New releases on Olympism and sport

Nouvelles parutions sur l’Olympisme et le sport

March - April 2017

(Issue 3-4)

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Intéressé à recevoir cette liste de nouvelles publications par e-mail ou à emprunter un ouvrage (en Suisse ou à l’étranger) ? Ecrivez-nous maintenant à studies.centre@olympic.org.
1. THE OLYMPIC GAMES | LES JEUX OLYMPIQUES

1.1 SUMMER OLYMPIC GAMES | JEUX OLYMPIQUES D'ÉTÉ

THE SPORTS PICTOGRAMS OF THE OLYMPIC SUMMER GAMES FROM TOKYO 1964 TO RIO 2016

The Olympic Studies Centre. 2017, 33 p.

Essential for guiding visitors and used in many communication formats, the sports pictograms receive considerable attention also owing to their aesthetic qualities. For each edition of the Summer Games since Tokyo 1964, this document presents the sports pictograms through visuals and information on the graphic designers and the creative concept.

THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION

READ MORE
1.1.1 TOKYO 2020

FLAG HANDOVER SEGMENT MEDIA GUIDE: TOKYO 2020
This media guide contains a scene-by-scene description of the "Flag handover segment" ceremony, which took place during the closing ceremony of the Summer Olympic Games in Rio in 2016. This special part of the closing ceremony is produced by the Tokyo 2020 Organising Committee.
READ MORE

SUSTAINABILITY PLAN: TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES
This plan illustrates the directions, the objectives and the examples of implemented measures for the Games preparations / operations with consideration for sustainability, which could be the reliable reference for the Games-related entities. Tokyo 2020 will continue to work on incorporating various points of views into this plan through discussions with a variety of delivery partners to go further into detail of and improve the plan. Detailed target set up in figures and specific division of roles will be embodied in “Tokyo 2020 Olympic and Paralympic Games sustainability plan version 2” to be developed later.
READ MORE

TOKYO 2020 ACTION AND LEGACY PLAN 2016: PARTICIPATING IN THE TOKYO 2020 GAMES, CONNECTING WITH TOMORROW
The “Tokyo 2020 action and legacy plan” is a compilation of the Tokyo 2020 Organising Committee’s approach to the actions and legacies that should be left to future generations. Actions are events, projects and initiatives that will be held throughout Japan from autumn 2016 through 2020 aimed at promoting widespread engagement. The legacies will be the end products of these actions, and will be left to Tokyo, Japan and the world to mark the occasion to the Tokyo 2020 Games.
READ MORE

Quest’articolo intende analizzare la strategia globale di Rio de Janeiro basata sulla politica dei mega-eventi sportivi. L’adozione di una prospettiva analitica insieme relazionale e territoriale consente di svelare le peculiari relazioni che legano politica urbana, flussi globali e azione locale, enfatizzando le contraddizioni e le tensioni che accompagnano la produzione dello spazio urbano.

Fabio de Faria Peres... [et al.]. IN: The international journal of the history of sport, Ahead of print, 22 February 2017, 15 p.

As the 2016 Olympic host, Rio de Janeiro has been given an enormous amount of attention, both by the international media and researchers who looked at the urban spaces of Rio, the struggles over the hegemony of the city and the social meanings the Olympics bring to the host city’s citizens. However, studies over the historical relationship between Rio, sport and media are rare. This paper addresses the historical uses of the term Olympic by Brazilian media during the late nineteenth and the early twentieth centuries. By looking at the main articles in the newspapers of these periods, we examine the extent to which ideologies over sports have changed the way the Olympics were represented in Brazil’s national imaginary.

READ MORE (AVAILABLE ON SITE)

Martin Ross... [et al.]. IN: The ANZSLA commentator, vol. 96, 26 September 2016, pp. 34-42.

As with previous Olympic Games, Hall and Wilcox has prepared a summary of the decisions of the Court of Arbitration for Sport’s Ad Hoc Division at the 2016 Rio Summer Olympic Games.
RIO 2016 OLYMPIC GAMES SUSTAINABILITY AND LEGACY STORIES: A SELECTION OF GOOD PRACTICES
This booklet outlines several initiatives that seek to engage the wider audience on sustainability and legacy. It contains easy-to-understand, positive stories that were collected by the AISTS during the Games. Leaving aside the complexity and challenges of organising Olympic Games for a moment, it puts the spotlight on examples that show the concrete positive impact of the Games.
READ MORE

CARIOCA HOSPITALITY PROGRAMME: RIO 2016 OLYMPIC GAMES
Rio 2016 has created a hospitality programme focused on comfort, quality, safety and flexible services. The aim is to provide all guests with an unforgettable experience, enabling them to witness the Games in a five-star environment. To make it possible, different spaces will be available in inspirational elements that highlight the landscape of Rio de Janeiro: mountain, forest and beach. The products were designed to offer the ideal location to address entertainment and business needs. This document presents the 6 options available: Pedra Bonita, Jardim Botânico, Parque da Cidade, Parque da Tijuca, Ipanema and Grumari.
THIS DOCUMENT EXISTS ALSO IN PORTUGUESE VERSION
READ MORE

CARIOCA HOSPITALITY PROGRAMME OPERATIONAL GUIDE: RIO 2016
The “Hospitality programme” at the Rio 2016 Games venues was designed to attend the specific needs of partners and their clients in a transparent and flexible manner. This guide is designed to organise the most relevant information for Carioca hospitality customers.
READ MORE
FOOTBALL CITIES PRESS ACCOMMODATION GUIDE: RIO 2016
This guide is written specifically for members of the written and photographic press and non-rights-holding broadcasters with E-category accreditation who are covering Olympic football. The guide aims to provide as much information as is necessary for accredited press to secure accommodation in the football co-host cities: Belo Horizonte, Brasilia, Manaus, Salvador and Sao Paulo.
READ MORE

MASTER DELIVERY SCHEDULE: SUPPLIER GUIDE
The master delivery schedule (MDS) will provide schedule information for the access of all vehicles that will deliver or collect loads in a Olympic or Paralympic venue. All incoming requests must be identified in the MDS before delivery or collection of materials in venues, thus meeting the Rio 2016 security requirements. This system will allow suppliers to request a date and time for access into venue, receive notifications of approval or rejection of these request, allow the MDS team to manage these incoming requests, approving or rejecting them.
THIS DOCUMENT EXISTS ALSO IN PORTUGUESE VERSION
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PRE-GAMES INTEGRATED REPORT: RIO 2016
The Rio 2016 Organising Committee for the Olympic and Paralympic Games choses to publish an integrated report before the Games, a first for a major sport event globally. The integrated report is built around the idea of value creation, in all its aspects: economic, human, social, intellectual, natural and material. It is part of its accountability and transparency policy to provide information on how they create value for the Olympic and Paralympic Movements, for the people of Rio de Janeiro and for the Brazilian economy.
READ MORE
TEAM LEADERS' GUIDE: RIO 2016
Each of the 36 team leaders’ guide includes: key dates and personnel; information on the competition format and rules; details on processes relating to competition and training; specific venue facilities and services, including transport information and maps; general information on topics that are vital for all sports, such as medical services, doping control, accreditation and security.

