



**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. 6 - 2017**



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German Sport University Cologne  
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# Foreword

Dear all,

It is my sincere pleasure to once again welcome you to our newsletter. The positive feedback on this initiative we have received from graduates and participants of the M.A. Olympic Studies has encouraged us to continue our efforts and edit the 6<sup>th</sup> edition.



The newsletter is the result of a collaboration between staff members of the Olympic Studies Centre (OSC) of the German Sport University Cologne (GSU) and representatives of our partner OSCs in the organization and delivery of the programme. To everyone involved in this editing project, which is continuously increasing in quality, let me take the opportunity to thank you for your support and contributions. It is crucial to continue to develop the newsletter as it serves not only as a tool for delivering information throughout the programme's community but also as an effective platform for showcasing the M.A. Olympic Studies within the academic and Olympic spheres. Evidence for this can be found in the fact that a significant number of applicants for the 6<sup>th</sup> intake referenced the newsletter as a means of learning about the programme.

For those who have read one of our earlier editions, you should have noticed that we have made some rather large changes in terms of our publishing format. The 6<sup>th</sup> edition of the newsletter is thus also the 1<sup>st</sup> edition of our e-newsletter. Further, we have updated the layout of the pdf version and created a new platform on our website to host the newsletter's online articles. By this we have met the suggestion of our alumni, who were in favour of modernizing the newsletter's format. The design we selected was based on various examples, including the impressive newsletter of the IOC's Olympic Studies Centre, proposed by our esteemed alumni. Now, as we have commenced this new project, I ask for your feedback on our end product so that we may improve for our next edition.

Unlike the publishing format, the structure of content has not changed. The sections are self-explanatory and address the programme's latest developments and the initiatives of the OSCs involved in its production. Assuming your previous knowledge of our former newsletters, I will not go into detail on each section here. It is our intention that the information included should be of interest for you and that it will stimulate discussion amongst yourselves. If this occurs, we have achieved a relevant objective of the newsletter – namely to stay connected.

Last but not the least, I want to use our communication platform to congratulate our colleague Prof. Dr. Karen Joisten, who has made a significant contribution to the programme since it started in September 2010. Prof. Joisten has accepted a full professorship in Ethics and Philosophy at the University of Kaiserslautern, Germany. This is a wonderful achievement and evidence of her international expertise in research and teaching. I am sure that we and you as participants will benefit greatly from her continual development.

Enjoy reading the issue.

Best wishes,

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

# Latest News

## 3<sup>rd</sup> On-Site Module Week of Intake 5

The participants of the 5<sup>th</sup> Intake of the M.A. Olympic Studies came together for the third time at the OSC Cologne's partner institution the Autonomous University of Barcelona on 17 – 23 September 2017. Led by Prof. Dr. Emilio Fernández Peña, Director of the OSC at the Autonomous University of Barcelona (CEO-UAB), the participants undertook the module week *Media and Commercialization of the Olympic Games*. The support offered both by Prof. Fernández Peña and his team alongside the historic setting of the city and its Olympic roots provided a great learning environment for all those in attendance. Combining both theoretical and practical aspects to the programme, the teaching team on the module consisted of Prof. Fernández Peña, Ms. Berta Cerezuela, José Ramón Díez, Television producer for the Opening Ceremonies of the Olympic Games, and Laura Antóñana from the IOC.



5<sup>th</sup> intake participants in Barcelona

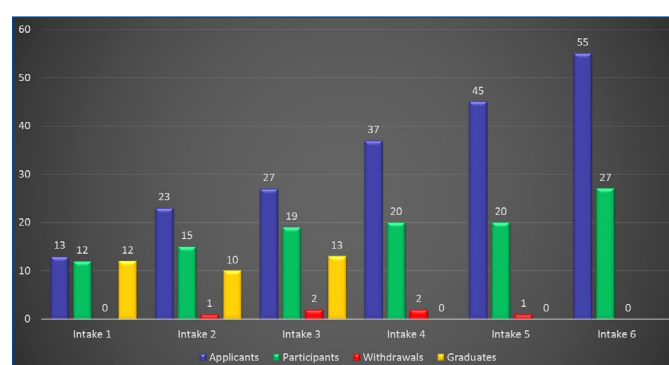
## Ongoing Financial Support of the IOC

The M.A. Olympic Studies has been granted a continuation of its ongoing financial support provided by the IOC for the years 2017 and 2018. We would like to thank Thomas Bach, IOC President, and Marcus Hausen, Head of the Executive Office of the IOC President, for the IOC's continual support. In addition to this, the IOC has allocated the M.A. nine Olympic Solidarity scholarships to cover tuition fees and/or expenses for travelling and accommodation. Prof. Dr. Stephan Wassong, who is Director of the OSC and has overseen the development of the

