

PREAMBLE

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The special issue you hold in your hands has been edited as a joint project between the Olympic Studies Centres of the University of Johannesburg and the German Sport University Cologne. The collaboration between these two Centres began in 2014 and has continued to develop effectively ever since. Appreciation must be given to the main management level of the University of Johannesburg and the German Sport University Cologne, as without their support this fruitful relationship would not have been possible.

The objective of the collaboration was to support processes of knowledge-building on the Olympic Movement within the African continent, especially among various target groups and has been addressed through the following initiatives: the organisation of an international congress on *Historical and Contemporary Issues in Olympic Studies*, the publication of its conference proceedings, the implementation of a workshop on *Olympic Education* and curriculum development in respect to the field of Olympic Studies. The international response and feedback to these interinstitutional initiatives has been overwhelming. It has provided the driving stimulus for the Directors of the two Centres to sign responsibility for the editing of this special issue of the renowned *South African Journal of Physical Education, Sport and Recreation*. The contents of the issue constitute a collection of original articles addressing various aspects of the Olympic Movement and Olympic Sport from a multi- and interdisciplinary perspective.

This special edition is the product of an exciting collaboration between prominent scholars from the Global North and Global South. These academics currently hold academic positions at their own universities in the United Kingdom, Canada, New Zealand, Europe and South Africa in addition to special appointments within these regions, as well as in China and Japan. Cumulatively, they have more than 500 research publications, serve as editorial board members of multiple international high impact research journals and hold prominent leadership positions at organisations, such as the IOC and UNESCO. Four are Directors of Olympic Studies Centres of whom three acted as co-authors with their post-graduate students and/or colleagues. The regional representation is further exemplified by the diversity of academic fields with the focus of studying the elite sport phenomena. The multiple perspectives found expression and articulation with Olympic studies, history, education, sociology, anthropology, sport management, media studies, disability studies and law.

Without doubt, the articles will enrich the academic dialogue on topics dealing with, amongst others, specific aspects of Olympic education, Olympic history, Olympic politics and policies, Olympism and the media, sports in the Olympic programme, and the Paralympic Movement. An additional value of the articles is that they can be integrated into various teaching contexts

both within the broader field of sport and the more specific situation of the Olympic Movement. Thus, they can and should be used as reading material to stimulate not only interest in the respective subject matter but also in the strategy of research-led learning, which is essential for the modern profile of university courses.

The papers are structured according to six main thematic areas, namely Legacy – Sport for Development and Peace and educational legacy, commercialisation of sport, media constructions and assumption, historical perspectives, sport and human rights: athletes with disabilities, sport management and athlete development.

In the first section on *Legacy: Sport for development and peace and educational legacy*, David Black and Katelynn Northam explore the SDP movement and undertake a macro analysis of mega-projects in global development. This is followed by Vassil Girginov's investigation into how resource mobilisation associated with the Olympic Games relates to special dynamics within the Olympic Movement. He critically reflects on legacy according to envisioned social change outcomes and provides insights to potential sustainability of such legacies. Cora Burnett then analyses how current anticolonial discourses frame social transformation associated with educational legacy projects of the Olympic Games. This critical reflection of the neo-colonial framework underpinning the IOC Agenda 2020 provides new insights for sustainable and contextual interventions. Ian Culpan adopts a philosophical and pragmatic approach to the philosophy and practice of Olympism and Olympic/Olympism education as the ideology articulate with PE practices evident in multi-cultural settings and responses. Finally, Charl Roux and Natasha Janse van Rensburg look at the implementation level of Olympism at an outdoor adventure camp for university students. They contextually applied the key values of respect, friendship and excellence with critical feedback and contextualisation of meaning and applicability in this setting.

In the second part on *Commercialisation of sport*, Steve Cornelius presents a historical and critical overview of the elite athlete's socio-political status and career trajectory within the global context of the time. He argues that the domination of the Sports-Media complex to a large extent shapes the destiny of elite athletes and nation states role within the global arena. This is followed by an article of Steve Jackson and Marcelle Dawson who analyse the emergence of different forms of international configurations and corporate diplomacy in an era of neoliberal globalisation. They argue that sport plays a unique role in international diplomacy related to the IOC and Olympic Games, yet the power and resource mobilisation associated with the IOC-state-corporate nexus represent a Olympic-corporate coup d'état.

The topic *Media constructions and assumptions* begins with an investigation by Rory Flindall and Stephan Wassong. They argue that the media construction and consumption of Olympism and issues around the Olympic Movement underpinned by critical political economy and process sociology constitute evidence of the significance of the Olympic Movement, yet attract critique towards the IOC. Emilio Fernández Pena, Óscar Coromina Rodríguez and Jose Manuel Pardo Gila then critically analyse the London 2012 Facebook fan page, which according to the authors provides insights of prominent content and locality of fans as it intersects with gender and language settings.

