CRITICAL REFLECTIONS ON OLYMPIC IDEOLOGY

SECOND INTERNATIONAL SYMPOSIUM FOR OLYMPIC RESEARCH



October 1994

Editors

Robert K. Barney and Klaus V. Meier

THE UNIVERSITY OF WESTERN ONTARIO LONDON, ONTARIO, CANADA

Copyright to these Proceedings is held by the Centre for Olympic Studies and the authors of the scholarly works herein presented.

ISBN 0-7714-1697-0 ISSN 1201-124X

Table of Contents

Russia and Eastern Europe in the Future of the Modern Olympic Movement	1
Jim Riordan	
Coubertin's Theory of Olympic Internationalism: A Critical Reinterpretation	10
William J. Morgan	
Pierre de Coubertin's Ideology of Olympism from the Perspective of the History of Ideas	26
Sigmund Loland	
From Civil Rights to Scientific Racism: The Variety Of American Responses to the Berlin Olympics, the Legend of Jesse Owens, and the 'Race Question'	46
Mark Dyreson	
The Modern Olympic Games and the Cause of Black Nationalism	55
Peter A. Horton	
Avery Brundage: Money and Olympic Ideology	61
Maynard Brichford	
"USOC President Douglas MacArthur and His Olympic Moment 1927-1928"	67
John A. Lucas	
Buying and Selling the Olympic Games: Citizen Participation in the Sydney and Toronto Bids	70
Helen Jefferson Lenskyj	
'Calgary is not a Cowboy Town' - Ideology, the Olympics, and the Politics of Identity	78
K.B. Wamsley & Michael Heine	
Women in United States Olympic Governance	84
Judith A. Bischoff & Jan Rintala	
The International Olympic Committee in the years 1980-1994	102
Karel Wendl	
The Games that almost Weren't: London 1948.	107
Norman Baker	_
From the Bank to the Baron (1694-1896): A 200 year history of amateurism embedded in the Olympic Ideal	117
Simon B. Eassom	
(Ir)Relevant Rings: The Symbolic Consumption of the Olympic Logo in Postmodern Media Culture	124
Rob VanWynsberghe & Ian Ritchie	
Micro-politics and Symbolic Interactionism: A Symbiotic Paradigm for Research into the Modern Olympic Organization	136
Keith Gilbert	
Interpretations of the Filmed Body: An Analysis of the Japanese Version of Leni Riefenstahl's 'Olympia'	146
Naofumi Masumoto	
Alternate Ways of Assessing Performance - A New Look at the Results from the 1992 Albertville Olympic Games	159
H. Haag & Gerald Haag	
Appendix I	175

Addresses of Authors