

**The Beijing Olympics 2008:
A Case Study of the Relationships Between
Business, Politics and Sport**



This SlideShare provides some material to follow on from
the blog post [Two Men in a Square](#)

Two Men in a Square

Posted on [26 September, 2011](#) by [Keith Lyons](#)

This week I am discussing the 2008 Olympic Games in a Business, Politics and Sport unit at the University of Canberra.

I am keen to discuss the iconography of the Games as a way to explore [Olympism](#).

I thought I would start with this image:



http://en.wikipedia.org/wiki/Tank_Man

<http://www.youtube.com/watch?v=9-nXT8ISnPQ>

<http://lens.blogs.nytimes.com/2009/06/03/behind-the-scenes-tank-man-of-tiananmen/>



http://en.wikipedia.org/wiki/2008_Summer_Olympics_torch_relay

Candlelight vigil in Canberra ahead of Olympic torch relay

Australian Broadcasting Corporation

[Print](#) [Email](#)

Broadcast: 23/04/2008

Reporter: Hayden Cooper

The streets of the national capital are under tight security and protesters are already gathering as Canberra prepare to host the Australian leg of the Olympic torch relay.

Transcript

LEIGH SALES: The streets of the national capital are under tight security and protesters are already gathering.

Canberra is preparing to host the Australian leg of the Olympic torch relay.

Tonight, Tibetan monks and their supporters held a candlelight vigil at the Chinese embassy as Olympic officials and athletes gathered to celebrate the flame's arrival.

1936

http://en.wikipedia.org/wiki/Olympic_Flame



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Write something...



Business, Politics and Sport

I (Keith) have sent an email to the group about this Thursday. If you did not get an email from me can you let me know at Keith.Lyons@canberra.edu.au ?

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Business, Politics and Sport

A link to a short SlideCast (4 minutes) ahead of our meeting in the lecture on Thursday <http://www.slideshare.net/Postillion/bps-2011-beijing-olympics>

BPS 2011 Beijing Olympics
www.slideshare.net

A case study of the relationships between Business, Politics and Sport for the BPS 2011 unit at the University of Canberra.

Beijing Olympics is a coming-of-age event for China. It will represent to the world China's rise as a new global power, backed by a dynamic national economy and consolidated under the rule of the Communist Party.

Ren (2008)

China used the Games to signal
primarily to potential business
partners/investors.

Preuss and Alfs (2011)



Olympic Watch

- Democracy
- Freedom of Speech
- Death Penalty
- Tibet, Taiwan

... the decision to entrust the organization of the Olympic Games to China constitutes an acknowledgment of the considerable progress of China on the road towards modernization and developed economy in the last decades. For the Chinese authorities it represents a challenge and an opportunity to transform their great country into a truly developed and democratic society. This could be the positive impact of the IOC decision.

Olympic Watch Manifesto

Amnesty International urges the authorities to allow full public debate about the events on 3-4 June 1989. This is an important step towards securing justice for the victims of the crackdown and their families.

Amnesty International also calls on the Chinese authorities to release those imprisoned in connection with the 1989 protests, to carry out a full, independent and impartial investigation into the crackdown with a view to bringing the perpetrators to justice and to compensate the victims or their families.

Amnesty International, 1 February 2008

According to official BOCOG financial report, the Beijing Olympics cost approximately \$2.82 billion and in return received revenues of \$2.99 billion, meaning that the organizers made a profit of \$170 million (National Audit Office of the People's Republic of China, 2009). Nevertheless, the \$2.82 billion expense only included items that were directly related to the Olympics such as the stadium construction and facilities fees. The excluded items in this official report are projects such as the urban gentrification, the airport renovation and the expansion of the Beijing subway system, whose sum was approximately \$40 billion.

Wu (2009) quoted in Chan (2011)

This study uses critical discourse analysis to explore the role journalism plays in the discursive formation of nationalism in an event of global visibility that lay outside the daily news making routine—the coverage of the Beijing Olympics global torch relay by newspapers in China.

Han (2011)



The idea that the International Olympic Committee (IOC) and the major international sports federations constitute a kind of peace movement dates from the end of the nineteenth century ... the ethically compromised leadership and political behavior of these organizations discredits this claim. Global sport has been and remains a form of **show business internationalism** that must be distinguished from legitimate international humanitarian organizations such as the Red Cross and Amnesty International.

Hoberman (2011)

- Selective Indignation
- Moral Hazard
- Willful Blindness

2016

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Images

Beijing Olympic Opening

Beijing 2008 Olympics

Beijing 2008 Olympics