

Olympic Games and values in disruption: The fundamental renewal of Coubertinian renewal seems necessary

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Abstract

The Olympic Movement (OM) is in an identity crisis. Recent Olympic Games (OG) in Sochi, Rio de Janeiro, and Pyeongchang have highlighted current problems, revealed grave violations of Coubertinian key values, and led to increased distrust among onlookers and observers. In the age of global networking, increasing media power, and digital transformation OM must renew itself as soon as possible from scratch, otherwise it threatens even greater damage to its image and an unprecedented break with the Olympic idea (OI). The media play a major role in the dissemination of information, the resulting opinion, and image shaping of today's modern OG. Hence, the background coverage of three international high-quality newspapers, Frankfurter Allgemeine Zeitung (FAZ), Neue Zürcher Zeitung (NZZ), and The New York Times (NYT), was analyzed overall 127 days, before, during, and after Rio Summer Olympics, by using the method of qualitative content analysis and a special, developed analysis grid. The results rarely show positive newspaper representations and assessments on important subjects like, for instance, Brazilians as hosts, host city Rio de Janeiro, organization of OG, or International Olympic Committee (IOC). Specific Olympic values and basic principles, according to Coubertin, Lenk, or Olympic Charter, are marred in print media communication.

Keywords

Rio Olympics 2016, ethics, media influence, newspaper content analysis, Pierre de Coubertin, Olympic legacy.

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Introduction

What are the Olympic values (still) worth (to us)? How much value do we set on their survival? At least since the disturbing revelations of Winter Olympics in Sochi, these questions have come to the fore more than ever, when the eroding process of Olympic values climaxed in a dimension that Olympic family has never seen before. Since the Russian state doping martyrdom in 2014, the values of OI were undermined and shaken once more to its very foundations by incomprehensible decisions of IOC. Furthermore, IOC and OG, in Rio and Pyeongchang, repeatedly have been discredited by internal, and external affecting, scandals, or frauds.

There is no doubt, that the OM is facing a multitude of challenges in a current rapid and changing world. On the one hand, OM must keep the pace with the large-scale, radical, technological, and social transformation processes of modern age, but on the other hand, at the same time, fulfilling its historic and ethical claims. Undeniably, this balancing act, which Austermann and Wassong (2014) have also examined in more detail, succeeds less and less, particularly shown by the recent incidents and developments at OG. Regrettably, instead of representing the ancient-based, high-morally, cultural, political independent, nations-meeting, educational, and role model-like sports festivity, where the paradigmatic values of respect, excellence, and friendship—as intended by its founder and reviver Coubertin (1908, 1927/1928, 1935)—are dominating, OG convey nowadays more and more the impression of a global mega-sports and gigantic media event with highly economic interests by stakeholders in background, furthermore, producing a truly overprized heritage for host cities and their countries, and little realizing promised sustainability guidelines and concepts.

Just to give an example on the last statement, the IOC, time after time, fails in its mission and role, within Rule 2 point 14 of Olympic Charter (OC), “to promote a positive legacy from the Olympic Games to the host cities and host countries” (IOC, 2017, p. 17). In addition to this point, Müller (2015) concluded in his study on megaevent Sochi Winter Olympics 2014, that the “main legacy of the Games is oversized infrastructure at inflated prices paid for almost exclusively by the public. (...) the extent of underutilization and the expenditure for the infrastructure in Russia are unparalleled” (pp. 648–649). Unfortunately, if

you take a closer look back on 2016 Rio OG, quite similar poor conclusions can be drawn for sustainable, infrastructural, and economic legacies, with regard to given information (Boykoff, 2017; Zimbalist, 2017a, 2017b). Besides this shattering knowledge, it seems like the Olympic spirit, with its implemented values and principles, must increasingly subordinate to the interests of powerful, pervasive commerce and media corporations.

Background and Issues

Despite all the Olympic scandals, turmoil, and bad news, in past Olympiads, the number of financially strong sponsors did not stop to grow. During the last Olympic quadrennium, 2013 to 2016, IOC generated almost 18% of its total marketing revenues—accounted for \$5.76 billion in United States dollars—by worldwide The Olympic Partners (TOP) sponsorship program, which currently consists of 13 global brands, whereas in times of Rio OG only 11 were included (see IOC, 2018). Moreover, most important financial backers for IOC are the broadcast partnerships. In fact, with a share of 73% on total IOC revenues (IOC, 2018, p. 3), these broadcasting networks have tremendous influence on the Games and those responsible. Specifically, just the revenues by broadcast rights bids of United States National Broadcasting Company, for the four Olympiads Sochi 2014, Rio de Janeiro 2016, Pyeongchang 2018, and Tokyo 2020, are an unprecedented, lucrative—meanwhile already indispensable (?)—billion-dollar business for the IOC (Davis, 2012).

