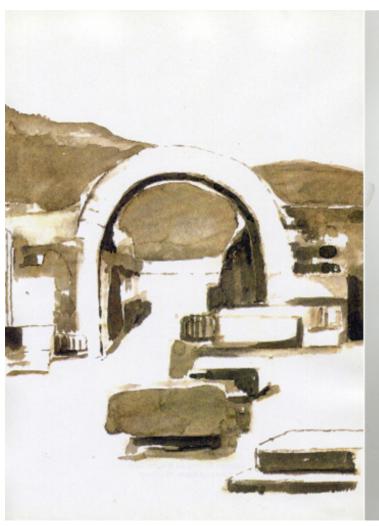
DIAGORAS

International Academic Journal on Olympic Studies









Centre d'Estudis Olímpics Universitat Autònoma de Barcelona



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(editors)





Institute of Sport History Olympic Studies Centre







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International Pierre de Coubertin Committee (CIPC)

New Zealand Centre for Olympic Studies, University of Canterbury

The Olympic Studies Centre, German Sport University

Centre d'Estudis Olímpics de la Universitat Autònoma de Barcelona (CEO-UAB)

First edition

Barcelona, October 2019 ISSN: 2565-196X

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 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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 $\hbox{@ 2019 Diagoras: International Academic Journal on Olympic Studies. ISSN: 2565-196X}$



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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

CONTENTS

Ian Culpan, Stephan Wassong and Emilio Fernández Peña	7
Articles	
Achievements of Barcelona 1992 in the realm of sustainabili- ty: goals of urban legacy and a better quality of life Alberto Aragón-Pérez	12
A Prearranged Affair. Towards Papyrus Oxyrhynchus 5209 Wolfgang Decker	32
The tip of the iceberg: The Russian doping scandal reveals a widespread doping problem Aaron Hermann	45
The Legacy of the Olympic Games: A Viewers Perspective of Olympic Games Legacies Kostas Karadakis, Trevor Bopp and Megan T. Gassman	72
The Nordic Games and the Olympic platform as arena for the dissolution of the Swedish-Norwegian Union Sebastian Kühn	94
Carrying the torch: A decolonial approach on the Olympic tra- ditions connections with the Eurocentric narrative of the Spirit Daniel Malanski	113
Qatar in the Olympic System: The emergence of the Al-Thani Nation representatives and diplomatic recognition (1971-1981) Luis Henrique Rolim	132
Emerging scholars	
Human Rights and the Olympic Movement: estrangements and approximations Billy Graeff and Daiana Viacelli	153
The knowledge of Lebanese physical education teachers on Olympism and the Olympic Values Christian S. Hajj	173
Research report section	
From the Year of Olympism, from School to University Label to the Generation 2024 Olympic Label: an Example within the University of Franche-Comté Éric Monnin	193