

ADDITIONAL MATERIALS (WORK CARDS, PICTURES, RECORDINGS)

Attachment 1: List of references (quoted in the scenario)

- Abooli, Soolmaz (2017). Wrestling with Diplomacy: The United States and Iran. In: Esherick, Craig – Baker, Robert E. – Jackson, Steven – Sam, Michael eds., *Case Studies in Sport Diplomacy*. Morgantown: FIT Publishing, 137–153
- Brentin, Dario – Tregoures, Loïc (2016). Entering Through the Sport's Door? Kosovo's Sport Diplomatic Endeavours Towards International Recognition. *Diplomacy & Statecraft* 27 (2), 360–378.
- Faulkner, Omari (2017). Culture Connect and the U.S. Department of State: A Gateway to the Future of Sports Diplomacy. In: Esherick, Craig – Baker, Robert E. – Jackson, Steven – Sam, Michael eds., *Case Studies in Sport Diplomacy*. Morgantown: FIT Publishing, 39–50.
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- Keech, Marc (2001). The Ties that Bind: South Africa and Sports Diplomacy 1958–1963. *Sports Historian* 21 (1), 71–93.
- Krzyzaniak, John S. (2018). The Soft Power Strategy of Soccer Sponsorships. *Soccer & Society* 19 (4), 498–515.
- Murray, Stuart (2012). The Two Halves of Sports Diplomacy. *Diplomacy & Statecraft* 23 (3), 576–592.
- Murray, Stuart (2018). *Sports Diplomacy, Origins, Theory and Practice*. London: Routledge.
- Nye, Joseph S. (2005). *Soft Power. The Means to Success in World Politics*. New York: Public Affairs.
- Turner, Justin W. R. (2010). 1970s Baseball Diplomacy between Cuba and the United States. *NINE: A Journal of Baseball History and Culture* 19 (1), 67–84.
- Zákravský, Jiří (2016). Sport a mezinárodní vztahy. Sportovní diplomacie jako součást zahraniční politiky [Sport and International Relations. Sports Diplomacy as a Part of Foreign Policy]. *Central European Journal of Politics* 2 (2), 15–36.
- Zákravský, Jiří (2021). *Cycling Diplomacy. Undemocratic Regimes and Professional Road Cycling Teams Sponsorship*. Berlin: Peter Lang.

Attachment 2: Krzyzaniak, John S. (2018). The Soft Power Strategy of Soccer Sponsorships. *Soccer & Society* 19 (4), 498–515

Abstract: States have developed a new means of building soft power by sponsoring elite soccer clubs. Through a qualitative analysis of the experiences of Azerbaijan, Qatar and the United Arab Emirates, this study explains why jersey sponsorship is appealing to states, and theorizes the conditions under which sponsorship is most likely to be successful. Specifically, sponsoring more teams and teams with stronger brands results in greater soft power gains. Additionally, states that use a state-owned corporation for the sponsorship are more successful than states that do not. More importantly, using the concept of branding, the study gives insight into the mechanics of soft power building. The finding suggests that if states learn from each others' behaviour, the future may bring differentiation in their sport-as-soft-power strategies. Unbranded states will invest a greater share of resources in elite soccer kit sponsorships and avoid the high-risk proposition of hosting mega-events like the World Cup.

Full article is available at: <https://doi.org/10.1080/14660970.2016.1199426>

Attachment 3: YouTube video: Astana Pro Team - First Ever Pro Cycling Rap (1:55)

Description of the video on YouTube: The first ever Pro Cycling Rap, by Astana Pro Team! Talented riders, but even more talented rappers?

Video is available at: <https://www.youtube.com/watch?v=rMlv5Dsmuf8>



Attachment 4: President Bach: "Kosovo deserves to be recognized by IOC" (2:43)

Description of the video on YouTube: Interview with IOC President Thomas Bach. By AIPS Young Reporter Sonja Nikcevic.

Video is available at: <https://www.youtube.com/watch?v=zBuArAH5m7A&t>



Attachment 5: YouTube video: Ping Pong Diplomacy: The Secret History Behind the Game That Changed the World (5:39)

Description of the video on YouTube: The spring of 1971 heralded the greatest geopolitical realignment in a generation. After twenty-two years of antagonism, China and the United States suddenly moved toward a détente—achieved not by politicians but by Ping-Pong players. The Western press delighted in the absurdity of the moment and branded it "Ping-Pong Diplomacy." But for the Chinese, Ping-Pong was always political, a strategic cog in Mao Zedong's foreign policy. Nicholas Griffin proves that the organized game, from its first breath, was tied to Communism thanks to its founder, Ivor Montagu, son of a wealthy English baron and spy for the Soviet Union.

Ping-Pong Diplomacy traces a crucial intersection of sports and society. Griffin tells the strange and tragic story of how the game was manipulated at the highest levels; how the Chinese government helped cover up the death of 36 million peasants by holding the World Table Tennis Championships during the Great Famine; how championship players were driven to their deaths during the Cultural Revolution; and, finally, how the survivors were reconvened in 1971 and ordered to reach out to their American counterparts. Through a cast of eccentric characters, from spies to hippies and Ping-Pong-obsessed generals to atom-bomb survivors, Griffin explores how a neglected sport was used to help realign the balance of worldwide power.

Video is available at: https://www.youtube.com/watch?v=s_ebl0v2iYA

