
Journal Article Reviews

Marie Hardin, Jean Chance, Julie E. Dodd, & Brett Hardin, "Olympic Photo Coverage Fair to Female Athletes," *Newspaper Research Journal*, 23 (2/3), Spring/Summer 2002, pp. 64-78. Reviewed by Fred Mason.

In recent years, a number of studies of the media coverage of the Olympic Games found improvements in the coverage devoted to women's sports, either in amount of overall coverage women receive or, more qualitatively, in the nature of the coverage of women's events. This study by Hardin, Chance, Dodd, and Hardin, adds to the growing body of literature on changing media representations of women Olympians away from traditional forms of coverage that ignored them or trivialized their accomplishments.

Hardin and colleagues set out to investigate whether or not newspaper photographs of men and women at the 2000 Olympics created and naturalized sexual differences, and thereby presented sportswomen as inferior. The authors selected four Florida daily newspapers and *The New York Times* as their sample subset. The small geographic area of the majority of the sample greatly limits the study's generalizability. but the authors did at least attempt to draw some national-level comparisons. Photographs were collected and coded on a number of variables, including the sex of the person pictured, the camera angles (up or down) used, and the type of sport and activity level (active or passive) of the person in the photograph. Hardin and colleagues employed one uncommon variable, considering the largest and most prominent photograph on any page to be the "dominant photo," they then compared the number of dominant photographs of men and women.

In general, the researchers found the coverage to be "fair to women athletes," as in their title. They based this decision primarily on quantitative measures: 48% of the photographs in the study pictured women, noted to be higher than women's participation rates at the Games. Some interesting results came from the more qualitative measures. As opposed to previous studies, men appeared more often in photographs that had a downward angle on the athlete. Also different from prior studies, women participating in team sports appeared at the same rate as men overall. However, three of the four Florida papers still displayed a marked preference for men in team sports. Less encouragingly, women continued to appear in passive poses and photographs of aesthetic and non-contact sports much more than men, reinforcing notions of gender differences. Further, men accounted for a far greater percentage of the dominant photographs.

Similar to other recent studies of Olympic media coverage, Hardin and colleagues found that the coverage of women had an ambivalent quality to it. Women's sports received numerically equal amounts of coverage; yet, the coverage still tended to emphasize sexual differences that marked women as "Other" than the male standard. How the authors accounted for this was one of the most salient points of the article. They pointed out that the Olympic Games still have more participation opportunities for men, and perpetuate sexual difference through gendered types of events,

such as boxing for men, and rhythmic gymnastics for women. Media coverage of such an event cannot help but reflect the reality of it. This point should be borne in mind by sociologists and historians analyzing or utilizing Olympic media coverage in their research.

Frederic Cople Jaher, "Antisemitism in American Athletics," *Shofar: An Interdisciplinary Journal of Jewish Studies*, Volume 20, No. 1, 2001, pp. 61-73. Reviewed by Ken Kirkwood.

When discussing race in sport within the American context, it is quite common to speak almost exclusively about the extensive racism experienced by African-American athletes. Frederic Cople Jaher reminds us that there was at least one other minority whose race often excluded them from achieving their sporting dreams.

For American Jews, sport was seen as both the road to being 'more American' and a frivolous waste when compared to 'serious' undertakings, such as the violin or "brain surgery." Jaher notes that in the post Civil-war period, anti-Semitism reached a ferocity that would not relent until after the Second World War. During this period, Jaher relates many incidents of hatred towards Jews; banishment from athletic clubs; the hostile environment of Major League Baseball towards Hank Greenberg, especially as he threatened the home run record of Babe Ruth in 1938; Jewish athletes changing their Semitic surnames; and the 'Jewish attack on America' during the 1919 'Black Sox' scandal. Jaher's narrative leads one to consider the possibility that Jews were accepted in some sports because of the secondary status of those sports as representing 'essential American values.' Jews dominated basketball for a period, thanks to their "alert, scheming minds and flashy trickiness, artful dodging and general smart-aleckness (p.67)." Max Baer wore a Star of David on his trunks during his years as heavyweight boxing champion. By contrast, Jews in baseball were reviled, as were Jews on Olympic teams.