VILLAGE GUEST PASS SYSTEM MANUAL: RIO 2016
Rio 2016 Organizing Committee for the Olympic Games organized this manual to assist NOC’s to prepare and complete the process for request and usage of the village guest passes and village administrative passes.

 TEAM GUIDES | GUIDES D'ÉQUIPE

LITHUANIA | LITHUANIE
THE LITHUANIAN OLYMPIC TEAM: RIO 2016
Guide of the Lithuanian Olympic team which participated at the Rio 2016 Olympic Games.
New releases

UNITED STATES OF AMERICA | ÉTATS-UNIS D'AMÉRIQUE
TEAM USA MEDIA HANDBOOK: RIO 2016 OLYMPIC GAMES
This publication gives information on Team USA and USOC Media services during the Olympic Games in Rio 2016.
READ MORE

1.1.3 BEIJING 2008

THE DEVELOPMENT OF THE OLYMPIC NARRATIVE IN CHINESE ELITE SPORT DISCOURSE FROM ITS FIRST SUCCESSFUL OLYMPIC BID TO THE POST-BEIJING GAMES ERA
With China’s increasing involvement in promoting three bids to host the Olympic Games, two of which were successful, respectively, in 2001 and 2015, the nature of the discourse of key stakeholders in relation to Chinese elite sport has both reflected and reshaped the meaning of the Games to Chinese elite sport. This paper examines the discursive construction process of the Olympics in the Chinese elite sport system by key stakeholders through analyzing statements of political figures on sport and Olympic phenomena, Chinese elite sport policy documents, and the commentaries of leading Chinese sport academics.
READ MORE (AVAILABLE ON SITE)

1.2 OLYMPIC WINTER GAMES | JEUX OLYMPIQUES D'HIVER

OLYMPIC WINTER GAMES MASCOTS FROM INNSBRUCK 1976 TO PYEONGCHANG 2018
The Olympic Studies Centre. 2017, 28 p.
Inspired by people, animals and even creatures of myth and legend, the mascots are an integral part of the Olympic celebrations. From Schneemann, the snowman who accompanied the 1976 Winter Games in Innsbruck, to Soohorang that will represent the Games in PyeongChang in 2018, discover these characters which are also part of the history of the Games.
THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION
READ MORE
THE SPORTS PICTOGRAMS OF THE OLYMPIC WINTER GAMES FROM GRENOBLE 1968 TO PYEONGCHANG 2018

The Olympic Studies Centre. 2017, 33 p.

Essential for guiding visitors and used in many communication formats, the sports pictograms receive considerable attention also owing to their aesthetic qualities. For each edition of the Winter Games since Grenoble 1968, this document presents the sports pictograms through visuals and information on the graphic designers and the creative concept.

THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION
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1.2.1 PYEONGCHANG 2018

A GAME FOR THE GLOBAL NORTH: THE 2018 WINTER OLYMPIC GAMES IN PYEONGCHANG AND SOUTH KOREAN CULTURAL POLITICS


This paper examines the South Korean Government’s intention to stage the winter sporting spectacle. As the Winter Olympics is arguably considered a Game for the relatively affluent global north, South Korea, as a semi-core state, attempts to elevate its position to a global economic and cultural powerhouse through being a host of this winter sports mega-event.

READ MORE (AVAILABLE ON SITE)

OLYMPIC GAMES IMPACT (OGI) STUDY FOR THE 2018 PYEONGCHANG OLYMPIC AND PARALYMPIC WINTER GAMES


The 2nd OGI Study for the PyeongChang 2018 Olympic Games includes analyzed results on 34 topics, 79 core subjects, and 19 case studies in relation with the environment, the social culture and the economic aspects of the hosting city. The data used for this study are mainly quantitative National Statistics data, with additional informations provided by the PyeongChang Organizing Committee for the 2018 Olympic Games, relevant local governments’ public statistics records, and other relevant researches and certified press news. The temporal scope of the indicators used in the study ranges from 2009 to 2014, and the spatial scope of the indicators is the Republic of Korea, Gangwon-do, Pyeongchang-gun, Gangneung-si, and Jeongseon-gun.

READ MORE
VENUE INFORMATION: PYEONGCHANG 2018 OLYMPIC & PARALYMPIC WINTER GAMES
This booklet presents each venue where the events of the 2018 PyeongChang Olympic Winter Games will be held.
MA 28219

1.2.2 INNSBRUCK 1964 & 1976

NATIONALE ANGELEGENHEITEN: DIE OLYMPISCHEN WINTERSPIELE 1964 UND 1976 IN INNSBRUCK IM VERGLEICH
Hannes Schober. AV Akademikerverlag, 2016, 188 p.
The Winter Olympics in Austria were a great opportunity to present the second republic contrary to the time before 1945. The thesis looks at the ambitious efforts that were made in order to host Olympic Winter Games. Austria as a self-proclaimed wintersports nation was therefore able to distance itself from their very own history before 1945. The Winter Olympics 1964 meant a publicly successful step towards the restoration of the republic of Austria and the re-entrance into the circle of cultural nations. The Winter Olympics 1976 can only be understood properly when Kreisky’s politics are taken into consideration. Hence, both Winter Olympics need to be seen as highly political relevant. For 1964 it was not only relevant for the Austrian nation to present itself internationally, but more importantly that the Austrians reconcile with the idea of the independent and neutral Austria after 1945. In 1976 Austria was already mad about alpine skiing and eager to win and to host big scale wintersports events. Those Winter Olympics were also prestigious for the Austrian foreign policy. According to Kreisky’s politics aiming at stability, Austria was internationally regarded as a solid country. Both Winter Olympics offered ideal opportunities to present the new statehood and the ‘austrian way’ of neutrality, but also to give the Austrian population the chance to identify with the new statehood.
MA 28207
1.2.3 BERLIN 1936

**Article**

THE ROLE OF DANCE IN THE 1936 BERLIN GAMES: WHY COMPETITION BECAME FESTIVAL AND ART BECAME POLITICAL


Elizabeth Hanley analyses the role of dance in the service of Nazi propaganda at the 1936 Games. Stars such Mary Wigman, Gret Palucca and Harald Kreutzberg performed on the opening day in the festival of "Olympic Youth", which ended in the glorification of "heroic death".

**Article**

BEETHOVEN’S NINTH SYMPHONY AND OLYMPIC GAMES CEREMONIAL


While conventional histories suggest that Beethoven’s Ninth was first performed at the Olympic Games in Berlin in 1936, it is possible that it may have actually been played at some point during the 1924 Paris Olympics celebrations. The use of this music fulfilled a dearly-held wish for Pierre de Coubertin as Jeffrey Segrave explains.