Nevertheless, these developments are causing great concern about the steadiness of IOC and its members playing their valuable role, firmly acting after Rule 2 point 10 in OC, “to oppose any political or commercial abuse of sport and athletes” (IOC, 2017, p. 17), and even more, related to Rule 16 point 1.3 in OC, “to fulfil their obligations by (...) oath: ‘(...) to keep [themselves] free from any political or commercial influence’” (IOC, 2017, pp. 32–33). But be that as it may, the guidelines have not been taken into sufficient account, as lately seen in special arranged starting times of Olympic competitions, due to broadcasting media and its special status, at former Games. In any case, all these points and views reveal today’s Olympic threats by dependency of external donors and economic strategies by the leaders of OM, which can likewise jeopardize Olympic image(s) and especially Olympic values, as Grupe (1997) had already pointed out two decades

ago. Additionally, on the question to the hitherto development, respectively change, of OM and OG in the 21st century, Lenk (2015) stated the following earnest words:

The Games' critical core problems like nationalistic exaggerations, commercialism, public and media pressure and the motivation for unfairness or even the now worldwide doping morass should be drained or held in check. These problems tend negatively to affect the traditional high appreciation of the Olympic values and their humanitarian image as a paragon for better humanity and education. (p. 48)

Olympic image construction by values and media

However, in that ethical, seemingly value endangering context, it has to be considered, what Payne (2006) emphasized, that non-commercial values and qualities, which are directly attributed to OG, such as integrity, determination, honorableness, excellence, dignity, multiculturalism, dynamism, cosmopolitanism, and modernity, provide a kind of squeaky-clean Olympic image, and thus, initiating and shaping a so-called 'Olympic brand' with its true commercial value to global and domestic sponsors. Additionally, international media networks also get on board because of these convictions in hope—but moreover cold marketing calculation—to produce and deliver pretty pictures or images to their regional or global recipients. Thus, it can be concluded that IOC and its economic and media partners directly benefit from the attractive, quixotic image, which OI and OG emit. Nonetheless, the Olympic threats emanating from economics and media should definitely not be ignored.

Certainly, there is no question that the OG image—in a broader sense referred as reputation, prestige, or the individual, more yet public impression, positively caused by received kudos, respectively negatively by bad criticism—is highly depending on the influence by different types of media, as several authors have also stated within their works (Billings, 2008; Jennings, 2012; Preuss, 2004). Additionally, regarding the construction process of messages (see Bryant, Thompson, & Finklea, 2013, Section 2) and the creation of reality by mass media, as illustrated by Luhmann (1996), it becomes clear that the importance of image formation by media (see also Rohde, 2017, Chapter 4) on OG should not be underestimated, especially not in today's media age. For this reason, investigations on media presentations of diverse Olympic

subjects are essential to draw truthful conclusions and assessments among these presented matters, their creators, and the general image of OM and OG.

Print media analysis 2016 Rio OG

Scientific investigations on news coverage of the largest media event on globe help to understand and interpret transported or purposefully set opinions, images, and views by media. Furthermore, such studies even enable the comparison between reality and man-made reality of presentations by mass media (Luhmann, 1996). For this reason, the study of Rohde (2017), which is presented here, investigated the constructed reality within background coverage of several international print media on 2016 Summer Olympics in Rio de Janeiro. The central purpose of the analysis was to give satisfactory answers to questions regarding the good or bad newspaper assessment on the organization of the Games, presentation of Olympic host city Rio, Brazilians as hosts, and IOC. Besides that, special foci were also laid on general differences in background coverage between the international newspapers, concerning quantity and quality of published articles and contributions, published material in individual phases (n=3), appearance of predefined statements (n=16), and stated declarations by different authors (n=11). Furthermore, the presentation and occurrence of various main topics (n=11) and its related subtopics (n=93), and finally, the accordance of basic principles and specific Olympic values with Coubertin (1908, 1910, 1935), Lenk (1964), and the OC (2017).