study programme since its foundation in 2010, is delighted by the news of this further collaboration with the IOC, whereby the respective funds will make a significant contribution to the development of the programme. Appreciation must be given to Nicole Girard-Savoy and Nils Holmegaard of the IOC's Olympic Solidarity department and Nuria Puig, Manager External Relations and Academic Programmes of the IOC's OSC in Lausanne, for supporting and promoting the programme.

## 6<sup>th</sup> Intake Starting in February 2018

The application process for the 6<sup>th</sup> intake of the M.A. Olympic Studies saw the highest interest in the study programme to date. The Programme Management received a total of 55 applications from prospective students worldwide, which shows the growing international reputation of the programme. The admission board had to undertake a detailed admission process and selected 27 high-profile participants for the 6<sup>th</sup> intake. As in previous intakes, the group of participants is very international. We are looking forward to welcoming participants from Africa (12), Asia (5), North America (3), South America (2) and Europe (5). The first module of the 6<sup>th</sup> intake will take place in Cologne between 26 February and 3 March 2017. The contents will be delivered by Prof. Dr. Norbert Müller and Prof. Dr. Karen Joisten.



Development of Application and Student Numbers

[www.dshs-koeln.de/index.php?id=13256](http://www.dshs-koeln.de/index.php?id=13256)

[Open Latest News and Graph in Browser](#)

# OSC Cologne News

## International Olympic Academy: Post-graduate and Young Participants Sessions

Since 2012, Prof. Dr. Stephan Wassong has been invited to give regular lectures at the International Olympic Academy (IOA). This has meant that he has been able to continue the long-standing tradition of professors from the GSU lecturing at the IOA since its foundation and development in the 1960s. The topic of this year's sessions of the Young Participants (June 2017) and Postgraduates (September 2017) dealt with the multifaceted teaching and research field of Good Governance and the Olympic Movement. Prof. Wassong lectured in both sessions on this topic and analyzed, amongst others, the current doping crisis in top-level sport. The Young Participants Session also saw Franziska Heinrichsmeier and Wiebke Arndt, two students from the GSU, participate on recommendation of the Olympic Studies Centre. For the Postgraduate Session, this was Annett Chojnacki-Bennemann.



Participants of the IOA Young Participants Session

## 12<sup>th</sup> International Session for Educators of Higher Institutes of Physical Education

From 25 May – 1 June 2017, the OSC Cologne's Rory Flindall participated in the 12<sup>th</sup> International Session for Educators of Higher Institutes of Physical Education at the International Olympic Academy, Greece. Under the topic of "Olympism and Governance", the Session brought together delegates from across the globe to discuss

matters pertaining to good governance, the role of Olympism within the Olympic Movement today, and contradictions present between corruption and implementing Olympism and the Olympic Values. Commencing the Session, Michael Fysentzidis, President of the International Olympic Academy, addressed the congress and opened the floor to WADA President Sir Craig Reedie to deliver a speech on "Zero tolerance on doping in Sport: What we have learned from the fight against doping". Over the next days, the Session heard from numerous experts from within the field, participated within a workshop organized by the IOC on the Olympic Values Education Programme, conducted group work on possible initiatives to promote good governance, and witnessed participant presentations. Contributing to Session, Rory Flindall delivered a presentation on the findings of his master's thesis "More than a Festival: Analysing Opinion-Forming Sports Journalists' Perceptions of Olympism and the Olympic Movement".