1.2.4 AMSTERDAM 1928

**Article**

A FEMALE MEDALLIST AT THE 1928 OLYMPIC ART COMPETITIONS: THE SCULPTRESS RENÉE SINTENIS


Olympic Art Competitions were part of the Olympic programme for 36 years in the first half of the twentieth century. According to sport history research, one of the reasons for their suspension was the participation of unknown artists. A careful analysis of the sources used by sport historians reveals that little is known about the artists. Even less is known about female artists in this context. Investigating the example of the German sculptress Renée Sintenis (1888–1965), medallist of the 1928 Olympic Art Competitions, is an attempt to address this research gap. Furthermore, the paper illustrates the circumstances under which female artists participated in the Olympic Art Competitions, evidencing that the artistic competitions had not been a topic on the agenda of the International Olympic Committee. Importantly, it also demonstrates that Pierre de Coubertin’s artistic family environment influenced his thinking about female artists in the Olympic Art Competitions.

READ MORE (AVAILABLE ON SITE)
"HE WILL WIN MORE COMPETITIONS": TALENT PROMOTION IN ANCIENT GREECE
*It has long been established that the victors in the ancient Games were seldom amateurs. The Greek cities granted them privileges, but also played a role in fostering talents. Until now this aspect has not been examined. Professor Christian Mann reveals the motivation and financial backing for this practice.*

LES JEUX ATHLÉTIQUES EN GRÈCE: PRÉMICES, EXCELLENCE, DÉMESURE
*L’étude de la mythologie et les avancées archéologiques montrent que les Jeux athlétiques remontent bien avant Homère. Qu’ils soient d’Olympie, de Delphes, de Corinthe ou de Némée, de tels Jeux ont des origines lointaines. Loin de vouloir prendre le contrepied des Jeux Olympiques, rénovés par Pierre de Coubertin, l’auteur de cet ouvrage cherche dans la mythologie ce que fut leur origine. Avec le souci de comprendre les comportements humains qui sont à l’origine de l’athlétisme.*

THE VALUE OF SUSTAINABILITY
*With less than seven months to go until the host city of the 2024 summer Olympic Games is announced, this article looks at how the issue of sustainability has been a central theme for the two remaining candidate cities.*
EVENT SATISFACTION AND BEHAVIOURAL INTENTIONS: EXAMINING THE IMPACT OF THE LONDON 2012 OLYMPIC GAMES ON PARTICIPATION IN SPORT


Does event satisfaction influence future intentions to attend events and participate in sport? The research addressed this question by focusing on participation in swimming and the influence of watching the London 2012 Olympic Games; an event which sought to create a legacy of mass sport participation.

READ MORE (AVAILABLE ON SITE)

VOLUNTEER HIGH PERFORMANCE WORK SYSTEMS AND SERVICE PERFORMANCE: AN EMPIRICAL STUDY OF BEIJING OLYMPIC VOLUNTEERS


This study examines the key human resources factors that affect volunteers’ service performance from the perspectives of volunteers and managers in the Beijing Summer Olympic Games of 2008. Survey data were collected from 1,727 volunteers and 243 managers at the Beijing Olympics test events held at 10 venues between November 2007 and April 2008.

READ MORE

SINKING, SWIMMING OR JUST TREADING WATER: THE OLYMPIC LEGACY FROM LONDON 2012: 4 YEARS ON. HAS IT MADE ANY DIFFERENCE? PUPIL VOICE AND AN ANALYSIS OF SWIMMING PROVISION


This paper examines whether the Olympic Legacy has made any difference to the children of Hackney in East London in terms of swimming and physical activity provision, from the children’s point of view.

READ MORE
FROST-2014: THE SOCHI WINTER OLYMPICS INTERNATIONAL PROJECT
The FROST-2014 project, by the World Meteorological Organization's World Weather Research Program (WWRP) provided forecast input for the meteorological support of the Sochi Olympic Games. The resulting innovative technologies, exchange of experience and professional developments contributed to the success of the Olympics and left a post-Olympic legacy.
READ MORE

THE LONDON 2012 AMBASSADORS AND SUSTAINABLE TOURISM LEGACY
This paper examines the capacity of the London (2012) Olympic Ambassador volunteer programs to create a sustainable tourism legacy. It contributes to the literature on event legacies, particularly the role of volunteers promoting tourism in their home destination.
READ MORE (AVAILABLE ON SITE)

ORIGINS OF THE ENVIRONMENTAL DIMENSION OF THE OLYMPIC MOVEMENT
Environmental issues are a central part of the Olympic Movement but the first “Smoke-free Games” were only declared 25 years ago. Alberto Aragón-Perez details a process which began hesitantly only at the start of the 1980s and articulated itself by protests from individual environmentalists. Today it is at the very core of the Olympic Movement. Without sustainability the Games have no future.
MEGA-EVENT CITIES: ART, AUDIENCES, AFTERMATHS


“Mega-event cities” brings together leading scholars, artists, and activists to examine the role of the arts in articulating the social agendas of urban mega-events like Olympic Games and World Expos. As mega-events circulate from one city to the next, they leave complex (often ruinous) infrastructural legacies for artists and communities, with scenarios of national celebration transiting swiftly to austerity measures and socially cleansed urban cores. The contributors to “Public” 53 engage with the exhilaration and sober aftermaths of the “mega” by taking stock of the fluid politics of officials who seek to commemorate mega-events through public art programs, and activists who choose to question the same events through creative acts of resistance. With particular focus on Vancouver and London—but ranging beyond to Sochi, Rio, Milan, Calgary, and Baku, Azerbaijan—this issue asks how art and culture can intervene in the pressing security, human rights, and environmental issues that shape mega-events. “Mega-event cities” addresses the local politics of global place making and shows the shared artistic practices, performative interventions, and resistant acts that can be found across host city sites.

MA 28141


2. THE YOUTH OLYMPIC GAMES |
LES JEUX OLYMPIQUES DE LA JEUNESSE

YOUTH OLYMPIC GAMES MEDALS FROM SINGAPORE 2010 TO LILLEHAMMER 2016
The Olympic Studies Centre. 2017, 12 p.
This document presents the evolution of the medals for the Summer and Winter Youth Olympic Games (YOG), from the first edition in Singapore, in 2010, to the Games in Lillehammer in 2016. Each medal is illustrated by a photo of its obverse and reverse, with a description of the design and the technical details available.
THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION
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UNGDOMS-OL PÅ LILLEHAMMER: BARNESKIRENN ELLER OLYMPISK INNOVASJON?


MA 28206
3. THE INTERNATIONAL OLYMPIC COMMITTEE | LE COMITÉ INTERNATIONAL OLYMPIQUE

3.1 INTERNATIONAL RELATIONS | RELATIONS INTERNATIONALES

INDEPENDENT OLYMPIC ATHLETES AND THE LEGITIMACY OF THE INTERNATIONAL OLYMPIC COMMITTEE IN RESOLVING INTERNATIONAL CONFLICTS


Despite bringing together nations around peaceful ties in an international competition, the IOC and the Olympic Games event have always been affected by constant conflicts along their path in the twentieth century, emphasizing issues involving nationalities. Thereby, in a mediator posture of international conflicts and in an effort to reduce the subversions that surrounded it, the IOC, in the 1990s, created the delegation of Independent Olympic Athletes. Such a delegation consists of athletes who cannot represent their respective nationalities at the Olympics due to political factors and/or armament conflicts. This proposal of the IOC demonstrates its posture to avoid, minimize, and even cease ideological and political events that might interfere with the Olympics Games or the athletes participating in them.