Jaher examines how the anti-Semitic atmosphere around sport intensified when challenges were brought to American involvement in the 1936 Berlin Games. While Jaher utilizes Gallup polling data from the period to show that support for a boycott amongst the American public was hovering around 43%, the boycott **issue** was steadfastly opposed by American Olympic Committee (AOC) chairman Avery Brundage. Jaher details Brundage's open support for Hitler's government, his accusation of Jews as being Communist sympathizers and suggestion that "typical Jewish deceit and aspirations of global domination" were behind the considerable American public support for the boycott. So despised were Jews in the American Olympic program that the author notes that the only two Jewish runners (Marty Glickman and Samuel Stoller) were replaced in the 400m relay with 'slower runners' so as to not offend Hitler. African-American runners Jesse Owens and Ralph Metcalf were also an offense to Hitler, but were left on the team as this was an offense the AOC felt comfortable with, and willing to defend.

Jaher accomplishes two considerable goals with this article. He brings to light

the unique type of discrimination Jews experienced in American sport. He also paints a stunning picture of Avery Brundage as a bigot of the most vile sort. The only element that this article lacks is a stronger sense of how the Jewish body was incorporated into the inferiority of the Jewish athlete. We know from other research that certain body parts on Jews were thought to be inferior, but Jaher leaves the reader with the impression that, while racism directed at African-Americans was based on the physical, racism directed towards Jews was based on the mental. Nonetheless, this article should be required reading for anyone interested in racism in American sport. With a consideration of the body, the article will be even more applicable to wider audiences.

Annemarie Jutel, "Olympic Road Cycling and National Identity: Where is German?" *Journal of Sport and Social Issues*, Volume 26, No. 2, May 2002, pp. 195-208. Reviewed by Charlene Weaving.

In this article, Jutel attempts to explore how national identity was created amongst professional road cyclists at the 2000 Sydney Olympic Games. Jutel provides solid research regarding the creation of a national identity as well as the importance of sponsorship within the sport of cycling.

The author stresses that the "myth of the nation" is associated with problems such as contradictions, ambiguities, and paradoxes. Jutel refers to athletes who have participated in the Olympics for different countries as "foreigners." More specifically, she mentions pole-vaulters Tatiana Griogrieva and Dimitri Markov, originally from Russia and Byelorussia respectively, however ended up competing for Australia at the Sydney Games. It is stressed throughout the piece, how national identity is an imperative for Olympic competition since one cannot compete as a stateless person. An athlete is also required to wear the nation's proper uniform. Conversely, the sport of road cycling poses some interesting questions. The relationship between professional cyclists within a team is described as being strong enough to even supersede national identity. A brief history of professional road cycling stresses its new place within the Olympics and the connection of the team element of the sport. Cycling is depicted as a unique sport; despite being an individual sport, cyclists rely heavily on team tactics. It is further demonstrated that cycling is the only sport at the Olympics in which the team contributes to the victory of one individual. Jutel dedicates a significant amount of the article to descriptions concerning the roles of athletes within the cycling competition and examples of fair play

The crux of the author's arguments surround the idea of professional sponsorship. An interesting note in the article was that despite riders wearing distinct jerseys from their representative countries, some wore the same helmets and even rode identical pink "Pinarello" bikes. It is argued that the riders, even though from different countries, were united not only by obligation, but also by habit, by contract, and by honour to their professional team sponsors.

According to the author, it is quite unlikely that the German professional road

cycling team (Team Telekom), sponsored by the telephone monopoly Telekom, would be distinguished by German nationals as a different team from the German Olympic Team. The media also had a difficult time distinguishing between the two and a journalist commented: "It is confusing for spectators at the Olympic Games that the cyclists instead of wearing their usual pro jerseys, wear their national colors." (p. 202). The above reinforces the argument of how complicated it is for professional road cyclists to identify with a nation, when they are normally affiliated with a sponsor team, rather than identified by their citizenship. According to the author, even the official German Olympic website proclaimed that all three medal winners from the Olympics were from Team Telekom, rather than emphasizing their country of origin.

Overall, the piece provides an insightful read on the construction of national identity. However, it would have been useful to provide a more in depth examination of the place road cycling has within the Olympic Games.

Cesar R. Torres, "Tribulations and Achievements: The Early History of Olympism in Argentina," *The International Journal of the History of Sport*, Vol. 18, No. 3, September 2001, pp. 59-92. Reviewed by Christine O'Bonsawin.

