

Pathways: Critiques and Discourse in Olympic Research

Ninth International Symposium
for Olympic Research

Editors

Robert K. Barney

Michael K. Heine

Kevin B. Wamsley

Gordon H. MacDonald

CAPITAL UNIVERSITY OF PHYSICAL EDUCATION
BEIJING, PRC
AUGUST 5-7, 2008



Pathways: Critiques and Discourse
in Olympic Research

Ninth 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) 850-2340 – Fax (519) 661-4148
<http://www.uwo.ca/olympic>
© 2008

Table of Contents

Preface vii
Opening Address	
RICHARD W. POUND The Future of the Olympic Movement: Promised Land or Train Wreck? 1
18th Earle F. Zeigler Lecture — Keynote Address	
SUSAN BROWNELL Western Centrism in Olympic Studies and Its Consequence in the 2008 Beijing Olympics 20
Re-examining Pierre de Coubertin	
JEFFREY O. SEGRAVE & DIKAIA CHATZIEFSTATHIOU Pierre de Coubertin's Ideology of Beauty from the Perspective of the History of Ideas 31
PER JØRGENSEN The 'Greek Department' in Denmark and Pierre de Coubertin's Manipulations: A Case Study Regarding Politics and Ideology in the Olympic Movement 44
OTTO J. SCHANTZ Pierre de Coubertin's "Civilizing Mission" 53
NORBERT MÜLLER Michel Bréal (1832-1915)— The Man Behind the Idea of the Marathon 63
LISA REITHMANN Interpretations of the Body. A Comparison of Nietzsche's "Superman" and de Coubertin's "Athlete" 72
Doping Dilemmas and the Games	
KEN KIRKWOOD What's at Stake? Considering the Immaterial Costs of Reversing Current Olympic Doping Control Policy 77
STEPHAN WASSONG 'Clean Sport:' A Twofold Challenge in the Contemporary History of the Modern Olympic Games 84
SEAN SMITH WADA as Sporting Empire: Prospects and Shadows 94
NORM O'REILLY, ANN PEGORARO & JUDITH MADILL Conceptualizing the Role of Marketing in Combating Doping in Elite Sport 104
The Body Politic and the Olympic Games	
MAUREEN SMITH Examining "The Rhodesian Affair:" The IOC and African Politics in the 1970s 113
CHARLES LITTLE The Paralympic Protest Paradox: The Politics of Rhodesian Participation in the Paralympic Games, 1960-1980 123

YING WUSHANLEY	
Waltzing on Ice: Lake Placid, the Carter Doctrine, and China's Return to the Olympics	132
LARRY GERLACH	
An Uneasy Discourse: Salt Lake 2002 and Olympic Protest	141

Olympic Legacy

PIERVINCENZO BONDONIO, CHITO GUALA & ALFREDO MELA	
Torino 2006 OWG:	
Any Legacies for the IOC and Olympic Territories?	151
ROBERT K. BARNEY	
Some Thoughts on the General Economies of	
Cities/States/Provinces after Hosting the Olympic Games	166
GUY MASTERMAN	
Losing Bids, Winning Legacies:	
An Examination of the Need to Plan for Olympic Legacies Prior to the Bidding	171

Olympic Moments

STEPHEN R. WENN	
Two Days Lausanne Stood Still. The 108 th Extraordinary IOC Session, March, 1999	179
NAOMI KIRKUP	
Understanding Olympic Tourist Behaviour:	
Implications for Maximizing the Tourism Impacts of London 2012	190
CARLY ADAMS	
Situating the Absent Subject: Jean Hales and the 1928 Canadian Olympic Trials	202
DAVID E. BARNEY	
American Genesis:	
The Archeology of Women's Swimming at the 1920 Olympic Games	210
PETER WARNING, KRISTINE TOOHEY & DWIGHT ZAKUS	
The Content and Foundations of Olympic Studies:	
Subject Profile Analysis of a Decade of <i>Olympika</i>	223

The Media and the Olympic Games

JOHN HELLSTROM	
The Origin of the Swedish Olympic Hero:	
Incorporation of Olympic Sport Stars into the Myth of the National Hero	235
KARL LENNARTZ	
Some Case Studies on How Media Constructs Olympic Legends	241
GARRY WHANNEL	
Caught in the Spotlight: Media Themes in the Build-up to the Beijing Olympic Games	247
JILLY TRAGANOU & JAEHO KANG	
The Olympics as Media Space. The Beijing 2008 Olympic Games	
from the Interdisciplinary Perspective of Media and Design Studies	256

