



**Deutsche  
Sporthochschule Köln**  
German Sport University Cologne

**Zentrum für Olympische Studien**  
Olympic Studies Centre

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# M.A. Olympic Studies Newsletter

**Edition No. 9 - 7/2019**

# Foreword

Dear all,

I am delighted to introduce you to the 9<sup>th</sup> edition of our M.A. Olympic Studies Newsletter. This release coincides with one of the most exciting periods for our study programme, as we just concluded the selection of the participants of the 7<sup>th</sup> Intake. We are looking forward to welcoming 25 new members of the M.A. Olympic studies family. The opening ceremony for the 7<sup>th</sup> intake will take place at the German Sport University Cologne (GSU) on 8<sup>th</sup> September 2019, leading into the group's first module. The 7<sup>th</sup> intake has seen the highest number of applicants for the M.A. Olympic studies so far. Many of you contributed to this success by recommending our programme and sharing our newsletter with friends and colleagues. For this, I would like to express my sincere gratitude. You can find more information on our new participants and the selection process in our M.A. OS News section.



As always, this newsletter also presents our readers with the news of our partner institutions in Barcelona and Canterbury as well as of our own OSC Cologne. For this edition, the Universitat Autònoma de Barcelona's Centre for Olympic Studies provides us with an account of the 6<sup>th</sup> intake's module on Media and Commercialization of the Olympic Games, which took place in March this year in Barcelona under their leadership. They also report on their continuation to offer an interesting massive open online course on the Olympic Games and the Media.

From our southern hemisphere partners, the University of Canterbury's New Zealand Centre for Olympic Studies introduces us to their new co-director, Dr. Susannah Stevens. On behalf of the M.A. Olympic Studies community, I would like to express a warm welcome to her in this new position. In addition to this, the NZCOS also reports on their continuing involvement in the 'Global Foundation for Community Health'.

In our graduates section, you can find an article on Prof. Kobus Roux, who graduated from the 4<sup>th</sup> intake of our programme. With Kobus, the M.A. Olympic Studies' goal of spreading the Olympic Idea has definitely become a reality. He is now Deputy Director of the University of Johannesburg's Olympic Studies Centre. I am delighted that Kobus agreed to our presenting here of his impressive academic and professional activities.

As a special message, we also wanted to announce here that Dr. Jörg Krieger joined Aarhus University for a well-deserved position as Assistant Professor in April 2019. We wish Dr. Krieger all the best in this new position and are delighted that he will continue to stay connected with the programme in different ways.

Finally, let me also remind you that we have our key dates section on upcoming modules and activities on the last page.

Enjoy reading the issue.

Best wishes,

Univ.-Prof. Stephan Wassong (Director of the M.A. Olympic Studies)

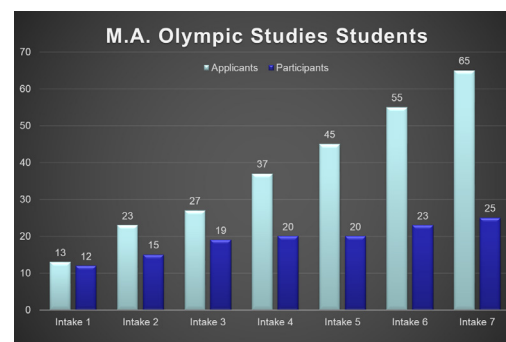
# Latest News

## Intake 7: 25 Participants to start on September 8<sup>th</sup>

For the application process of the 7<sup>th</sup> intake of the Master of Olympic Studies, the programme management team of the OSC Cologne received a total of 65 applications from prospective students worldwide.

The application process saw the highest interest in the study programme to-date, demonstrating its renowned international reputation. The admissions board had to undertake a detailed evaluation process and selected 25 high-profile participants. As in previous intakes, the group of participants is very international. The participants come from 20 different countries on 4 continents: Africa (5), Asia (10), The Americas (4) and Europe (6).

The M.A. Olympic Studies community is greatly anticipating the commencement of the new participants' studies and welcoming them onto the programme in person.



It is scheduled that the 7<sup>th</sup> intake's first module will take place from 8-14 September 2019 and will once again be launched with an official opening ceremony at the German Sport University Cologne (Sunday evening, 8<sup>th</sup> September 2019).