Method

As a methodological basis for this presented analysis, developed by Rohde (2017), the two former studies by Gros (2001) and Fritzler (2015) were used. The first of the two theses dealt with the international print media presentation of different aspects of the 2000 Summer Olympics in Sydney, Australia. Latter thesis analyzed the print media presentation of 2014 Winter Olympics in Sochi, Russia. For the analysis of the print media presentation of 2016 Summer Olympics in Rio de Janeiro, Brazil, these scientific contributions were picked up to build a new, basic conceptual investigation design. According to this, central analysis methods were assumed, analysis variables and categories were expanded and adapted to the new analytical material.

Subjects

Three international print media, from three different countries, were chosen to illustrate the presentation of the 31st Summer OG. In the selection of the newspapers, great importance was attached to a high level of quality, which is explained in more detail by the remarks of Gladney (1996) and Bogart (2004), independence, influence, opinion criticism, and reputation. Furthermore, as selection criteria, the newspapers should appear daily, they should be divided into several, specific sections, and supposed to include an Olympic special edition part during the Games. The first well-chosen print medium, which fulfilled these attributes entirely for the study, was the *Frankfurter Allgemeine Zeitung* (FAZ) from Germany. Second newspaper, included in the analysis, was the *Neue Zürcher Zeitung* (NZZ) from Switzerland. As third print medium world-famous *The New York Times* (NYT), from the United States of America, was selected.

Of actual interest, for the press-presentation of Summer Olympics in Rio de Janeiro, were all the produced contributions and reports related to background topics and occurrences, within the published articles by the three beforementioned print media, on the major global sporting event. As already expounded in the code book by Rohde (2017), the main focus, for capturing relevant articles and contributions, was laid on front page, sports section, and possibly existing Olympic special supplements, or special Olympic pages. In addition, all other newspaper rubrics, such as politics, business, media, finance, feuilleton, travel, and so forth, were also searched through, regarding relevance or presence of subjects for an appropriate classification into the developed examination grid. Incidentally, more information on this grid is going to be provided in the following procedure section. However, the examination did not include picture captions, individual statistics or tables, like medal mirrors, neither graphics—except the recording, no interpretation, of caricatures—in articles, nor reader letters and purely result-oriented sports reports, as for instance, Olympic competition results or Olympic scoresheets.

Procedures

The analysis was set to a complete inventory count of all articles and their communication contributions in the three print media. In order to achieve the best possible coverage, the analysis period, comprised of 127 days in total, was arranged as follows:

- Preliminary reporting, 100 days, from April 27, 2016, to August 4, 2016;
- Main reporting, 17 days, from August 5, 2016, to August 21, 2016;
- Follow-up reporting, 10 days, from August 22, 2016, to August 31, 2016.

Consequently, overall 127 editions of each newspaper were included in the study. For a consistent and detailed analysis of the individual communication contents in the published material of these print media editions, over the entire analysis period, a combination of quantitative and qualitative content analysis was applied. In this case, the respective procedure, its development and application, was decisively orientated on the stated clarifications by Früh (1981, 2015) and Mayring (1983, 2014). According to these works, the central qualitative approach based on the development of an efficient category system in terms of assumed hypotheses, as well as found analysis material. Therefore, a comprehensive investigation grid and a coding sheet, which consisted of formal (n=8) and content (n=3) categories, for extracting the communication content of contributions and transferring them to numerical codes, were created. Details on category system, investigated themes with corresponding numerical codes, and structure of coding sheet have already been presented in original work by Rohde (2017, pp. 135–152). Moreover, special coding sequences and procedures have already been explained in previous research (Rohde, 2017, p. 45, 2018, pp. 55–56).

It is important to emphasize that no specific computer software was used, neither for detecting news content in individual articles, nor for its classification and transcription to code numbers. However, the evaluation, as second and quantitative approach of content analysis, took place by normal computer-aided program Excel. Data generation was performed in the order FAZ, NZZ, and NYT by one coding person. To ensure a largely objective and reliable encryption of the individual communication subjects, an intra-coder reliability test with articles (n=30) was undertaken, revealing a high retest-reliability of $\alpha = .87$, referring to given information by Krippendorff (1981). Furthermore, the five-level scale measure, based on Likert (1932), was applied for the classification and further interpretation of collected data on two content categories (a) presentation tendency of major Olympic subjects (n=4) in the print media, and (b) assessment of thematic subcategories (n=93) by each newspaper.

