



**Deutsche
Sporthochschule Köln**
German Sport University Cologne

Zentrum für Olympische Studien
Olympic Studies Centre

M.A. Olympic Studies Newsletter

Edition No. 7 - 2018

Foreword

Dear readers,

It is my sincere pleasure to welcome you to the 7th edition of the M.A. Olympic Studies newsletter. Based on the resounding support received for our December 2017 issue, which was the first to be published in the updated formats, we have decided to continue with this new initiative. Hence, I am delighted to also welcome you to the 2nd edition of the interactive newsletter.



Whilst many of you can now be considered avid readers, it should be noted that our readership base has significantly grown alongside the continued development of the programme. This can largely be attributed to the topic of the first article published herein, namely the official opening of the application period for the 7th intake of the M.A. Olympic Studies. Looking back on our now eight year old study programme, I am astounded by what we have been able to achieve in terms of contributing to the educational and ethical aims of the Olympic Movement. This must, of course, be attributed to the continual efforts of everyone who has come to be part of our M.A. Olympic Studies family.

In consideration of our new readers, I wish to briefly comment here on the structure and functions of the newsletter. The idea to publish a biannual newsletter disseminating information on the M.A. and its organising Olympic Study Centres (OSC) was the result of a collaboration between staff members of the German Sport University Cologne's (GSU) OSC and representatives of our partner OSCs. As noted within our last edition, we have also taken on board the comments and proposals of our participants and graduates alike, least of which being the Alumni Circle's (OSAC) recommendation to renew its format. Such developments are crucial to both the success of the newsletter and the programme on the whole. The latter of these can be evidenced by the initiative fostering dialogue both inside and outside our community and constituting an effective platform for showcasing the M.A. Olympic Studies within the academic and Olympic spheres.

Although changes have been made in terms of the newsletter's design and format, its sections have, for the most part, remained the same since its first enrolment. In keeping with our prior framework, when turning the page you will first come across our latest news section, which pertains information on the M.A. Olympic Studies. Following on, sections have been included on the activities of the OSCs of the GSU, the Autonomous University of Barcelona, Spain and the University of Canterbury, New Zealand. Gratitude must be given to our partners, whose inclusions and efforts greatly contribute to the success of this initiative. The penultimate sections constitute our dedicated graduates piece, which covers the accounts and achievements of Daniela Drogge, and a message from the OSAC. Lastly, we have our key dates section on upcoming modules and the application period for the 7th intake.

As I neither wish to overexert myself here nor do I have the space to do so, I will leave it to you, our readers, to go through the newsletter's sections individually.

Enjoy reading the issue.

Best wishes,

Stephan Wassong (Executive Director of the M.A. Olympic Studies)

Latest News

7th Intake Application Process

On behalf of the M.A. Olympic Studies programme and all our partners, we are delighted to announce that the 7th intake will begin in September 2019 and welcome all applications – deadline 28th February 2019.



Master of Arts
Olympic Studies

In order to apply, applicants will be required to fill in an official application form which can be

requested on demand by emailing Prof. Wassong. The application must be completed in English, as is the full teaching language of the programme. All other information regarding the application process can be found on the GSU website (see below) or by request.

GSU – M.A. Olympic Studies:
<https://www.dshs-koeln.de/olympicstudies>

Commencement of the M.A. Olympic Studies Intake 6

From 25th February – 3rd March 2018, the OSC of the GSU played host to the first module week of the 6th intake of the M.A. Olympic Studies. The week began with an opening ceremony which brought together the 25 new participants, coming from 22 different countries, alongside guests of the GSU's OSC. Prof. Stephan Wassong commenced the evening's proceedings with a delivery welcoming the new participants to the programme and providing them with information on their upcoming studies. This was followed by an address from the GSU's Vice-President Prof. Stefan Schneider on the university's profile. Gratitude must also be given to Dr. h.c. Klaus Schormann, President Union Internationale de Pentathlon Moderne and Member IOC Commission for Culture and Olympic Heritage, and Yvan de Navacelle de Coubertin, Pierre de Coubertin Family Association, as well as to Elvira Ramini and Annett Chojnacki-Bennemann, M.A. OS Alumni Circle, for accepting the invitation to deliver an opening address.

