

**Games Wide Open: An Analysis of the 2024 Olympics Slogan**

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Assignment Due Date

## **Games Wide Open: An Analysis of the 2024 Olympics Slogan**

The Olympics is one of the world's leading sports events. In terms of sheer scale, it is the largest sporting event in the world. This is because it welcomes teams from around the world to compete in various games. The Olympic Games are held every four years and include more than 200 teams from across the globe. These teams are often affiliated and sponsored by various sovereign states and territories. Historically, the Olympics has had positive impacts on the world. It has brought the world closer, fostered peace, and fueled cultural exchange. Athletes representing various sovereign states have used the event to make their nations proud and foster unity. The Olympics present even more value to the contemporary world. As such, in organizing any Olympic event, there is a need to capture its essence and fundamental idea. The 2024 Olympic Games will be held in Paris, France. In its slogan, Games Wide Open, the Paris Olympics has captured the true spirit and essence of the Olympics.

Games Wide Open is appropriate in so many ways. First, it captures the unique nature of the organization of the Paris Olympics. For instance, for the first time in 128 years, the opening ceremony of the Olympics will be held outdoors. This is unconventional because, historically, such ceremonies have been indoor events. However, this year, the organizers of the Paris Olympics aim to blend the unique French landmarks into the Olympics. The opening ceremony even includes a six-kilometer water march along the Seine River. All athletes from 206 teams across the world will be ferried by 106 boats. Additionally, the closing ceremony will be held outdoors at the Trocadero Square. This is meant to further blend the unique Paris landmarks with the events since, for example, the Eiffel Tower is visible from the Trocadero Square. The words wide and open in the slogan embody the unique nature of the Paris 2024 Olympics ("Paris 2024 - Games wide open," 2024).

Secondly, the slogan Games Wide Open also suggests inclusivity and openness. This year's Olympic Games plans to take openness and inclusivity to unseen heights. For instance, unlike any other time in history, the Paris Olympics will achieve full gender equality. This means that half (5250) of all the athletes who will compete are female ("Paris 2024 - Games wide open," 2024). This is a monumental achievement, given that in the 1900 Paris Olympics, only 22 females competed. Evidently, this year's Olympics will be open and inclusive. The slogan Games Wide Open also embodies people's inclusivity. First, it welcomes teams from across the world (Izard, 2023). Any sovereign state with a National Olympic Committee (NOC) is welcome to participate. This is a positive aspect because it ensures that inclusivity is achieved. People across diverse racial and ethnic groups are included in the world's biggest sporting event. This fosters global unity and peace.

Thirdly, the Paris Olympics will include all people with unique abilities. The Paralympic Games, which shares the same slogan with the Olympic Games, will also be the biggest in living memory. It will have 549 sporting events and be as inclusive as the Olympics. Like the Olympics, it will also be open to everyone. More than 3 million tickets are available for anyone who wants to watch the events (Estanguet, 2022). Finally, the transparency and openness that has been demonstrated in the organization of both the Olympic and Paralympic Games is a testament to the slogan of Games Wide Open. More than 500,000 people have been given a sneak peek into these events, and more than 40,000 have been invited to volunteer to help organize the two events.

In conclusion, the slogan Games Wide Open is apt and appropriate. The underlying idea of the Olympic Games is to foster unity, inclusivity, and peace through sports. It is meant to include people from all walks of life and backgrounds. It is also meant to captivate the minds of

people of all ages and to advance the value of sports in bringing joy, peace, and unity to the world.

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