

Rethinking Matters Olympic: Investigations into the
Socio-Cultural Study of the Modern Olympic Movement

Tenth International Symposium
for Olympic Research

Published by the
International Centre for Olympic Studies
The University of Western Ontario
London, Ontario, Canada N6A 5B9
<http://www.uwo.ca/olympic>

© 2010

Table of Contents

Table of Contentsi
Preface vii
19th Earle F. Zeigler Lecture — Keynote Address	
LARRY R. GERLACH	
Salt Lake's Olympic Legacy Cultural Centre 1
24th Ion Ioannides Lecture — Keynote Address	
T. COREY BRENNAN	
The 1960 Rome Olympics: Spaces and Spectacle 17
Fresh Perspectives on Pierre de Coubertin's Ideals	
JEFFREY O. SEGRAVE	
'Chevalerie du néant' ("The knighthood of nothingness"): Henry de Montherlant and the Olympic Games Movement 30
LISA REITHMANN	
Coubertin's Idea of 'Mutual Respect' According to Kant's Concept of Moral Philosophy 44
MAGDALENA MANKOWSKA	
Rethinking Coubertin's Vision of Olympism: Toward the Revival of Art in Sport as a Modern Principle of Physical Education 51
Historical Examinations	
STEPHEN R. WENN	
IOC/USOC Relations and the 2009 IOC Session in Copenhagen 60
MARK DYRESON	
Selling the United States to the World: Developing Domestic and Global Markets for Olympic Spectacles in the 1920s and 1930s 76
MAYNARD BRICHFORD	
Avery Brundage on Amateurism: Preaching and Practice 90
MATTHEW P. LEWELLYN	
A 'United' Kingdom? Nationalism, Identity and the Modern Olympic Games 94
ERIK NIELSEN	
The Fall of Australasia and the Demise of the Empire Olympic Team 106
TOBY C. RIDER	
The Distant Fight against Communist Sport: Refugee Sports Organizations in America and the International Olympic Committee 116
XIAOWEI YU	
To Go or Not to Go: An Examination of the People's Republic of China's Participation in the Olympic Games between 1980 and 1984 127

KARL LENNARTZ	
The Olympic Games and Politics, 1896 -1916 138
DOIARA SILVA DOS SANTOS & OTÁVIO GUIMARÃES TAVARES DA SILVA	
The Olympic Winter Games and Brazilian Participation: The Question of National Identity in the Media Coverage 146
GARTH PATON	
Carol Anne Letheren (1942-2001): A Life in Sport—Far Too Short 154
SANDRA COLLINS	
Asian Soft-Power: Globalization and Regionalism in the East Asia Olympic Games 163
JANICE FORSYTH	
Out from the Shadows: Researching Fred Simpson 177

Revisiting the XXI Olympic Winter Games in Vancouver

NORM O'REILLY, BENOIT SÉGUIN & JOHN NADEAU	
Marketing Research at the Vancouver 2010 Winter Olympic Games 184
RUSSELL FIELD	
Who Invited You? Party Crashers or Unwelcome Guests: The Legacy of Social Protest at the 2010 Winter Olympics 192
CHERI L. BRADISH & CHRIS CHARD	
Examining the Marketing Functions of the 2010 Vancouver Games: Reflections on the Development of a Marketing Legacy 203
ROB VANWYNSBERGHE, ELIZABETH MAURER & INGE DEROM	
Leveraging the 2010 Olympic Games: 'Sustainability' in a City of Vancouver Initiative 209
CHARLENE WEAVING	
'Vonntourages' and 'Iceholes': A Critical Examination of Sexism Arising from the Vancouver 2010 Games 224
MICHAEL HEINE	
'Four Sad Faces and a Smiley': A Political Topology of Civic and Olympic Spaces at the 2010 Winter Games 233
FRED MASON, SCOTT HILL & MEGHAN MACLATCHY	
Whose National Team? Which Game? A Comparison of Television Coverage of the Canadian Women's, Men's and Sledge Hockey Games at Vancouver 2010 239
AMANDA N. SCHWEINBENZ	
Protecting the Flame Behind a Chain-Link Fence 248
CHRISTINE M. O'BONSAWIN	
A Coast Salish Olympic Welcome: The 2010 Vancouver Opening Ceremony and the Politics of Indigenous Participation 255
RICHARD BAKA	
Winter Olympic Games Opening Ceremonies: Did Vancouver 2010 Try to Raise the Bar Too High? 265