Under the title Ethics, Values and Olympic Education, the first module saw the return of Prof. Norbert Müller and Prof. Karen Joisten from the University of Kaiserslautern as module leaders and lecturers. Covering topics such



Participants of the 6th Intake, M.A. Olympic Studies

as the Dimensions of the Olympic Movement and Virtue Ethics and Olympism, the participants greatly benefitted from both Prof. Müller and Prof. Joisten's expertise. In addition to the first module, the GSU's OSC was delighted to welcome back Prof. Jens Flatau (University of Kiel) to hold day one of the third module (Research Methodologies), which is taught over the five on-site module weeks. Beside the tremendous learning and teaching environment, the group quickly came together and formed a social bond during the organised sports evening and social gatherings.

4th On-site Module Week of the M.A. Olympic Studies Intake 5

From 11th – 17th March 2018, the 5th intake of the M.A. Olympic Studies came together for the 4th time to undertake the module week Governance, Policy and Olympic Organisations. Led by the M.A.'s partner university, Loughborough University, U.K., the team of Dr. David Howe, Dr. Borja Garcia and Dr. Jamie Kenyon travelled to the GSU Cologne to lecture on the subjects of

the Paralympic Movement, Olympic governance and anti-doping policies. The expertise of the lecturers provided a great stimulus for the interesting discussions held throughout the week. The GSU's OSC wishes to express gratitude to everyone who helped to create a great atmosphere for the 5th intake's penultimate module week.

OSC Cologne News

Prof. Stephan Wassong: Elected CIPC President

Prof. Wassong was elected President of the International Pierre de Coubertin Committee (CIPC) on 20th January 2018 in Lausanne.

The CIPC, which is an officially recognized organization of the IOC, was founded in 1975 and since then has continuously developed its profile in the areas of Olympic Education and research on Coubertin. Prof. Wassong follows on from Prof. Müller, who has very successfully led the CIPC for 15 years.

The CIPC is an umbrella organization for Coubertin



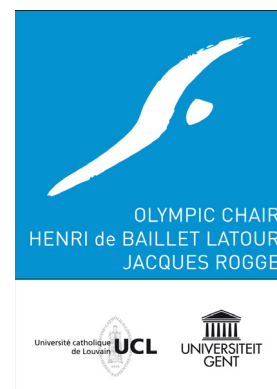
Schools and National Coubertin Committees, which have been established in almost all continents. In Lausanne, Prof. Wassong presented his agenda for his time in office until 2022. Therein, amongst others, important projects constitute the organization of an academic conference during the Olympic Games in Tokyo 2020, the Coubertin Youth Forum in 2019 in Mâcon, France, the strengthening of collaborations between OSCs and National Coubertin Committees and the development of public relations initiatives.

Olympic Chair Henri de Baillet Latour & Jacques Rogge

Prof. Stephan Wassong was invited as Visiting Professor to the endowed Olympic Chair Henri de Baillet Latour & Jacques Rogge at the Université Catholique de Louvain. This guest professorship is awarded annually to an internationally recognised scholar within the field of the Olympic Movement.

During his stay at the university in Louvain-la-Neuve from 15th to 22nd April 2018, Prof. Wassong lectured in Master and PhD courses on, amongst other topics, his current research which deals with the Athletes' Commission of the International Olympic Committee (IOC) and

the IOC governance guidelines in the global fight against doping. Furthermore, Prof. Wassong worked together with Prof. Thierry Zintz, who holds the endowed chair, on the final version of a project proposal that will be forwarded via the IOC Olympic Education Commission to the Olympic Foundation for Culture and Heritage.



Publication: 'Abgestaubt und neu erforschbar'

In continuation of the book series 'Abgestaubt und neu erforschbar' (The Historical Collections of the GSU), the GSU's OSC is delighted to announce that Volume 2 was published in 2018. This project was a joint initiative of the OSC/Institute of Sports History and the Central Library of Sports Science - estates of addressed deceased persons were presented to the campus of the GSU.

The editorial focus of the second volume was on the review and evaluation of documents and artefacts relevant to the subject of the Olympic Movement. On account of the GSU's founding rector being Carl

Diem (1882-1962), a man who dedicated himself to the Olympic Movement from the early 20th century, its archives contain a multitude of his official and personal documents, letters, photos, etc. Against this backdrop, although the archival materials of Diem were invaluable to the project and constitute a large part of the book, this was by no means its entirety.

Rather, the book's inclusions of various legacies and collections reflect a variety of work and engagement with the Olympic Movement. It should be regarded that the present Volume 2 of the series demonstrated that the topic of the Olympic Movement held a decisive influence over both the GSU's past and present research and teaching. In the next few years, two more volumes are to be published, which will present the history of the GSU and the development of various sports as outlined through the available archive material.