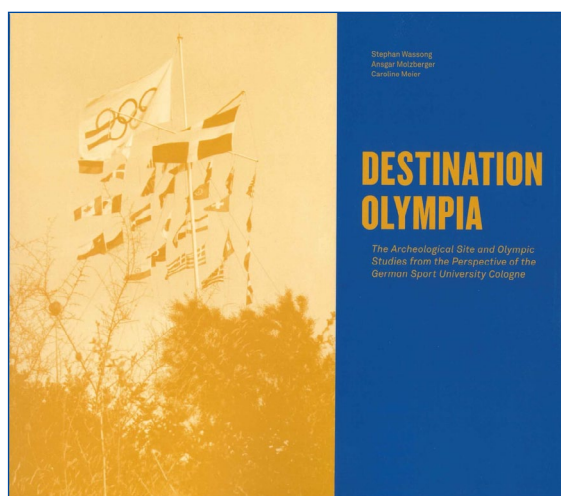
## GSU Team Takes Part in Olympia Seminar in Olympia/Greece

For the tenth time the sport scientific Olympia seminar of the German Olympic Academy took part from the 2 to 10 September 2017 – once again hosted by the International Olympic Academy in Olympia/Greece. In the framework of this study trip – which also involved a visit to Athens as well as to ancient competition and excavation sites – a multifaceted and interdisciplinary discourse about historic and current questions regarding the Olympic movement was held. Once again, the GSU took part with a group of students, accompanied by Dr. Ansgar Molzberger from the Institute of Sport History/Olympic Studies Centre – they were part of 80 participants from ten universities. The students from the GSU were Dorian Aust, Anna Crumbach, Michael Johann, Johannes Klamet, Dina Klingmann, Eva Kotschi, Luise Kropff, Maria Schmidt, Caroline Tisson and Isabella Zillober. In their courses they addressed the topic "Trend sport as a part of the competitive program of the Olympic Games".



## Destination Olympia

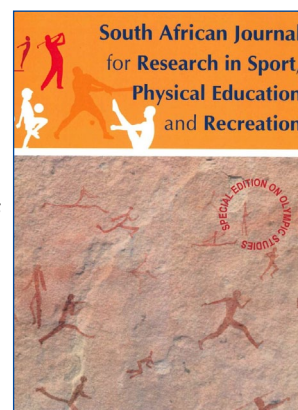
The German Sport University Cologne is closely linked with the foundation of the International Olympic Academy (IOA) and the development of its profile in teaching and research. The publication *Destination Olympia. The Archeological Site and Olympic Studies from the Perspective of the German Sport University Cologne* (2017) analyses the educational initiative's evolution. This is accomplished through the publication drawing on support from documents and images, of which most were previously unknown to the academic world. The sources belong to the vast archive collections of the Olympic Studies Centre of the German Sport University Cologne. The authors of the book are Prof. Dr. Stephan Wassong, Dr. Ansgar Molzberger and Caroline Meier. "Destination Olympia" was presented to the Dean of the IOA, Prof. Dr. Kostas Georgiadis, on the occasion of the opening of the 57<sup>th</sup> Young Participants Session of the IOA in June 2017.



## South African Journal for Research in Sport, Physical Education and Recreation

Since 2014, the OSC Cologne has supported the establishment and development of an OSC at the University of Johannesburg, South Africa. Within the scope of this collaboration, a special edition of the *South African Journal for Research in Sport, Physical Education and Recreation* (Vol 39 (1:2) 2017)

was published in August 2017. Staff members from both OSCs collaborated as guest editors as well as contributing interesting articles. From the OSC of the GSU, these included Rory Flindall and Prof. Dr. Stephan Wassong's *More Than A Festival: Analysing Opinion-Forming Sports Journalists' perceptions Of Olympism and The Olympic Movement* and Dr. Jörg Krieger's *'We don't want to be pushed by outsiders': The International Association of Athletics Federations' attempts to re-admit South Africa to the global athletic stage*.



## Symposium "Sport Development and Olympic Studies – Past, Present, Future"

The OSC Cologne in collaboration with the Institute of European Sport Development and Leisure Studies of the GSU was honored to host the symposium "Sport Development and Olympic Studies – Past, Present, Future" on 10 July 2017. This academic gathering was the latest in a long line of successful initiatives which have transpired from the tripartite relationship between the GSU, the University of Western Ontario, London (Canada), and Victoria University, Melbourne (Australia). Further progressing the now approaching eight year collaboration (established November 2009), the symposium aimed to strengthen the ties between the three partnering universities and stimulate future research activities in the multidisciplinary field of the socio-cultural study of sport. One way by which this aim has already been addressed is that of the event's contents. The symposium's nine contributing lecturers presented the first results of their current research on the above theme; with the completed findings to be published in 2018 in a Special Issue in the internationally recognized scientific journal, *The International Journal of the History of Sport*.