Historical perspectives commence with Christian Wacker's analysis of the development of sport and its institutional models in Egypt during the early 20th Century. He shows that this history communicates a narrative of ethnic emancipation and colonial influence as opposing forces, which had implications for the establishment of the African Games and Egypt's participation in the 1932 Olympic Games. Jörg Krieger then explores the role of the International Association of Athletics Federations (IAAF) regarding South Africa's re-entrance into international sport in the early 1990's, arguing that the IAAF's strategy unfolded in three distinct phases and heavily pursued self-interest.

In **Sport and human rights: Athletes with disabilities**, David Howe and Carla Filomena Silva draw upon a Foucauldian conceptualisation of biopower in connection with Harraway's articulation of the cyborg in order to demonstrate how Paralympians' hybrid bodies articulate the social and cultural meanings of embodiment in 'normalising' technology.

The special issue concludes with a section on **Sport management and athlete development**. Therein Nyasha Mharakurwa, Cora Burnett and Charl Roux demonstrate how student athletes with disabilities face multiple challenges at South African universities that needs effective management and stakeholder collaboration to ensure optimal participation and performance. In the last article, Louis Nolte, Cora Burnett and Wim Hollander present international comparative case studies, drawing on the Sports Policy Factors Leading to International Sporting Success (SPLISS) model, to provide key insights for South Africa Judo in optimally managing their resources and ensure performance pathways within the elite sport system.

Legacy: Sport for development and peace and educational legacy

1. David Black

(SDP movement and macro analysis of mega-projects in global development – two streams – elite sport/mega events and SDP, Global North and Global South – unequal power relations and approaches, bottom-up and top-down with associated power dynamics.)

2. Vassil Girginov

(Resource mobilisation associated with the Olympic Games relate to special dynamics within the Olympic Movement. A critical reflection of legacy according to envisioned social change outcomes, provide insights to potential sustainability of such legacies.)

3. Cora Burnett

(Current anticolonial discourses frame social transformation associated Olympic Games educational legacy projects. The critical reflection of the neo-colonial framework underpinning the IOC Agenda 2020 provide new insights for sustainable and contextual interventions.)

4. Ian Culpan

(Philosophical and pragmatic approach to the philosophy and practice of Olympism and Olympic/Olympism education as the ideology articulate with PE practices evident in multi-cultural settings and responses.)

5. Charl J. Roux and Natasha Janse van Rensburg

(Implementation level of Olympism at an outdoor adventure camp for university students. The key values of respect, friendship and excellence were contextually applied with critical feedback and contextualisation of meaning and applicability.)

Commercialisation of sport

6. Steve J. Cornelius

(A historical and critical overview of the elite athlete's socio-political status and career trajectory within the global context of the time. The domination of the Sports-Media media-sport complex to a large extent shapes the destiny of elite athletes and nation states role within the global arena. It questions the legal foundations and power relations of sport as structured by international sport federations.)

7. Steven J. Jackson and Marcelle C. Dawson

(In era of neoliberal globalisation different forms of international configurations and corporate diplomacy emerge. Sport play a unique role in international diplomacy related to the IOC and Olympic Games, yet the power and resource mobilisation associated with the IOC-state-corporate nexus represent a Olympic-corporate coup d'état.)

Media constructions and assumptions

8. Rory Flindall and Stephan Wassong

(The media construction and consumption of Olympism and issues around the Olympic Movement underpinned by critical political economy and process sociology constitute evidence of the significance of the Olympic Movement, yet attract critique towards the IOC.)

9. Emelio Fernandez Pena, Oscar Coromina Rodriguez and Jose Manuel Pardo Gila

(A critical analysis of the London 2012 Face Book fan page provide insights of prominent content and locality of fans as it intersect with gender and language settings.)

Historical perspectives

10. Christian Wacker

(The development of sport and its institutional models in Egypt during the early 20th Century communicates a narrative of ethnic emancipation and colonial influence as opposing forces. This had implications for the establishment of the African Games and Egypt's participation in the 1932 Olympic Games.)

11. Jörg Krieger

(The historical analysis of the role of International Association of Athletics Federations (IAAF) regarding South Africa's re-entrance into international sport in the early 1990's, illuminates the IAAF's strategy which unfolded in three distinct phases.)

Sport and human rights: Athletes with disabilities

12. David Howe

(Drawing upon Foucauldian conceptualisation of biopower in connection with Harraway's articulation of the cyborg, it is demonstrated how Paralympians' hybrid bodies articulate the social and cultural meanings of embodiment in 'normalising' technology.)

Sport management and athlete development

13. Nyasha Mharakurwa, Cora Burnett and Charl J. Roux

(Underpinned by a human justice framework, student-athletes with disabilities face multiple challenges at South African universities that needs effective management and stakeholder collaboration to ensure optimal participation and performance.)

14. Louis Nolte, Cora Burnett and Wim Hollander

(International comparative case studies, drawing on the Sports Policy Factors Leading to International Sporting Success (SPLISS) model provide key insights for South Africa Judo in optimally managing their resources and ensure performance pathways within the elite sport system.)