Liverpool Hope University Revisited

Liverpool Hope University, at which Prof. Stephan Wassong was employed as Associate Professor from 2007 to 2009, organized an international conference from 13th to 20th June 2018. The congress was entitled The Big Hope 2 Young Leaders Congress.

As the name suggests, the congress was a reedition of The Big Hope 1, which was organized in 2008. Having already contributed to its forerunner, Prof. Was-



www.thebighope.info

song was invited back to Liverpool to deliver an address for its second edition.

In the panel on Sport, Cultural and Education, Prof. Wassong delivered a lecture on the IOC's activities in sport for all. Other lectures were delivered by, amongst others, Tim Vine (Director of International and Government Relations of the Premier League) and Richard Kenyon (Director of Marketing & Communications of Everton Football Club).

Keynote at Wingate College, Israel

Prof. Stephan Wassong was invited as keynote speaker at an international conference on sport and Olympic studies organized by and hosted at the Wingate College in Israel from 7th – 10th June 2018. The focus of Prof. Wassong's lecture constituted the IOC's Athletes Commission's objectives from historical and contemporary perspectives. Opening the panel for discussion, the audience engaged in interesting conversations on the topics of, amongst others, the situation of athletes in top-level sport and the educational/ethical responsibilities of coaches.

In addition to this academic initiative, Prof. Wassong was invited by the senior executive



**The Academic
College
at Wingate**

management of Wingate College to provide information on structures and profiles of OSCs at the university level. The visit ended with a meeting at the National Olympic Committee of Israel.

4th International Athletes Forum

Prof. Stephan Wassong, Chair of the Institute of Sports History and Director of the OSC, was invited as keynote speaker to the 4th International Session for Olympic Medallists or Olympians by the International Olympic Academy (IOA) in Olympia. The session, which ran from July 2nd to July 8th 2018, was attended by 35 Olympians from 23 countries. The presentation of Prof. Wassong on the activities of the Athletes' Commission of the International Olympic Committee was received with interest

by the athletes and discussed from various angles. As exclaimed by Prof. Wassong during an interview at the IOA, it is precisely such discussions that demonstrate why the responsibilities of national and international athletes' commissions should be further strengthened and supported by full-time staff.



2018 Annual Convention of the North American Society for Sport History

OSC Cologne staff member Dr. Jörg Krieger was a speaker at the 2018 Annual Convention of the North American Society for Sport History (NASSH) held in Winnipeg, Manitoba from May 25th-28th, 2018. The Conference took place at the Fort Garry Hotel and was attended by almost 200 sport history experts and sports scholars from



around the world. Dr. Krieger was part of an international panel that discussed the topic "Policing Fairness: Sex Testing and Doping in International Sport" and presented his paper "Spending So Much Time Following the Pee-Pee: IAAF Presidents and Anti-Doping Politics". This study builds on Dr. Krieger's research that explores the historical development of the policies of the International Association of Athletics Federation (IAAF). He recently published two papers on this topic in the International Journal of the History of Sport and in Sport in Society.

International 21st European Committee for Sports History Congress

OSC Cologne staff member Rory Flindall presented at the International 21st CESH (European Committee for Sports History) Congress held at the University of Strasbourg, France from the 7th - 9th December 2017 on the topic of The Evolution of Paralympic Broadcasting and the Role of the International Paralympic Committee. The congress



21st CESH
Congress

brought together more than 135 academics working in the field sport history to discuss their latest research under the topic of Cultural Transfers and Cultural Mediators in Sport. The research presented by Rory Flindall was part of a broader project concerning the development of the mass media and the Paralympic Movement alongside organisational governance and interactions. The section relating to his presentation at the conference is currently under review to be included within the conference proceedings, which is to be published for the 2018 conference in Bordeaux, France.

2018 Conference of the Réseau pour l'Etude des Relations Internationales Sportives

The OSC of the GSU, as the body overseeing the Carl and Liselott Diem Archive (CuLDA) and the German Golf Archive, was approached to present on the breadth of its stored materials and archival projects at the 2018 Conference of the Réseau pour l'Etude des Relations Internationales Sportives (RERIS) held at the GSU from 14th - 16th July 2018.

