

Life from the Crisis: The Value of the Times and the Path to Realization of the New Olympic Motto

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Abstract: Since the proposal of the new Olympic motto "together", it has attracted extensive attention in the field of sports and society, but it only floats on the surface, and the excavation of its value and realization path is not deep enough. This paper aims to deeply excavate the era value of the new motto and explore the realization path of the new motto. With the methods of literature and logical analysis, this paper summarizes the historical changes of the Olympic motto, and comes to the conclusion that the value of the new Olympic motto "together" in the post epidemic era, which has four aspects: first, it is in line with the direction of the development of the times; second, it promotes the cognitive shift of the public; third, it enhances the international cooperation and exchanges; and last, it promotes the building of a community with a shared future for mankind. This paper also tries to give four suggestions for the realization of "together": adhere to the principle of shared destiny, adhere to win-win cooperation, adhere to the principle of putting the people first, adhere to multilateralism.

Keywords: Olympics; new maxim; together; post epidemic era; a community with a shared future for mankind

1. The Historical Changes of the Olympic Motto

The Olympic motto has been accompanying the Olympic movement for a hundred years now, and its value is not only reflected in the Olympic movement, but also plays a very important role outside of it. Its original source comes from Henry Martin Didon, a friend of "Father of the Olympics" Pierre de Coubertin^[1]. In 1891, Didon founded a sports school in Paris and four years later made "faster, higher, stronger" the school's motto. This school motto was greatly appreciated by Coubertin as soon as it was published, and under his strong proposal, the IOC officially wrote this motto into the Olympic Charter in 1913. In 1920, the Sixth International Olympic Congress passed the decision to make "faster, higher, and stronger" an integral part of the emblem of the International Olympic Committee. From then on, the words "three changes" officially became an integral and important part of the Olympic emblem, and have always led the development direction of the Olympics.

Until the end of the 20th century, due to the multitude of global sports issues, there was a strong suspicion among the public about the spirit of the Olympics. In this regard, Jacques Rogge, after taking the post of President of the Olympic Committee in 2001, published an opening sentence on the Olympic Review. He wrote that the Olympic motto is "faster, higher and stronger". At the beginning of the new century, perhaps a new motto is needed for sports, which is "cleaner, more humane, and more united". According to the official interpretation of the International Olympic Committee, the core of "cleaner" is the ethical norms of sports; The core of "more humane" is human beings, including human ideals, human values and dignity, etc; The core of "together" is to rise to the height of world peace and human solidarity, and to entrust members of the Olympic family with more unprecedented unity to promote peace and development of human society in the new century. It is not difficult to find that the proposal of "cleaner, more humane, and more united" is closely related to the era background at that time, and its profound meaning is to point out new directions for the development of the future Olympic movement and put forward new requirements for the moral character of athletes^[2].

The initiative of "cleaner, more humane, and more united" greatly enriches the connotation of the motto "higher, faster, and stronger". As a product of the times, the Olympic motto will also become more profound and inclusive with the development of the times. The COVID-19 that broke out in 2020 has a strong impact on all walks of life around the world. Among them, global sports events have become extremely difficult to hold in this context. Due to the impact of the epidemic, the Tokyo Olympics can only be postponed for one year, which is the first time in the history of the Olympics. The gathering of people under the flag of the Five Rings is difficult, and it has become very precious. In this context, after

successful re-election in early 2021, International Olympic Committee President Bach proposed to add the word "together" after the Olympic motto "faster, higher, stronger" in order to better respond to the post pandemic era. Against the backdrop of the global pandemic, the proposal to move from "faster, higher, stronger" to "together" has significant practical significance, achieving the spiritual sublimation from "faster, higher, stronger" human bodily functions to "together" humanity, breaking through the scope of the Olympic spirit, and is a call to unite all humanity together^[3].

2. The Era Value of the New Olympic Motto

The new Olympic motto "together" is not actually a new creation, but a special emphasis on the current era. Its significance is not only to demand unity among athletes, but also to infinitely expand the power of sports, use sports to promote the unity of countries around the world, and accelerate the great process of building a community with a shared future for mankind.

