

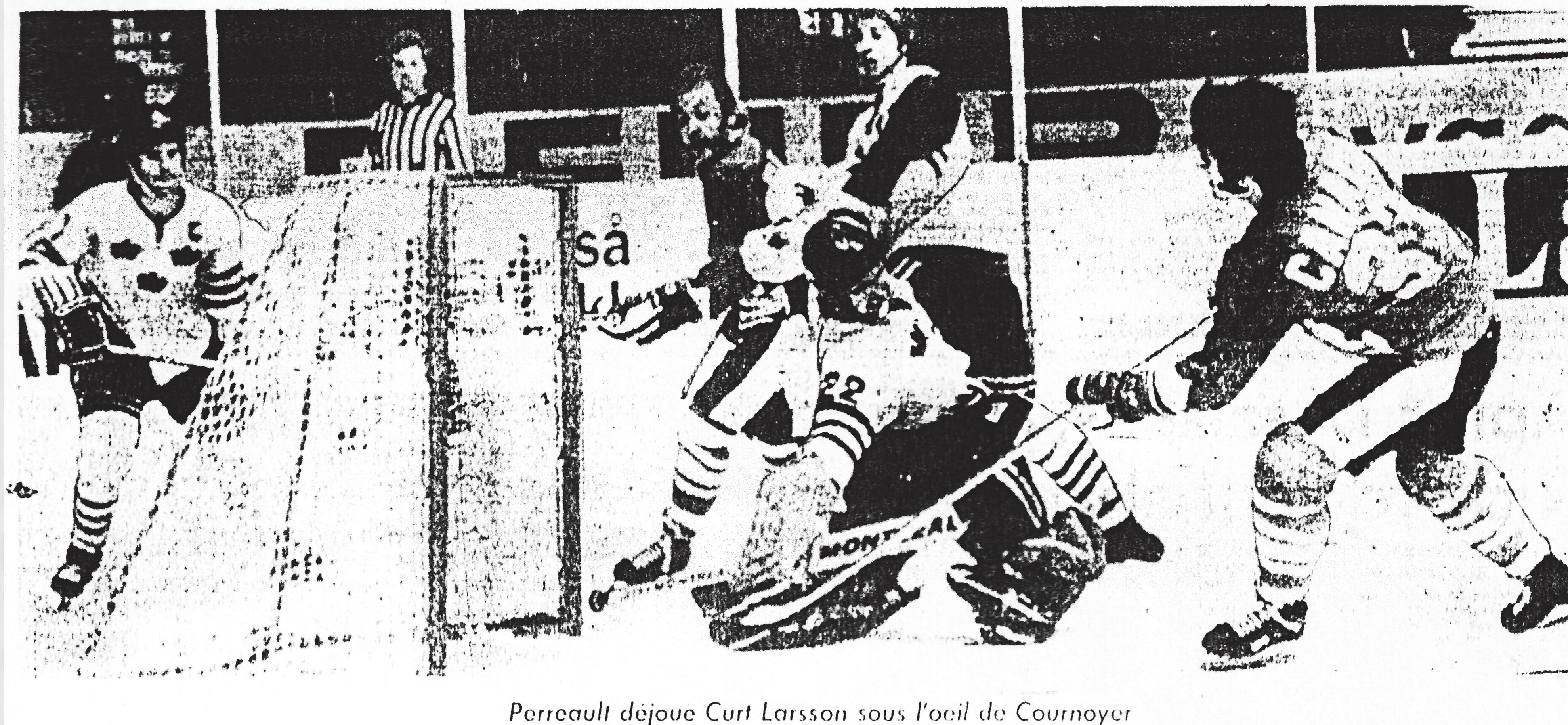
# Canada wins over Russia in 1972 Summit Series: The series as portrayed in the media

\$1.25 (tax included) • National Edition

## SPORTS

CANADA, SEPTEMBER 1972  
VOL. 75 No. 09  
"It's how you play the game"

