



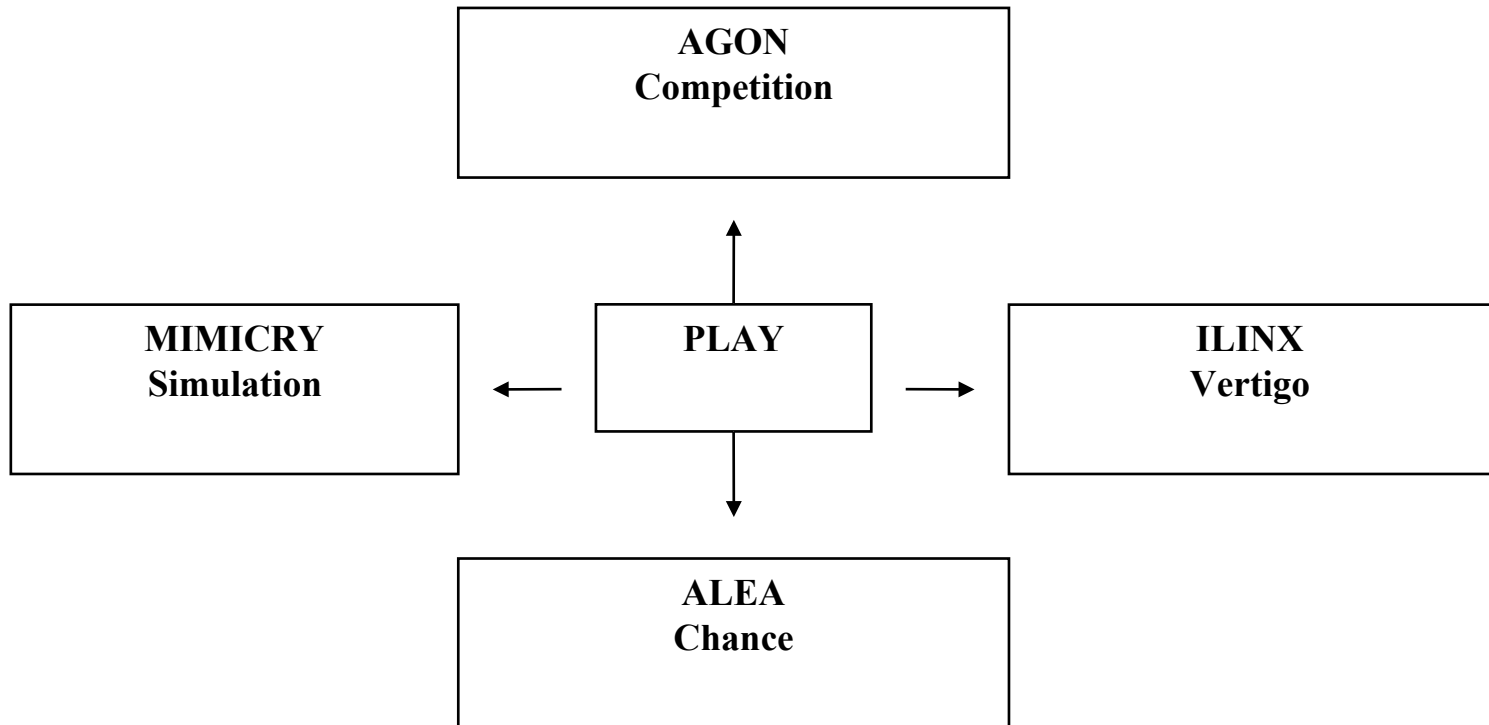
PLAY THE GAME 2009
VISIONS FOR SPORTS IN TIME OF CRISIS
COVENTRY UNIVERSITY, UK / 8-12 JUNE 2009

