The Beijing Olympiad
The stage is set for the Beijing Olympiad to be the greatest mega-event, sporting or otherwise, in history. Still, the issues taxing many minds include whether the Beijing Games will be successful, whether they will be wrought with and wrecked by troubles, and who they will benefit. What value will the 2008 Games be to the people of China? Will they mainly serve the purposes of the dominant political, economic, and cultural groups at and between the local, regional, and global levels of modern social life? The Beijing Olympiad examines these among other questions, providing a range of original insights of interest to an army of scholars, researchers, and students from Sports Studies to Sociology, Politics, Economics, International Relations, and Legal Studies.

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The Beijing Olympiad

The Beijing Olympiad—real and imagined—was held in 2008 in China. The Games were the largest international sport event in the world, attracting more than 20,000 athletes and teams from around the world. The Olympic Games are a unique opportunity for nations to come together and celebrate sportsmanship, friendship, and achievement. This book examines the cultural and economic impact of the 2008 Beijing Olympic Games, analyzing how they influenced the development of sport in China and the world. The book explores the history and legacy of the Olympic Games, as well as the cultural and economic impact of the 2008 Beijing Olympics on China and the world. The book also examines the impact of the Games on the media industry, the economy, and the development of sport in China. The book is written by leading scholars in the field of sport and cultural studies, and is an essential resource for students, researchers, and policymakers interested in the impact of the Olympic Games on culture and society.
Olympic Dreams: Guo Xia 2008 An illustrated work that explores why China became obsessed with Western sports and how it relates to the country's search for a national and international identity provides an argument that sport has the capacity to bring about major societal changes.

Map of achievements at the Beijing Olympic Games 2008

Olympic Branding and Global Competition N. Deep 2010

Language Policy and Planning for the Modern Olympic Games Jie Zhang 2011-04-11 This book is the first longitudinal study that addresses language policy and planning in the context of a major international sporting event and examines the political, cultural, and economic implications of the Games for individual cities and regions, with special emphasis on the developing world.

Socio-Economic Impacts of Beijing 2008 Junjie Moumou 2007-01-05 Seminar paper from the year 2007 in the subject Politics - International Relations - Mythicism, middle-class, gender, 38, Skoltech University, course: Political Economy of China, 21 entries in the Stellenbosch University - IR. University of Nottingham code.fuerogames.com

Latvia at the Games of the XXIX Olympiad in Beijing 2008 - Fan Hong 2008 On ba yue ba hao ba dian ling ba fen, the auspicious 8th day of the 8th month of 2008 at 8.08 pm, the Games will begin! Be ready, with China Gold! For organizations active in China--or planning to be--China Gold offers a unique, engaging perspective: it is the only book that tells the stories, introduces the athletes, the businesses, and global leaders who have competed through many challenges to bring us this historic event. Belongers are also partnering with AgilisFoudner.com to provide readers for a Beijing-based Olympic portal and can provide referrals to expert keynote speakers and panelists who can talk to your executive group or staff about China, Chinese sports and the Olympic Games, and about doing business in China.

Events, Society and Sustainability Tomas Pernecky 2012 The growth of the events industry brings with it concerns of sustainability, the sharing of available resources, and ensuring that people and places are not over-exploited. While the environmental and economic dimensions of sustainability have attracted considerable attention in the study of events, the social and cultural aspects of sustainability have been largely neglected. This book brings together emerging critical perspectives, conceptual frameworks and contemporary case studies. Events cannot be isolated from the actions of humans and it is felt that the emphasis on people and society throughout the book's numerous case studies requires a critical synthesis of information and that this first is the address to the need for more critical approaches and a broader way of thinking about events and sustainability. Divided into three thematic parts, the contributions delve into understanding the mechanisms towards sustainability, the role-events play in indigenous cultures and in diaspora communities, and the extent to which events influence the public discourse and civic identity. Sustainability is also examined from a strategic perspective in the events sector, and consideration is given to issues such as corporate social responsibility, greenwashing, and the power of multi-stakeholder alliances in promoting sustainability goals. Written by leading scholars, the timely and important volume will be valuable reading for all students, researchers and academics interested in events and the global issue of sustainability.

Media, Sport, Nationalism Thomas Bens 2019-03-01 "East Asia is increasingly prominent within global sport. In the short period between 2018 and 2022 it will have held two Winter and one Summer Olympic, and the Rugby World Cup for good measure. This is the result of a remarkable development. It has been in the making for some time, although many scholars, especially in Europe and North America, have been focusing primarily on sport in their own countries and regions. J.A. Mangan, who has been looking closely at sport in East Asia, while encouraging others to do likewise, has made a major contribution to knowledge and understanding of a once underappreciated subject. This excellent collection of his latest analyses and interpretations of sport, media and nation in China, Japan and South Korea, demonstrates how the structure and practice of sport connects in myriad ways with its presentation, not least with regard to national narratives, international relations and transnational trends. It is in this book that such ideas reach the East Asian Studies and to the academic who recognises the importance of sport to the field, and who has done so much to ensure that the region is centrally placed within the contemporary analysis of the world of sport." David Brown, Emeritus Professor of Cultural Research, Institute for Culture and Society, Western Sydney University "Professor Mangan is the master dissector of the connections between sport and geopolitics, geopolitics and nationalism across multiple Asian contexts. A collection of essays in honour of his long service to academic understandings of these fields is well deserved, and the editors and contributors to this volume have served up a worthy titbit. Showcasing new work by a stellar cast of China, Japan and Korea experts, in conjunction with the pupils collected here would catalyze insights into the areas of nation-building, identity, media representation and sport which have been the subject of Professor Mangan's pioneering work over the past several decades. Every mouth of the impact more to provide rich analysis of the social and cultural conditions upon which sport, and this capacity constructed volume orchestrated by Rianfenn Bens that confirms we neglect this fascinating, complex region remains Salih, Director of China Policy Institute and China Soccer Observer, Associate Professor, School of Politics and IR. University of Nottingham Back to HOME - ChinaGold remedies.com