

M.A. Olympic Studies - NEWSLETTER

Edition No. 5 - 2017

Foreword

Dear All,

I am delighted to introduce you to the 5th edition of the M.A. Olympic Studies newsletter. The fact that this is now the fifth publication is testament to this initiative in particular and the programme in general. Herewith, I would like to personally thank everyone who has been involved in the newsletter's success, especially those of our readers. The feedback we have received has greatly contributed to the shaping of our publication into a concrete communication platform. In line with the spirit of Olympic Ambassadors, the desire to maintain close contact with everyone involved with the programme and the vital responsibility of transmitting knowledge has inspired us to continue with the initiative.



As the newsletter serves the purpose of delivering news on the M.A. Olympic Studies programme, I feel it is important to briefly highlight some of the key updates included within this edition. Accordingly, I am honoured to announce that the application process for the 6th intake is currently ongoing. Whilst it was certainly my intention that the programme would achieve such accolade when first drafting our academic proposal, this by no means lessens the enjoyment I receive from seeing this come to fruition. Likewise, it was a great pleasure to have been present for the graduation ceremony of our 3rd intake on 12th March 2017. Honouring the achievements of the participants brought everything that we do into perspective and served as motivation for the participants of the upcoming module weeks.

Bringing your attention to some of the activities which occur behind the scenes, details of the programme's quality assurance system's results and our recent marketing activities are included within. It is also important to highlight the developments of the Alumni Circle. One initiative to come out of the Alumni Board's last meeting was the idea of creating a more interactive online newsletter. It is our intention to trial this with the next issue alongside publishing the usual version.

Lastly, as has become the newsletter's developed format, segments are included on the German Sport University Cologne's (GSU) Olympic Studies Centre's (OSC) activities, the graduate section, which is dedicated to Annett Chojnacki, and the updates of our partner universities. Gratitude must be given to our partners for keeping us up to date with their initiatives and their continual support, as well as to those who are not included within this issue, as their contributions help to coin the M.A.'s profile.

Enjoy reading the 5th edition of the newsletter,

Best wishes,

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

Application Process 6th Intake

On behalf of the M.A. Olympic Studies programme and all our partners, we are delighted to announce that the 6th intake will begin in March 2018 and welcome all applications – deadline 31st August 2017.

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>

Graduation 3rd Intake

On 12th March 2017, the OSC of the GSU hosted the graduation ceremony of the 3rd intake of the international study programme M.A. Olympic Studies. In total, 13 students coming from Botswana, Canada, Czech Republic, Egypt, Germany, Norway, Qatar, South Korea, the United Kingdom, and the United States of America graduated. The special academic occasion brought together five students of the graduating cohort, representatives of the programme's partner universities, 19 participants of the M.A.'s 5th intake, and the staff of the GSU's OSC. In addition, the OSC and the attending representatives of the partner universities were honoured to welcome President Friedhelm Julius Beucher of the National Paralympic Committee Germany to share in the celebration.



The ceremony began with Prof. Stephan Wassong delivering a speech, honouring the accomplishments of all of the graduating participants and thanking everyone who has been involved with the programme. Following this, each of the graduates in attendance stepped up to collect their degrees and were also presented with a replica of the Pierre de Coubertin medal and a GSU alumni pin.

Modules 4th and 5th Intakes

From 12th – 25th March 2017, the GSU hosted the 4th and 5th intakes of the M.A. Olympic Studies programme. The first week saw the 5th intake participate within the lectures of the programme's second module, *Olympic Athletes and Elite Sport in Transition*. Seminars of the module were conducted by the teaching team of the GSU's OSC and Prof. Ian Culpan from the University of Canterbury, New Zealand. Gratitude must be given to Prof. Culpan for his continual support as his partnership and experience greatly enriches the M.A. overall.

The second week welcomed the participants of the 4th intake to undertake their final module week, entitled *International Relations and the Olympic Games*. Alongside the teaching staff of the GSU's OSC,

Prof. Keith Gilbert from the Foro Italico- University of Rome, Italy, contributed much to the success of the module, benefiting the students with his expertise within the field.

Alumni Circle Board Meeting

On 12th March, the board of the Olympic Studies Alumni Circle (OSAC) met for the first time since its inauguration in September 2016. The meeting took place at the Guest House of the GSU, coinciding with the Olympic Studies welcome-reception for the 5th intake as well as the graduation ceremony of the 3rd intake.