Representing the GSU's OSC, this presentation was delivered by staff member Rory Flindall, who was also asked to moderate the second panel of the congress entitled Olympic Movement and Olympic Games. Which Economic Model? Under the title of "Money, Money, Money!" Who is Paying for International Sport in the

20th Century? the congress was organised by Stefan Scholl and Quentin Tonnerre as a joint collaboration with the GSU, as represented by Prof. Jürgen Mittag (Institute of European Sport Development and Leisure Studies).

Gratitude must be given to the congress organisers for hosting such a valuable and successful gathering of international sport history researchers.



Olympic Day 2018: Involvement of the OSC Cologne

The Olympic Day marks the foundation of the International Olympic Committee (IOC) on 23rd June 1894. The IOC annually calls on all stakeholders of the Olympic Movement to celebrate the Olympic values on this day.



OLYMPIC DAY

In Germany, the German Olympic Academy (DOA) organises Olympic Day activities and in 2018 cooperated with the OSC of the GSU.

Within the framework of the university course "The Olympic Movement: Values, Goals and Institutions", Prof. Stephan Wassong, Head of the OSC of the GSU, talked about the IOC's Athletes' Commission from a historical and contemporary perspective. The lecture was held on Tuesday, 26th June. In addition to Prof. Wassong, the Head of the Philosophy Department of the Institute of Pedagogy and Philosophy, Prof. Volker Schürmann, delivered a lecture on the topic "Dignity - Justice - Fairness".

OSC Barcelona News

CEO-UAB Collaborates with the Israeli Centre of Olympic Studies

Prof. Emilio Fernández Peña, director of the CEO-UAB, took part as lecturer at the international seminar in Olympic studies that took place as part of the scientific programme of the 5th Wingate Congress of Exercise and Sport Sciences, at the Academic College at Wingate, Israel.

The Congress focused on a wide range of themes related to exercise and sport sciences, including sports

management, sports psychology, Olympic education, physiology, social issues in sport, public health issues, sports pedagogy, physiology of emergency forces, social issues in sport and sports nutrition, amongst others.



Emilio Fernández Peña Leads a Book Project to be Published by the Routledge Francis & Taylor Group in 2019

The British editorial group Routledge Francis & Taylor Group has approved the publication of the book "Social media and global sport: Strategies and practice" edited by prof. Emilio Fernández Peña with the collaboration of members of the CEO-UAB. The book is to be released

by July 2019 and will address, from a wide perspective, the utilisation of social media sites by the Olympic family, among other aspects.



Sport Communication Lab: A New UAB and Barça Alliance

The FC Barcelona and the UAB has launched an alliance to create the Sport Communication Lab (Lab-ComSport), a platform for research, training and dissemination on sports and

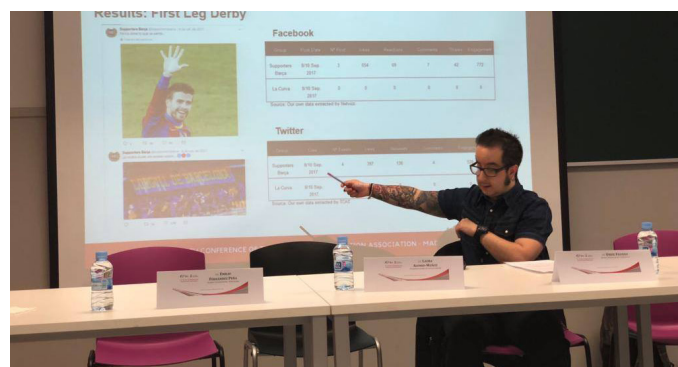


communication. The first output of this agreement with FC Barcelona is the launch of the Master's Degree in Communication and Sponsorship Management in Sports Organizations, which will start in October 2018 and will be taught initially in Spanish. The CEO-UAB will manage both initiatives.

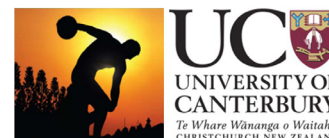
Prof. Emilio Fernández Peña and PhD Candidate Oriol Figuera Present at the Global Association Conference 2018

The director of the CEO-UAB, Prof. Emilio Fernández Peña, delivered a presentation entitled "Hooligans groups interactions throughout Twitter in La Liga" and PhD candidate Oriol Figuera, who is part of the CEO-UAB team, presented the paper "Football violence in the social networks" at the Global Association Conference 2018 held at the Universidad Rey Juan Carlos of Madrid last May.