READ MORE (AVAILABLE ON SITE)
3.2  **OLYMPIC CHANNEL**

**Article**

OFF THE MARK

*SportBusiness International reflects on the first six months of the Olympic Channel and explores what the future could hold for the International Olympic Committee initiative.*

3.3  **OLYMPIC MARKETING | MARKETING OLYMPIQUE**

**Article**

ALIBABA AND THE IOC

*This article looks at Alibaba’s TOP partnership deal with the IOC and what it means for the Olympic Movement.*

3.4  **OLYMPIC SYMBOLS | SYMBOLES OLYMPIQUES**

**OLYMPIC SUMMER GAMES MEDALS FROM ATHENS 1896 TO RIO 2016**
The Olympic Studies Centre. 2017, 44 p.

*This document traces the evolution of the Olympic Summer Games medals, from the first Games in Athens in 1896 to those in Rio 2016. Each medal is presented with a photo of its obverse and reverse, with a description of the design and the technical details available.*

**OLYMPIC WINTER GAMES MEDALS FROM CHAMONIX 1924 TO SOCHI 2014**
The Olympic Studies Centre. 2017, 29 p.

*This document looks at the evolution of the Olympic Winter Games medals, from the first Games in Chamonix in 1924 to those in Sochi 2014. Each medal is presented with a photo of its obverse and reverse, with a description of the design and the technical details available.*
SYMBOLE I MASKOTKI OLIIMPIJSKIE
This 2016 edition offers a presentation of the Olympic symbols and mascots with illustrations of emblems, pictograms and mascots.
MA 28113

3.5 PRESIDENTS AND MEMBERS | PRÉSIDENTS ET MEMBRES

THE BIOGRAPHIES OF ALL IOC MEMBERS: PART XXIII
This is the part 23 of the biographies of IOC members.

ELECTIONS OF THE PRESIDENTS OF THE INTERNATIONAL OLYMPIC COMMITTEE:
CANDIDATES AND VOTING RESULTS
The Olympic Studies Centre. 2017, 13 p.
This document looks at the elections of the Presidents of the International Olympic Committee (IOC), starting with the first election of Dimitrius Vikelas, in 1894, to the election in 2013 of the ninth president of the IOC Thomas Bach. Dates, place, candidates, voting results, outcomes, duration of the term of office and changes of rules are included as relevant.
THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION
READ MORE
4. THE OLYMPIC MOVEMENT | LE MOUVEMENT OLYMPIQUE

4.1 HISTORY OF THE OLYMPIC MOVEMENT | HISTOIRE DU MOUVEMENT OLYMPIQUE

YOUR OLYMPIC GUIDEBOOK
This publication is a presentation of Olympism, its origins and its history, and the Olympic Movement of Europe.
MA 28124
OLYMPIC MOVEMENT: THE PROCESS OF RENEWAL AND ADAPTATION: 55TH INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS
Proceedings of the 55th International session for young participants who took place between 23 May and 6 June 2015 in Olympia.
MA 28118

4.2 NATIONAL OLYMPIC COMMITTEES (NOCS) | COMITÉS NATIONAUX OLYMPIQUES (CNOS)

4.2.1 BELARUS | BIÉLORUSSIE

OLYMPIC BELARUS: 25 ANNIVERSARY NOC BELARUS
This photograph album "Olympic Belarus" contains comprehensive detailed information about the history of the Olympic Movement in Belarus. The album features the Belarusian Olympians and discovers the national sports infrastructure.
MA 28109

SPORTS BELARUS
This publication gives information on the biggest sport arenas in Belarus, significant competitions, services and peculiarities of multiple sport objects. It is an indispensable guidebook for foreign specialists and athletes who will have an opportunity to attend trainings in Belarus.
MA 28110
4.2.2 COSTA RICA

COSTA RICA EN LOS JUEGOS OLÍMPICOS: 80 ANIVERSARIO 1936-2016
En esa obra, se construye la historia de las legendarias participaciones de los atletas costarricenses en estas competiciones internacionales, desde el año 1936 hasta el año 2016. El comité olímpico nacional busca mediante esta publicación, contribuir en la difusión y preservación de la historia de los atletas olímpicos de Costa Rica y su esfuerzo. Esta publicación se vuelve un acercamiento a la identidad de la nación de Costa Rica y un aporte a la investigación histórica que redescubre la huella costarricense por el concierto de la Naciones.

4.2.3 ITALY | ITALIE

Mario Capuano; Pasquale Polo. Unione Italiana Collezionisti Olimpici e Sportivi, 2016, 177 p.
Cette publication parle des médailiérs olympiques italiens entre 1980 et 2016.

4.2.4 MEXICO | MEXIQUE

LA CULTURA FÍSICA EN LA CIUDAD DE MÉXICO: RECREACIÓN, INTERNACIONALISMOS Y NACIONALISMOS, 1896-1939: TESIS
La presente tesis examina el proceso de apropiación y consolidación de la cultura física moderna en la ciudad de México a partir de algunas de las instituciones, organizaciones y personajes que la propagaron y de los valores que promovieron desde finales del siglo XIX y hasta el inicio de la Segunda Guerra Mundial. Busca subrayar que en las actividades físicas convergieron tanto preocupaciones e intereses internacionales como religiosos, políticos y nacionalistas.

READ MORE
LOS JUEGOS OLÍMPICOS NUNCA FUERON AMATEURS: PODERES Y REGLAMENTACIÓN EN LAS OLÍMPÍADAS DE 1894 A 1930


Este libro es una investigación minuciosa sobre los reglamentos que rigen las pruebas olímpicas desde que se crearon los Juegos modernos en las reuniones efectuadas en 1894 en La Sorbona de París hasta el congreso olímpico de Berlín en 1930. Su objetivo es definir los grandes períodos en el desarrollo del movimiento olímpico durante esos años, explicar las transformaciones estructurales que se produjeron a nivel de sus poderes, comprender los tipos de torneos que se organizaron, y sobre todo, restablecer la verdad histórica en lo que respecta al tan mentado tema del amateurismo.

OLYMPIC & PARALYMPIC DISCOURSES = OLYMPISCHE & PARALYMPISCHE DISKURSE


Dieser Band ist Prof. Dr. Dr. h.c. Norbert Müller zu seinem 70ten Geburtstag gewidmet. Mit den Beiträgen werden Diskurse angestoßen, welche die Bandbreite seines akademischen Schaffens streifen, sei es in pädagogisch-didaktischer Annäherung, dem methodischen Wissensschaftverständnis und den weiten inhaltlichen Interessen des Jubilars. Akademische Weggefährten und Weggefährten haben sich in diesem Band mit Beiträgen aus den unterschiedlichen Themenfeldern eines Norbert Müller zusammen gefunden. Mit dieser Hommage soll der Olympische & Paralympische Diskurs lebendig gehalten werden.

