Housing Legacy and Social Responsibility</td>
<td>191</td>
</tr>
<tr>
<td>Byron Peacock</td>
<td>Avoiding Olympic Imperialism: Shedding Trickle-Down Olymponomics: In Favor of ‘All Sports for All People’</td>
<td>200</td>
</tr>
<tr>
<td>Otávio Tavares</td>
<td>Olympic Values in the Twenty-First Century: Between Continuity and Change</td>
<td>210</td>
</tr>
<tr>
<td>Stephan Wassong</td>
<td>Olympic Education: Fundamentals, Success and Failures</td>
<td>220</td>
</tr>
<tr>
<td>IOC Personalities of the Old School</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anthony Bijkerk</td>
<td>An Olympian Life: Herman Adriaan van Karnebeek, Dutch IOC Member, a Man for all Seasons</td>
<td>230</td>
</tr>
<tr>
<td>Maynard Brichford</td>
<td>Olympic Personas</td>
<td>240</td>
</tr>
<tr>
<td>Garth A. Paton</td>
<td>James G.B. Merrick (1871-1946): Sports Organizer, Negotiator, Canada’s Second IOC Member</td>
<td>254</td>
</tr>
<tr>
<td>National Olympic Issues: Cultural Imperialism, Germany, and Newfoundland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dikaias Chatziefstathiou, Ian Henry, Eleni Theodoraki and Mansour Al-Tauqi</td>
<td>Cultural Imperialism and the Diffusion of Olympic Sport in Africa: A Comparison of Pre- and Post-Second World War Contexts</td>
<td>278</td>
</tr>
<tr>
<td>Heather L. Dichter</td>
<td>Where Denazification and Democratization Intersect: The State Department and Foreign Office’s Role in the Re-Formation of the German Olympic Committee</td>
<td>293</td>
</tr>
</tbody>
</table>
Fred Mason
A ‘New-found’ Olympic Nation — Newfoundland’s Involvement with the Olympic Games, 1904-1934 ............. 303

Gender, Equality, and the Olympics

Angela J. Schneider
The Ideal Olympic Athlete: Some Thoughts and Reflections on Gender Differences ............. 314

Amanda N. Schweinbenz
Conspicuously Absent: An Analysis of the Introduction of Lightweight Women’s Rowing into the 1996 Olympic Program ............. 324

Sarah Teetzel
Equality, Equity, and Inclusion: Issues in Women and Transgendered Athletes’ Participation at the Olympics ............. 331

Kevin B. Wamsley and Gordon H. MacDonald
Child’s Play: Decreasing Size and Increasing Risk in Women’s Olympic Gymnastics ............. 339

Charlene Weaving
‘Up the Slope without a Pole:’ An Examination of the Relationship Between Fair Play and Gender Norms at the 2006 Winter Olympics ............. 347

Olympic Bids and Future Host Cities

Piervincenzo Bondonio and Nadia Campaniello
Torino 2006: What Kind of Olympic Winter Games Were They?
A Preliminary Account from an Organizational and Economic Perspective ............. 355

Anthony G. Church
Owning More Than the Podium: An Examination of the Policy Network Surrounding Canada’s Most Recent Olympic Athlete Funding Program ............. 381

Christine M. O’Bonsawin
The Conundrum of ‘Ilanaaq’—First Nations Representation and the 2010 Vancouver Winter Olympics ............. 387

Cesar R. Torres
A Persistent Desire: An Account of Buenos Aires’ Efforts to Host the Olympic Games ............. 395

List of Contributors ............. 419