The aim of the meeting was to identify the first building blocks for the OSAC as it steadily continues to establish its foundations and traditions. As hoped for, several OSAC members submitted interesting proposals that could help the development of the alumni circle. Amongst the numerous topics discussed, such as the frequency and routine of the OSAC board meetings, the development of the Mentor programme, and the promotion of the M.A. Olympic Studies programme, a popular proposal was the idea of a regular reunion of participants.

The next OSAC board meeting is to take place in September 2017 and is planned as a working weekend where the Mentor programme, the statutes, and other ideas will be further developed. The outcome of this work is to be presented at the OSAC general assembly planned for March 2018.

Quality Assurance System and Summary Results

It is part of the quality assurance framework of the GSU that its degree programmes are evaluated on a regular basis. This also accounts for the M.A. Olympic Studies and therefore all participants regularly evaluate the on-site modules at the end of each teaching week. As the 3th intake graduated in March 2017 and the 4th intake have already completed their six on-site modules, the overall results of their evaluations give a good overview on the satisfaction of the course's participants.

The participants of the 3th intake graded all teaching modules with an average grade of 8.0 (10 = very good; 1= poor), whereas the 4th intake's evaluation even reached a result of 8.5. Hence, the participants' evaluations show evidence for the continuing improvement of the programme. Moreover, the evaluation outcomes confirm the very good assessment of the two previous intakes and certifies the high-quality level of teaching on the course. This has also been attested by the independent external examiners in their last revalidation of the M.A. Olympic Studies in November 2014.

Marketing Initiatives

Since the last issue of this newsletter, the GSU's OSC has undertaken new initiatives in the promotion of the M.A. Olympic Studies programme. These include 1) the announcement on the opening of the application process for the new M.A. Olympic Studies intake through the IOC's NOCNet and 2) the inclusion of the M.A. Olympic Studies programme's profile within the highly acclaimed *SportsPro* magazine.

NOCNet

At the end of April 2017, the IOC through Olympic Solidarity posted information about the M.A. Olympic Studies on the internal NOCNet (NOC extranet).

We are very grateful for the opportunity to use NOCNet to inform potential candidates about the programme. Therefore, we would like to thank Nicole Girard-Savoy and Nils Holmegaard from Olympic Solidarity for making the circulation possible and supporting us throughout the entire process. The same is true for Nuria Puig from the IOC's OSC.

SportsPro

The M.A. Olympic Studies programme has once again received the honour of the acclaimed *SportsPro* magazine dedicating an article to the course's profile. Prof. Stephan Wassong's segment included within Issue 91 has provided a great opportunity to spread the accolade of course to the public and has helped to further cement its purpose. (Image right: SportsPro article)

The Master of Arts Olympic Studies

The international part-time programme Master of Arts (M.A.) Olympic Studies is a fully validated Master degree course that implements a high-level, interdisciplinary curriculum in Olympic Studies. The International Olympic Committee (IOC) is officially supporting the programme.

The topics of the M.A. Olympic Studies include, but are not restricted to Olympic history, commercialization, professionalization, politicization, internationalization and administration. All these contents are substantially linked with sport ethical and educational considerations that are central pillars of the Olympic Movement's mission and vision.

The part-time design of the M.A. Olympic Studies with five individual intensive study weeks spread over a two-year period enables participants to stay in their professional jobs during the time of their participation on the programme.

The Olympic Studies Centre of the German Sport University Cologne is the main operational institution and is responsible for the programme's organizational and overall academic elements. In the delivery of the teaching modules, the Olympic Studies Centre Cologne cooperates with several Olympic Studies Centres worldwide, such as the Technische Universität Kaiserslautern (Germany), Loughborough University (United Kingdom) and the Autonomous University of Barcelona (Spain). Moreover, other highly qualified professors from international academic institutions with long and proven experience in the field of Olympic Studies such as the International Olympic Academy (IOA) (Greece) and the New Zealand Centre for Olympic Studies at the University of Canterbury (New Zealand) teach on the programme.