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



OSC Canterbury News



NZCOS Introduction

The Mission of the New Zealand Centre for Olympic Studies (NZCOS) is to foster the critical understanding of Olympism and the Olympic Movement, particularly as this understanding may contribute to the enrichment of the human experience. To foster this mission the OSC, German Sport University Cologne and the NZCOS, University of Canterbury, New Zealand have agreed to cooperate and work together in their areas of mutual interest. Some of the recent academic activities of the NZCOS are recorded below.

Second Issue of Diagoras

The 2018 year has begun in its usually frenetic beginning with some notable achievements. After the success of the first issue of Diagoras: The International Academic Journal on Olympic Studies; a collaborative initiative between the OSCs associated with the GSU, the Universitat Autònoma in Barcelona and the University of Canterbury in NZ; the second issue is due at the end of October 2018. Presently, Professors Wassong, Pena and Culpan from their respective OSCs are organising the peer review process. As in the first issue, there will be scholarly articles from experienced academics as well as works from emerging scholars. For more information on this journal visit www.diagorasjournal.com

National and International Initiatives

Members of the NZCOS have been active in national and international initiatives including conferences and publications. Dr. Susannah Stevens has been appointed to the Future Leadership Group of the Foundation for Global Community Health. She has also been appointed as Project Manager to the recently launched interdisciplinary Child Health and Wellbeing Institute at the University of Canterbury and is the chief organiser of the National Physical Education Conference run by Physical Education New Zealand. Late in 2017, she presented at the 24th International Seminar for Postgraduate Students at the International Olympic Academy, Olympia, Greece. Prof. Ian Culpan was an invited VIP speaker at the 3rd FIEP Asia Conference on "Physical Education and Sports: Help to Build a Healthy Society" held at Tunjku Abdul Raham University College, Kuala Lumpur, Malaysia. He is also an invited speaker at the 5th ICPESS Conference in Anakara Turkey later this year. Both Dr. Stevens and Prof. Culpan have been invited to attend the International Olympic Committee's International Symposium "Olympism in Action" in Buenos Aires, Argentina in October this year. Another highlight of the year to date has been the NZCOS

involvement, through Prof. Culpan, in the University of Peloponnese and International Olympic Academy's Master's in Sport Management programme held in Olympia in April. The focus of the NZCOS's input was on Olympic/Olympism education and Olympic pedagogies. Students studying in this programme also seek thesis supervision from members of the NZCOS.

M.A. Olympic Studies Teaching 2018

The NZCOS, via an invitation from Prof. Wassong, GSU, continues to teach on the international M.A. Olympic Studies programme. This will be the fourth year that the NZCOS has been involved. This collaboration is a highly valued initiative and is the forerunner of other collaborations which are currently being developed between the two institutions. One such development is the proposal for formalising student and staff exchanges. More information on this will be released as developments mature.

Recent Publications

- Culpan IG. (2017) Olympism, Constructivism and Foucault's Technologies of Power: Governmentality at Work. Diagoras: International Academic Journal on Olympic Studies 1: 75-94.
- Culpan IG. (2017) Olympism, physical education and culturally responsive pedagogies. South African Journal for Research in Sport, Physical Education and Recreation 39(1-2): 49-62.
- Culpan I. and Stevens S. (2017) Olympism, physical education and attitudes and values: what do graduating teachers in Aotearoa, New Zealand know and understand? Asia-Pacific Journal of Health, Sport and Physical Education 8(3): 259-272. <http://dx.doi.org/10.1080/18377122.2017.1345284>.
- Stevens, S. (2017). Olympism and ontological structures of understanding. Diagoras: International Journal on Olympic Studies, 1, 249-268. Retrieved from: <http://www.diagorasjournal.com/index.php/diagoras>
- Stevens, S. (2017). The joy of movement and physical education: The enflashed body. (Doctoral thesis, University of Canterbury, Christchurch, New Zealand. Retrieved from <https://ir.canterbury.ac.nz/handle/10092/14910>

Adjunct Professorship Appointment

In closing, it is important to acknowledge the interest, support and collaborative efforts of Prof. Stephan Wassong who has been appointed to an Adjunct professorial position within the NZCOS. The NZCOS values the collaborations with Prof. Wassong 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, Director of the New Zealand Centre for Olympic Studies, University of Canterbury, NZ.