Results

In total print media analysis of 2016 Rio Olympics, a total number of 781 *articles* could be identified from all newspapers, according to default access criteria. Most articles could be recorded from FAZ (n=317; 40,6%), followed by NYT (n=272; 34,8%), and NZZ (n=192; 24,6%). The distribution of 1,217 detected *contributions*, respectively produced *coding sheets*, within these articles, is similar, shows up as follows FAZ (n=634; 52,1%), NYT (n=326; 26,8%), and NZZ (n=257; 21,1%). Due to the fact that a coding sheet provides up to 27 items, the number of possible *coding entries*, respectively *codes*, overall, amounts to 32,859.

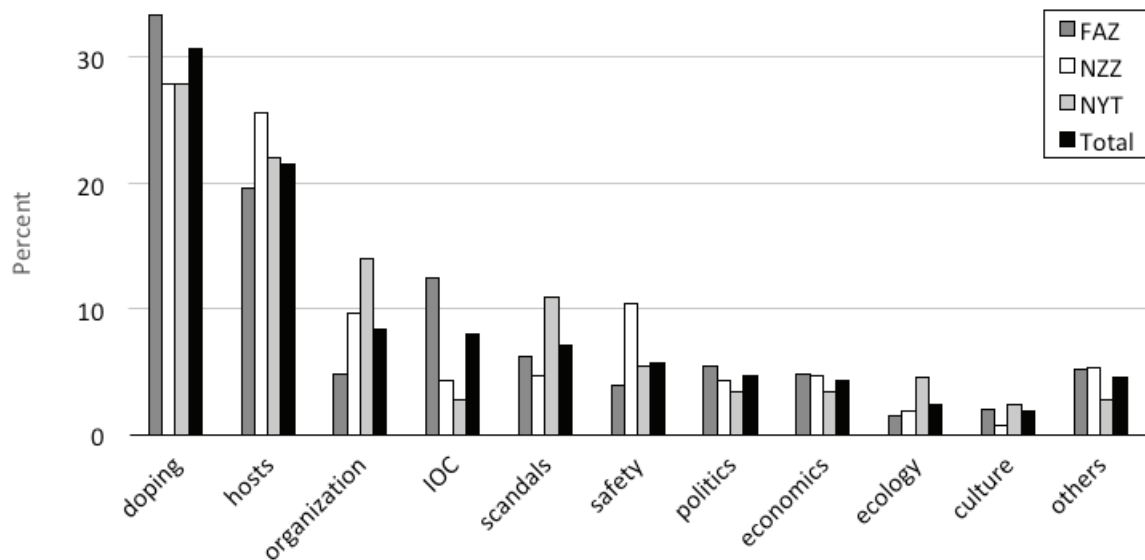
When considering the distribution of *articles and contributions in the three different periods* of analysis, the following picture emerges: (a) the majority of articles (n=393; 50,3%) and contributions (n=659; 54,2%) were retrieved from all the print media in the first analysis phase, which comprised 78,7% of total analysis period, that means, on average, n=3,9 articles or n=6,6 contributions per day; (b) the second most articles (n=313; 40,1%) and contributions (n=447; 36,7%) were extracted in second analysis phase during the OG, which covered 13,4% of total period, that resulted in the highest average numbers of articles with n=18,4 and contributions with n=26,3 per day related to all phases; and (c) least articles (n=75; 9,6%) and contributions (n=111; 9,1%) were found in third and shortest analysis phase, which was dimensioned to 7,9% of total study period, but which produced higher average numbers of articles with n=7,5 and contributions with n=11,1 per day than first period of print media analysis.

The most important outcomes regarding *differences within and between the newspapers on their quantity of published articles and contributions in the individual phases of analysis* were: (a) FAZ published 46,7% of its articles during, 44,2% before, and 9,1% after the OG, but most of its contributions were detected in first period with a share of 53%, followed by 38,3% in second, and 8,7% in third; whereas (b) biggest proportions of articles and contributions in NZZ, with about 60% each, could be detected before the Olympics started, thus, only about 34% each during, and noticeable little, with 6-7% each, after the Games; and (c) percentage frequency distribution of articles and contributions in NYT was similar to NZZ, however, with 50,7% and 52,1% in first period lesser than NZZ, but still higher or same than FAZ, furthermore, with a proportion of 36,8% and 35,9%, during the

OG higher than NZZ and lower than FAZ, though, it is striking that NYT is leader, regarding percentage of its published material, in the third period at a level of 12-13% on Rio Olympics. For more details on this part of analysis results see Rohde (2017, Table 4, 2018, Table 1).

