

The Olympics in China – The Price of the Medal

Programme

Tuesday 3rd June

10.00

Welcome

10.15-12.15

The Chinese and us – What has the Olympics come to mean?

Chaired by Jens Sejer Andersen, Play the Game

Welcoming guests from afar: China, Tibet and the Beijing Olympics

What does China's responsibility for the Olympic Games mean in an historical framework? How does China perceive the world and the world China? Lecturer **Clemens Stubbe Østergaard** from the Department of Political Science at Aarhus University, identifies the roots of the present conflict between Chinese and the West over the public agenda..

Superpower China – miracle or nightmare?

In the space of just one generation, China has been through radical change of the kind that only few in the West understand. Economic reforms have created growth that has fundamentally changed the living conditions for a great part of the population and have resulted in a new relationship between people and the authorities. What role will the Olympics come to play in the further developing of Chinese society? **Flemming Ytzen**, author and journalist at Danish newspaper Politiken.

China and the media: The difficult dialogue

The IOC has demanded full press freedom during the Olympic Games. Will the Chinese live up to the promise and do the Games have any bearing in the long term for freedom of speech in China? **Aidan White**, general secretary of the International Federation of Journalists (IFJ)

12.15-13.15 Lunch

13.15-15.30

Sporting superpower dreams – in China, Denmark and the rest of the world

Chaired by Henrik H. Brandt, Danish Institute of Sports Studies

From boycott to Olympic host

Dr. Huang Xiong, Irish Institute of Chinese Studies, University College Cork, Ireland, gives an overview of China's role from isolated sports nation to a sporting superpower, which will host the hitherto most ambitious Olympic Games ever and has invested billions of kroner in elite sport. Why has China altered its sports politics? How has China prepared its athletes to get the maximum yield at the Olympics? What is the goal of Chinese sports politics after the Olympic Games?

Sports global arms race

Veerle de Bosscher, Vrije Universiteit in Brussels, is co-author of the book "The Global Sporting Arms Race", which compares the elite sports climate and elite sports structure in six nations: Belgium, Canada, Italy, The Netherlands, Norway and Great Britain. She is now researching into the development of tools that can determine the individual country's potential on the elite side in the different sports environments. What should be present to win the race for medals, and what are the costs of staying in the sporting arms race in the future?

Form check on Danish elite sport

Senior Analyst **Rasmus K. Storm**, of the Danish Institute for Sports Studies, has just completed an extensive evaluation of Team Denmark's support model. Does Danish elite sport function well enough that Denmark can in the long term compete for medals at large international championships? What should be done to secure Danish success in international elite sport in the future?

Director Michael Andersen, Team Denmark

The Director for Team Denmark has chief responsibility for ensuring that Danish athletes are ready to 'fight for gold for Denmark' when things get underway at the Olympic Games in Beijing. How does Michael Andersen assess the international competition and the possibilities for Denmark to hang on in elite sports global arms race?

The session concludes with a panel debate featuring the four speakers.

15.30-16.15

Coffee break

16.15-18.30

The Olympic Games in the past and present

Chaired by Henrik H. Brandt, Danish Institute of Sports Studies

The Olympic Games facing speedy change?

Professor Harry Arne Solberg, Trondheim School of Business, is Norway's foremost researcher in the effects of mega events and the economic interplay between television and Sport. Both the international sports world and the global media market are changing speedily? How will that influence the economic model for future Olympic Games? Will world governments continue to invest billions of kroner in attracting and arranging sport's huge mega events?

The Olympic Games and high politics

The boycott debate raised in connection with the Olympic Games in China, has been experienced many times in the history of the Olympics. Sports historian, lecturer **Jørn Hansen**, University of Southern Denmark, has researched into how earlier Olympic Games have been used politically. Are there parallels from the current debate with former boycott debates in Olympic history?

19:30

Dinner at the restaurant Bryggeriet Sct. Clemens (only for those who register beforehand)

Wednesday 4 June

Challenges and possibilities for journalistic coverage of the Olympics in China

Chaired by Peter From Jacobsen, UPDATE

9.00-10.30

The journalistic coverage of the Olympics in Beijing

What did we learn from last time and what should we bet on this time? A micro-survey of Nordic sports editors' plans for the Olympic Games. Presented by course coordinator, Project Director **Peter From Jacobsen**, UPDATE

9.15

Journalism in China – another world?

Ida Relsted Kærup has just returned home to Denmark after two years as a journalist and editor for the newspaper China Daily. How does the Chinese media work as seen from the inside? How can foreign sports journalists use the Chinese media? Ida Relsted Kærup will attempt to answer these questions.

9.50

The blogging sports journalist

Blogs, Facebook and other social media fill more and more of the media landscape. Now, Danish Olympic participants have also received permission to blog upon their experiences in Beijing. Blog editor at Danish newspaper Politiken **Kim Elmose** opens the door to the new media world.

10.30-10.45

Coffee break

10.45-11.15

Optional workshops

Master of Literature **Ida Relsted Kærup** tells about the work options that await journalists in Beijing, and gives tips on sources and resources the media can draw upon in China.

Blog editor **Kim Elmose**, Politiken comes with practical instructions upon how sports journalists can use blogs and social media, both in research and to tell different stories from the Olympics.

11.15-12.00

Sports journalism and the big emotions

Hero today, villain tomorrow. That can be the options for athletes in the sports press. A dose of moralisation, a splash of empathy and a good deal backstage nosing? The stew served by the sports press is a mix of journalism and entertainment. How do journalists relate to the big emotions, asks **Bo Kampmann Walther**, lecturer at the Centre for Media Studies, University of Southern Denmark, and author of the book 'Madrismo: A book about Real Madrid'.

12.00-13.00

Lunch

13.00

Denmark and the debate

Chaired by Jens Sejer Andersen, Play the Game

Through history, how has Denmark related itself to sport and high politics, and can and should we do something differently now? Who has gained from protests actions, and how does one engage in critical dialogue in practice? A debate for all conference participants.

Professor **Hans Bonde**, Department of Exercise and Sport Sciences at Copenhagen University, responds critically to the historical relationship between Danish sport and the Danish sports press to sporting relationships with dictator states.

Communications Director **Morten Morten Mølholm Hansen**, Sport Confederation of Denmark/The National Olympic Committee of Denmark (DIF), puts forward DIF's approach in relationship to the Olympic Games in China and high politics.

14.30

Thanks for this time!