Target Groups

- IOC administration
- National Olympic Committees
- International and National federations
- TOP and Olympic Games Organisations
- Universities
- Sport scientists
- Media/broadcasting companies

Duration

Two years, part-time

Study Fees

5,000 €

Dates

Next start date: March 2018
Application deadline: 30 June 2017

Further Information

www.osc-koeln.de/olympicstudies

The Educational Leadership of the Programme

Prof. Dr. Stephan Wassong is Full Professor at the German Sport University Cologne, where he is Head of the Institute of Sport History and Director of the Olympic Studies Centre. He is the Executive Director of the M.A. Olympic Studies and a member of the IOC's Olympic Education Commission.

What are the central intentions of the M.A. Olympic Studies?

The M.A. Olympic Studies aims to provide its participants with an in-depth interdisciplinary understanding of the Olympic Movement. With the anticipated learning outcomes, we target to expand the participants' critical knowledge base that relates to the modern Olympic Movement and aims for a more detailed reflection of the Olympic world. This has two clear benefits. First, the M.A. Olympic Studies contributes to the positive career paths of its participants within the Olympic system. Second, the newly acquired knowledge on the Olympic Movement is transferred to the professional daily working practice of the participants. This further develops the Olympic-related profile of the participants' employers.

How are these intentions reflected in current developments within the Olympic Movement?

It is the nature of the M.A. Olympic Studies that all taught topics are substantially linked with sport ethical and educational considerations through addressing the significance of the Olympic values. Such a modern application and legitimization of the Olympic Movement meets the recommendations of the IOC's Olympic Agenda 2020 that calls for the fostering of an intensified dialogue between all stakeholders of the Olympic Movement.

If you have further questions on the M.A. Olympic Studies, please contact: wassong@dsu.koeln.de.



Graduates

Graduate – Annett Chojnacki-Bennemann



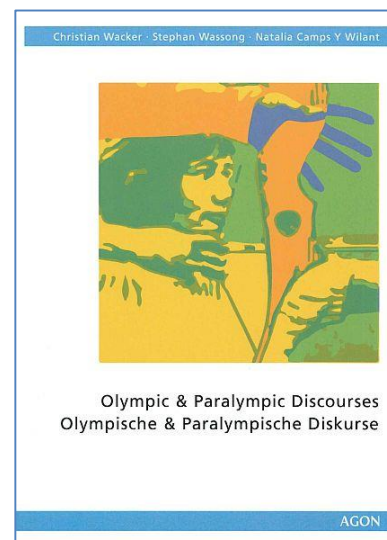
Annett Chojnacki-Bennemann participated in the third intake of the M.A. Olympic Studies programme. The topic of her thesis was *Anti-Doping in Paralympic Sports – developments, particularities and current challenges under particular consideration of the doping scandal in Russia*. With her academic background in law and current position at the German Disabled Sports Association/National Paralympic Committee, she had a specific interest in this research area. As part of the delegation of the German Paralympic Team, she was also able to attend the Paralympic Games in Rio de Janeiro in 2016.

Annett has benefited greatly from the variety of topics approached during the modules of the master's programme. Thereby, Annett noted that her increase in knowledge about the Olympic Movement and related issues combined with her new perceptions has contributed much to her professional life. Furthermore, the international community of the participants and their different backgrounds inspired and enriched Annett also within her personal life.

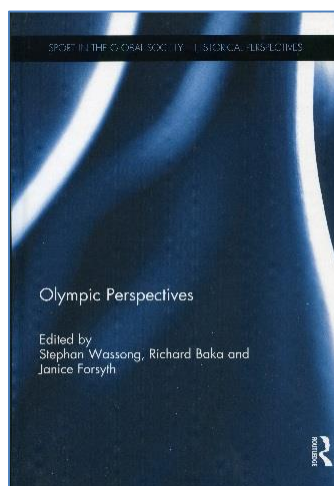
Looking towards the future, Annett intends to continue to use the acquired knowledge to enhance her career but also to pursue further research. Additionally, she is interested in maintaining the programme's evolved network. This is why Annett is involved in the development and implementation of the Olympic Studies Alumni Circle.

Olympic and Paralympic Discourses

In honour of Prof. Norbert Müller's 70th birthday, the GSU's OSC and Institute of Sport History collaborated with the German Pierre de Coubertin Committee to edit the book *Olympic & Paralympic Discourses*. The publication constitutes volume 17 of the internationally recognised book series *Olympic Studies* and has been available as of 2017. As the title suggests, the topic of the Olympic Movement is approached from a multi- and interdisciplinary perspective. The contributing articles submitted by well-known Olympic researchers on the national and international level enable the stimulation of critical dialogue on, amongst others, historical, ethical, sociological, and pedagogical dimensions of the Olympic Movement.