## New M.A. OS Lecturer Frank van Eekeren: Governance, Policy and Olympic Organisations



Prof. Frank van Eekeren

We are delighted to announce that Prof. Frank van Eekeren from Utrecht University School of Governance, the Netherlands, has agreed to assume the teaching responsibilities for the M.A. Olympic Studies' module 'Governance, Policy and Olympic Organisations'.

Amongst others, Prof. van Eekeren assumes the roles of Assistant Professor in Utrecht and, as of 1<sup>st</sup>

August 2019, also Professor Applied Sciences 'Value of Sport' in The Hague. In addition to this, he is currently managing a research focus area Sport & Society and holds the expert position in the steering committee of the new Code of Good Governance in Sport in the Netherlands. He has earned a high international reputation within the academic community and collaborates with numerous universities in the role of Research Associate. With his expertise in the fields of both governance, more broadly, and sports governance, in particular, we are sure that everyone within the M.A. Olympic Studies community will greatly benefit from his future collaboration.

## Renewed IOC Commission Appointments for M.A. OS Professors

Appointments to the commissions of the International Olympic Committee are decided annually by the IOC President. For 2019, Dr. Bach once again nominated Prof. Norbert Müller for the Culture and Olympic Heritage Commission and Prof. Wassong for the Olympic Education Commission. At both commissions, the profile of the M.A. Olympic Studies is highly valued and the commissions'

members follow the development of the study programme with interest. This is important as the IOC has already decided to further support the programme financially alongside supporting student participation through the awarding of Olympic Solidarity scholarships.

# OSC Cologne News



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## Meeting with IOC-President Thomas Bach

On 8<sup>th</sup> March 2019, a meeting between Dr. Bach and Prof. Wassong took place in Lausanne. In a one-hour talk, Prof. Wassong first informed the President of the IOC about the research and teaching priorities of the Centre for Olympic Studies at the German Sport University Cologne.

Dr. Bach showed great interest in the ongoing research project on the foundation of the IOC Athletes' Commission and the analysis of its initiatives between 1981 and 2000. Prof. Wassong also reported on the development of the M.A. Olympic Studies, which has been supported by the IOC financially from central funds and through the scholarship system of Olympic Solidarity since 2012.

Dr. Bach was very positive about the report and considers the programme and its ongoing support from the IOC as highly valuable in the further development of Olympic education.

The meeting also served as an opportunity to exchange views on the reorientation of the International Pierre de Coubertin Committee (CIPC), an organization officially recognized by the IOC. Prof. Wassong has been the President of the CIPC since January 2018.

Thus, this constituted his first opportunity in this role to inform the IOC President about the projects during the initial four-year term. Dr. Bach attributed great



IOC-President Dr. Thomas Bach with Prof. Stephan Wassong

importance to the CIPC's publishing, exhibition and teaching projects for the Olympic Movement and, in particular, supports the intention of the CIPC to analyse the relevance of Coubertin's ideas for today's profile of the Olympic Movement.

## International Pierre de Coubertin Committee



On 9<sup>th</sup> and 10<sup>th</sup> March 2019, the annual general assembly and the board meeting of the International Pierre de Coubertin Committee (CIPC) took place in Lausanne. Therein, Prof. Wassong reported on the activities and projects that he had initiated and already realized in his first year as President of the CIPC.

Of particular interest for the members, who had travelled to Lausanne from all continents, were the working report on the completely reinvented website in terms of content and graphic design, the involvement of the CIPC in the editorial consortium of the international journal 'Diagoras: International Academic Journal on Olympic Studies' and preparations for the Pierre de Coubertin Youth Forum to be held in Mâcon in 2019.

At the meeting of the Executive Board, Ms. Katarzyna Debernay (NOK Poland) was elected as new member of the Board, a new scholarship programme developed and the 2018 annual report for the IOC adopted. The new website was launched just recently on 23<sup>rd</sup> June 2019, the Olympic Day.