Gender Equity Issues

JOHN GLEAVES	
Too Fit to Fly: How Female Nordic Ski Jumping Challenges the IOC's Approach to Gender Equality 278
MAUREEN M. SMITH & ALISON M. WRYNN	
Examining Issues of Gender Equity in Olympic and Paralympic History 289
CASSANDRA WELLS	
Diagnosing Sex–Gender Verification and the IOC 301

Challenges and Controversies

DAVID BARNEY	
O Brave New World of Super Suits: So Fast Even Phelps Didn't Know the Water Was There 312
BYRON PEACOCK	
'A Virtual World Government Unto Itself': Uncovering the Rational-Legal Authority of the IOC in World Politics 318
MARK DEVIIT	
The Myth of Olympic Unity: Dwight Boyd's Dilemma of Diversity and the IOC's Denial of Reasonable Pluralism 331
SARAH TEETZEL	
Minimum and Maximum Age Limits for Competing at the Olympic Games 340
COLLEEN ENGLISH	
Switching Teams: Changing Citizenship to Compete in the Olympic Games 348
GUY MASTERMAN	
Critical Timing in the Planning of Physical Legacies: Contrasting London 2012 with Manchester 2002 354
MARCUS F. MAZZUCCO & HILARY A. FINDLAY	
Re-Thinking the Legal Regulation of the Olympic Regime: Envisioning a Broader Role for the Court of Arbitration in Sport 363
CAITLIN PENTIFALLO	
Going for Gold: Explaining Motivations for Olympic Games Bidding 376
LIMIN LIANG	
Mutual Shaping of Design and Use: New Technologies in the Television Production of the Beijing Games 389
HEATHER L. REID & CHRISTOS EVANGELIOU	
The Political Heritage of the Olympic Games: Relevance, Risks, and Possible Rewards 404
LOUISE MANSFIELD, MIKE WEED & SUZANNE DOWSE	
Rethinking the Role of Values in Olympic/Paralympic Legacy Planning: Using the London 2012 Games to Get the Nation Moving 412
CHERYL MALLEN, CRAIG G. HYATT & LORNE ADAMS	
Examining the Alignment of the IOC's Environmental Code of Conduct for Athletes Within a Varsity Athletic Program 427
NAOFUMI MASUMOTO & YIMIN WANG	
'One Dream' Was for What? Olympic Education and the Peace Movement in the 2008 Beijing Olympic Games 439

International Dimensions of the Modern Olympic Movement

STEPHAN WASSONG	
The United Nations' Attitude to Olympic Peace 448
STEPHEN SWAIN	
The Marginalization of Dissent and Criticism Herman & Chomsky's Propaganda Model 460
EMESE IVAN & ADRIAN M. PANDEV	
The Champions of Earth Award: The UN, the IOC, and Sport for Development 469
WANDA ELLEN WAKEFIELD	
Squaw Valley, 1960: Volunteers, Technology and a Bucket of Water 478

DOUGLAS W. McLAUGHLIN & CESAR R. TORRES	
Olympism and the Olympic Program: An Intersubjective Moral Approach to Sport	487
SIMON C. DARNELL	
Mega Sport for All? Assessing the Development Promises of Rio 2016	498
DIKAIA CHATZIEFSTATHIOU	
Youth, Governmentality and Olympism	508
Notes on Participants	516