

Abstract: **Olympic Games as tool and weakness of the global capitalism**

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The Olympic Games are the most popular event on the world with more than 3.5 billion viewers of the last Games. This specific product of cultural industry is upcoming in Tokyo next year and universally is presented as apolitical entertainment. But from Marxists perspective we can also find exploitation, commodification and fetishization of professional athletes, alienation of mass of fans and last but not least profitable business for the International Olympic Committee and global corporations. On the other side of this successful business fairy tale are consequences of creative destruction on hosting cities and massive ecological devastation of their environment.

Political economy of the Olympics shows how global capital is accumulated through the sport field. Sport is not progressive improvement of humankind anymore. It serves as capitalist tool to use the productive forces for increase of surplus value. And it is covered by next function of the Games – to be ideological apparatus.

Sports ideology contributes reproduction of social relations into masked form. The result is adoration of individual sports self-made man that attains all achievements only by his own effort and to beat all the others. The collective narrative is in close connection with reproduction of modern nationalism and racism. It serves to fixed class relations into the status quo like in Althusserian ideological state apparatus.

But the economic and ideological character of the Olympic Games has the same limits like today's global capitalism. Media are more and more unsuccessful with censorship of the protests against the Games. And the public interest to host Olympic show is also weaker and weaker. Increasing unpopularity of Olympic Games is also represented by the change of political regime of hosting countries. What liberal publicists interpret as shift from democratic countries to authoritarian countries is nothing more than continuing tendency that games are hosted by actual winners of global capitalism. The Olympic Games lost its mask that they are not very important part of capitalist production on global scale.