## HOCKEY IS CANADA'S GAME



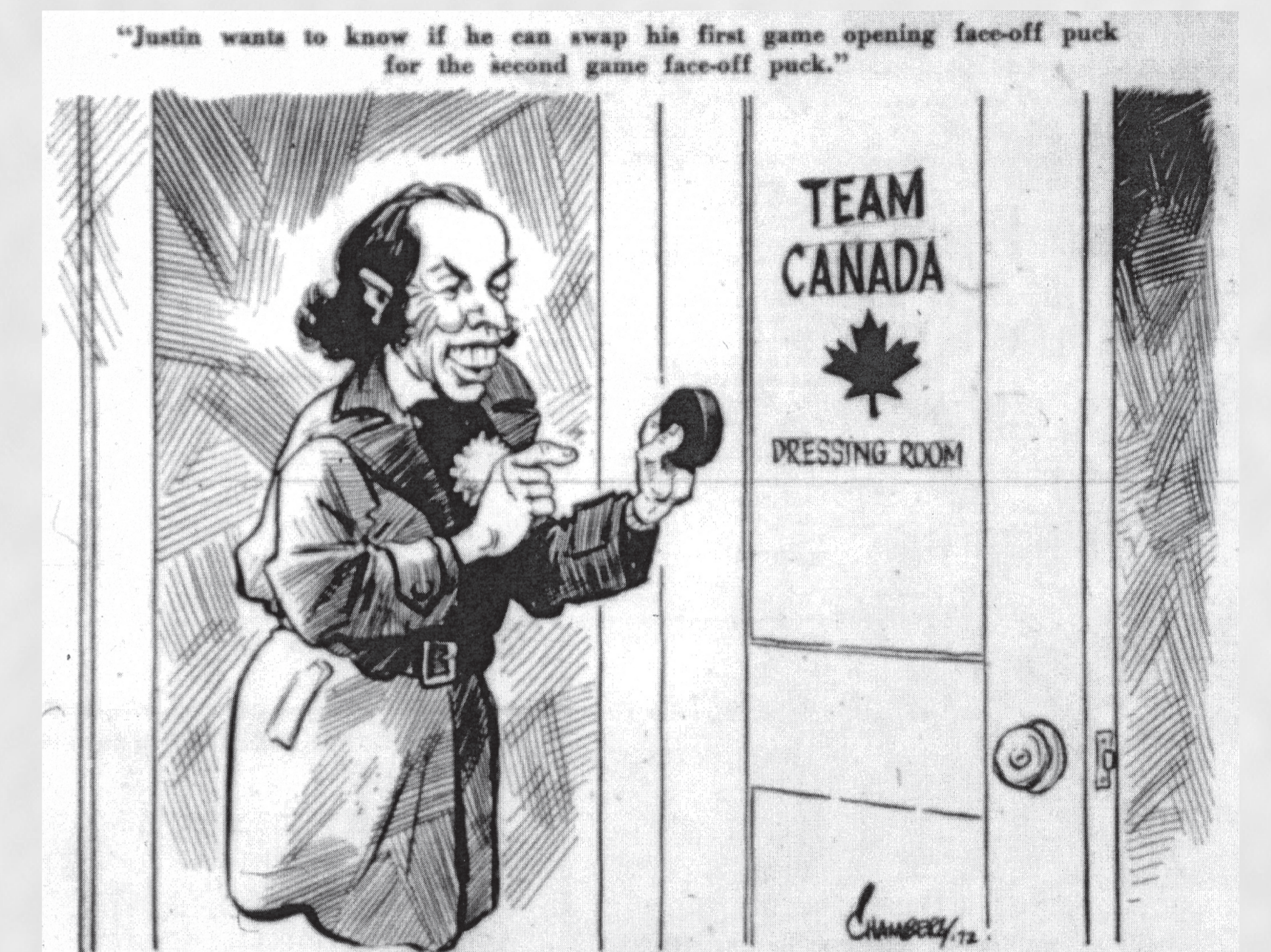
Perreault déjoue Curt Larsson sous l'oeil de Cournoyer

La Press, le 18, septembre, 1972

By: Christopher M. Radojewski  
crado049@uottawa.ca

### CANADA LIFE WEATHER

Partly Cloudy  
High 15 C  
Low 6 C



Halifax Chronicle, September 6, 1972

### The media's representation

My research focused on the media's portrayal of the Summit Series between Canada and the Union of Soviet Socialist Republics (U.S.S.R.) in September of 1972.

An examination of a selection of major newspapers from across Canada between August 25 and September 30, 1972 along with other mediums of media such as CBC radio, television broadcasts on CBC and CTV that included all eight games, were used as primary sources.

I expected themes of nationalism, the Canadian hockey myth, and politics would be prevalent in the media and I wanted to deduce the regional distribution of news on the series.

### Method to the madness

Research was conducted by reading six papers, geographically spaced across the country looking for content in all sections that applied to the Summit Series.

Not only were the number of articles and their position/prominence noted, but they were classified thematically. This made up the bulk of the research and provided a wider view of how the Canadians felt about the series.

The examination of print media was augmented by analysis of game commentary, radio news and opinion broadcasts, and televised news coverage.

### What the papers said...

The Summit Series captivated Canadians across the country as apparent through the many different perspectives the media took to the series. Many in depth pieces were written on Team Canada, its players, and Coach Harry Sinden.

Regardless of the type of article, print media regularly embraced themes of nationalism, Canadian identity, and the Canadian hockey-myth.

The series was also used to the advantage of candidates running in the federal election at the time as they attended games to gain publicity.

There was no great deal of animosity as per the notion of the Soviet East versus Capitalist West, most likely because there was period of détente between Russia and Canada.