The quality of chosen print media was expressed by *sources and styles of published contributions*. In summary, the average share of independent contributions by newspaper journalists and guest authors significantly overweigh at 73,8% over all newspapers in relation to agency material. Moreover, the percentage of contributions with subjective coloration by journalists, comments, and critical posts is also predominant, with 64% on average, in contrast to less or non-judgmental styles of contributions. For more details, regarding distribution of sources and styles of articles in each newspaper, see Rohde (2017, Table 5, Table 6, 2018, Table 2, Table 3).

Figure 1. Percentage distribution of main topics in the reporting of FAZ (n = 634), NZZ (n = 257), NYT (n = 326), and all three newspapers in total (N = 1,217) on Rio Olympics 2016, entire analysis period, based on number of coding sheets (n). IOC = International Olympic Committee; FAZ = Frankfurter Allgemeine Zeitung; NZZ = Neue Zürcher Zeitung; NYT = The New York Times. The data are adapted from “The Olympic Games in Rio de Janeiro 2016 in the focus of representative newspapers from three countries,” by E. Rohde, 2017, p. 56.



The analysis of *main topics* revealed that doping was significantly front runner in all newspapers with an average proportion of 30,8% based on all contributions, followed by posts on hosts at 21,6%. Strikingly, FAZ set more focus on doping, IOC, and

politics in its coverage, NZZ more focus on hosts and safety, and NYT more focus on organization, scandals, and ecology. In general, it can be established that main topics such as politics (4,7%), economics (4,4%), ecology (2,5%), and culture (1,9%) are underrepresented in total print media reporting on 2016 Rio OG, as shown in Figure 1.

Considering the *emphasis of main topics in all newspapers throughout individual analysis phases*, it can be said that, for instance, the proportion of contributions on doping decreased from 20,8% before, to 8,1% during, to 1,9% after the Games. Additionally, a similar trend over the three phases could be identified in the areas organization, safety, politics, ecology, and especially IOC, whereas contributions on hosts first increased, from 7,7% before, to 10,8% during OG, and then fell to 3,1% after the Games. Concerning this contrasting trend, the remaining topics scandals, economics, culture, and others did likewise.

Table 1. Percentage distribution of the tendential representation of Olympic Games, Olympic host city Rio de Janeiro, Brazilians as hosts, and International Olympic Committee in entire print media analysis on 2016 Rio Olympics

Subject	n	Representation tendency				
		++	+	+ / -	-	--
Olympic Games	1,120	2.1	7.5	27.0	38.2	25.2
Rio de Janeiro	579	4.5	10.0	18.7	34.7	32.1
Brazilians	419	6.9	11.2	34.2	29.1	18.6
IOC	567	4.2	7.2	27.3	29.5	31.8
Total	2,685	3.8	8.6	26.4	34.2	27.0

Note: The data are based on coding entries, classified by using five-level Likert scale, from pronounced positive (+ +), positive (+), neutral or ambiguous (+ / -), negative (-), to pronounced negative (- -). n = number of coding entries; IOC = International Olympic Committee. The data are adapted from “The Olympic Games in Rio de Janeiro 2016 in the focus of representative newspapers from three countries,” by E. Rohde, 2017, pp. 67, 72, 82, 87.

The *representation tendency of OG, Olympic host city Rio de Janeiro, Brazilians as hosts, and IOC* in entire print media analysis, was mostly negative. Comparing the summarized proportion of pronounced positive and positive—in short simplified as good—representations, to the summarized proportion of

negative and pronounced negative—in short simplified as bad—representations, the following distribution occurs, as shown more precise in Table 1, for: (a) OG 9,6% good compared to 63,4% bad representations; (b) Rio 14,5% compared to 66,8%; (c) Brazilians 18,1% to 47,7%; (d) IOC 11,4% to 61,3%; and (e) total subjects 12,4% to 61,2%. For more details, concerning the distribution of representations made by each newspaper on the four subjects, see Rohde (2017, Table 14, Table 18, Table 24, Table 27, 2018, Table 5, Table 6, Table 7, Table 8).