Cesar Torres provides a thorough investigation into the rise of the Olympic movement in Argentina at the turn of the century. Torres's descriptive narrative identifies prominent figures in the Argentine sport movement who strived to promote Argentina as an international sporting contender. These individuals desired to use this international platform to convey to the industrialized nations of the Western world that Argentina was to be considered the most civilized and foremost country in South America. Torres presents a chronological account of Argentine efforts and individuals who ultimately succeeded, despite an internal struggle that endured three decades, in securing an official Argentine Olympic Committee (AOC) in 1923. According to Torres, Argentina was in a privileged position to spearhead Olympism in South America as it was one of the world's greatest agricultural nations, they embraced modern sport, and most importantly, the country was represented from the onset of the establishment of the International Olympic Committee (IOC) in 1894 with an Argentine member, José B. Zubiaur. He breaks the discussion into three encompassing themes: An Early Encounter Produces Unexpected Consequences; Tribulation: Attempts at Institutionalization; and Upheaval and Success.

Torres has deemed the succession of events as a tedious and frustrating road to Olympic organization in Argentina. He begins his discussion by historicizing the early years of Olympism and titles this section: An Early Encounter Produces Unexpected Consequences. Throughout the 1896 and 1900 Olympiads, a diffusion of Olympic ideals had not set into Argentine society. Torres identified Zubiaur, not considered to be a social elite, as the most influential sporting authority of this time period, and correlates his passion to reform the nation's educational system through physical education and sport with Coubertin's sporting ideals. However, Coubertin

perceived Zabiaur to be disinterested in his international 'Olympic ideal' and believed there to be a lack of effort on his part to promote Olympism in Argentina and consequently, South America. Coubertin dismissed Zabiaur from the IOC in 1907.

Torres moves forth to his second section, titled: Tribulations: Attempts at Institutionalization. In 1888, under the leadership of Baron Antonio De Marchi, the elitist and exclusionary Sociedad Sportiva Argentina (Argentine Sporting Society) was established. In 1907, a member of the Sportvia, Manuel Quintana, was appointed to the IOC. Shortly after, he received a letter from the British Olympic Committee and the IOC, requesting Argentine participation in the 1908 Olympic Games, but an unconvinced Senate abandoned the initiative on the 12 August. De Marchi, with assistance from Quintana, made a spirited attempt to promote Olympism in Argentina by organizing a successful Juegos Olímpicos del Centenario (Centennial Olympic Games). De Marchi and Quintana's use of 'Olympic Games' infuriated Coubertin as he believed they had used the Olympic name for personal gain. As a result, Quintana was expelled from the IOC in June of 1910. Further initiatives to send a team to the 1912 Stockholm Games failed. Torres identifies that this time around there was adequate government support for an Olympic expedition: however, the economic climate of the country hindered this initiative.

Torres's third area of analysis is titled, Upheaval and Success. In early 1920s, the Comité Pro-Juegos Olímpicos (Pro-Olympic Games Committee) was established by a group of individuals, including its president Marcelo Torcuato de Alvear, its vice president César Viale, and De Marchi as an acting member. The goal of the Comité was to bring together multiple sport representation in time for the 1920 Antwerp Games. However, similar to the deliberations of 1908, Argentina once again found itself addressing the internal struggles between elite sport and the democratization of sport, The Senate approved the Comité's request for a subsidy. but the Chamber of Deputies felt there was insufficient time to fully debate the demands placed upon them concerning such an important matter. Once again the Olympic dream failed to materialize. Following the 1920 failure, sport authorities once again collaborated to ensure Olympic participation in the 1924 Games. Tito Arata initiated an alternative to the Comité The Confederación Argentina de Deportes (Argentine Confederation of Sports) was soon established. Despite the lengthy struggle between the two organizations, ultimately it was the Comité that prevailed on the 31 of December 1923. The first Argentine delegation was sent to the 1924 Games.

Torres argues that Olympism and its ideals were not a late phenomenon to Argentina. Rather, the institutionalization of these ideals was a late occurrence. Torres provides a clear, concise, and extremely thorough investigation into the rise of Olympism in Argentina and incorporates a brief discussion concerning Coubertin's position on Argentine sport. Torres identifies that there was an obvious interest from Coubertin and the IOC to utilize Argentina as a model to promote Olympic ideals in **South** America. However, Torres fails to answer why Coubertin did not proactively seek to establish Olympic idealism in Argentina? Clearly Coubertin desired to expand sport through his Olympic Games and he identified Argentina as the vehicle to do so in South America. However, from Torres's discussion. the question as to why Coubertin was uninvolved in the institutionalization of Argentine sport is left unanswered. Through his extensive investigation. Torres has provided an exceptionally thorough narrative concerning the internal rise of Olympism in Argentina and has

provided a substantial analysis for future research questioning the external forces that assisted in fostering an Argentine Olympic movement.