Joint OSC News

IOC Commission Appointments



Prof. Norbert Müller and Prof. Stephan Wassong have been re-appointed to the IOC Commission for Culture and Olympic Heritage and IOC Olympic Education Commission respectively. The continuity of their appointments is evidence for the appreciation of the

expertise which both professors bring in to both their work and mission of the respective commissions. A first meeting of the Commissions will take place at the Olympic Congress Olympism in Action, to be held on the occasion of the Youth Olympic Games in Buenos Aires, 5th-7th October 2018. The official working week of all IOC commissions is currently scheduled at the end of January 2019.

100th Birthday of Nelson Mandela

On 18th July 2018, Nelson Mandela would have had his 100th birthday. Mandela had always highlighted the significance of sport and wrote in his memoirs 'Long Walk to Freedom' that sport taught him to adopt a fair fundamental attitude. In 1997, the International Fairplay Committee (CIPF) awarded the International Fair Play Prize to Mandela on suggestion of its former President Willi Daume. On 25th June 1997 in Pretoria, South Africa,

CIPF Executive Committee member and Vice Executive Director of the M.A. Olympic Studies, Professor Norbert Müller, had the honour to award Mandela with the prize. On the occasion of Mandela's 100th birthday, we publish [Prof. Müller's speech to Mandela](#).



Prof. Jens Flatau Full Professorship Appointment

On behalf of everyone involved in the M.A. Olympic Studies, the OSC of the GSU wishes to use this platform to congratulate Prof. Jens Flatau, who has made a significant contribution to the programme throughout its existence. Prof. Flatau has accepted a full professorship, starting on August 1st 2018, in the economy and sociology of sport

at Kiel University. It was also at Kiel University where he has been previously employed as a junior professor. This is an incredible achievement and demonstration of his international expertise in research and teaching. We are sure that the M.A. Olympic Studies community will greatly benefit from his continual development.

Alumni Circle

Olympic Studies Alumni Circle: Message for Graduates and Participants

To all graduates and participants of the Olympic Studies Masters at the GSU Cologne who are looking to develop their network or to get the occasional tip on articles, news and jobs, we invite you to please join the OSAC Facebook group. Just send us a facebook request and we will be sure to welcome you to the group within a few days.

[OSAC Facebook](#)



Graduates

Daniela Drogge

Daniela Drogge (GER) participated in the 2nd intake of the M.A. Olympic Studies programme. After finishing her B.Sc. Studies at the GSU Cologne and two internships in the context of the Olympic and Paralympic movement, Daniela started her M.A. Sport Business at the Leeds Metropolitan University, UK.

Due to her network in the Olympic and Paralympic movement, she heard about the Olympic Studies programme and got interested immediately. Her dream was to be connected to the movement in her future working life and find a job in this thematic area.

After the first week of the programme, she realised that these studies are something very special, which goes far beyond a university programme: Meeting people from different countries, studying together, discussing sport related topics from completely new angles. Especially the 1st Module "Ethics, Values & Olympic Education" filled her with enthusiasm. The history of the Olympic Movement and its relevance until today inspired her. Daniela particularly is impressed in how many facets the Olympic Movement could add value to daily life, nowadays society and the development of modern sport.

In her Master thesis on the "Analysis of the Sponsorship Strategy of Worldwide and International Paralympic Partners", Daniela interviewed company representatives of the biggest Paralympic sponsors. Therein, she gained an extensive understanding of



Daniela Drogge

the sponsorship activities in medium- and large-sized businesses and experienced the big differences between sponsorship theory and practice. Based on this knowledge, Daniela started working for one of the largest Paralympic sponsors, Ottobock, in 2014. As responsible Sport Manager, she activates the Paralympic partnerships and markets sport products in 54 countries worldwide. With her academic background and strong network in the Olympic Movement, Daniela developed herself to the "sport expert" in her company, which heavily derives from the experience she gained during the M.A. Olympic Studies.

In the future, Daniela wishes to maintain and utilize the Olympic Studies Alumni Circle to stay in touch for discussions, further research and meetings at Olympic and Paralympic Games.

Dates

September, 16th - September, 22nd 2018:

6th Intake, Module 2 (at the German Sport University, CGN)

March, 18th - March, 23rd 2019:

6th Intake, Module 3 (at the Univ. Autònoma de Barcelona, BCN)

September, 2nd - September, 8th 2018:

5th Intake, Module 5 (at the German Sport University, CGN)

February, 28th 2019:

7th Intake Application Deadline