Screencast notes on the shop window effect and the use of the Olympics



Showcasing is the promotion of a country on a world stage.

Shop window effect is the showcasing of your country when the whole world is watching, for example when the Olympics are being hosted.

What is the relationship between sport and politics?

Used to be\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What can be one of the issues around the shop window effect for the host country?

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Examples of Shop window effect.

Beijing notes:

1936 Jesse Owens (Hitler’s Games)

Berlin notes:

Munich 1972

Munich notes:

Is Baron De Coubertin ideal of countries coming together in unity still in place? How has the development of media impacted on this ideal? (6)

Notes:

Completed question:

Question to ask in class: