

IOC in front of the Major Twentieth Century Crisis

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THREE COMPETING WORLDS...

- 1/ the States planet with frontiers
- 2/ Global (transnational) economy
- 3/ Olympic movement

... and FIVE FORCES

- 1/ NOC
- 2/ ISF & SportAccord
- 3/ States diplomacy
- 4/ Business & Media partners
- 5/ Activists

Coubertin and First World War & Bolshevik Revolution

- pacifist and also very patriot
- against reintegration of Germany just for a few years
- attempts to integrate international workers sport federations and USSR

Iconoclast Hypothesis

- confident in the power of sport to transform nations and cultures
- olympism as a transgression of States order
- chimera of non-political politics

The colonial case

- promoting sport for native elites (very new)
- in order to preserve the colonial rule
- Coubertin as an imperialist not a colonialist

Seven olympic tools and first standards

- peace by sport
- the nature of sport as a changing concept
- amateurism
- masculinity
- olympic bid
- specific qualification procedures for athletes
- IOC itself born before ISF

How to be anachronistic and in advance

- national issue
- social issue
- political & ideological issue

The national issue between internationalisation and globalisation

- NOC against athletes liberty
- Coubertin inventing « sport geography » for Czechs and Finns
- The two Germany exclusions: Antwerp 1920 « war olympiad » versus London 1948
- Nations without State
- States divided in two by Cold War
- States with minority groups
- Micro-States: universalism but manipulating the

The social issue

- Coubertin as a social and conservative reformer
- olympism from 1902 onwards: a neo-elitism
- « Open the temple doors » (1910) : sport paternalism
- shamateurism
- the end of amateurism rule as an impact of Cold War and economic globalisation
- the olympic web : olympians, volunteers, followers

The political & ideological issue

- Coubertin as an independant : a choice and a result
- IOC independance as cultural and political cosmopolitism
- IOC members' background political noise
- First political shock: Berlin 1936
- Second political shock: USSR 1951
- Third political shock: islamic theocracies

The cultural issue

Old tools

- Non-political politics / States
- « olympic movement » = monopolistic concept / other sport forces
- « no logo » in the stadium / advertising on the screens

New questions

boomerang ethics and more horizontal democracy

New youths and new sport culture / new olympic