CHILDREN OF ASIA: 6TH INTERNATIONAL SPORTS GAMES, YAKUTSK 2016: BEGINNING OF VICTORIES


This publication gives a summary of the 6th Children of Asia International Sports Games that took place in Yakutsk in 2016.
5. THE ATHLETES | LES ATHLÈTES

5.1 ANTI-DOPING | ANTI-DOPAGE

Article

HOW TO PROTECT THE CLEAN ATHLETES?

Anti-doping work can only be successful if athletes are not only participating, but actively engaging and promoting their right to compete in clean and fair sport. To achieve this, there is a strong need for strategic realignment, improvement of doping control programs, support from criminal investigating bodies, as well as structural and person-centred prevention. Anti-doping work needs full independence from the sport establishment to be credible and effective. A real separation of powers implies the establishment of an “International Anti-Doping Service” (IADS) as a missing link in the international anti-doping framework besides the World Anti-Doping Agency (WADA) and the Court of Arbitration for Sport (CAS). Some propositions of this paper could be implemented immediately, while others will take effect in the long run; nevertheless, each step is important to protect the clean athletes.
L’INTÉGRATION D’ATHLÈTES HANDICAPÉS AUX COMPÉTITIONS DE HAUT NIVEAU
Au sein de la société actuelle, les débats sportifs prennent une ampleur croissante dans la vie des athlètes et des passionnés. Entre autre, l’intégration des sportifs handicapés dans les compétitions, habituellement réservées aux valides, est fortement discutée. Lors de cette étude, nous nous focaliserons sur l’analyse de ce débat, plus particulièrement sur les relations qu’ils existent entre une argumentation liée à l’intégration sportive d’un public handicapé dans les compétitions de haut-niveau, et une argumentation liée à une intégration sociale plus générale. Pour ce faire, nous nous appuierons sur une sociologie pragmatique de la critique axée sur la pensée et la manière dont la personne arrive à se défendre et à argumenter. Cette étude, basée sur les travaux de Luc Boltanski, a été menée sous le double patronage de P. Duret / P. Trabal et de F. Chateauraynaud. Les différentes méthodes d’analyse nous ont permis de suggérer l’existence d’une relation entre ces deux processus. En effet, le discours sur l’intégration des sportifs handicapés peut se confondre dans l’usage d’une argumentation sur une insertion des personnes en situation de handicap au sein de notre société.

5.3  OLYMPIANS | OLYMPIENS

THE "PEACE ANGEL OF HELSINKI" WANTED TO SAVE THE WORLD
Barbara Rotraud Pleyer went into history as the “Peace Angel”. Her failed attempt to combine the opening of the 1952 Games with an appeal for peace prompted the IOC to explicitly forbid any form of demonstration or propaganda within Olympic sites. Her story remained largely unknown until now but Pleyer’s life as a “peace worker” began in Helsinki.

THE BRITISH MARATHON RACE AND THE "FANTASTIC FOUR"
Don Macgregor, himself an Olympic marathoner, spotlights an earlier era in his sport. His article on the “Fantastic Four” is the story of British marathoners Ferris, Harper, Robertson and Wright. The quartet enjoyed considerable success in the twenties and thirties. Ferris and Harper both came home with medals, Wright and Robertson achieved top ten finishes.
LAURA TROTT AND JASON KENNY: THE INSIDE TRACK

First comes the graft. Thousands of hours on the pedals, forever turning left, following that black line round, pushing your body harder than it is designed to go. Then comes the sacrifice. All familiar pleasures stripped away in search of perfection. Then the pain. Muscles burning, stomach churning, an ache in the bones. To pull all of this together to achieve an Olympic gold is impressive; to be part of a couple doing this in the same sport is rare; to do it ten times between you is unprecedented. Laura Trott and Jason Kenny, Britain’s most successful female and male Olympians, invite us into their world, on to the boards of the velodrome and down the back straight of British pro cycling to give us the inside track on what it takes to become a champion. This is the story of the races that gripped a nation; one of sprints and pursuits, tactics, mind games, medals and trials; of being so tired you collapse by the side of the track, so out of form you can’t finish a practice session; of what goes through the mind of an Olympian as they power towards the finish line; and of how a boy from Bolton and a girl from Cheshunt became the best in the world, while finding in each other the perfect partner.


This book tells how tennis Olympians and Paralympians viewed their Olympic achievements and how it continues to be important in their lives. It contains each story with original photography by some of the world’s great tennis photographers.

ROUTLEDGE HANDBOOK OF TALENT IDENTIFICATION AND DEVELOPMENT IN SPORT

Identifying athletic talent and developing that talent to its full potential is a central concern in sport. Understanding talent identification and its implications for both positive and negative developmental outcomes is crucial to sporting success. This is the first comprehensive resource for scientists, researchers, students, coaches, analysts and policymakers looking to improve their knowledge of the talent identification and development process.
LA PSYCHOLOGIE DU SPORT

Les pratiques sportives, au travers des exigences qu'elles imposent aux pratiquants (recherche de la performance, stress compétitif, pression temporelle, difficulté de la tâche, etc.), suscitent des comportements souvent exceptionnels, dont l'élucidation justifie une investigation spécifique. Les recherches en psychologie du sport ont considérablement développé nos connaissances sur la motivation, l'anxiété, la gestion du stress, l'apprentissage ou encore la cohésion des groupes. De plus, les résultats de cette discipline ont montré l'importance, à côté d'une préparation physique, technique ou tactique, d'une préparation mentale dans le suivi des sportifs.

MA 28164
6. THE OLYMPIC SPORTS | LES SPORTS OLYMPIQUES

6.1 SUMMER SPORTS | SPORTS D'ÉTÉ

6.1.1 ARCHERY | TIR À L'ARC

WORLD ARCHERY RIO 2016 OLYMPIC GAMES: PRESS INFORMATION SHEET
This document contains useful information for the media covering the archery event at the Rio 2016 Olympic Games (i.e. Olympic archery, archery glossary, archery technique,...).
READ MORE
6.1.2 AVIRON | ROWING

MEDIA GUIDE 2016 OLYMPIC & PARALYMPIC ROWING REGATTA: RIO DE JANEIRO, BRAZIL, OLYMPIC GAMES 6-14 AUGUST PARALYMPIC GAMES 9-11 SEPTEMBER
The World Rowing communications team has produced this media guide to help the journalists get the most out of their time covering the Olympic rowing regatta. It is packed with information about the sport of rowing and aims to aid those unfamiliar with our sport as well as those who are experienced rowing specialists. For new persons to rowing, they may find the explanation of “How to Row,” the rowing glossary and the Olympic competition description useful.
READ MORE

6.1.3 GOLF

THE GREENING OF GOLF: SPORT, GLOBALIZATION AND THE ENVIRONMENT
This is the first comprehensive study of the varying impacts of golf on the environment. It is based on extensive empirical research, including interviews with major stakeholders in the golf industry and members of protest groups. The authors examine golf as a sport and as a global industry, drawing on three discrete literatures - the study of sport as a global social movement, environmental sociology and the study of corporate environmentalism.
MA 28167

6.1.4 MODERN PENTATHLON | PENTATHLON MODERNE

UIPM IN 2016: MODERN PENTATHLON IN RIO
Union Internationale de Pentathlon Moderne. 2016, 41 p.
This document contains information about the modern pentathlon at the Rio 2016 Olympic Games, including presentations of all the athletes participating.
READ MORE
6.1.5 SHOOTING | TIR

YOUR GUIDE TO SHOOTING AT THE OLYMPIC GAMES IN RIO


This guide provides detailed information about the shooting events at the Rio 2016 Olympic Games, as well as the list of participants. It contains also some general information about the history of Olympic shooting (1896-2016) and the International Shooting Sport Federation, as well as statistics and results about shooting at the Olympic Games.