Table 2. Percentage distribution of assessments by all examined print media on selected subjects affecting the image, values, and principles of Olympic Games, Olympic Movement, and Olympic idea

Subject	n	Assessment				
		++	+	+ / -	-	--
IOC (reputation, image)	147	6.1	7.5	15.0	14.3	57.1
International understanding	128	19.5	9.4	13.3	11.7	46.1
Corruption (in terms of OG and IOC) ^a	115	0.8		2.6	7.0	89.6
Doping (current trend in Olympic sport)	115		1.7	20.9	20.9	56.5
Doping (situation at future OG)	92	4.3	9.8	33.7	17.4	34.8
Sustainability (environmentalism, venues) ^b	70	15.7	10.0	11.4	20.0	42.9
Scandalous behavior (athletes, spectators) ^c	54			5.5	13.0	81.5
General future prospects for OG	53	9.4	15.1	35.9	22.6	17.0
Gigantism (spectacularization of OG)	43	2.3	2.3	27.9	37.2	30.3
Commercialization (sponsors)	27		3.7	37.1	29.6	29.6
Media influence (TV broadcasters)	20			40.0	30.0	30.0
Participation (ROT)	16	81.2	6.3	12.5		
Total	880	7.8	5.9	18.1	16.7	51.5

Note: The data are representing 17 of overall 93 examined categories, concerning entire analysis period of 2016 Rio Olympics, classified by using five-level Likert scale, from pronounced positive (+ +), positive (+), neutral or ambiguous (+ / -), negative (-), to pronounced negative (- -). n = number of coding entries; IOC = International Olympic Committee; OG = Olympic Games; TV = Television; ROT = Refugee Olympic Team. The data are adapted from “The Olympic Games in Rio de Janeiro 2016 in the focus of representative newspapers from three countries,” by E. Rohde, 2017, pp. 76, 109–112, 115–116, 142–147.

a) Subject and data are generated by combining categories 50 and 51 in E. Rohde, 2017, p. 144.

b) Combination of categories 90, 91, 92, and 97 in E. Rohde, 2017, pp. 146–147.

c) Combination of categories 57 and 58 in E. Rohde, 2017, p. 145.

The total number of *subtopics* or *themes*, identified in all newspaper contributions, amounts to a total of 3,600. The investigation further indicates the ten most often appearing background themes in the

whole analysis, which were: (a) doping Russia (6,4%), (b) venue Rio de Janeiro (5,2%), (c) measures against doping (4,8%), (d) IOC's reputation respectively image (4,1%), (e) OG' role for international understanding (3,6%), (f) security conditions in Rio (3,5%), (g) doping policy of IOC (3,4%), (h) current trend of doping in Olympic sport (3,2%), (i) organization of Rio OG in general (2,9%), and (k) impact of doping respectively state-run doping system on OG (2,6%). Accordingly, these ten themes taken together have even reached a share of 39,7% over all 93 subtopics. For a more perceptive view, on the ten strongest subtopics in each newspaper, their differences and respective developments in the three analysis phases, see Rohde (2017, Table 11, Table 12, Table 13).

The *assessments by newspapers on selected themes*, 17 of the 93 examined categories—which affect the image, values, and principles of OG, OM, and OI the most—are presented here in this article, evince that the clear majority of these subjects predominantly received pronounced negative assessments, as illustrated in Table 2. However, the only exceptions are the five last presented themes in this table, which were not rated as bad as the others, especially not the very last subtopic participation. Anyway, newspapers seem to underpin the general negative supposition or impression over this conglomeration of important Olympic subjects.

The consideration of 16 pre-formulated *statements*, which can be obtained from previous research by Rohde (2017, Table 33, 2018, Table 12), revealed a general agreement of FAZ, NZZ, and NYT with each other in almost every case regarding the affirmation or refutation of a corresponding statement. This could be seen especially in the following points: (a) undermining of Olympic image and values by Russian's behavior, with a share of 81,6% affirmations; (b) positive influence of media and gigantism on OG, with 79,2% negations; and (c) development of IOC regarding more transparency and less scandalization, with 88,4% negations. However, disagreement between the print media prevailed in the statement on the neglect of cultural program at OG. In addition, it should be noted that some results in this part of the analysis are difficult for a representative interpretation due to low case numbers.