## Japanese – German Business Association

Prof. Dr. Stephan Wassong was invited by the Japanese – German Business Association to deliver a keynote speech at the traditional Asa no Kai event held at the Commerzbank Arena in Frankfurt on 26 October 2017. The specific reason for his invitation was that they desired his Olympic expertise on account of the upcoming Olympic Games to be held in Tokyo in 2020. Prof. Wassong spoke to an audience of 45 people on the commercialization of the Olympic Movement and information as to how the International Olympic Committee distributes its income generated through the sales of broadcasting rights and its TOP-Sponsorship Programme among the International Sport Federations, National Olympic Committees, and Organising Committees for the Summer and Winter Olympic Games. In order to give an accurate depiction, Prof. Wassong did not overlook the critical aspects of the sporting system. This in particular led to some very interesting questions in the concluding discussions.



## Commission Week of the IOC

The members of the 26 Commissions of the IOC met during the week of 5 to 12 November, 2017 in Lausanne. Prof. Dr. Stephan Wassong represented the OSC Cologne as member of the Olympic Education Commission. Together with Prof. Dr. Thierry Zintz from the Université catholique de Louvain, he presented the project proposal of an evaluation of Degree Programmes, Courses, Seminars and Workshops on Olympic Studies. The project was well-received by the other members of the Olympic Education Commission and its Chair Barry Maister (IOC member in New Zealand). Francis Gabet, Director of the IOC's Olympic Foundation for Culture and Heritage, offered support to the project as well. As President of the Comité Internationale Pierre de Coubertin and member of the Commission for

Culture and Heritage, Prof. Dr. Norbert Müller, who collaborates with the OSC of the GSU very closely, was also in attendance. Both the Olympic Education and Culture and Heritage Commissions constitute ideal platforms for discussion on the educational value of the M.A. Olympic Studies offered by the OSC of the GSU in collaboration with other OSCs at European and international universities.

## OSC Barcelona News

### FC Barcelona and CEO-UAB Launch Sport Communications Lab

The Centre d'Estudis Olímpics i de l'Esport of the Universitat Autònoma de Barcelona (CEO-UAB) along with FC Barcelona have jointly created the Sport Communication Lab, a centre for the study and dissemination of sports and its implications in communication, economy and other social phenomena such as violence. The centre will begin its activity next year.

### Jose Gila Presents his Thesis

Jose M. Pardo Gila presented his thesis dissertation "The Olympic ecosystem on Facebook during the Rio 2016 Olympic Games: actors, contents and user participation" on 7 November 2017.



Jose M. Pardo Gila

The thesis was supervised by Prof. Dr. Emilio Fernández Peña, within the doctoral studies program of the Department of Audiovisual Communication and Advertising. The work received the highest qualification 'excellent cum laude'.

Jose Gila is member of the research group at the Centre d'Estudis Olímpics i de l'Esport (CEO-UAB).

# OSC Canterbury News

## New Master in Management in Communication and Sponsorship in Sports Organizations

The comprehensive communication strategy of a sports organization is intimately linked to the attainment and maintenance of sponsors. This Master's degree has been jointly driven by the Centre d'Estudis Olímpics i de l'Esport (CEO-UAB) and Barça Innovation Hub, a knowledge platform created by FC Barcelona, along with the best academic training centres of the world. Prof. Dr. Emilio Fernández Peña is the executive director of this master programme.

The programme's objectives are:

Train managers of communication in sports organizations with a global and complex vision of the communication relationships in the sport context.

Prepare managing supervisors to be able to create, maintain and evaluate sports sponsorship programmes for sport entities or sport events.

Qualify professionals that master the specific ways to communicate in social media, being able to analyze the success of their initiatives and promote new strategies in the sports field.