READ MORE

6.1.6 SURFING | SURF

SUSTAINABLE SURFING


Whilst being an ambiguous and contested concept, sustainability has become one of the 21st century’s most pervasive ideas, as humanity’s increasing impact on the environment, as well as increasing social and economic inequalities, have local and global consequences. Surfing is a globally recognized phenomena whose unique connection with nature and rapid expansion into a multibillion pound industry offers exciting synergies for exploring various dimensions of sustainability. This book is the first to bring together the world’s foremost experts on the themes of sustainability and surfing. Drawing upon cutting edge theory and research, this book offers multidisciplinary perspectives and methodological approaches on the social, environmental and economic components of sustainable surfing. Contributions provide unique discussions that bridge the gap between theory and practice, exploring topics such as sustainable surf tourism, surf-econometrics, surf activism, surfing governance, the surfing industry, and technological advancements. Each chapter produces in-depth insights to provide a comprehensive picture of the relationship between sustainability and surfing. This book will appeal to multiple audiences in different disciplines and sectors. Practitioners will benefit from the insights presented in this volume, while both undergraduate and post graduate students will find this volume an invaluable companion, including those working in geography, environmental studies, sport sciences and leisure and tourism studies.

MA 28178
6.1.7 TENNIS

**TENNIS: A CULTURAL HISTORY**

This is the second edition of the highly acclaimed and bestselling comprehensive history of tennis which was the first truly scholarly history of any individual sport. Supported by a startling wealth of linguistic and documentary research, Gillmeister charts the global evolution of tennis from its origins in 12th century France where it emerged as a more peaceful variety of ribald football played in monasteries. By the 16th century, it had become the favourite pastime of the European aristocracy and had, in the wake of the Spanish conquistadors, even reached the Americas. The prestige of the game also led to its popularity among Renaissance poets and playwrights. After a gradual decline in the 18th and 19th centuries the medieval game revived in the 1870s in the form of lawn tennis. The new game dispensed with the expensive walled courts, discarded the complicated rules of the old game and was played in a natural setting. From England with its famous Wimbledon tournament it spread to the European continent and to the United States where the Davis Cup was born. Gillmeister debunks several firmly established myths about the history of the game and rare colour photographs and medieval and renaissance drawings generously adorn the text. A delight for the sports fan and the scholar alike, “Tennis: a cultural history” is the authoritative text on the sport.

MA 28181

6.1.8 TRIATHLON

**TRIATHLON MEDIA GUIDE: RIO 2016**

This media guide, published by the International Triathlon Union, offers a general overview of the history of triathlon at the Olympic Games, with facts and figures. It also contains the schedule of the competition and the biographies of all the athletes participating at the Rio 2016 Olympic Games.

READ MORE
6.2 WINTER SPORTS | SPORTS D’HIVER

HISTORY OF SPORTS AT THE WINTER OLYMPIC GAMES
The Olympic Studies Centre. 2016, 15 vol.
These documents contain an introduction, the key stages and the evolution of the number of events for each sport since their beginning at the Winter Olympic Games to the present time.
THIS DOCUMENT EXISTS ALSO IN FRENCH VERSION
READ MORE
7. SPORT ECONOMICS AND MANAGEMENT | ÉCONOMIE ET GESTION DU SPORT

UNDERSTANDING SPORT MANAGEMENT: INTERNATIONAL PERSPECTIVES
Sport management is a rapidly developing industry which continues to grow in size and scope on an international scale. This comprehensive and engaging textbook offers a complete introduction to core principles and best practice in contemporary sport management. Adopting an issues-based approach and drawing on the very latest research, it demonstrates how theory translates into practice across all the key functional areas of sport management, from governance and leadership to tourism and events.

MA 28185

THE SAGE HANDBOOK OF SPORT MANAGEMENT
Russell Hoye… [et al.]. SAGE, 2017,
"The SAGE handbook of sport management" draws together the best current research on the major topics relevant to the field of sports management, including leadership, gender, diversity, development, policy, tourism, and media. Edited by two of the most respected figures in the field, the handbook includes contributions from leading sport management academics from Australia, Canada, New Zealand, USA, the UK and Europe.

MA 28209
BRAND FANS: LESSONS FROM THE WORLD’S GREATEST SPORTING BRANDS
Combining the latest branding research with a diverse range of powerful case examples, this book reveals the cutting edge techniques of value co-creation, personalisation and customer engagement employed by sport’s leading brands. Based on the transferable lessons that emanate from these practices, "Brand fans" explores and illuminates how firms can cultivate connected fans and lifelong advocates, while building brand equity exponentially in the process. This is a book that will appeal to scholars and practitioners alike, as well as anyone fascinated by modern marketing, consumer relationships and branding.
MA 28182

UNDERSTANDING INTERNATIONAL SPORT ORGANISATIONS: PRINCIPLES, POWER AND POSSIBILITIES
The governance of international sport is dominated by the SINGOs (sporting international non-governmental organisations). The IOC, FIFA, IAAF and the FIA wield global influence, but how exactly do such complex organisations operate? This important book examines the rise of the SINGOs, their structures, organisational behaviour, and their power in the context of modern sport and international politics. Written by two world-leading experts, the book sheds new light on the relationship between these SINGOs and the sports which they govern. It provides a close critical analysis of the policies and practices of the most important international sport organisations, from their historical origins to the present day. Using case studies of key events such as the Olympics and the recent FIFA scandals, it examines the central question of how best to understand the significance of these organisations today. Combining historical insight with original research, "Understanding international sport organisations: principles, power and possibilities" is essential reading for anyone with an interest in the politics of sport, the sociology of sport, sport administration, sport business or sport management.
MA 28210
SPONSORING SPORTIF
Lors de sa première participation au Tour de France cycliste comme sponsor d’équipe en 1997, la marque Cofidis bénéficiait d’une notoriété de 2 % auprès des seuls consommateurs français. En 2015, avec un budget estimé à onze millions d’euros, la marque de crédit a gagné en empathie et sa notoriété atteint 90 % sur les marchés espagnol, français et italien où elle est implantée. La performance est remarquable mais elle est à haut risque si on se souvient que la société a été mêlée à un procès pour dopage. Ce livre propose une approche du sponsoring sportif qui s’inscrit dans une perspective de gestion et notamment de rationalité marketing. Le sponsor doit être gagnant en termes d’image, ainsi que d’un point de vue économique. Cet impératif de rentabilité constitue le fil directeur de l’analyse qui accorde une large place à la mesure des retombées. La cinquième édition de cet ouvrage, entièrement remaniée et enrichie de références actualisées, s’adresse principalement aux responsables marketing des entreprises et des collectivités, en tant qu’instrument d’aide à la décision, ainsi qu’aux dirigeants de clubs, de fédérations sportives et aux organisateurs d’événements ayant à monter des dossiers de partenariat. Il vise également les étudiants et les enseignants des filières de gestion du sport par son caractère didactique et les nombreuses données d’illustration.
MA 28169