Panel Debate: Counter Narratives, Media, and New Media at the Beijing Games

A. MIAH, A. ADI, B. GARCIA, K. KRUG, R. SCALES, G. WHANNEL & TIAN ZHIHUI	
New Media at the Beijing 2008 Olympic Games	267

Icons and 'Grand Old Men' of the IOC

ERIK NIELSEN	
Richard Coombes: 'Grand Old Man' of Australian Olympism?	286

LEIF YTTERGREN	
Patriarch and a Charismatic Leader? Some Reflections on IOC President J. Sigfrid Edström's Leadership Style Based on Max Weber's Concept of Charisma	296
SCOTT G. MARTYN	
Power, Politics, and Capitalism: Ascension to the Zenith of the Modern Olympic Movement	302
BYRON PEACOCK	
'Géographie Sportive.' Over 100 Years of Charting the Globe's Territorial Disputes with the Olympic Formula	309
'Olympism' and Philosophical Considerations	
DIKAIA CHATZIEFSTATHIOU & IAN HENRY	
Olympism, Governmentality and Technologies of Power	320
HEATHER REID & CHRISTOS C. EVANGELIOU	
East to Olympia: Recentering Olympic Philosophy between East and West	338
SAMANTHA NANAYAKKARA	
Olympism: A Western Liberal Idea That Ought Not to Be Imposed on Other Cultures?	351
Women and the Olympics	
AMANDA N. SCHWEINBENZ	
Diplomats in Tracksuits or Simply Olympic Athletes? Eastern European Female Oarswomen at the Olympic Games During the Cold War	359
YI WEN CHIN, IAN HENRY & FAN HONG	
Gender, Interculturalism, and Discourses on Women's Leadership in the Olympic Movement	368
JASON LAURENDEAU	
"Jumping like a Girl." Women's Ski-jumping, Risk Discourses and Discursive Silence	382
LOUISE MANSFIELD & HELEN CURTIS	
Competing Women. Media Representations of Femininity and National Identification at the Olympic Games in Athens 2004	391
Beyond the Games: Youth, Culture, Collectibles	
EMESE IVAN, CARLA VIDONI & LARRY JUDGE	
'The World Youth to Share!' Challenges and Opportunities in Hosting the Youth Olympic Games	405
TARA MAGDALINSKI	
Creating History Ahead of Time Olympic Collectibles and Marking Time	413
RICHARD BAKA	
Youth-Based Programs and Initiatives of the Australian Olympic Movement. An Investment in the Future!	418
Athletes and the Quest for Excellence: 'Winning Olympic Games'	
DOUGLAS A. BROWN	
From the <i>Partners in Pursuit of Excellence</i> to <i>Own the Podium</i> . An Ideological Slip in Canadian Olympic Sport	432
OTÁVIO TAVARES	
'Democracy is not the Holy Grail:' Concepts and Attitudes of Olympic Athletes Toward the IOC Athletes Commission	448
PETER McCLELLAND	
The Vancouver Effect. An Examination of the Canadian Olympic Committee Olympic Selection Standards (2000-2008)	460

XU GUOQI	
China's Olympic Dreams and Their American Connections 472

Ancient Symbols and Modern Olympic Links

NIGEL B. CROWTHER	
Nothing New under the Olympic Sun?	
The Swearing of Oaths at the Ancient and Modern Games 485
NAOFUMI MASUMOTO	
The Birth of the Modern 'Olympic Truce:' The Chronological Approach 498
MICHAEL K. HEINE	
Symbology of Success. Aboriginal Games and the Insignia of Olympic Validation 503
RICHARD CASHMAN	
The Australian Olympic Caravan in Beijing 509
NORBERT MÜLLER, CHRISTIAN WACKER & RHEINHARD SENFF	
News from the Hippodrome at Olympia 520

Gathering Momentum: Olympic Education in Lands Far and Wide

CHRISTINA TING KWAIK	
An Olympic Education: From Athletic Colonization to International Harmony 523
PEI DONGGUANG	
Olympic Education Programmes for the 2008 Beijing Olympic Games:	
A Collaboration of Grassroots and Government 534
DAIMAR LELL & KALLE VOOLAIK	
Every Nation Has Her Own Olympics: The Estonian Example 547
Notes on Contributors 555