2.1 In Line with the Development Direction of the Times

The new Olympic motto "together" is not only the ideal of Olympic Committee President Bach, but also the overall direction of the current era. In the era of knowledge economy, the global industrial chain cannot be interrupted, and countries cannot escape interdependence^[4]. The epidemic is a "world war" in an era of peace, with its global impact. Countries around the world are facing the disasters and misfortunes brought about by the virus, and they also see the importance of solidarity and mutual assistance in the face of disasters. The epidemic has seriously affected the development of the global economy, technology, and other aspects. However, from a long-term development perspective, the post epidemic era will not only slow down and stagnate the globalization process, but will instead accelerate it in the great unity of the world's people. The future world must be peaceful, developing, united, cooperative, open, mutual aid, and win-win. Any ideas or practices that are not conducive to world peace and are contrary to the process of globalization, such as the hegemonic thinking of "one country is dominant", any Power politics that is intended to override other countries, and any unilateralism that only considers its own self-interest, will be swallowed up by the momentum of globalization. The Olympic Movement is the product of the times. The proposal of "together" means the new development of the Olympic system in the new era. It is also a strong response to hegemonic thinking and unilateralism. It is in line with the trend of globalization, and will be a "panacea" to solve various "difficult and miscellaneous diseases" in the post epidemic era. As Russian President Putin said at the special summit on coping with COVID-19, countries cannot sweep the snow in front of their own doors. In fact, since the outbreak of the epidemic, China and Russia have always adhered to cooperation, exchange, and unity in the fight against the epidemic, which is fully in line with the connotation of the new motto "together". The disadvantages of the competition centered strategy of the United States and the West have been exposed through this epidemic. American scholars even believe that COVID-19 will accelerate the continuous transfer of power and influence from west to east^[5]. The new motto "Together" is in line with the development direction of win-win cooperation, openness and inclusiveness among countries around the world in the post pandemic era. It will also be an important turning point for the current and future, with extraordinary significance and profound impact.

2.2 Promoting a Shift in Public Awareness

As an international sports event, the influence of the Olympic Games has spread to many countries around the world. The recognition and expectations of the people of various countries for the Olympic Games are often reflected in aspects such as the host, judges, athletes, and the number of medals. For a long time in the past, medals became the only criterion for determining the value of athletes, and it was precisely because of this that incidents such as doping and unfair refereeing, which were contrary to the Olympic spirit, occurred frequently. However, under the advocacy of the new motto "together", the obsession with gold medals among people from various countries has gradually faded. Taking China as an example, Chen Aisen and Cao Yuan missed the gold medal in the men's doubles 10m platform race due to mistakes; Xu Xin and Liu Shiwen lost to the Japanese team in the mixed doubles of table tennis; Liao Qiuyun failed to win the gold medal in the women's 55kg weightlifting due to the coach's neglect of the opponent. When facing these regrets, the Chinese people no longer curse like before, but view them rationally from the perspective of "unity". In a survey conducted during the Tokyo Olympics, netizens from multiple countries stated that medals are not the most important thing, but rather the safety of athletes.

The proposal of the new motto "together" undoubtedly played a guiding role in the public's cognitive shift. In terms of the Olympics, "together" enables the public to view the results of competitions more rationally, no longer solely based on gold medals, but to shift their focus from the results to the competition process and spiritual culture. Internationally, while the epidemic has brought crisis and damage to the safety of people's lives and socio-economic development, it has also provided unprecedented opportunities for the public to have a deeper understanding of society and a clearer understanding of its operational laws^[6].

2.3 Enhancing International Cooperation and Exchange

The update of the Olympic motto is a need to continue promoting the spirit of the Olympic movement and a reminder to the international community - 'Unity is strength'^[7]. Especially in the face of global threats, it is necessary to maintain global cooperation and work together to confront in order to achieve mutual progress and win-win results. For example, in the face of the continuous spread of the COVID-19, western countries with advanced military weapons and strong economic strength were at a loss. Although the tertiary industry of these countries was particularly developed, low-end industries were evacuated^[8]. In the early stages of the epidemic, these countries were unable to effectively contain the outbreak due to insufficient supply of necessary resources and equipment such as masks and ventilators. The new motto "Together" is proposed in this context, which requires countries around the world to learn from each other's strengths, complement each other's weaknesses, and unite and collaborate. With its rich connotations, it lays an opportunity for international cooperation and exchange in the post pandemic era, while also changing people's development and security perspectives to a certain extent. For example, at the beginning of the outbreak of the epidemic, Italy donated 40000 masks to the Chinese government, which was not only ridiculed by Western countries, but also expressed incomprehension among the Italian people. However, during the subsequent outbreak of the COVID-19 pandemic in Italy, where there was a severe shortage of daily and medical supplies, China donated 31 tons of rescue supplies to help them overcome difficulties. This move prompted Italian netizens to leave messages expressing gratitude to our country. Some parts of Italy displayed Chinese flags and played the Chinese national anthem as a sign of friendship, and the leaders of the two countries exchanged phone calls to convey a signal of unity after the epidemic. Our country's attitude of "investing in me with a peach and repaying me with a plum" is a positive response to "together" and a powerful response to the zero sum game thinking of some countries.