CONTEMPORARY SPORT MARKETING: GLOBAL PERSPECTIVES
The international nature of the sport industry requires a global approach to sport marketing practices. Organisations need to develop a good understanding of the laws, regulations, values and norms of the countries and cultures in which they operate. This book brings together world-leading sport marketing scholars from 11 countries to address the most important global, regional, national, and community marketing issues in sport today.
MA 28189
DAS "OLYMPISCHE" WERBEVERBOT: EINE RECHTLICHE UNTERSUCHUNG DES WERBEVERBOTS NACH BYE-LAW 3 TO RULE 40 OF THE OLYMPIC CHARTER HINSICHTLICH DESSEN VEREINBARKEIT MIT DEM EU-RECHT


RESOURCE GUIDE ON GOOD PRACTICES IN THE INVESTIGATION OF MATCH-FIXING
This document has been developed as a practical resource designed to help officials detect and investigate match-fixing. It uses as its basis the United Nations Convention against Corruption and the United Nations Convention against Transnational Organized Crime, which provide the legal framework for law enforcement agencies to combat match-fixing, and serve as universally accepted reference points for sports organizations and other stakeholders to support this fight. The case studies and practical investigation techniques contained in this guide offer important and useful support for those looking to enhance their knowledge and investigative skills within this relatively new but increasingly important area.
MA 28153
LOCALIZING GLOBAL SPORT FOR DEVELOPMENT

The use of sport to contribute to various development agendas has gained significant global prominence since the beginning of the 21st century, aligned with a rapid expansion in the scale of sport for development activities in diverse contexts across the global South. Academic research and publications on sport for development have also proliferated. This jointly-authored book contributes to this field by offering an important departure from prevailing approaches to research and developing an ‘evidence base’ on sport for development. Drawing on nearly a decade of wide-ranging, multidisciplinary research undertaken with young people and adults living in urban communities in Zambia as well as those who work with them, the book presents a localised account that extends existing understandings of global sport for development.

Offering wide-ranging historical, political, economic and social contextualisation, it examines how a key period in the expansion of the sport for development sector unfolded in Zambia; considers the significance of varying degrees of integration and partnership practices between sport for development and development agencies at different levels; and outlines approaches to the provision of sport for development activities in various communities. Detailed examination of the lives, experiences and responses of young people involved in these activities, drawn from their own accounts, is a key feature of the book. Concluding reflections identify possibilities for enhancing understanding and improving research and evidence through methodologies which localize global sport for development.

MA 28168
The development of social media, in the form of Internet and mobile platforms, has rapidly flourished in the early twenty-first century. The changes in broadcasting forms of the first three Olympic Games of the twenty-first century, Athens 2004, Beijing 2008 and London 2012, have corresponded and reflected the speedy expansion of this social media. This phenomenon invites not only attention to the historical transformation of the roles of media for the Olympic Games but also reflection on the concept of culture and intercultural exchange based on this phenomenon. This paper studies the relationships between social media, cultural exchange and the Olympic Games in the context of globalization. It argues that the characteristics of social media as ‘participation; openness; conversation; communities; connectedness’ will meet up with the goal of the Olympic Movement and aid the realization of the Olympic Ideal.
READ MORE

GOING FOR GOLD: SOCIAL MEDIA AND THE USOC
The purpose of this study was to examine the social media guidelines established by the International Olympic Committee (IOC), which are enforced by the United States Olympic Committee (USOC). Specifically, this paper explored the relationship between the USOC, IOC, and the USOC athletes with regard to Rule 40 of the IOC, which regulates athlete social media use and expression of non-Olympic sponsors. This study was guided by two underlying questions: Does the social media policy from the IOC and USOC violate an American athlete’s constitutional rights granted under the first amendment of the Constitution? And, when the United States Congress officially recognized the USOC in 1978, did it recognize a federally created monopoly on Olympic participation for athletes from the United States?
READ MORE (AVAILABLE UPON REQUEST)
SPORTS JOURNALISM ETHICS AND QUALITY OF INFORMATION: THE COVERAGE OF THE LONDON 2012 OLYMPICS IN THE BRITISH, AMERICAN AND SPANISH PRESS

This dissertation has examined to what extent six prestigious newspapers (The Guardian/The Observer, The Daily Telegraph/The Sunday Telegraph, The New York Times, The Washington Post, El País and La Vanguardia) complied with the fundamental principles of journalism ethics (truth, justice and responsibility) in their correlation with the major codes of ethics, and the conduct of 41 interviews revealed that in many areas the coverage dispelled the long-held notion of sports journalism being the toy department. Significant strengths include the wide range of sources employed, the comprehensive examination of the larger framework of the Olympics, the recognition of errors and the fight against discrimination. Despite all of this, the research highlights that in other core aspects, the diversity of the sporting agenda, sensationalism, stereotyping and the use of warlike language, for example, there is much room for improvement.

MA 28222

9.3 POLITICS | POLITIQUE

DENVER 76*: THE WINTER OLYMPICS AND THE POLITICS OF GROWTH

Postgraduate research grant programme 2016 Olympic Studies Centre, International Olympic Committee

On May 12, 1970, the International Olympic Committee (IOC) awarded Denver, Colorado, the 1976 Winter Olympic Games. About two and half years later, on November 7, 1972, Colorado citizens voted to make it a violation of Colorado’s constitution for state funds to be allocated toward the event. As a result, Denver’s Olympic planners were forced to rescind their offer to host the Games. This project reveals that Colorado’s decision to banish the Olympics was the product of a transformation in how Coloradans viewed economic growth, combined with broadened understandings of the political power of citizenship. A pro-growth and pro-development mindset motivated Denver’s political and business leaders to initiate their bid and facilitated their confidence that a large majority of Colorado’s populace supported the endeavor. By the beginning of the 1970s, however, the idea that growth and development were unequivocal social goods had been quieted by a diverse set of issues connected to expectations regarding individual rights. Within Colorado, anxiety over the infringement of open spaces near people’s homes, objections to undue spending of taxpayer dollars, and anger that citizens had been shut out of decision-making procedures inspired various citizens to challenge the wisdom and morality of hosting the Olympics.

