Contents

Introduction  Monroe E. Price  1


“One World, Different Dreams”: The Contest to Define the Beijing Olympics  
Jacques deLisle  17

Olympic Values, Beijing’s Olympic Games, and the Universal Market  
Alan Tomlinson  67

On Seizing the Olympic Platform  
Monroe E. Price  86

II. Precedents and Perspectives

The Public Diplomacy of the Modern Olympic Games and China’s Soft Power Strategy  
Nicholas J. Cull  117

“A Very Natural Choice”: The Construction of Beijing as an Olympic City during the Bid Period  
Heidi Østbø Haugen  145

Dreams and Nightmares: History and U.S. Visions of the Beijing Games  
Jeffrey N. Wasserstrom  163

The Fragility of Asian National Identity in the Olympic Games  
Sandra Collins  185

Journalism and the Beijing Olympics: Liminality with Chinese Characteristics  
Briar Smith  210
III. Theaters of Representation

“All Under Heaven”—Megaspace in Beijing
Carolyn Marvin 229

From Athens to Beijing: The Closing Ceremony and Olympic Television Broadcast Narratives
Christopher Kennett and Miquel de Moragas 260

New Technologies, New Narratives
Lee Humphreys and Christopher J. Finlay 284

Embracing Wushu: Globalization and Cultural Diversification of the Olympic Movement
Hai Ren 307

“We Are the Media”: Nonaccredited Media and Citizen Journalists at the Olympic Games
Andy Miah, Beatriz García, and Tian Zhihui 320

Definition, Equivocation, Accumulation, and Anticipation: American Media’s Ideological Reading of China’s Olympic Games
Sonja K. Foss and Barbara J. Walkosz 346

IV. Conclusion

Toward the Future: The New Olympic Internationalism
Christopher J. Finlay 375

Beyond Media Events: Disenchantment, Derailment, Disruption
Daniel Dayan 391

Author Biographies 403

Index 411