Kate Kearins & Kathryn Pavlovich, "The Role of Stakeholders in Sydney's Green Games," *Corporate Social Responsibility and Environmental Management*, 9, 2002, pp. 157-169. Reviewed by Fred Mason.

During the run-up to the 2000 Olympic Games in Sydney, they became widely referred to as the "Green Games," due to the environmental considerations built into the bid and construction plans. In this article, Kearins and Pavlovich focus on the roles played by various stakeholder groups in the construction of the Green Games concept and the environmental efforts undertaken. The authors do not evaluate the success of the attempts to control the environmental impact of the Games. Instead, they evaluate the input of different groups in the process, employing the "stakeholder model" (which they neither define nor discuss), as it apparently prevents the automatic injection of moral or ecocentric point of view.

The first section of the paper contains a description of Sydney's Olympic bid, its 'green' aspects, and how these fit into the IOC's relatively new Third Pillar of Olympism, the Environment. Some key environmental considerations during the Sydney Games included energy conservation, water conservation, waste avoidance/minimization, pollution management, and control of the impact on significant natural and cultural environments. These sorts of issues will have to be addressed by future host city candidates, both because the IOC now requires at least superficial environmental planning in bid proposals, and outside groups will put pressure on planning committees. This part of the article provides a good overview and introduction for those unfamiliar with the rising environmental concerns within the Olympic Movement.

The major portion of the paper identifies and describes the roles of the key stakeholders in the specific case of the Sydney Olympics. The authors note that the IOC itself held a stake, due to its new environmental rhetoric, but played a largely symbolic role. The primary responsibility for environmental issues fell to the Sydney Organizing Committee for the Olympic Games (SOCOG), and the Olympic Coordinating authority (OCA), that essentially acted as "facility overseers" (p. 161). Developers and merchandisers also had a role, as their projects and products influenced sustainability, pollution levels, and public awareness. Kearins and Pavlovich suggest that the major sponsors of The Olympic Program (TOP) could have used the Games to effect environmental improvements and showcase them, but few took the opportunity. The role played by environmental groups receives special attention. During the Games, Greenpeace Australia held a cooperative advisory position with organizers, yet reserved the right to act as watchdog and critic. The authors suggest that such "role bifurcation" (p. 168) would be an effective way for environmental groups to bring an ecocentric approach to future Olympic Games or other hallmark events.

Scholars interested in the Olympic movement and the environment will find this article to be a brief, but informative introduction to the topic, and a useful contribu-

tion to the literature on Sydney's Green Games. Activists interested in either improving or resisting the hosting of the Olympics in their area will also find useful information, in the discussion of the roles that various stakeholders took in this specific instance.

John Milton-Smith, "Ethics, the Olympics and The Search for Global Values," *Journal of Business Ethics*, Vol. 35, 2002, pp. 131-142. Reviewed by Ken Kirkwood.

Milton-Smith premises his article on a triumvirate of assumptions. First, he claims that organizations like the International Olympic Committee (IOC) are unique in their globalization of values which temper the excesses of global capital. Secondly, he notes how the Olympics failed miserably to achieve this goal. And given the first two points, he sees hope in that the IOC's failures provide opportunities for discussion about "leadership, market-positioning and culture-building."

To the first point. Milton-Smith illustrates how a global capitalist system cannot simply conduct itself entirely in opposition to human conduct and decision-making. Capitalism depends on human values such as commitment, dependability, integrity, and a solid work ethic. Erosion of these values in the global marketplace results in elevated transaction costs, and a 'drag' effect on economic measures of success. Even though the Olympics are also a commercial 'brand-name' that is bought and sold, Milton-Smith sees the true value of the IOC as exporter of 'human values' which act as a regulator on unfettered global capitalism. The Olympics should be a showcase for positive values of environmentalism, human rights, and economic development, a dynamic reminiscent of Karl Polanyi's 'double movement;' as commerce accelerates, the values which prevent negative social consequences strengthen apace.