READ MORE
THE LEGACY OF THE GAMES OF THE NEW EMERGING FORCES AND INDONESIA’S RELATIONSHIP WITH THE INTERNATIONAL OLYMPIC COMMITTEE


The Games of the New Emerging Forces (GANEFO) often serve as an example of the entanglement of sport, Cold War politics and the Non-Aligned Movement in the 1960s. Indonesia as the initiator plays a salient role in the research on this challenge for the International Olympic Committee (IOC). The legacy of GANEFO and Indonesia’s further relationship with the IOC, however, has not yet drawn proper academic attention. This paper analyzes Indonesia’s interactions with the IOC until the present time, with a focus on the country’s involvement in sporting events under the patronage of the IOC (such as the Asian and Southeast Asian Games).

READ MORE (AVAILABLE ON SITE)

LE SPORT: UNE GÉOGRAPHIE MONDIALISÉE

Jean-Pierre Augustin. La Documentation française, 2016, 63 p.

Le sport est devenu un phénomène mondialisé. Il a conquis le monde en l’espace d’un siècle ; qu’il soit pratiqué ou regardé, il prend un place croissante dans nos vies ; vecteur efficace de « soft power », il est souvent au cœur d’enjeux géopolitiques. Comme spectacle, le sport suscite de forts intérêts économiques et médiatiques. Mais il est également devenu un outil d’aménagement des territoires. Le sport est un objet passionnant pour lire et comprendre le monde contemporain.

MA 28126

LES JEUX OLYMPIQUES, OBJET DE DIPLOMATIE


Depuis leur renaissance sous la volonté de Pierre de Coubertin, les Jeux Olympiques sont devenus au fil des éditions un événement incontournable du sport mondial. Les Etats, organisateurs ou non, ont compris rapidement quel parti ils pourraient tirer, sur un plan politique, de la couverture médiatique des Jeux. L’objectif de ce travail est de démontrer, en visitant l’histoire des Jeux de 1894 à nos jours, la puissance diplomatique d’un événement dont le sportif est passé au second plan dans bien des esprits.

MA 28198
The symposium "Opportunities and challenges in sport" held in October 2015 was a very special symposium because it took place exactly 50 years after Israel and Germany first established diplomatic relations. This publication gives a retrospection on 50 years of German-Israeli diplomatic relations and perspectives of future.
MA 28196

NO BOSTON OLYMPICS: HOW AND WHY SMART CITIES ARE PASSING ON THE TORCH
In 2013 and 2014, some of Massachusetts’ wealthiest and most powerful individuals hatched an audacious plan to bring the 2024 Summer Olympics to Boston. Like their counterparts in cities around the world, Boston’s Olympic boosters promised political leaders, taxpayers, and the media that the Games would deliver incalculable benefits and require little financial support from the public. Yet these advocates refused to share the details of their bid and only grudgingly admitted, when pressed, that their plan called for billions of dollars in construction of unneeded venues. To win the bid, the public would have to guarantee taxpayer funds to cover cost overruns, which have plagued all modern Olympic Games. The United States Olympic Committee (USOC) chose Boston 2024’s bid over that of other American cities in January 2015—and for a time it seemed inevitable that the International Olympic Committee (IOC) would award the Games to Boston 2024. "No Boston Olympics" is the story of how an ad hoc, underfunded group of diverse and engaged citizens joined together to challenge and ultimately derail Boston’s boosters, the USOC, and the IOC. Chris Dempsey was cochair of No Boston Olympics, the group that first voiced skepticism, demanded accountability, and catalyzed dissent. Andrew Zimbalist is a world expert on the economics of sports, and the leading researcher on the hidden costs of hosting mega-events such as the Olympics and the World Cup. Together, they tell Boston’s story, while providing a blueprint for citizens who seek to challenge costly, wasteful, disruptive, and risky Olympic bids in their own cities.
MA 28214
SPORT AND DISCRIMINATION
Despite campaigns to educate and increase awareness, discrimination continues to be a deep-rooted problem in sport. This book provides an international, interdisciplinary and critical discussion of various forms of discrimination in sport today, with contributions from world-leading academics and high-profile campaigners. Divided into five sections, the book explores racism, sexism, homophobia, disability, and the role of media in both perpetuating and tackling discrimination across a variety of sports and sporting events around the world. Drawing on examples from football, rugby, cricket, tennis, climbing, the Olympics and the Paralympics, it offers a critical review of current debates and discusses the latest empirical research on the changing nature of discrimination in sport. Taking into account the experiences of athletes and coaches across all performance levels, it presents recommendations for further action and directions for future research. A timely and challenging study, “Sport and discrimination” is essential reading for all students and scholars of sports studies with an interest in the sociology of sport and the relationship between sport, society and the media.

MA 28102

WHEN WOMEN FAIL TO “HOLD UP MORE THAN HALF THE SKY”: GENDERED FRAMES OF CCTV’S COVERAGE OF GYMNASTICS AT THE 2016 SUMMER OLYMPICS
Qingru Xu, Andrew Billings, Minghui Fan. IN: Communication & sport, Ahead of print, 1 January 2017.
Communist beliefs on gender equality and Chinese female athletes’ consistent ability to win national glory have lead to female athletes in Chinese sports media being primarily portrayed as legitimate athletes akin to levels of male athletes. This study examines such assumptions within Chinese Central Television’s (CCTV) 2016 Olympic telecast of gymnastics, a sport in which Chinese female athletes failed to attain national expectations, exploring potential variations of gendered frames in Chinese sports culture.
WOMEN'S ARTISTIC GYMNASTICS DURING THE COLD WAR AND ITS AFTERMATH

Georgia Cervin. University of Western Australia, 2016, 32 p.

Postgraduate research grant programme 2016 Olympic Studies Centre, International Olympic Committee

This research aims to discover how Women's Artistic Gymnastics (WAG) developed from its balletic roots to its current acrobatic form, and why it evolved this way between 1952 and 2000. Tracing WAG through the Cold War, both as a temporal scope and political context, I examine the sport's governance through the International Gymnastics Federation (FIG) and International Olympic Committee (IOC). WAG began as the pre-eminent sport for women – designed to be appropriate females without challenging understandings of sport as masculine. However by the 1970s a new style of performance emerged which abandoned these feminine ideals. Through the resulting popularity, gymnastics tours demonstrated the IOC's own internal debates regarding amateurism, and indeed professionalization can be seen in WAG from the 1980s onwards. Meanwhile, the relationship between the FIG and IOC is analysed throughout this work. These changes are explored through the backdrop of the Cold War, with the 1980s boycotts and post-Cold War migration all playing a major part in WAG, Olympic and indeed world history. Ultimately, I argue that WAG's evolution was a multifaceted phenomena. While the Soviet Union may have driven the subjective sport with their success, the FIG and IOC codified rules in response to such performances. Global participation in the sport reflected gender, political and economic changes, supported, opposed and perpetuated by the IOC. Thus, in WAG lies a microcosm of twentieth century societies.