

Contents

List of tables	ix
List of figures	xi
List of abbreviations	xii
Preface	xiii
1 Introduction: Studying the Olympic Games	1
The phenomenon of the Olympic Games	1
The Olympic Games as an object of academic enquiry	2
Disciplinary perspectives	2
Paradigms	3
Structure of the book	5
The Olympic Games – more than a sporting event	6
Further reading	8
Notes	8
Questions	8
2 The Ancient Olympics and their Relevance to the Modern Games	9
Introduction	9
Myths about the ancient Olympic Games	10
A short history of the ancient Olympic Games	11
The events	13
History – politics	19
Amateurism and professionalism	20
Women	22
The demise of the Games	23
Conclusion	24
Further reading	24
Questions	25
3 The Revival of the Olympic Games	26
Introduction	26
The interregnum	27
Greece	29
England	30
North America	33
France and Germany	34
Pierre de Coubertin	35

	Summary	38
	Further reading	39
	Questions	40
4	The Modern Olympic Phenomenon	41
	Introduction	41
	Olympism	42
	The Olympic Movement	44
	Olympic organisation	45
	The International Olympic Committee	45
	IOC Commissions	53
	Symbols and ceremonial	61
	The bidding process and host city selection	65
	Hosting the Games	68
	Cultural programme	70
	The Winter Olympics	71
	Local opposition	71
	Evaluation and reporting	73
	After it's all over: the legacy of the Games	74
	Competing and related events	76
	Conclusions	82
	Further reading	82
	Questions	83
5	Politics, Nationalism and the Olympic Movement	84
	Introduction	84
	Politics	84
	Olympic Games and politics	87
	Internal politics of the host nation	87
	Opposing political ideologies	91
	Nationalism	102
	Political demonstrations, terrorism and security at the Games	106
	IOC politics	114
	Conclusion	118
	Further reading	120
	Questions	120
6	The Economics and Financing of the Games	121
	Introduction	121
	Political economy	122
	Financing the Olympic Movement	126
	Funding individual Olympic Games	131
	Economic impact	138
	Further Reading	144
	Questions	144

7	The Olympics and the Mass Media	145
	Introduction	145
	The relationship between the Olympics and the mass media	147
	The nature of Olympic television broadcasts	150
	History of Olympic television coverage	153
	Host broadcasters	157
	The Internet	159
	Radio	164
	Film	165
	Olympic-related novels	166
	Conclusion	167
	Further reading	167
	Questions	167
8	Doping and the Olympics	168
	Introduction	168
	Some modern performance-enhancing substances	170
	Arguments for and against drug use	173
	History of drug use in the Olympics	175
	The IOC Medical Commission	179
	The World Anti-Doping Agency (WADA)	179
	Categories of IOC prohibited substances	180
	Athletes' obligations and doping control	182
	Anti-doping procedures for Turin, 2006	183
	Episodes in sport, the Olympics and drug use	185
	The future	191
	Summary	192
	Further reading	193
	Questions	193
9	Women and the Olympic Games	194
	Women and sport	194
	Research	196
	Women in the Olympic Games	197
	Introduction of women's sports to the Olympic programme	198
	The twenty-first century	202
	Women in the administration of the Olympics	204
	The media and women in the Olympic Games	206
	Eleanor Holm Jarrett: a case study of a female Olympic athlete	210
	Gender verification, or sex testing	216
	Conclusion	219
	Further reading	221
	Questions	221
10	Case Studies of the Summer Olympic Games	222
	Introduction	222
	Barcelona 1992	223

Atlanta 1996	231
Sydney 2000	237
Athens 2004	252
Beijing 2008	255
London 2012	258
Further reading	261
Questions	262
Appendix 10.1. The Games of the modern era	263
Appendix 10.2. Items for a cost-benefit study of the Games	272
11 The Future of the Olympic Games	274
Introduction	274
The environment of the Games	276
The organisation of the Games	282
The past, present and future of the Olympic Games	287
Further reading	287
Questions	287
Appendix I: Websites, Films, Videos, CDs, DVDs	288
References	291
Index	330