[www.coubertin.org](http://www.coubertin.org)



## Hinkelien Schreuder: The Role of Athletes in Olympic Governance

Hinkelien Schreuder, former gold and silver Olympic medallist in swimming (2008 and 2012) and current President of the Dutch National Olympic Committee's (NOC) Athletes' Commission (AC), was invited to the GSU to hold a presentation on the role of athletes within Olympic governance on 11<sup>th</sup> January 2019.

The highly engaging presentation was held during the regular lectures of the GSU's M.A. International Sport Development and Politics programme and implemented an interactive approach, encouraging students to participate in activities and stimulating discussions.

Shining a light on the roles and responsibilities of ACs, Ms. Schreuder spoke of how the Dutch AC both works with the Dutch NOC and broader sports system to deliver on its agenda and represent athletes in sport political decisions. In addition to this, she outlined her personal athlete's story and how she transitioned into sports governance.

Questions were raised within the group discussion on

the topics of, amongst others, the feasibility of dual careers for athletes, the financing structure and independence of an AC, and the views of athletes (also the position of the IOC's AC) on the recent Russian doping scandal; with Ms. Schreuder providing numerous real-world examples to help facilitate understanding.



Hinkelien Schreuder

On behalf of everyone in attendance, the GSU's OSC wishes to express its overwhelming gratitude to Ms. Schreuder for granting us this incredible learning opportunity.

## PhD Thesis on Olympism in Qatar



Dr. Luís Henrique Rolim Silva

On 20<sup>th</sup> May 2019, Luís Henrique Rolim Silva presented and defended his PhD thesis titled 'Formation of an Olympic Nation in the Persian Gulf: sociocultural history of sport in Qatar, 1948 – 1984' at the GSU Cologne.

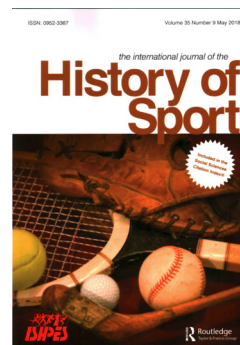
Dr. Rolim Silva, who is from Porto Alegre, Brazil, used his work experience and contacts in Qatar to present an interesting portrait of the young Olympic Nation within his research. The thesis was supervised by Prof. Wassong and Prof. Thierry Zintz (UC Louvain). The GSU's OSC congratulates Dr. Rolim Silva on his excellent academic achievement.

## IJHS: Special Issue on Sport Development and Olympic Studies

Prof. Michael Heine (School of Kinesiology at Western University, London, Canada), Prof. Rob Hess (College of Sport and Exercise Science and the Institute of Sport and Health at Victoria University, Melbourne, Australia) and Prof. Wassong (Olympic Studies Centre of the German Sport University Cologne) recently finalised an ambitious publishing project: The editing of a special issue of the prestigious journal 'The International Journal of the History of Sport'.

The corresponding title was '[Sport Development and Olympic Studies: Past, Present and Future](#)' and the publication's contents included a highly interesting collection of research papers submitted by scholars from the three respective universities. The field of research in Olympic

Studies is undoubtedly very broad and, to assure thematic coherence, the studies assembled for this collection focused on the analysis of processes of continuity, transformation and development across four areas: sport institutions and their policies; commissions within and policies of governing bodies of sports; legacy discussions; and of sport events within the Summer/Winter Olympic Games transformed into political and cultural spectacles. Without doubt, all research articles published in this special issue are valuable sources for the participants of the M.A. Olympic Studies.



# OSC Barcelona News



Centre d'Estudis Olímpics  
Universitat Autònoma de Barcelona

## Module on Media and Commercialisation of the Olympic Games – M.A. Olympic Studies



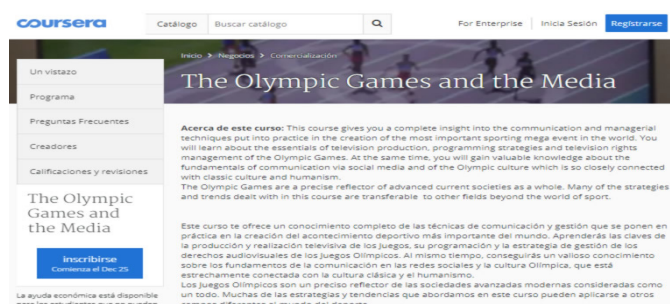
From 17<sup>th</sup> to 23<sup>rd</sup> March 2019, CEO-UAB welcomed 21 students to the University from the M.A. Olympic Studies, coordinated by the OSC Cologne.