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



## Activities in 2017

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 Olympic Studies Centre, German Sport University Cologne and the New Zealand Centre for Olympic Studies (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.

Once again 2017 has been a busy year with some significant achievements. In the last newsletter it was reported that the NZCOS had collaborated with Professors Roland Naul (Germany), Deanna Binder (Canada), and Antonin Rychtecky (Czech Republic) to publish, through Routledge, an edited monograph entitled *Olympic Education: An International Review*. This book is now on the market and is a comprehensive analysis of Olympic education throughout the world. It consists of 28 chapters and makes in depth reviews of 21 national Olympic education case studies.

In addition to NZCOS staff being involved in the above, a selection of other scholarly publications include: 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>. Culpan I. (2017) Criticality in physical education teacher education: Do graduating standards constrain and or inhibit curriculum implementation. *Australian Journal of Teacher Education* 42(7) <http://dx.doi.org/10.14221/ajte.2017v42n7.6>. Culpan I. (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(7): 49-62. Culpan I., Cowan J., Fyall G., Lindsay H. and Stevens S. (2017) Primary school physical education in New Zealand: A need for realignment in a contested space. In Colella D; Anatala B; Epifani S (Ed.), *Physical education in primary school-researchers-best practice-situations*: 351-366. Italy: Pensa Multi Media and University of Foggia. Culpan I. (2017) New Zealand: Olympic and Olympism education. In Naul R; Binder D; Rychtecky A; Culpan I (Ed.), *Olympic education: An international review*: 206-221. Oxfordshire: Routledge.

Professor Ian Culpan was also invited to present at international conferences in Malaysia and Brazil and in 2018 will present at international conferences in Turkey, and Malaysia. In addition to these presentations the NZCOS was contacted by the USA based *Christian Science Monitor*, an international news organization that delivers thoughtful, global coverage via its website, weekly magazine, daily news briefing, and email newsletters, to provide comment on the recent Russian Drug Scandal.

The NZCOS, via an invitation by Professor Wassong, German Sport University Cologne, continues to teach into the international M.A. Olympic Studies programme. This is the third 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. Once such development is the investigation into possible student and staff exchanges. More information on this will be released as developments mature. The NZCOS is also involved in the teaching of the International Olympic Academy and the University of Peloponnese Masters' in Olympic Studies programme taught at Olympia.

The NZCOS congratulates Susie Stevens on completing her PHD. Susie is a wonderful supporter of the NZCOS and is an emerging scholar in the areas of physical education, Olympism and associated pedagogies. Susie Stevens was also the NZCOS representative in the International Olympic Academy's Post Graduate session in Olympia this year.

Finally Professor Ian Culpan has been invited to become a Scientific Advisor to the Foundation for Global Community Health, a social movement, endorsed by the United Nations to address young people's wellbeing on a global scale.

In closing it is important to acknowledge the interest, support and collaborative efforts of Prof. Dr. Stephan Wassong. The NZCOS values these efforts and helps us connect and 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.*



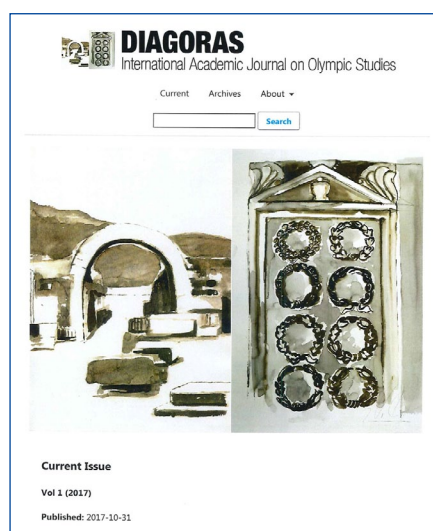
New Zealand Centre for Olympic Studies  
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# Joint OSC News

