

# The Olympics and Capitalist Society: (4) An Examination of the Criticisms and the Denials of the Olympic Games

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The modern Olympic Games have taken place for more than 100 years and become the world's largest single event; however, social science research of the Games is lacking. By televising the event since the 1960s and taking part in commercialization since the 1980s, the Games and the International Olympic Committee (IOC) slipped out of poverty and developed greatly. Some have called it "the Olympic Industry," and many problems—both inside and outside the Games—have emerged in the development process.

Social science research of the Games has also increased gradually since the 1980s; with it has also come increased criticism and denials *vis-à-vis* the Games. There has been a lot of criticism surrounding its many present problems, and denial is not the same as criticism; conclusions differ in terms of Olympic Games protection and denials of such protection. It is important to distinguish these. Mega-events like the Expos and the Olympic Games have served as indispensable means for urban renewal since the Rome Olympic Games of 1960, because it has become clear that such events are very suitable means of realizing infrastructure development as part of urban renewal.

In connection with these matters and the limited financial resources involved, the state of city welfare and the environment have worsened. In many bidding-candidate cities, opposition movements by residents against bidding have been initiated. Many of them do not necessarily oppose the Olympic Games in themselves, but they oppose the bidding policies in their respective bidding cities. Future Olympic Games research must also take a certain amount of consideration of the policies of a bidding

city—such as those pertaining to environmental problems and city welfare—as part of the legacy research of Olympic Games.

This study will examine the criticism and the denial surrounding the Olympic Games, both historically and structurally.