CEO-UAB has been responsible for the teaching of this module since the programme's commencement, under the coordination of Dr. Emilio Fernández Peña. Through theoretical and practical sessions, students learned about the relationship between the media, commercialisation and the Olympic Movement.

The module's teaching group combined academics and professionals, including: Dr. Emilio Fernandez Peña, Mr. Lars Kaiser, from the IOC Television & Marketing Services, Mr. Jose Ramon Diez, Olympic Television producer, and Dr. Jose Gila, social media managing expert.

## MOOC Olympic Games and the Media

CEO-UAB continues to offer the massive open online course [The Olympic Games and the Media](https://es.coursera.org/learn/olympic-games) to all those interested in learning on the media perspective of the Olympics. The 5-week course has been offered ever since June 2014 in English, with subtitles in Spanish through the Coursera platform. Thus far, the course has been undertaken by students from more than 143 countries.



<https://es.coursera.org/learn/olympic-games>

## New Olympic Doctoral Theses Awarded

On 9<sup>th</sup> November 2018, Alberto Aragón Pérez was awarded his PhD by the Universitat Autònoma de Barcelona (UAB), achieving the highest possible grade. This thesis, entitled 'The construction of ecological thinking during the Olympic Games of Barcelona 92', was directed by Dr. Emilio Fernández Peña. The findings of Alberto's thesis can be [consulted online](#).



Dr. Alberto Aragón Pérez

On 29<sup>th</sup> March 2019, Daniel Malanski was awarded his PhD by the Universitat Autònoma de Barcelona (UAB) and the University Sorbonne Nouvelle (Paris 3), also attaining the highest possible grade. The thesis, entitled 'Narratives of Brazil. Brazilian identity representations in international mega events. The cases of 2014 FIFA World Cup and the 2016 Summer Olympics', was co-supervised by Dr. Emilio Fernández Peña and Dr. Catherine Bertho-Lavenir.



Dr. Daniel Malanski

Report compiled by the Centre d'Estudis Olímpics i de l'Esport of the Universitat Autònoma de Barcelona.

# OSC Canterbury News



## Dr. Susannah Stevens Appointed NZCOS Co-Director

The 2019 academic year in New Zealand is well underway. A key development for this year is the appointment of Dr. Susannah Stevens as co-director of the NZCOS.

Dr. Stevens has been heavily involved in Olympic Studies since graduating with a Bachelor's degree over 12 years ago.

## Involvement with the Global Foundation for Community Health

As reported last time, the NZCOS is an active 'player' in the 'Global Foundation for Community Health' (GFH) where the work of the GCH has become globally significant as it collaborates with UNESCO in working towards achieving the United Nations 17 Sustainable Goals.

The Foundation for Global Community Health (GCH) focuses on utilizing the 'Whole School, Whole Community, Whole Child' framework for the development of child well-being. This framework was developed by the 'Centers for Disease Control and Prevention' (USA).

The GCH has implemented a school-based well-being programme, currently reaching 2-3 million children daily in 70+ countries throughout the world. A key strategy of the GCH is building international networks, and in cooperation with an international team of advisers,

GCH has emerged as a key global player for delivering a research-based locally focused and globally scalable digital well-being platform to the world's 1.9 billion young people.

In this delivery, GCH has developed an impressive network of scholars and community leaders – see website [www.gchfoundation.org](http://www.gchfoundation.org). This network delivers the United Nations' Sustainable Development Goals (SDG) on a unified platform utilizing the CDC's Coordinated School Health framework via Labs, online GCH support platform, and in the process establishing a SDG School Index overseen by the United Nations. What is particularly relevant is that the work of the GCH is consistent with the philosophy of Olympism where holism and the balanced development of young people is a priority.

## GCH Promotion and NZCOS International Activities

Dr. Stevens and Prof. Culpan from the NZCOS are involved in the GCH where they are promoting the importance of Olympism within physical education as an avenue to the achievement of individual and collective well-being.