Finally, the distribution and positioning of different groups of *authors*, in connection with pre-formulated statements, demonstrated assumed differences. This fact becomes more

apparent, by illustrating one example, namely, ‘undermining of Olympic image and values by Russian’s behavior’, which almost all groups of authors affirmed by majority percentages, whose distribution picture was as follows: (a) journalists 41,8%, (b) agencies 13,8%, (c) foreigners 11,3%, (d) IOC 6,7%, (e) athletes 3,8%, (f) guest authors 1,3%, (g) citizens of Rio 0,8%, (h) tourists 0,8%, and (i) organizers 0,4%. Unsurprisingly, the only exception to this output are the Russian politicians and persons, summarized as one author group, who took an opposing point of view on this statement. They negated it mainly with a percentage of 12,6%. For more details on author statements see Rohde (2017, Table 31, Table 32, Table 44, Table 45, Table 46, Table 47, Table 48, Table 49, Table 50).

Discussion

The primary hypotheses, such as a different prioritization of background topics in all and between the individual newspapers, furthermore, the assumed negative presentations of IOC and host city Rio in the print media, and last but not least the suspected violations of several basic principles and values, have been confirmed. Secondary hypotheses, such as the change of quantity of published material in individual analysis periods, or the quality of articles in the newspapers, have also been confirmed. However, contrary to the assumption that the presentation by media of OG and the Brazilians as hosts rather could have been ambiguous or positive, it had mostly turned out that both subjects were presented as negative and ambiguous. Certainly, the reasons for some of these results were due to the general doping awareness of journalists and media observers (see Figure 1), that hovered over the positive things attributed to the subjects, and furthermore, in a typical Brazilian—but by no means Coubertinian like—behavior of spectators to celebrate its athletic compatriots, moreover, the view and dealing with victory and defeat. In this context, nationalist derailments violated inter alia the values or aims of fair play and chivalry (Coubertin, 1935, p. 152; IOC, 2017, pp. 11–12, Principles 4 and 6; Lenk, 1964, pp. 282–285, Pt. 3, Pt. 6, and Pt. 7), that caused displeasure among print media.

Another more likely bad media echo, as partly assumed, resulted on the topic sustainability (see Table 2). This is most probably attributable to the facts that, first, on the one hand

good approaches to prevent white elephants were made by using already existing infrastructure for competitions, but on the other hand the massive, expensive construction and the incomplete concept of subsequent use of a brand-new Olympic Park in Rio must have cost positive comments, and second, the low activities for environmental protection in a sustainable way, that came to light, exemplarily, in a few improvised cleaning actions of Rio waters just in the run-up and presence of the Games, had drawn a very bad picture on this matter. Against this background, for future venues, already existing infrastructure, especially of former Olympic venues, must be used and modernized, furthermore, a scheduled, recurring, fair rotation between continents and host cities, by solving occurring problems, as Chappelet (2016) has mentioned, should be mandatorily implemented in the holding procedure of the Games. This could also help to achieve sustainable objectives at all, as stated in OC, Rule 2, point 13 (IOC, 2017, p. 17).

Besides those outcomes, particularly, the media contributions to the subjects corruption, doping, and other forms of scandalous behavior of athletes—I remember in these cases to an emerged Olympic ticket scandal, the medical abusing exposure of Olympic weightlifter, and a running big misbehavior of American swimmers or Olympic judo fighter—in the context of the Olympics, harmed the Olympic image and values on a massive scale, as seen in the results of related topics and statements. Even though, IOC has intervened in the beforementioned incidents, according to OC, Rule 2, point 1, 6, and 8 (IOC, 2017, p. 16), both the mutual, international understanding, one of the core values of Olympism (see Parry, 2006), and thereby the ethical countenance of OG, have suffered in these terms of fraud, derogatory gestures, and selfishness. Nevertheless, a few positive contributions partially ‘healed’ the negative impression on this investigated value topic, that was reflected in, when athletes helped each other after they had crashed on track race, showing that Olympic spirit still existed. Though, the negative coloration by these subjects was predominant. Unquestionably, despite all journalistic independence and objectiveness, some of the topics in the print media analysis were exaggerated, due to the negativistic news value or the sensational inherence of special messages, thus, they must be considered in a more objective and holistic way.

Regrettably, on account of the mass of results, not all details can

be discussed here, but the analysis gives an impressive overview of the most important subjects and background topics of OG and how they were seen, thus presented, by the newspapers. However, some weaknesses of the study must be mentioned. Especially, in the sections newspaper assessments on themes, statements, and authors sometimes low case numbers have impeded an unambiguous interpretation, and thus, can only be regarded as tendencies. In spite of all objectivity by the coder and the internal validity of the category system, subjective influences, in the classification process of contributions based on the grid, and slightly overlapping categories, are unavoidable. As a possible solution, to reduce the problem of intern reliability, the use of multiple encoders and the performance of an inter-coder reliability test, is recommended. In addition, to reduce the problem of intern validity, the adequate reduction of some categories seems appropriate.

