

# Modern Olympic Games

*History and main features...*

## Firstly, a bit of history...

Do you know, the official representative of what country came up with the idea of the revival of the Olympic games?

- The UK
- Greece
- The USA
- France

### What are the reasons of the revival?

The revival of the Olympic Games began with **Baron Pierre de Coubertin (1863-1937) of France**. Coubertin was greatly interested in education, and he firmly believed that the best way to develop the minds of young people was to develop their bodies as well; learning and athletics should go together. After he visited the ruins of ancient Olympia, it occurred to Coubertin that perhaps the best way to generate widespread acceptance of his theory was to resurrect the Olympic Games. He hoped the new Games would **bring back the ideals of physical, mental, and spiritual excellence displayed in the ancient Games, as well as build courage, endurance, and a sense of fair play** in all who participated. In addition, he hoped the Games would turn the tide he saw worldwide of the growing commercialism of sports.

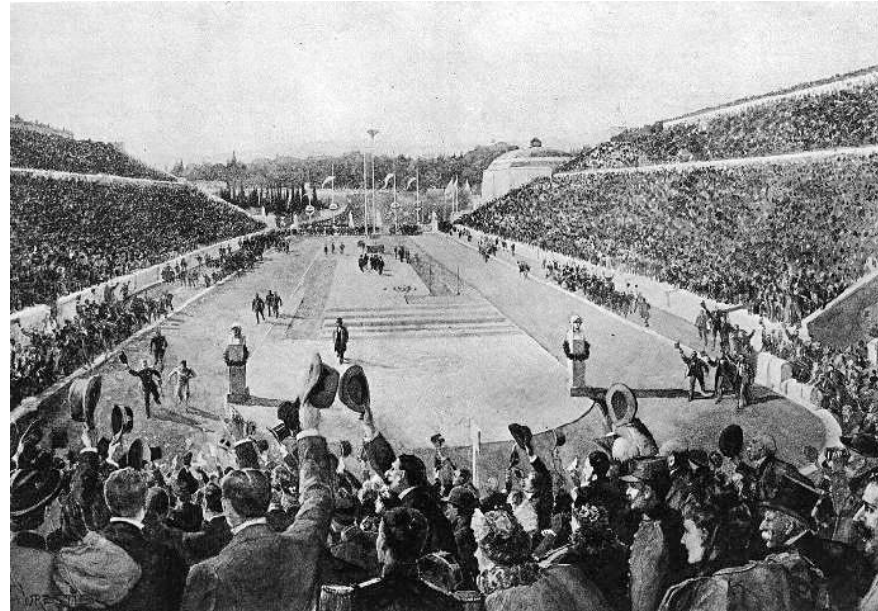


# How do you think...where were the first Modern Olympics (1896) held?

- *Athens*
  - *London*
  - *Paris*
  - *Berlin*
  - *MOSCOW*
- ▶ The first modern Olympic Games were held in 1896 in Athens, Greece – a fitting place to rekindle the spirit of the early Greek Games. Coubertin remained president of the International Olympic Committee until 1925. In this office he directed the course the Games were to take. He wrote the Olympic Charter, protocol, and athletes' oath, and he also planned the ceremonies.

Do you believe that...*most of the competitions of the 1<sup>st</sup> modern Olympics were held in the ancient stadium, which had been restored for the occasion?*

- ▶ *That's true! It was the ancient Panathenaic Stadium.*



# Do you believe that... only Greek citizens could take part in the 1<sup>st</sup> modern Olympic games?

- ▶ It's false! Athletes from 14 countries took part in the games. There were participants from Australia, Switzerland, the UK, the USA, Hungary, Italy, France, Germany, Sweden etc.
- ▶ *An interesting thing!!! Despite the fact, that Australia used to be a part of the UK at that time, the results of the Australian athlete (the only one Australian athlete there!!!) were counted separately. He was not included into the British team.*

Do you believe that... only **MALE** athletes could take part in the Games?

- ▶ *This is true! The “civilized” society of that time was still so intolerant towards poor girls.*



Do you believe that...on the 1<sup>st</sup> modern Olympics all the athletes had to perform naked, according to the rules of ancient games?

- ▶ *NO, of course not!!!  
Everybody must have  
been dressed!*



# Do you believe that... some of the modern Olympics were cancelled in the course of history?

- ▶ Surely, yes.
  - ▶ Can you name the years of the cancelled games?
  - ▶ They are: 1916, 1940, 1944.
  - ▶ Can you explain the reason?
- ▶ *Although the modern Olympic Games are patterned after the ancient Greek Games, there are important differences. Unlike ancient Greece, modern nations have not stopped wars for peaceful athletic competition. Because of World War I, Games were not held in 1916. Nor were they held in 1940 and 1944, during World War II.*



Do you believe that... Baron Pierre de Coubertin supported the idea of “amateurism” on the Olympics and was against professional athletes’ participating?

- ▶ *Surprisingly, this is true, but... Beginning in the 1970s, amateurism requirements were gradually phased out of the Olympic Charter. After the 1988 Games, the IOC decided to make all professional athletes eligible for the Olympics.*

Here is the list of the kinds of sport, included into the programme of the Olympics 1896. Can you find four odd items?

- ▶ Rowing
- ▶ Fighting
- ▶ Diving
- ▶ Cycling
- ▶ Tennis
- ▶ Weightlifting
- ▶ Athletics
- ▶ Swimming
- ▶ Gymnastics
- ▶ Badminton
- ▶ Shooting
- ▶ Archery
- ▶ Fencing
- ▶ Volleyball

*(Answer: Badminton, Archery, Rowing, Volleyball)*

## *A couple of words about the commercialization of the modern Olympics...*

The Olympics have been commercialised to various degrees since the initial 1896 Summer Olympics in Athens, when a number of companies paid for advertising, including Kodak. In 1908, Oxo, Odol mouthwash and Indian Foot Powder became official sponsors of the London Olympic Games. Coca-Cola sponsored the 1928 Summer Olympics, and has subsequently remained a sponsor to the current time. Before the IOC took control of sponsorship, national organising committees were responsible for negotiating their own contracts for sponsorship and the use of the Olympic symbols.

- ▶ The IOC originally resisted funding by corporate sponsors. It was not until the retirement of IOC president Avery Brundage, in 1972, that the IOC began to explore the potential of the television medium and the lucrative advertising markets available to them. Under the leadership of Juan Antonio Samaranch the Games began to shift toward international sponsors who sought to link their products to the Olympic brand.

# Some Olympic sponsors...

Beijing 2008 Olympic Games Worldwide Partners		Beijing 2008 Olympic Games Partners	

Beijing 2008 Olympic Games Sponsors				

Beijing 2008 Olympic Games Exclusive Suppliers				

*For you to discuss: pros  
and contras of the  
commercialization???*

Thanks for your attention and participation!!!

