SPORTS`S OVERLOOKED VALUE: THE KINESTETHIC STYLE

FLORIAN PETRICA
THE MONEY CHANNEL, REALITATEA MEDIA
THE CLASSIFICATION OF GAMES
Roger Caillois, 1958

AGON
Competition

MIMICRY
Simulation

PLAY

ILINX
Vertigo

ALEA
Chance
THE PSYCHO-MORAL TYPES

Constantin Enachescu, 2005

The Heroic Type
Achieving the ideal values of moral self

The Educator Type
Conservative, past-oriented, being under the dominance of the moral self

THE SELF

The Revolutionary Type
Reformer, future-oriented, being under the dominance of the subconscious

The Adventurer Type
Testing the unknown, being under the dominance of the subconscious
THE PSYCHO-BIOGRAPHICAL TYPES

The Idealistic Type
Moral aspiration

The Nostalgic Type
Returning to the past

THE SELF

The Revolted Type Oriented
to the future

The Pragmatic Type
Basic impulses
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 – passionate, promoter of unconscious passions
- The Central Type – longing; unity, both past and future oriented
THE THEORY OF SPIRITUAL SPACE MATRIX

The matrix of spiritual space
(“matricea spatiului sufletesc si spiritual”)

Contantin Enachescu

✓ The stylistic matrix
✓ The categories of spontaneity

Lucian Blaga

The categories of receptiveness

Immanuel Kant
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

The Idealistic Type
The Heroic Type
AGON
Team sports competition
Athletics
Wrestling

The Nostalgic Type
The Educator Type
MIMICRY
Gymnastics
Figure skating
Synchronized swimming

THE SELF

The Revolted Type
The Revolutionary Type
ILINX
Extreme sports
Ski
Motor-sports

The Pragmatic Type
The Adventurer Type
ALEA
Society Games
Poker
Bridge
SPORTZ – THE EMOTIONAL NATURE OF SPONSORSHIP

SportBusiness International, October 2007

THE JOKER
The Fool

THE DREAMER
The Fantasist

THE SEDUCTRESS
The Vampire

THE REBEL
The Anarchist
THE HERO
The Villain

THE FRIEND
The Traitor

THE MAIDEN
The Witch

THE MOTHER
The Step-mother
THE WISE
The Charlatan

THE KING
The Tyrant

Baseball/esure
“Fun” “Playful”

Olympics, Carling
“Straightforward”
“Friendly”
“Kind”
“Caring”

Extreme Sports/
Listerine
“Rebellious”
“Adventurous”
“Desirable”

Manchester United/Tesco
“In Control” “Assertive”
“Trustworthy”
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