Olympic Perspectives - Hard Cover Publication



As included within the newsletter's last issue, the GSU together with two of our partner Universities, namely the University of Western Ontario (London, Canada) and Victoria University (Melbourne, Australia) were invited to produce a special issue on Olympic Perspectives for the *International Journal of the History of Sport's* February 2016 edition. The publication included three papers from each of the partner Universities, providing differing historical perspectives on the Olympic Games.

As of March 2017, Taylor and Francis published the edition in hard cover format, which includes articles from the GSU's Stephan Wassong, Christoph Bertling, and Jörg Krieger.

Commission Reappointments - IOC Culture & Olympic Heritage & IOC Olympic Education Commissions

Professors Norbert Müller and Stephan Wassong have been reappointed to their positions within the IOC Culture & Olympic Heritage Commission and IOC Olympic Education Commission accordingly. The appointments are renewed every year as IOC President Thomas Bach discusses the commission's compositions with their respective chair persons. The chairs of the commissions are Wu Ching-kuo (China, IOC Culture & Olympic Heritage Commission) and IOC member Barry Maister (New Zealand, IOC Olympic Education Commission). The objectives and mission



statements for both commissions are currently displayed on the International Olympic Committee website:

<http://www.olympic.org/ioc>

Appointments New Zealand & South Africa

On 1st October 2016, Prof. Stephan Wassong, who is currently Head of the Institute of Sport History and Director of the OSC Cologne, was officially appointed Adjunct Professor at the University of Canterbury, New Zealand. The appointment has been initially made for a three year period but can be extended after 31st July 2019. The position accordingly is assigned to the department of Sport & Physical Education at the School of Health Sciences. In addition to this, Prof. Wassong closely collaborates with the New Zealand OSC which is also an institution of the University of Canterbury. Already since 2014, the OSC of the GSU has collaborated on various initiatives with its partner Centre in New Zealand. The intension is to further strengthen this collaboration in teaching and research by officially integrating the New Zealand OSC into the M.A. Olympic Studies programme and by jointly publishing the e-journal Olympic Scholar. Prof. Wassong also hopes that with his appointment a student exchange between the GSU and the University of Canterbury can be initiated.

Within the framework of the institutional cooperation of the OSC Cologne and the University of Johannesburg, Prof. Wassong has also been appointed Visiting Professor in the Faculty of Health Sciences at the University of Johannesburg until the end of 2019. Furthermore, the OSC Cologne staff members Dr. Ansgar Molzberger and Dr. Jörg Krieger were appointed Research Fellows for the same period. The appointments highlight the close collaboration between the two institutions. It is aimed to expand these joint activities in the next months.

OSC Barcelona – News

UAB-CEO's online MOOC: The Olympic Games and the Media continues to grow



Centre d'Estudis Olímpics
Universitat Autònoma de Barcelona

This online course has gone from strength to strength over the past two years as more than 20,000 students from over 143 countries have enrolled. The course in English with Spanish subtitles allows students to understand the evolution of both traditional and new media in the construction of the Olympic Games as the greatest global sports event and spectacle ever seen. The course is now open for public enrolment <https://www.coursera.org/learn/olympic-games> You can now complete the course over two separate editions as your progress will be saved and you can just pick up where you left off.



25th Anniversary of Barcelona 1992 Summer Olympic Games



We are proud to play a part in the celebration of the 25th anniversary of the 1992 Barcelona Olympic Games. This represents the perfect opportunity to restore the values linked to sports and the Olympic Games such as solidarity and peace, respect for others, an effort-based culture, the pursuit of excellence, and fair play. In partnership with the Barcelona City Council we will collaborate on a book and on an online platform focusing on the Games and its legacy.

Legacy Strategy of the Tarragona 2018 Mediterranean Games

The legacy strategy project started in 2015 reached its conclusion. The main outcomes for the 2018 Tarragona Games were: an action plan for the socioeconomic development legacy was created and an impact and legacy indicators system was designed and put in place for the Games.