## Diagoras: International Academic Journal on Olympic Studies

The OSCs of the German Sport University Cologne, University of Canterbury and the Autonomous University of Barcelona (UAB) have founded the electronic journal *Diagoras: International Academic Journal on Olympic Studies*. The journal's publishers are Prof. Dr. Stephan Wassong (GSU), Prof. Dr. Ian Culpan (Christchurch) and Prof. Dr. Emilio Fernandez (UAB). The first edition has now been published and can be viewed or downloaded at [www.diagorasjournal.com](http://www.diagorasjournal.com). The aim of the journal is to stimulate a critical interdisciplinary dialogue on the Olympic and Paralympic movement. In addition to numerous recognized authors from the international Olympic scientific community, contributions by junior scholars are also selected to be included in each edition. Accordingly, the article by Caroline Meier from the Institute of Sport History of the GSU on *The early relationship between UNESCO and the IOC: Considerations - Controversies - Cooperation* was selected to be published for the first edition. This article was part based on Caroline's master's thesis, of the same name, which was awarded the Young Researcher Award 2017 by the GSU.



[www.diagorasjournal.com](http://www.diagorasjournal.com)

[Open Journal Website in Browser](#)

# Alumni Circle

## Alumni Circle's Facebook Group is Online since September

Since 23 September 2017 the Olympic Studies Alumni Circle has been online with their Facebook group. The international success of the M.A. Olympic Studies course has provided the Alumni Circle a communication challenge and after some great feedback from some very engaged Alumni it was decided that Facebook was the way forward. The Facebook group is intended to be a communication platform that connects the current participants as well as graduates from the Masters programme at the GSU. So if you are not already a member of the group, send an email to one of the OSAC board members. You can find the contact details on the M.A. Olympic Studies website.

As well as providing Alumni Circle members the opportunity to develop and maintain their network, the Facebook group also provides the chance to pick up tips on good articles, books and maybe even some interesting job advertisements – there is a flow of useful 'Posts' on the 23<sup>rd</sup> of every month (apart from December). The idea behind 'Posting' on the 23<sup>rd</sup> of every month is of course to celebrate the birth of the modern Olympic Games on the 23 June 1894 at the Sorbonne in Paris. There is also the chance to get involved in the Alumni via the Facebook group. On 23 November and 23 January there will be a discussion about the 2018 OSAC reunion. The reunion is currently planned for September, in Cologne – the OSAC General Assembly will be in conjunction with the reunion. The eventual reunion activities and the finer details for the weekend will depend on the outcome of discussion groups as well as the OSAC Board meetings in December 2017 and March 2018.

The OSAC board continues to meet twice a year and the minutes from future meetings will be posted on the FB Group – allowing everyone to follow the steady development of the Alumni Circle.

*Report compiled by Michael Collins, OSAC Chairman*

# Graduates

## Uyapo Nleya

Uyapo Nleya (Botswana) participated in the 3<sup>rd</sup> intake of the M.A. Olympic Studies programme. Commencing his studies, Nleya already pertained a wealth of experience in the world of sport, whereby he was a former Botswana



Uyapo Nleya

Davis Cup tennis player, ITF certified tennis coach and a Sports Administrator. What drew him to the programme was that the course covered a large spectrum of topics that had always been of great interest to him, especially Governance, Policy and Olympic Organizations, Olympic Athletes and Elite Sports in Transition and Commercialization. However, his passion for sports administration and training in business administration saw him take particular interest in the governance, legal and organizational structures of sporting organizations in his native country. Therewith, he went on to further explore this topic through both a research paper and modular essay. His view is that of strongly

advocating transparency as a prime principle for good governance, given that it encourages accountability.

Uyapo's master's thesis was titled "Foundation and Development of The Botswana National Olympic Committee". He had a specific interest in compiling a document that would track and trace the roots of elite sports in Botswana, in order to establish an informed road map going forward. He based his work on the previously identified challenges and opportunities facing the country.

Looking towards the future, Uyapo intends to maintain and utilize his international Olympic Studies Alumni contacts for further research collaborations and information sharing while on a quest to enhance his sports administration career and support the Olympic Movement. Furthermore, he strongly feels that with his broadened knowledge acquired from the master's programme he will be able to contribute toward the Olympic Movement through sporting organizations from both a technical and administrative standpoint.

# Dates

## 25 February - 3 March 2018:

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

## 11 March - 17 March 2018:

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

## 2 September - 8 September 2018:

5<sup>th</sup> Intake, Module 5 (location to be determined)

## 16 September - 22 September 2018:

6<sup>th</sup> Intake, Module 2 (at the German Sport University Cologne)