

# DIAGORAS

International Academic Journal on Olympic Studies





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The aim of *Diagoras: International Academic Journal on Olympic Studies* is to foster a critical understanding of Olympism, the Olympic Movement and the Olympic Games. The focus of the journal is Olympic Studies with an emphasis on the educative, pedagogical, historical, socio-cultural, communicative and sport and exercise science aspects of Olympic Studies. *Diagoras* seeks to become the prestigious multi-disciplinary scholarly journal on Olympic matters by extending knowledge and understanding of related areas. Published materials will be focused on original research, integrative and analytical reviews and philosophical discussions on Olympic matters.

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**Ian Culpan** is currently Full Professor in the School of Health Sciences and the former Head of the School of Sciences and Physical Education at the University of Canterbury, New Zealand. He has strong research interests in physical education teacher education (PETE), Curriculum Development, Pedagogy, the socio-cultural aspects of Sport and Olympic/Olympism Education. He has a high international profile, led and directed many national initiatives in physical education and has published nationally and internationally.

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**Stephan Wassong** is Full Professor at the German Sport University Cologne where he is Head of the Institute of Sport History and Director of its Olympic Studies Centre since 2009. He is the President of the International Pierre de Coubertin Committee, Executive Director of the international study programme Master of Arts in Olympic Studies and member of the International Olympic Committee's Olympic Education Commission. Professor Wassong is widely published on the national and international level. His fields of research include, amongst others, the history and development of the modern Olympic Games, socio-culture aspects of sport and physical education in the USA, development of sport in the German Empire and the Weimar Republic, and the archive-based project on 100 years of institutionalization of sport science in Germany. He has been appointed Adjunct Professor in the School of Health Sciences at the University of Canterbury, New Zealand, and Visiting Professor in the Faculty of Health Sciences at the University of Johannesburg, South Africa. Since 2012 he has been invited as lecturer at the International Olympic Academy regularly.



## Preface

The modern Olympic Games were born from the passion of their founder Pierre de Coubertin for sport, humanism, and the integral education of young people. Perhaps, without being aware of it, de Coubertin gave rise to a phenomenon which transcended the world of sport to become a global, complex pageant. Arguably, the Olympic Games is a microcosm of the macrocosm of society, and often showcases futuristic innovations such as technological and scientific advances.

Coubertin quickly understood the fundamental role of mass media in emerging industrial societies. One of his great intuitions was to create synthetic elements of identification such as the Olympic rings, which immediately summarized the meaning and institutionalization of the Games. Arguably, there is a common psychological mechanism that unites brands, rituals and symbols as all refer to, and evoke meanings that are subliminal. Thus, sponsor brands, symbols and Olympic rituals are found in common territory with widespread benefits. This explains why any revenue-generating marketing initiative by the International Olympic Committee needs to consider the cultural, educational, ethical and symbolic consequences that give added value to the Olympic Games. Sponsor brands, symbols and rituals contribute to the basis of the Games' commercial success, and is globally expanded through television and funding partners.

*Diagoras*: The international Academic Journal on Olympic Studies is aimed to be a witness to the complexity of the Olympic phenomenon and its diverse disciplines.

The timely release of Issue 3 consolidates the idea of a project conceived in August 2016 in Porta Alegre as a showcase of the research undertaken in Olympic Studies Centers around the world or by individual researchers.

This new issue of *Diagoras* offers a wide variety of topics, developed through diverse research methods. In this sense, the journal reflects the complexity and plurality of Olympic Studies.

Topics as current as ecology, sport diplomacy, human rights or literary studies are present in this new issue. This current issue of *Diagoras* also includes articles related to education, and ancient history. All these aspects connect with the original thought of the founder of the Olympic Games and with the latest trends of today's most advanced research.

The authors of this issue come from Germany, Brazil, Lebanon, France, Australia and Spain, demonstrating the plurality of the journal.

From the viewpoint of research on Olympic Studies, the future aspiration would be to combine multidisciplinary - already applied - with transdisciplinary approaches. This combination should lead to a greater integration among disciplines. It would permit working methods and routines to be shared, and richer results to be obtained allowing dialectical interconnection and confrontation in different areas of knowledge. The public administrations, companies and the IOC should also endorse the promotion of research, without compromising its current interest in applied investigative projects. Research can help the organizations in both advanced capitalist societies and developing countries to connect the systemic challenges and future changes that will be faced by today's societies.

**Prof. Ian Culpan**

**Prof. Stephan Wassong**

**Prof. Emilio Fernández Peña**





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