**SPORT`S OVERLOOKED VALUE:
THE KINESTETHIC STYLE**

FLORIAN PETRICA
THE MONEY CHANNEL, REALITATEA MEDIA

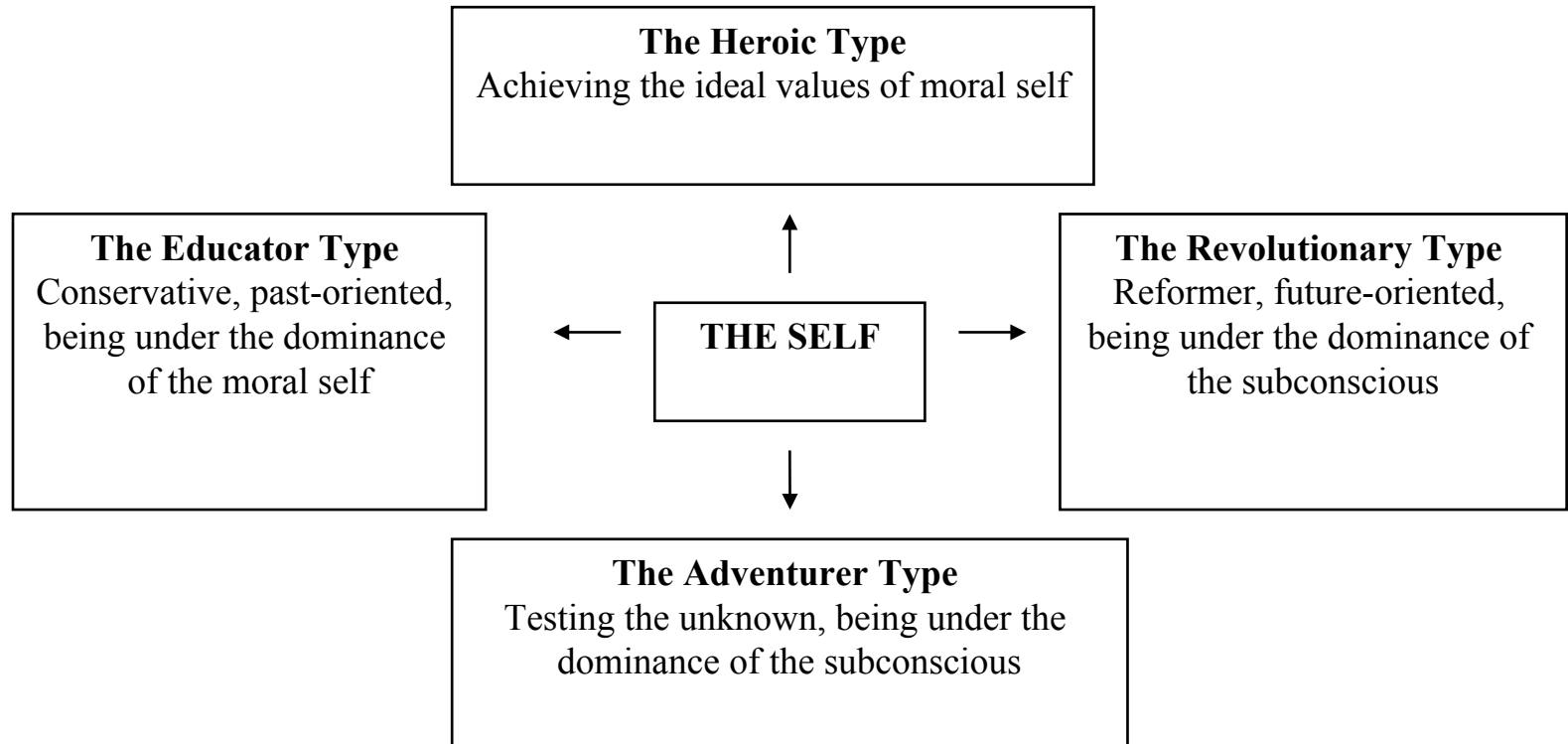
THE CLASSIFICATION OF GAMES

Roger Caillois, 1958

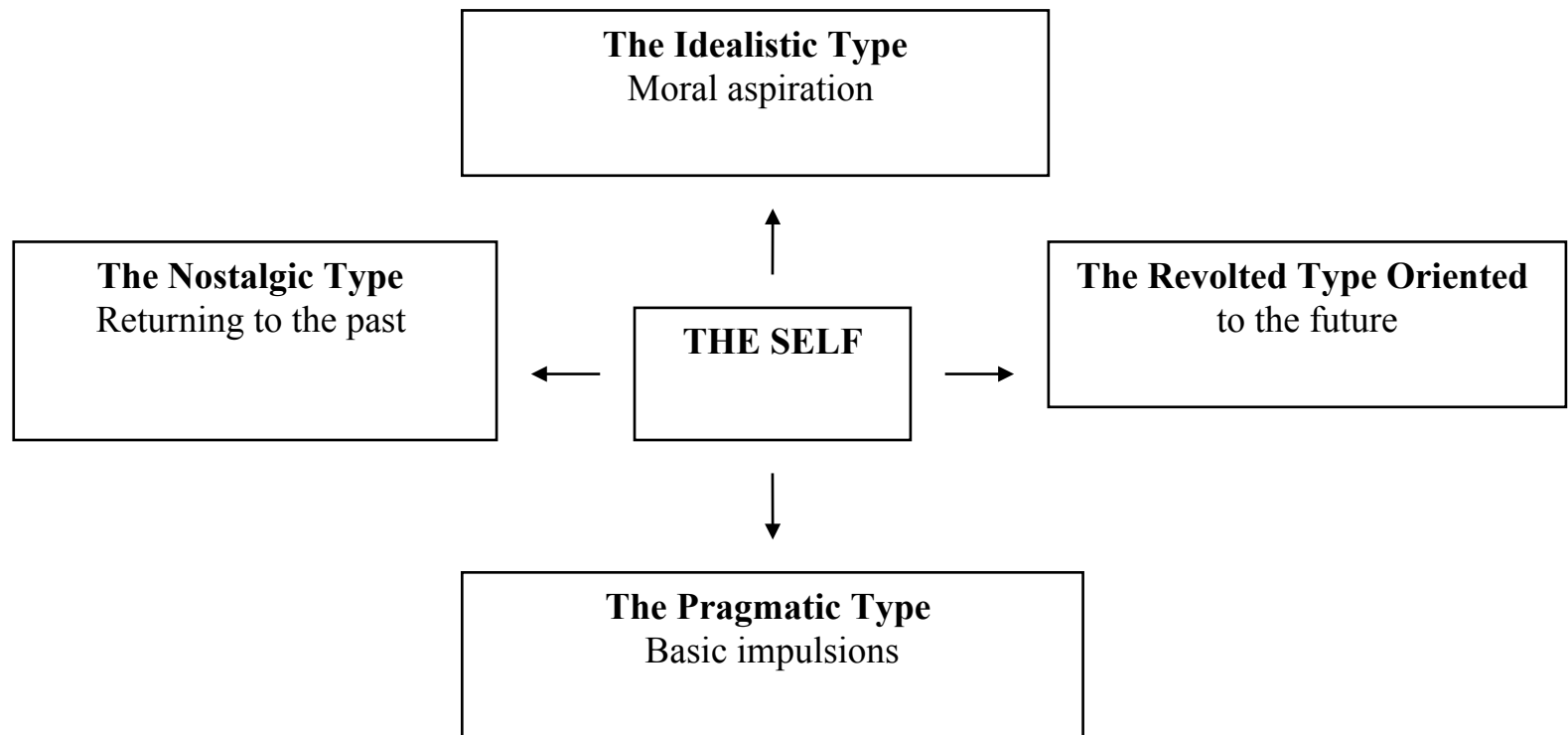


THE PSYCHO-MORAL TYPES

Constantin Enachescu, 2005



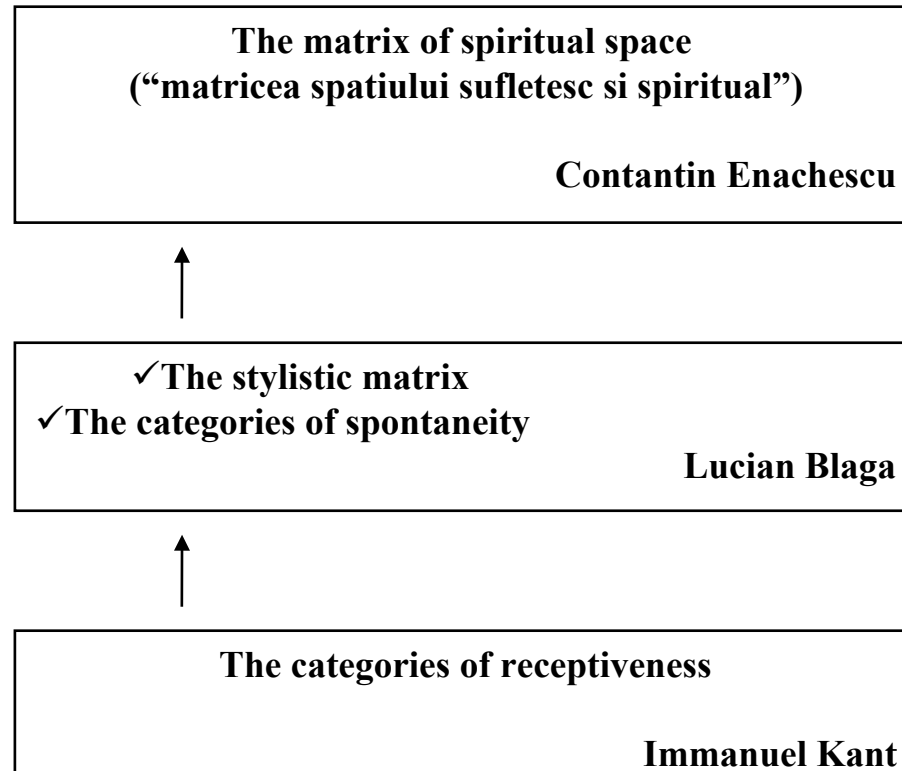
THE PSYCHO-BIOGRAPHICAL TYPES



THE EUROPEAN ETHNO-CULTURAL TYPES

- The Greek type – creative, intelligent, prudent
- The Latin type - ascendant, active, expansive
- The German type – reflexive; regularity, orderly
- The Slav Type – passional, promoter of unconscious` passions
- The Central Type – longing; unity, both past and future oriented

