

Independent views

Electronic Olympics

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Below we present a project drawn up by a group of professional experts from many different branches associated with the city of Mexico who wished to express their ideas concerning the future staging of the Olympic Games.

Introduction

Today, everybody is aware of the crisis through which the Games are passing. Therefore, it is necessary to use new methods which will lead to the taking of decisions, the strategies of which will open up better horizons. The failures of the past must not be repeated again and again. This would unmistakably mean a symptom of mankind's retrogression. It is not possible to continue with the same methods which have been used since 884 BC. If to re-establish these Games it is necessary to think of the period of the end of the last century and the beginning of this century, it is also vital to fit the said Games into the present, in order to guarantee their survival.

Analysis

Investigation

The purpose of the survey has been to find out the reason for certain factors (economic, social and political) and how they are brought together at the quadrennial meeting. For this analysis, we have basically considered human communications in relation to the Olympic Games and the aforementioned factors.

Synthesis of the analysis

The synthesis of the whole analytical process has given the following result:

- the economic, social and political problems from the human communi-

cations point of view are due to the intense concentration of the attention of the masses on one single object (the site of the Olympics in one country).

The afore-mentioned phenomenon is due to the increase of the mass media and the image which this creates.

Derived from this are the many economic, social or political struggles, be it inside or outside the country where the Games are being held.

In general, there does not seem to be very much of a problem, but the segregation of the whole process has shown that the aforementioned factors join together almost indefinitely in situations of time, place and references, and if they are not solved one by one the conflict is created.

Thesis (plan)

From the foregoing, the following thesis has been developed:

- the bigger the promotion of the event the greater the risks.

These, associated with the economic, social and political factors which are inherent to the human interest, diversify themselves indefinitely.

As far as the methodology of changes is concerned and taking the past into account, the problems inherent to these factors seem to increase, in view of the next dates of the event, and it is appropriate to modify programmatically the actions into the following two aspects:

- decentralisation
- change of image.

Decentralisation

In order to create a basis for the proposed concept, one has to link it with one of the most relevant characteristics of the Olympics, that is the universal attraction the

Games have. In fact the Olympics left their original land many years ago. Therefore, they are no longer local, that is to say no longer in Greece and its surroundings. Now they are completely universal, due without doubt to technology and mass media which alter their voice and image, their ideas and presence in a very short time to any one point of the earth.

Now therefore, there is no reason any longer, as there was fifteen centuries ago, to concentrate the whole event in one single place or city.

What is actually proposed in the "Electronic Olympics" project is to bring the said event up to world level, simultaneously in various or in all the capitals of the world, which can, by electronic means, transmit the messages, objects and people. The programme of such an enormous Olympics appears rather complicated, but analysing the level of the present state of human technology, it is absolutely feasible, given the infrastructure of modern communications and considering the tendency of the same to increase, in order to reach the whole earth. The costs could be reduced by using, for instance, an Olympic satellite or multi-national channels reserved especially for that reason. On the other hand, the Olympic infrastructure would always be the same, and it would not be necessary to invest so much in each Olympics.

The opening and closing could be handled just like the event itself, promoted by satellite and all available means of communication.

The work of the judges and technical personnel can be programmed as necessary. The security problem is of course simplified as the ideological exhibitionism is reduced and the radical situations are of local interest.

Catering, accommodation, transport, etc. will no longer be problems.

A better international political cohesion could be arrived at, thus smoothing down the existing rough edges.

Change of image

This is the second aspect proposed here and which is directed towards one proposal:

- to purify and revitalise the Olympic spirit, that is to improve the existing values and

elaborate new ones, in accordance with the nature of mankind, i.e. that man is not only a physical force, but also has intelligence and ability, instinct and irrationality.

First stage

Objectives

To arrive at the afore-mentioned effect, the following three stages have been proposed:

- Analyse economic, political and social problems and propose alternative solutions.
- Study the viability of the proposal and elaborate definite solutions.
- Bring proposals to completion by programming a logical plan of action which will lead to the solutions necessary to continue and overcome the said events.

Analysis

In this part of the project, an historical analysis is implemented, in order to study the two stages into which the Olympics are divided.

The ancient Olympics lasted from 884 BC until 394 AD, and the modern Olympics started in 1896, with the last Games taking place in 1976 in Montreal, Canada. This second stage is one which has been the easiest to study thanks to the documents on which we can count. In this part of their history, we have turned our attention towards three aspects of the Olympics: economic, political and social.

From such an analysis, it must be shown how constantly the problems have increased in the three fields which have been studied and in their close relation to the Olympics.

Proposals

Considering the foregoing, we have proceeded to draw up alternatives to the solution envisaged by the first stage. The proposal which is presented basically comprises the following points:

- The best employment of technology in the field of communication.
- The change and revitalisation of the image.

The first point is to try to decentralise the Games territorially by using telecommunica-

tions by satellite and other various technological methods.

The second point proposes the renovation of the present image which the world has of the Olympics.

Second stage

Viability of the project

This second stage develops itself from the viability of the "Electronic Olympics" project. For this, programmes have been planned as follows:

- comprehensive investigation and analysis of the information for a complete analysis of the first stage of the project.
- economic forecast, situating the project in its present frame and afterwards in world economy.
- political forecast, to evaluate present and future universal political tendencies, adapted to the "Electronic Olympics" proposal.
- social forecast, to appreciate objectively the social movement of the present and future in the context assumed by the project in question.
- an integral forecast on the human factors in relation to the "Electronic Olympics".
- legal forecast, to find a new legislation corresponding to the proposed project.
- methodological forecast, to establish congruent and concrete solutions derived from plans, strategies, programmes and systems which give reliable results or alternatives and constant controls which suppose and can guarantee the continuity and success of the Olympic Games.

Third stage

Implementation

The implementation of the "Electronic Olympics" should follow a plan of action in relation to all the analyses resulting from the project. This plan of action would be practically the pilot plan to regulate the advancement of the Olympic Games. The "Electronic Olympics" are a universal Olympics.

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