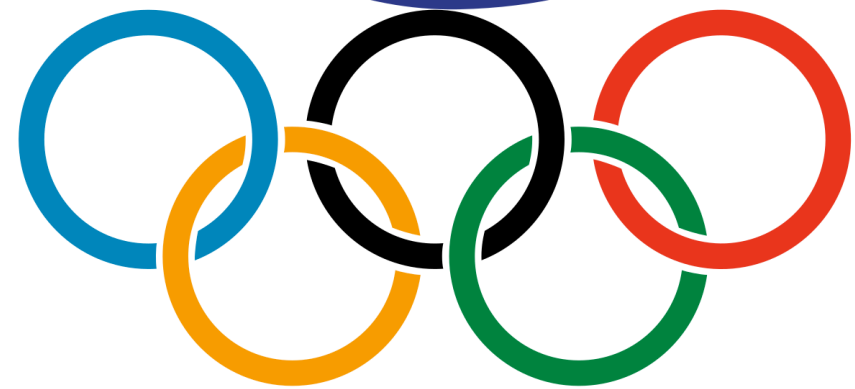
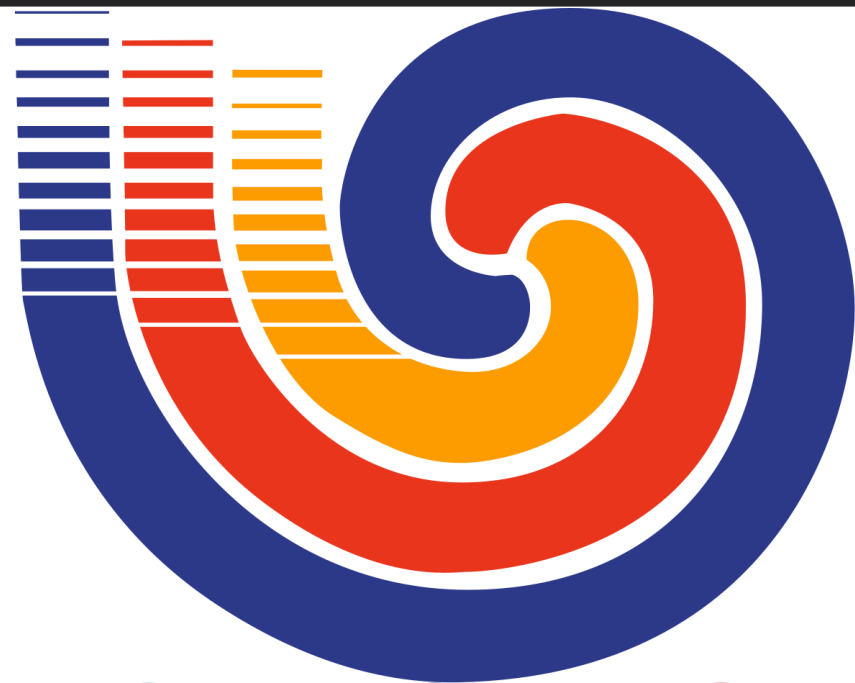


# *1988 Seoul Summer Olympics*

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**S E O U L 1 9 8 8**



The Seoul Summer Olympics present an interesting study for sports/politics analysis. The ability of the organizers to avoid a boycott by Soviet or American blocs in light of boycotts against Moscow and Los Angeles are on their own a topic worthy of analysis. Further, the presentation of Korean identity in light of tensions between North and South in the late 1980s adds intrigue to the story.

My study on Nationalism on the World Stage looked at how South Korean organizers promoted the messaging of peace and unity as a strategy for advancing South Korea's role in the international sphere. It builds on previous material in my masters thesis that argued the Korean government sought to host these games as an opportunity to engage numerous governments in the Warsaw Pact.

Prior to the games, diplomatic and economic relations with several important European economies were closed to the Republic of Korea. The Olympics, much in the style of diplomacy in the ancient Olympics, provided the forum for establishing these relations and thus having a lasting impact on the Korean economy.