2G Belinda Wheaton, University of Waikato & Holly Thorpe, University of Waikato
“Olympics Seeks Generation Y: The Politics of Action Sport in the Contemporary Olympic Movement”

For the past decade the International Olympic Committee (IOC) has recognised, and been seeking to address the problem of an ageing audience (Thorpe & Wheaton, 2012). Agenda 2020 has facilitated more rapid change in the IOC, including the inclusion of more youth-focused action sports in the Olympics, evident from the shortlisting of surfing, skateboarding and sport climbing for inclusion in the Tokyo 2020 Olympics. In this paper we share findings from our IOC-funded 2015/2016 Advanced Research Programme Grant project titled Youth Perceptions of the Olympic Games: Attitudes Towards Action Sports at the YOG and Olympic Games. An international online survey (in 9 languages), extensive media analysis and interviews with 25 key members of the global action sport industry (in the media, event management, sports agents, elite performers and members of sport federations) provided insights into the experiences, debates and politics that influence youth’s current and future participation in, and consumption of, the Olympic Games. The research highlights the power and potential of action sports inclusion into the Olympic Games, and the ongoing and new challenges. In this presentation we discuss some of the key themes from our findings, and outline some of the challenges and politics of working with the IOC.

2G Haozhou Pu, Florida State University & Michael Giardina, Florida State University
“Framing Legacy Discourse: Media Representation of the 2022 Winter Olympic Bid”

The concept of “legacy” has risen to prominence in the study of mega-events especially the Olympics in recent years. The IOC has officially incorporated the concept of “legacy” into the Olympic Charter and redefined its mission to promote a positive legacy from the Games to the host cities/countries. Despite the notion of legacy gaining wider currency vis-à-vis the hosting of the Olympics, the reality is that such legacy often proves to be an elusive—if not deceptive—dimension of such events. Moreover, so far emphasis on legacy analysis has been generally placed on its substantive elements such as urban renewal projects. Nevertheless, legacy could be also perceived as discursive discourse that underpin the circulation of certain ideological values and meanings (MacAloon, 2008; Manzenreiter, 2014). This study will employ critical discourse analysis to unpack the framing of legacy discourse at the bidding stage of the 2022 Beijing Winter Olympics within Chinese media. Specifically, this analysis is situated within a broader context of the post-2008 Beijing Olympics era and the correlative political economic landscape, which has been in a state of transition within China over the last twenty years.

2G Peter Joseph Gloviczki, Coker College

In Game 7 of the 1991 World Series, Gene Larkin stepped to the plate in the bottom of the 10th inning and delivered a pinch hit to secure the championship for the Minnesota Twins. The purpose of this paper is to examine newspaper coverage on the day following Larkin’s hit. This case (Yin, 2003; Stake, 1995) provides a meaningful lens through which to examine how team sports are covered in the news. Most often, Larkin is mentioned within the context of his pinch-hit--his action supersedes coverage about him as an individual. Communication scholar Norman K. Denzin has written: “those who control the media control a society’s discourses about itself” (1996, p. 319). Inspired by Denzin, I assert news coverage about Larkin’s hit reinforces a self-congratulatory master narrative about sports as a team-building enterprise, which primarily serves to praise sports fans for their participation as members of the media audience. This case strongly suggests that sportswriters cope with surprising stories by reinforcing the
universal elements of the game, especially the team and the sports fan. In doing so, the Twins victory becomes a shared victory, one enjoyed among the entire team as well as among members of the audience.

2G Yiyin Ding, Waseda University
"The Metamorphosis of Bodily Discourse in Olympic Coverage in China: The ‘Sick Man of East Asia’ and Chinese Nationalism"

The purpose of this paper is to analyze whether the growing success of Chinese participation in the modern Olympics has reshaped the Chinese nation’s perception of its own body and thus constructs and reinforces the modern Chinese nation and national identity. This inquiry begins with the old Chinese maxim, [China is the] “sick man of East Asia”, which appeared first in the 19th century. A century has passed since this phrase’s first appearance, however, it still remains active in Chinese sports discourse, especially in addressing how the success achieved by Chinese athletes in the Olympic arena has helped rectify this old body image of the Chinese. In this vein this paper seeks for a modern image of the Chinese nation heralded by the term “sick man of East Asia” in the Olympic arena in answering the following research question: what are the changes that have taken place in the “evolution” of Chinese body discourse and its nationalistic interpretation? The main research result reveals that on the contrary to the weak image the term “Sick Man of East Asia” establishes, the analysis of athletic body discourse in the Chinese media presented a rather new “Strong Man of East Asia” in the Olympic arena.

2G Tzu-hsuan Chen, National Taiwan Sport University
“OTT, You Know Me?—Global New Media/Sports Complex”

This essay aims to examine the growing influence of Over The Top (OTT) service in sports broadcasting. While OTT in sports broadcasting is still being regarded as an ancillary platform for sports broadcasting, its potential should not be overlooked. Sports OTT providers in the US are mostly affiliated or directly under control of sports leagues and pay TVs. Sports leagues, like NFL’s Game Pass, NBA’s League Pass, or MLB TV, and traditional pay TVs, like Watch ESPN and FOX Sports Go appropriate the new platform to harden their grip on the overall sports media market. In this sense, consumers are still kept on a tight leash by the gatekeeping cable distributors and satellite TV providers, as devices such as blackout are still in place to protect the interests of traditional TVs. However, OTT has the potential to bring down the gates these gatekeepers have built for decades especially under the ever-intensifying pace of globalization. While OTT has not yet fundamentally transformed American sports business to-date, it will likely take place when current TV contracts for major sports leagues expire over the next 5 to 10 years. This essay uses LeTV, the China-based OTT service provider, as an example to explore the potential of OTT in global sports broadcasting and the impact on the global new media/sports complex.