In addition, due to the impact of the epidemic on people's communication and work methods, it has increased their leisure time at home, giving them time to reflect on the impact of the epidemic and pay attention to the international situation. It can be said that the epidemic has provided valuable opportunities for cooperation and exchange among countries around the world to a large extent. The cooperation and exchange between China and Russia during the epidemic is a perfect embodiment of the new motto "together". " Together "will translate the global warning brought by the epidemic into specific implementation directions. In the future, international cooperation and exchanges will inevitably become more frequent and harmonious under the inspiration of the epidemic and the advocacy of new maxims.

2.4 Promoting the Construction of a Community with a Shared Future for Mankind

The Olympic motto is the soul and flag of the Olympics, a symbol of humanity's most precious spiritual wealth, inspiring humanity to constantly move forward and challenge itself. No matter how the Olympic motto changes, the connotation of "unity" always lies within it. In 2021, the International Olympic Committee issued the "Olympic 2020+5 Agenda", which regards "unity" as one of the five pillars of the new vision of the Olympic movement, demonstrating its importance and inevitability in the current era^[9]. The two complement and promote each other, sharing a common value pursuit and practical destination. The concept of "together" reflects one of the core elements of the Olympic spirit, and is highly in line with the concept of a community with a shared future for mankind in terms of the essential connotation of "harmony, cooperation, and coexistence", the implementation path of "joint consultation and construction", and the practical ideal of "win-win sharing, and the realization of human freedom and comprehensive development"^[10]. Since Rogge proposed the sports declaration of "together" in 2001, "together" has officially become the Olympic motto in 2021. Over the past two decades, the development of globalization and multipolarity has also gradually matured and entered a period of prosperity. "Together" is in line with the essence of building a community of human life, providing inspiration for reshaping the global governance system.

3. The Implementation Path of "Together"

3.1 Primary Premise: Adhere to Destiny and Unity

The epidemic has endowed the Olympics with a new historical mission of harmonious coexistence, shared destiny. From the "Olympic Village" to the "Global Village", without shared destiny, there can be no "together". China adheres to the principles of openness, transparency, and responsibility, and has provided a large amount of material assistance to multiple countries and international organizations around the world. In this regard, former President of the United Nations General Assembly Bandi commented that China's leadership and transparency in preventing and controlling the epidemic can be regarded as an example. The Global and Mail of Canada commented that China is producing global medical supplies at a record speed, helping people overcome difficulties, which will create history. Success comes from harmony and strength comes from unity. China has implemented the concept of a community with a shared future for mankind through practical actions, fully demonstrating its responsibility and responsibility for global public health security and human development. This is the case for a country, and even more so for the international community.

The International Olympic Committee, through the update of the Olympic motto, hopes to promote the gradual improvement of the global governance system and promote the green recovery of the world economy^[11]. In the current special period, it is even more necessary to advocate for the shared destiny of the world's people. Only by forming a universally recognized concept of "community" at the international level can the ideal of "greater unity" be truly realized. In this regard, international organizations should continuously advocate for the great unity of the world's people, constantly inspire the great unity of all countries, and it is no exaggeration to say that, Adhering to a shared destiny is the primary prerequisite for achieving "together" at all levels of the world in the post pandemic era.

3.2 Key Link: Adhere to Win-win Cooperation

The 'Great Change' can be described as a coexistence of crisis and vitality. The more in the midst of the change, the more it is necessary to enhance confidence, firm perseverance, and stabilize people's hearts, and the more it is necessary to work together and advance together. Over the past hundred years of the development of the Olympic Movement, it has always advocated for peace, unity, and win-win cooperation. Only by continuously strengthening cooperation between countries can we achieve win-win results in various aspects in the face of changes. The key to solving global problems lies in real cooperation on a global scale beyond various differences and boundaries^[12]. As Kissinger, the former Secretary of State of the United States, said in his article "The COVID-19 pandemic will forever change the world order", no country can overcome difficulties by itself; The key to solving the current problem is global solidarity.