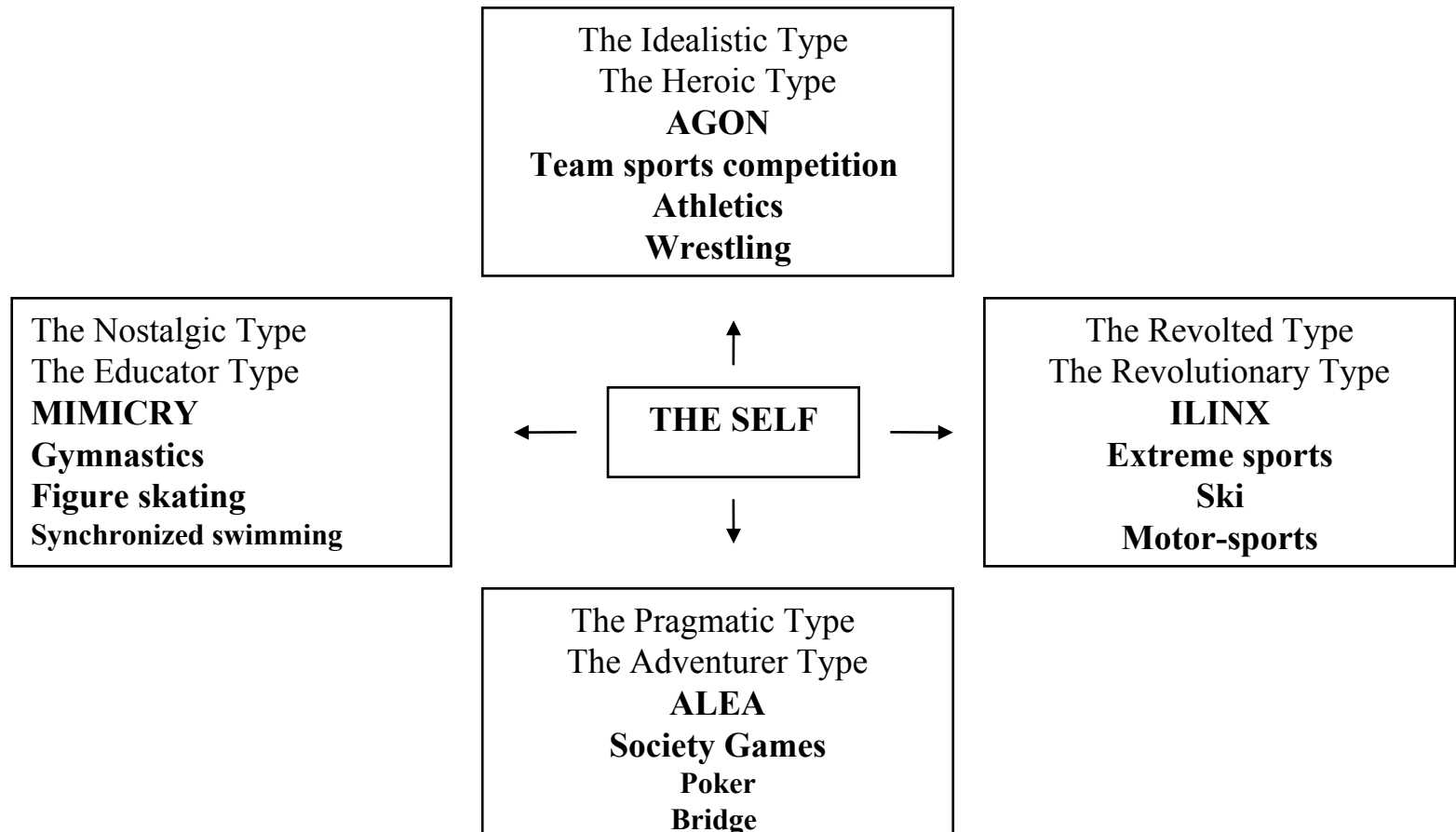
THE THEORY OF SPIRITUAL SPACE MATRIX



THE STYLISTIC MATRIX

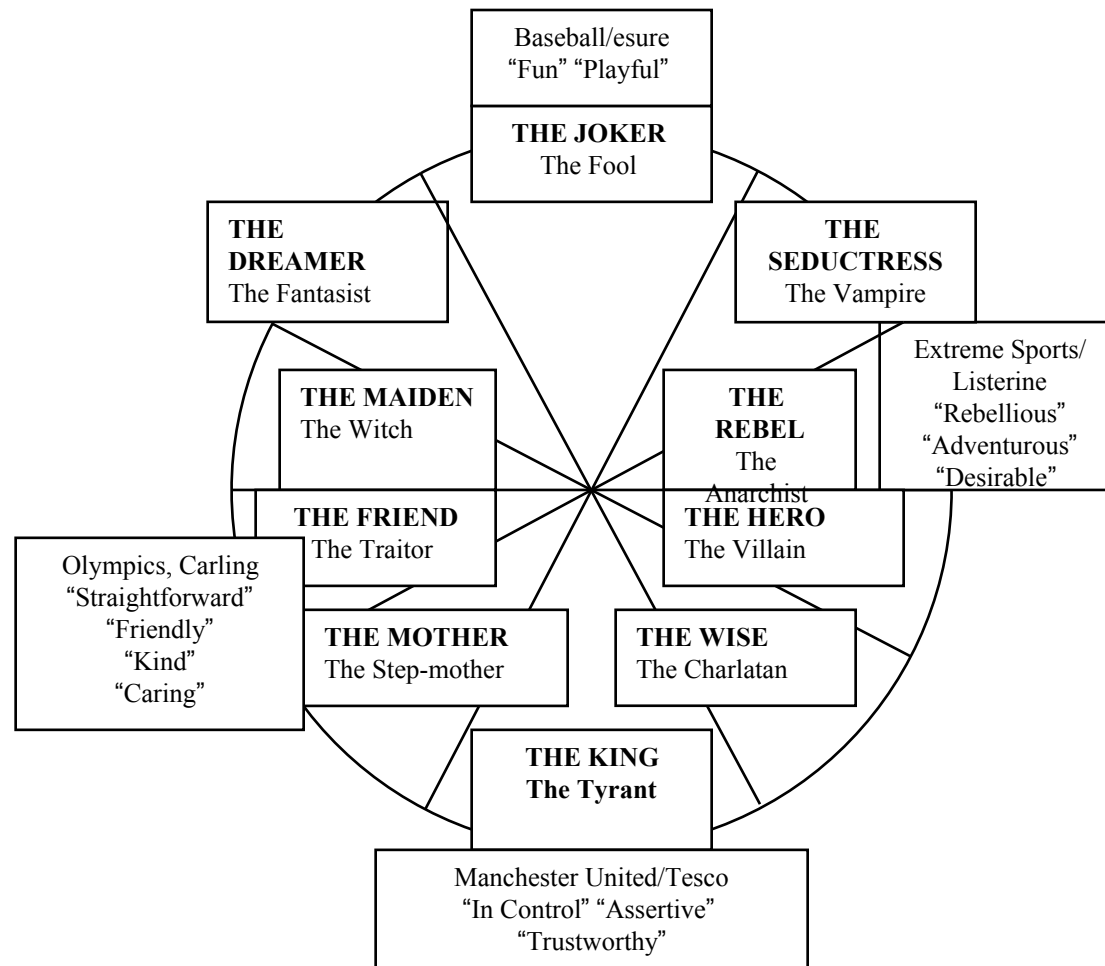
- a. The spatial and temporal horizons
- b. The axiological accent (horizons` valuation)
- c. The attitude (sense of destiny)
- d. The formative aspiration (personal way of giving form to the things around)

THE TYPES OF GAME AND THEIR EMOTIONAL CORRESPONDENCE



SPORTZ – THE EMOTIONAL NATURE OF SPONSORSHIP

SportBusiness International, October 2007



Thank you!



Picture of the ruins of the old Coventry Cathedral.

Tags: 1047-00-0 1047-03-0 cathedral coventry coventry cathedral the ruins of coventry cathedral