Figure 2. Current Olympic imbalance of opportunities and threats for today's modern Olympic Games, Olympic Movement, and Olympic idea. TUE = Therapeutic Use Exemption(s).



Finally, it may not be left unmentioned that the results of print media analysis of 2016 Rio Summer Olympics have revealed a certain imbalance between positive and negative representations of specific Olympic themes, values, and ideals. This leads, consequently, to the assumption that there exists a general imbalance between opportunities and current threats, as an alarming state or even possible, worsening future trend, for today's or upcoming, modern OG, moreover for OI, as pictorially shown in expandable Figure 2. Without any doubt, this situation—whether it is a condition, a not yet finalized trend, an own or exogenous, created impression—must fundamentally be changed, because it indicates cause for concern to the whole OM, and more importantly the continuance of Olympic spirit (see Lenk, 2005, 2012).

But is there an exit strategy at all? In this context, Mohammadi and Keyvan (2011) concluded in their work that “taking away from the Olympic ideals cause to today's threats and by proximate to those purposes that were result of founder's [Coubertin's] thoughts we can save this great movement” (p. 9). Thus, it is for sure that the potential of Coubertin's pedagogical and visionary OI, its containing social, educational, and ethical values, its radiant power, will play a major, everlasting role in the future of mankind, as also Meinberg (2016) declared in his ‘view into the future’, but surely changed, redesigned, and modified. Eventually, as already stated decades ago and constantly demanded by Lenk (1997), the current “rapidly changing circumstances in modern life in dynamic and pluralistic societies—as well as the accelerating dynamics of social, political, economic, and technological conditions—also require respective changes in the applicability conditions of ethical concepts and opinions” (pp. 159–160). In the end, OM must deal with the question how to equilibrate the challenging, often contrasting aspects of tradition and modernity, the consideration to set foci on ‘fair or temple’ (see Müller, 2000, p. 559), exuberance or humility, disruption or harmony. The endeavors to find answers to these matters will pave the way for a promising, sustainable, balanced, and post-modern idea on the foundations of Coubertin.

Conclusion

A renewal of the renewal—as conceived and finally ‘institutionalized’ by Pierre de Coubertin—of the OI, its attributed philosophy, the immanent principles, social and ethical values and ideals, and not least its main manifestation by OG, is more

than ever needed. Considering the results of the analysis, the historic development over the last decades, the increasing external influences by politicians, transnational sponsors, members of bid teams, national sport organizations, or broadcasting and general media corporations (Horne & Whannel, 2016), furthermore, the consequently resulting, creeping—but presently evermore faster running—image transformation process of modern OG, which is certainly reinforced with transported or ‘constructed’ images by global media, and last but not least the general, ostensible waning significance and modification process of values in today’s societies, in a higher sense Schantz (1996) associated it with disorientation, or the search for orientation, I finally agree on the opinion of Lenk (2015), that “it is necessary to develop a modernized Olympic philosophy of the values and ‘Save Olympic Spirit’” (p. 48).

It is important to note that a new interpretation or conception of values, thus, should not entail a general departure from the devised Coubertinian values. The traditional inherence of these values must be preserved, but undoubtedly aimed for an adequate customization and implementation in the post-modern context. This challenging balancing act, or the reconciliation between continuity and change, as stated by Tavares (2010), seems to be essential for future-oriented applicability of Olympic and Coubertinian values. Similarly, the development, conception, and general procedure or execution of OG must be even more reconsidered. In particular, more serious adjustments need to be made in terms of the points sustainability and morality in order to regain lost trust over these cases and, in general, to maintain credibility and esteem for the Games. Lastly, a modern, forward-looking conception of values, indeed, needs the greater perception and elaborated understanding of the core message of OI by all Olympic stakeholders. Essentially, it figuratively contains the ideals of harmony, balance, and modesty, in a much broader sense, the significance of chivalrously well competing not striving for win, as Coubertin (1908) indicated. If this eurhythmy (see DaCosta, 2002), the aimed mental attitude, which constitute an opposition to the pursuit of spreading economic, ecstatic, and lucrative maximization, would become a main purpose again in various peoples’ minds, it could be an auspicious chance, at least not only for the harmonic education and self-cultivation of the individual, but even more for the general OM in this day and age, and in upcoming eras.

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