In this crisis, China has actively engaged in international exchanges and cooperation, shared its own experience, and effectively demonstrated the responsibility of a major country. Former French Prime Minister Jean Pierre Lafarlane gave the above evaluation of China's approach to combating the epidemic. Indeed, from the perspective of the epidemic, China has spared no effort to share prevention and control measures and diagnosis and treatment plans with the international community. It has not only established a specialized pool of international cooperation experts, but also actively cooperated with the international community in vaccine and drug research and development, demonstrating the necessity of cooperation in the face of disasters through practical actions. In the era of economic globalization, COVID-19 is just a trial, and other unknown emergencies will inevitably occur in the future. A series of traditional and non-traditional security issues will continue to create new dilemmas. Adhering to win-win cooperation among countries is a key link in whether the future era can successfully walk out of the dilemmas and achieve "together".

3.3 Winning Magic: Adhering to the People First

The new Olympic motto holds high the banner of humanity, unity, friendship, and peace. It is not only a declaration for the development of the future Olympic movement, but also a direction for the advancement of the future era. The practical significance of "together" is to benefit humanity, which is similar to the idea of "people-oriented". Therefore, adhering to the principle of putting the people first is the key to achieving "together".

China's outstanding performance in the epidemic prevention and control work is not only due to the

superiority of the social system, but also due to the cooperation and support of the people. When the epidemic is severe, people consciously stay at home; When hiring people in disaster areas, there are countless people's volunteers; After the lifting of the epidemic, people from all over the country helped and supported each other. It is precisely because our country adheres to people-oriented and people-oriented principles that people can unite and believe in the country in the face of major disasters and difficulties. The people are the main body of the country and the backbone of unity. Whether it is international or national, in order to achieve "together", it is necessary to grasp the magic weapon of "the people". To benefit the people of all countries and adhere to the principle of putting people first, we can make the world more united and ultimately achieve the great unity of humanity.

3.4 Lubricant: Adhere to Multilateralism

The new Olympic motto "together" is actually to make the source of the Olympic spirit shine again during the epidemic period. Looking at the western world today, events such as "throwing the pot" and "rumor mongering" against the COVID-19 are emerging in endlessly. Under the influence of the COVID-19, the confrontation and competition between major countries have increased significantly, and the trend of thought such as anti-globalization, unilateralism and protectionism has risen. For example, the United States still adheres to the unilateral logic and behavior of "America First" in the global cooperative anti epidemic, and more than once attempts to win in international disputes by means of political stigma such as "tracing", "accountability" and "claims"^[13]. In the post epidemic era, in order to achieve "together", we must always guard against the rise of anti-globalization, unilateralism, protectionism and other trends of thought, and prevent them from committing some bad acts and causing serious adverse consequences. In future development, it is necessary to adhere to multilateralism in order to ensure that the process of achieving "together" can be more smooth. To put it vividly, adhering to multilateralism is the "lubricant" for achieving "together".

4. Conclusion

Mandela once said that "sports have the power to change the world", and the Olympic Movement is a strong evidence of this statement. It has had anti-war characteristics since its inception, and this alone determines its greatness. The Olympics have enabled more and more people to eliminate differences in religion, country, gender, system, race, ideology, and other aspects, and to gather together and fight together on the field. The Olympic spirit always encourages a pursuit of common values, always emphasizing peace and unity. This update of the Olympic motto is another cohesion of the Olympic spirit in the new era, which will bring a continuous source of vitality to the potential crisis in the post pandemic era.

Unity is always full of vitality, and it is the compass when human destiny is impacted and confused, as the saying goes, 'Time is not as favorable as the earth, and the earth is not as favorable as the people'. The epidemic has driven people around the world towards unity, and the Olympic spirit has also crossed over from the past during this special period, bringing the ultimate answer to the challenges of future development in the world -- together. In the post pandemic era, the importance of unity will inevitably continue to strengthen and deeply ingrained in people's hearts.

"Together" is the ideal of the Olympic movement and the inevitable trend of the future world. We must deeply recognize the era value of the new motto and contribute our own efforts to the realization of the new motto "together". May all countries around the world understand the true meaning of "together" as soon as possible, and may the people of the world achieve the grand goal of great unity as soon as possible.

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