BCN Sport Event Impact and Management

CEO-UAB is working with the Barcelona Sports Institute in the diagnosis and strategy definition of its city international project through sport. The main outcomes will be available later in the year.

Social Networks and football: violence, public participation and communication ecology funded by the Spanish Ministry of Education (Spanish Research Foundation)

Our research seeks to deepen the genealogy of violence dissemination and study the modes of managing social media in professional football. In this respect, how organisations (FIFA and UEFA), leagues and competitions (Liga BBVA, UEFA's Champions League, Eurocup, and FIFA's World Cup), and Spanish First Division clubs are currently managing its social media networking sites are being analysed and compared towards the production of models. To perform these studies, social media analysis open source tools such as Netvizz and Twitter Capture and Analysis Toolset are being used. As for now, the data extraction process has retrieved 44,685,833 tweets, tracking up to twelve significant episodes of violence.

Report compiled by Prof. Emilio Fernandez, Pena of the CEO-UAB, Spain.

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 Olympic Studies Centre, German Sport University Cologne and the New Zealand Centre for Olympic Studies (NZCOS), University of



New Zealand Centre for Olympic Studies
Putahi Akoranga Orimipia O Aotearoa

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 in 2016/2017 are recorded below.

12th Porritt Memorial Lecture

On October 11th 2016 NZCOS held the 12th Porritt Memorial Lecture to recognise and celebrate the contribution that The Lord Porritt made to the Olympic Movement both here in New Zealand and worldwide. This year the Porritt Memorial Lecture was attended by 45 delegates and delivered by Graeme Steel, CEO of Drugfree Sport New Zealand. His topic was *Olympism in Practice: Has WADA actually levelled the playing field in the 21st Century?* As is the custom, the Porritt Memorial Lecture was immediately followed by the NZCOS Seminar where Panel Members explore and debate academic aspects of the lecture in order to critically examine its content.

New Zealand Olympic Committee Research Report

In 2016 Ms Suzie Stevens, a PhD student at the NZCOS and Prof. Ian Culpan completed their research report for the New Zealand Olympic Committee into what NZ physical education graduate teachers know and understand about Olympism. A peer reviewed academic publication is currently under-review.

Olympic Education: An International Review

The NZCOS, through Prof. Ian Culpan, in collaboration with Professors Naul (Germany), Binder (Canada), and Rychtecky (Czech Republic) published through Routledge their edited monograph entitled *Olympic Education: An International Review*. The book consists of 28 chapters and comprehensively reviews 21 national Olympic education case studies.

International Teaching Activities

The NZCOS, via an invitation by Prof. Wassong, German Sport University Cologne, continue to teach into the international M.A. Olympic Studies programme. This is the third year that the NZCOS has been involved. The NZCOS is also involved 2016 and 2017 in the teaching of the International Olympic Academy and the University of Peloponnese Masters in Olympic Studies programme taught at Olympia.

Dictionary of Physical Education and Sport Studies

Bob Stothart and Ian Culpan recently published their international book entitled *Dictionary of Physical Education and Sport Studies*. Aries Publishing Ltd. NZ.

Conferences

Prof. Ian Culpan, NZCOS has delivered presentations (some keynote addresses) at:

- International Conference on Sport Pedagogy, Health and Well-being. University of Philippines. Nov. 18-20. 2016
- 2nd International Colloquium of Olympic Studies and Research Centres. Porto Alegre, Brazil. August 2-3 2016.
- International 2nd Pierre de Coubertin Symposium. Rio de Janeiro. 8th August 2016,

- International Conference on Nutrition and Physical Activity. Taiwan. October 21-24 2015. The New Zealand Centre for Olympic Studies has also been invited to present at conferences in Brazil and Malaysia later in 2017.

International Olympic Journal Establishment

A recent and exciting collaborative development between the NZCOS, the Olympic Studies Centre at the German Sport University Cologne, and Universitat Autònoma de Barcelona, Spain, is the establishment of an international Journal focused on Olympic matters. The first issue of the Journal is due for publication in October 2017. Seventeen international scholars have agreed to submit manuscripts for peer review.

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

Dates

18.09.2017 – 24.09.2017 Module week 5th intake (Barcelona/CEO UAB)
March 2018 (TBD) Module weeks 5th and 6th intakes (Cologne/GSU)