In a similar manner as globalization has betrayed the author's hopes for building a better world, so too has the IOC defiled its Olympic Charter mandate to put sport "at the service to humanity (p. 135)." The Olympics have embraced values which the author laments, and identifies, albeit reluctantly, in global economic competition as well. Winning at any price, commercial exploitation, corruption, and the competitive advantage of advanced nations are all values which the Olympics have come to embody but exhibit the "worst features of global [economic and sporting] competition (p. 132)."

Milton-Smith goes on to detail a litany of events which speak to the corruption of the "greatest games ever" in Sydney. He dutifully points to all the ignored elements of corruption around the Sydney Games bribes and tactical gift-giving to IOC members, questionable event ticket allocations, undignified public conduct on the part of Olympic officials, and the treatment of opportunities for participation in the torch relay as patronage enjoyed by friends and family of senior officials and sponsors. All of this underlines his belief that, 'before the corruption,' the Olympics brought forth great heroes, great athletes with greater character and spirit. The author pines for the

return of these 'glory days,' and suggests that they could be realized once more. Milton-smith sees 'high virtue' as an essential element of the Olympic brand-name, and recommitment to the heroism he recalls from an unknown, undefined glorious era is the kind of expression a new IOC president should strive for.

Criticisms of this article are easy to come by, but I'll address myself to only the most troubling ones. While I recognize that the subject of globalization is fraught with hyperbolic 'drive-by' critiques, I would suggest that the 'corruption' of the global economic system is not a dysfunction, but the expected course of the dynamic-sweatshops aren't capitalism's problem, they are its solution to 'high' labour costs. Secondly, for all Milton-Smith's romanticizing of the role of the Olympics. it truly comes across as the 'opiate for the masses.' As a final thought, the scandals that disrupted the IOC's business-as-usual were precursory to the exposure of Enron, Tyco, Adelphia, Worldcom and other corporate misappropriation scandals. If the IOC had share-holders, maybe it too would be forced into receivership.

Andy Miah "Genetic Technologies and Sport: The New Ethical Issue." *Journal of Philosophy of Sport*, 2001, XXVIII, pp. 32-52. Reviewed by Charlene Weaving.

According to the author, there are no convincing philosophical arguments to justify the banning of drug use within the Olympic Games. The author states further that the efforts of W.A.D.A. (World Anti Doping Agency) remain questionable due to rational arguments. Miah, throughout this quite lengthy piece, examines the idea of enhancing athletes through genetic manipulation. The article is well argued philosophically. However, it seems apparent that it is the product of a much lengthier piece of work as the subject area is quite broad and "jam-packed" with information.

The article is organized into ten sections to support the author's claim that genetic enhancements would be an acceptable form of performance enhancement for sport and, further, that banning them could be argued as an unreasonable claim on an individual's freedom. The sections are: 1) A rationale for considering genetic engineering (for sport); 2) Assumptions about the genetically engineered athlete: can we engineer a human to be good at sport? 3) Would anyone really want to engineer a child to be a good athlete? 4) Would genetic engineering actually render an edge in competition? 5) The coexistence of an engineered class with "normal" humans; 6) Conceptualizing genetic enhancements for sport; 7) Is a genetic enhancement unethical? 8) What does this tell us about performance enhancement in sport? 9) Where does this leave sport? and 10) Conclusion: the new ethical issue

Throughout the piece, Miah poses some very interesting moral questions. More specifically, he examines the idea of people actually wanting to use genetic engineering to make their children more capable for sport. In the author's discussion of the third section, another question is posed: "Why, out of all the possible kinds of enhancement that might be available, one would choose to engineer an embryo to become a super-athlete?" (p.37). Due to length constraints, Miah is not able to fully

expand on this claim. Rather than focusing on the benefits of sport and reasons why one might want to create this so-called “super-athlete,” Miah examines the concept of the “healthy” athlete or rather the “unhealthy” athlete providing a non-typical response.

The author has provided the sporting community with a valuable, well-researched work that is reflective of the current bioethical issues being considered within the medical field. On a final note, Miah’s description of an emergence of an engineered Olympics creates images parallel to certain Star Wars Clone Army movie scenes; it is difficult to imagine a world filled with armies or athletes that are genetically created through medical technology.