An example of this work is Prof. Culpan's recent visit to China at the 'World Congress on Teaching Learning, and Curriculum in Physical Education', where he was an invited speaker. Both Dr. Stevens and Prof. Culpan have

also received invites to South Africa in October and the Philippines in November. Prof. Culpan has also been invited to a symposium 'think tank' in Brazil in early 2020.

Further to this the NZCOS will be hosting the founding leader of the GCH, Professor Dr. Mingkai Chin, at the University of Canterbury in July.

## Closing Message from the NZCOS

The NZCOS (University of Canterbury) continues to collaborate with the GSU and the Autonomous University of Barcelona in the imminent publishing of the third issue of 'Diagoras: International Academic Journal on Olympic Studies'. Furthermore, the student exchange scheme between the GSU and the University of Canterbury is due to get underway later in 2019.

In closing the NZCOS values the collaborations with

Prof. Wassong and the staff of the GSU as it helps us stay connected to scholars in the field and in so doing contribute to the developing global network of Olympic studies.

Report compiled by Professor Ian Culpan, Co-Director of the New Zealand Centre for Olympic Studies, University of Canterbury, NZ.



# Graduates

## Kobus (Charl J.) Roux

Kobus Roux (South Africa) enrolled in 2015, as part of the 4th intake, on the M.A. Olympic Studies programme and successfully completed the qualification in 2018. Since it was an initiative to establish an Olympic Studies Centre at the University of Johannesburg (UJOSC), it was decided to build capacity among staff and thus to rather obtain a formal qualification in Olympic Studies and then to develop and teach programmes on Olympic Studies in South Africa (SA) and perhaps abroad. His experience in and passion for Physical Education (PE), sport and the Youth of SA added positively towards his decision to embark on this venture. He however expressed the visits to the different countries, intercultural interaction and relationship development as his highlights during this study period.

Kobus is currently an Associate Professor and the Head of Department of the Sport and Movement Studies Department in the Faculty of Health Sciences at the University of Johannesburg (UJ), SA. He is also the Deputy Director of the UJOSC that was established in 2015. This Centre is the first on the African Continent and with the collaboration and support from the German Sport University (GSU) of Cologne, as consultants, various national and international initiatives and activities were conducted, and international colleagues were hosted by him and his colleagues at UJ.

He obtained various academic and professional qualifications from various Universities. All qualifications refer to Sport and Movement Education. He reinstated the training of PE Teachers at UJ and also developed a keen research interest in Adventure Education, Physical Education, Values Education and Adapted Sport and Physical Activity for People with Disabilities. Kobus has published widely and presented his research findings at various national and international conferences.

As part of his Master thesis entitled 'Ernst Jokl (1907-1997) and his contributions to Physical Education in South Africa', he had the opportunity to work on the archive material and collections in the GSU Cologne. He also interviewed (now the late) 97 year old Prof. Isabel Nel who



Prof. Kobus Roux

was a student of Jokl as well as a colleague of his at the University of Stellenbosch, SA, where he introduced the first degree in Physical Education in 1936.

A current interest and drive of Kobus is:

1. To assist with the renovation and completion of the UJSC own venue before the end of 2019.
2. To infuse Olympic Values, Olympism and late Nelson Mandela's life philosophy through 'Ubuntu' into the PE school curriculum.

He concluded: "May I take this opportunity to express my gratitude to all the lecturers for the great work and for sharing their knowledge and experience with so much passion. Also to all my Olympic Studies friends from all over the world who made all the 'get-togethers' so special – I salute you and really want to recommend this programme to all future leaders in sport!"

You can find out more about Kobus's research on:

<https://scholar.google.co.za/citations?user=MupP04cAAAAJ&hl=en>  
or email him on [croux@uj.ac.za](mailto:croux@uj.ac.za)

## Dates

### September, 8<sup>th</sup> 2019:

7<sup>th</sup> Intake, Opening Ceremony  
18:00 at the German Sport University Cologne

### September, 8<sup>th</sup> - September, 14<sup>th</sup> 2019:

7<sup>th</sup> Intake, Module 1 (at the German Sport University, CGN)

### September, 22<sup>nd</sup> - September, 28<sup>th</sup> 2019:

6<sup>th</sup> Intake, Module 4 (at the German Sport University, CGN)