Opening ceremonies of Olympic Games and their cultural applications

By Silke Specht

GRIN Verlag Gmbh Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 208x146x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2010 in the subject Communications - Intercultural Communication, grade: 1,0, University of Southern Denmark, language: English, abstract: The Olympic Games are without doubt an intercultural mega event. In this essay I have a look on the opening ceremonies of the two last Olympic Games 2010 in Vancouver and 2008 in Beijing. I shed light on the various cultural aspects encompassed in those ceremonies, differentiating between national and Olympic symbols, heroes and rituals expressed during those shows and analyze the underlying values and beliefs that form those cultures. In the final part of this essay I discuss the development of opening ceremonies towards national advertisement disregarding minorities in the national and Olympic societies.I use different theories about culture and its appearance to interpret the opening ceremonies in Vancouver and Beijing. I compare both Olympics, even though it must be stated that there is an enormous difference between Summer and Winter Olympics with regard to participating nations and sports.The idea of analyzing the opening ceremonies of the Olympic Games rests on the expectation that...

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