

Baron Pierre de Coubertin, founder of the modern Olympic movement, promoted the Olympics to help build a more unified, rational, and harmonious world, saying, "The most important thing in the Olympic Games is not winning but taking part; the essential thing in life is not conquering but fighting well." However, Cermak espouses that the Olympics and other major world competitions are playgrounds for nation-based ideological wars. Behind a veil of global unification, Nickerson agrees that the actual Olympics during the Cold War Era were generally celebrated as good versus evil. Cermak says that the Olympics served to "reaffirm either stereotypical images of national others or reconstitute them into new images through a greater range of portrayals." The Soviet Union, admits Nickerson, was singled-out as the main bad guy by the American media because they emerged as the main superpower in the world which supported communist or socialist governments.

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¹ Coubertin, Pierre. "The Olympic Idea, Discourses and Essays," translated by John C. Dixon, Cologne Carl Diem, *Institut an der Deutschen Sporthochschule*, 1966, pp. 19-20. [<--- the first time you quote or paraphrase from Coubertin]

²Cermak, Iri. "Seeing Red: Mediasport Discourses of Soviet Olympic Hockey," *New Scholars-New Visions in Canadian Studies*, 1997. [<--- the first time you quote or paraphrase from Cermak]

³ Nickerson, Craig. "Red Dawn in Lake Placid: The Semi-final Hockey Game at the 1980 Winter Olympics as Cold War Battleground," *Sport History Review*, vol. 26, no. 1, 1995, pp. 73-85. [<--- the first time you quote or paraphrase from Nickerson]

⁴ Cermak, p. 3. [<--- the second time you quote or paraphrase from Cermak-- include only the author and page number]

⁵ Nickerson, pp. 74-75. [<--- the second time you quote or paraphrase from Nickerson-- include only the author and page number]

Works Cited

- Cermak, Iri. "Seeing Red: Mediasport Discourses of Soviet Olympic Hockey," *New Scholars-New Visions in Canadian Studies*, 1997.
- Coubertin, Pierre. "The Olympic Idea, Discourses and Essays," translated by John C. Dixon, Cologne Carl Diem, *Institut an der Deutschen Sporthochschule*, 1966, pp. 19-20.
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