### Only one prediction correct

Editorials by sports editors and writers frequently highlighted the theme of Canada's superiority in the game of hockey. This was evident through pre-series predictions. Many articles predicted a *blow out* in favour of Team Canada.

"My record at forecasting is nothing short of terrible. But this is one time I'm absolutely sure when I say Canada will sweep all eight games against the Soviet Union," said Larry McDorman of the Halifax Chronicle.

Most series predictions highlighted the great expectations for Team Canada and the confidence in "Canada's sport". Only Michel Blanchard of La Press predicted an accurate outcome of the series.

"Les Soviétiques: trois victoires, quatre défaites, un match nul," Blanchard titled his September 2 article.

### In retrospect

The Canadian hockey-myth that presently plays a role in Canadian culture, identity, and nationalism, was strongly evident in 1972. The series was politically motivated and it focused on Canadian identity and national reputation.

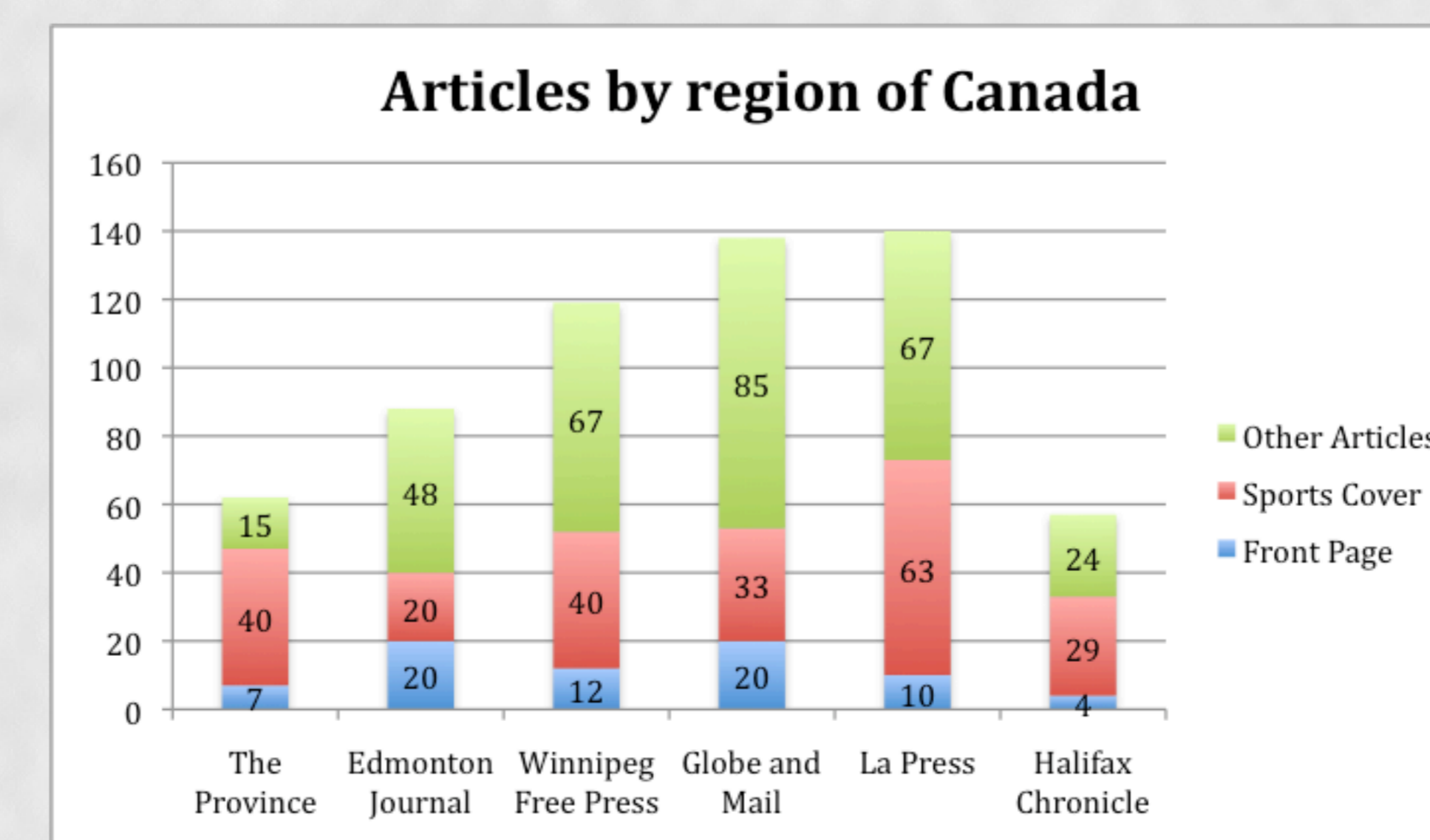
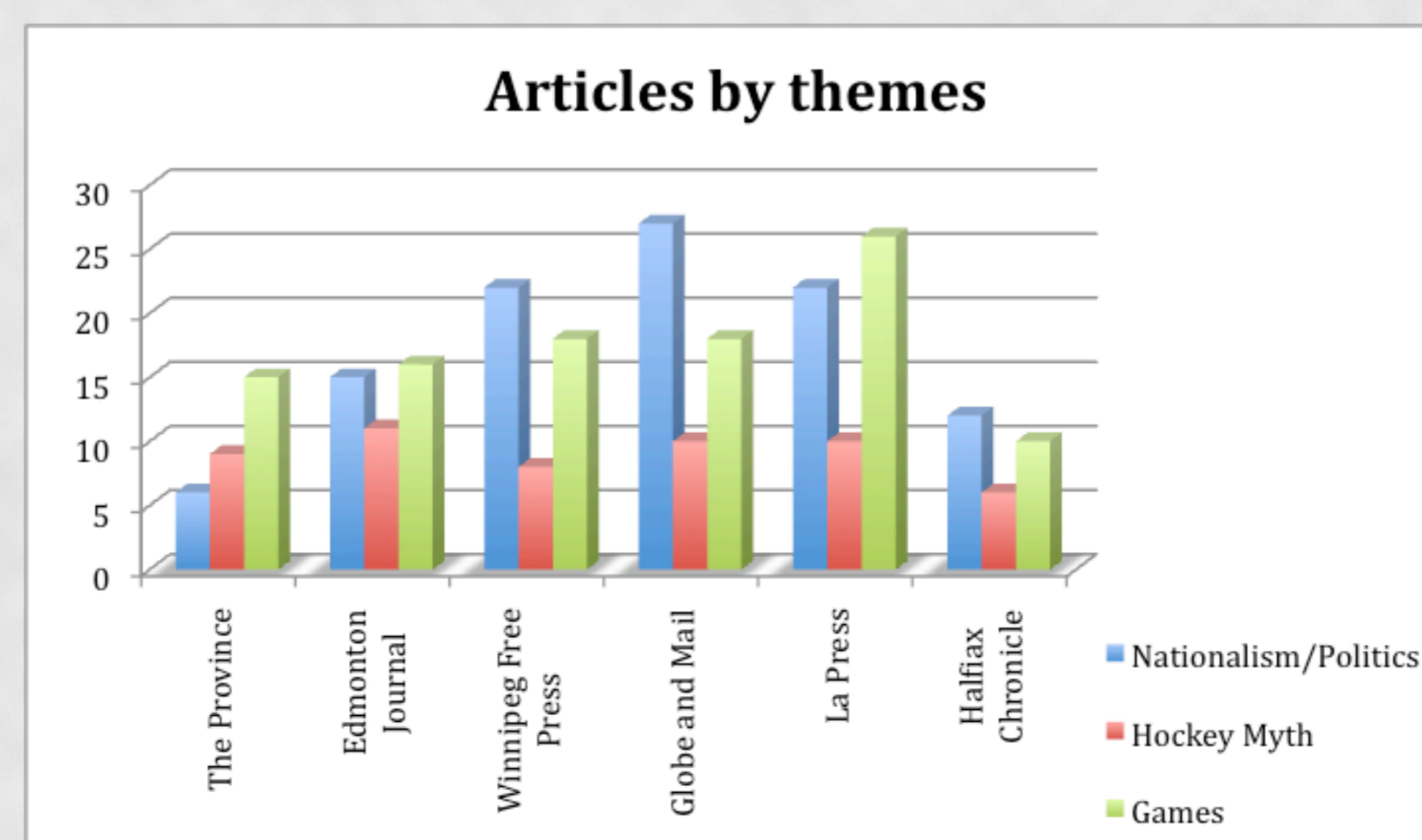
This is conveyed through the media's coverage, focus, and opinion articles on the series. Live television news footage from moments around the 1972 Summit Series victory suggests print media accurately portrayed the sentiment in Canada.



The Globe and Mail, September 8, 1972

Continues on page 6

More on page 3



### Russia-Canada summary

- Game 1: Soviets 7-3 (Montreal)
- Game 2: Canada 4-1 (Toronto)
- Game 3: Tie 4-4 (Winnipeg)
- Game 4: Soviets 5-3 (Vancouver)
- Game 5: Soviets 5-4 (Moscow)
- Game 6: Canada 3-2 (Moscow)
- Game 7: Canada 4-3 (Moscow)
- Game 8: Canada 6-5 (Moscow)



Thank you:

Dr. Jeffrey Keshen  
Library and Archives Canada  
University Research Opportunity Program  
Michelle Ferguson  
Mico Mazza  
Kyle Hansford