
Original research article

ANATOLY IN THE FOUNDATION OF (OUR) SCIENCE

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SUMMARY

By issuing the Edict of Constantine the Great and by constructing of Constantinople, together with the division of the Roman Empire by Theodosius, which took place in the fourth century AD, the entire world was glowed by the *Anatoly*, and its light that illuminates our civilization. This light replaces darkness, love replaces hatred, goodness replaces malice. Anatoly, as the poet would say, helps the soul to "string with longing for eternity" (I.Negrišorac). And all his deeds are to be focused in this direction.

Time given to us to live in, and the time which is to come, indicates that the Anatoly is (even) now required. Because science, which grows into the *Science of terror* in all its aspects, has cultivated a philosophy that says *our* scientific facts, although not verifiable, must be in *good faith* accepted. And these "our scientific facts" show that : nuclear experiments are not dangerous to people who live in these areas, that vaccines are mandatory for protecting human health, that GMO food is of high quality and that it is not harmful to human health, etc. .. If you doubt them, or try to check their accuracy, it is almost certain that those who doubt them will end up in prison or in a mental institution .

Our line of profession is similar. Physical exercise is not a favored food for our being but is considered like merchandise to be sold. Therefore everyone, especially recreationists, must know all about free radicals, load levels, diet; they must train in certain fitness centers, they must have their own personal trainers, use only the appropriate sports equipment; scientific research and studies, which also *must* be believed, talk about the development of everything, but they do not primarily focus on man. Man is for them a consumer who should be taken money from.

That is precisely why we need the Anatoly to remind us of who we are and who we belong to.

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INTRODUCTION

Time as a *clip of the infinity*, painted by (our) culture and civilization is a given time and represents *our clip of infinity*. And each time, and by it marked culture and civilization has its shares that marks it. Some epochs testify this.

If the birth of the Lord Jesus Christ has divided time into the time before his birth and after his birth (i.e. to count years that existed *before* (B.C.) and *after* (A.D.) He was born), and has donned the light from the darkness, then By issuing the Edict of Constantine the Great and by constructing of Constantinople, together with the division of the Roman Empire by Theodosius, which took place in the fourth century AD, the entire world was glowed by the *Anatoly*, and its light that illuminates our civilization. This light replaces darkness, love replaces hatred, goodness replaces malice. Anatoly, as the poet would say, helps the soul to "string with longing for eternity" (I.Negrišorac). And all his deeds are to be focused in this direction.

And this soul of ours, consecrated by the Holy Spirit, although staring at the "life of the future age," says and reminds us that we are on the Earth and that we should live honorably and honestly. But, unfortunately for all of us, this cry of our hearts, even though we all want it, is overcome by the technological development spreading by cosmic velocity. This velocity all people of the world moves away from themselves; away from personality that is unique and unrepeatable, directing them towards the atomized individuals; away from the personality and its orientation towards the catholicity, the centrifugal forces of the technological development, and with it related marketing, separate them and create lonely and self-sufficient individuals. There is no more love among people that primordial and lofty love, directed towards another person. There are only a bare interest and guiding principle that *the end justifies the use of (any) means*, and therefore we *are all allowed to do everything*.

Such a trend is felt in every aspect of life. And because of this trend science was not spared of such a relationship towards the scientific facts. Increasingly, one feels that even in science *everything is permitted*. The research aim which is specified and the money that is invested in such projects with pre-established scientific truths require obedience of the scientists. And the obedience is very easy to get because man got alienated from himself. He gave up the spiritual values for the material ones. Thus he remained alone, an individual who thinks and believes that he is permitted everything. That is how "scientific facts" proving something which is against all logic and against the man himself emerged.

Self-confidence in "the knowledge" has recently been demonstrated by one of the world's leading physicists. Famous British physicist Stephen Hawking felt the need to re-explain the superiority of the science. Specifically, as an atheist, he explained the details of his book entitled "*Short history of time*" in which he spoke of the "Mind of God", for whom he knows does not exist. But for the scientists to know the "Mind of God" one has to discover a set of scientific principles colloquially known as the "*theory of everything*". And confidently he adds, relying on the *faith* of the atheists: "Before we understood the science, it was natural to believe that God created the Universe, but now science gives us much more convincing explanation." Because, obviously, now we *know* the science, and according to him, it is perhaps the end of knowledge. Or, perhaps, all the rest and future findings will confirm what he thinks.

Taking into account CERN and claims that its research teams have revealed *divine particle* and the *final* solution to the origin of the Universe, not saying that its 27 kilometers long tunnels are suitable to save a selected group of people from a nuclear disaster, and through various scientific claims conflicting with common sense, we are not far from the *faith* of Stephen Hawking. Stories about the *Big Bang* and boson particle and the ensuing self-confidence that they are the ultimate truth infiltrated into other sciences and other types of scientific research, too. They all deny other opinions and research arrogantly certifying that only they give a sense of superiority over others and are thus infallible.

This sense of infallibility of (our) scientific facts was projected with the aim to render (our) claims unconditionally accepted. Large amounts of money invested in such research and their subsequent marketing approve the use of all resources. And these means are not selected.

The same image and axiom that (specific) end justifies the use of all and any means is to be found in sport and physical education as well. Different truths are present and different studies are conducted in this area as well. But, very often they, as well as the truths that pretend to be scientific, do not see man and his personality, but the interest - financial or some other (in the form of social privileges, status, rank), behind which also stands a financial reward. And that is why physical exercise is not seen as a wholesome food, but as a means to reach a given objective.

METHODS

By theoretical analysis and Meta-analysis used to subsequently analyze previously obtained results, as the most appropriate methods for this type of research, it turned out, among other things that Meta bases exist as *logical errors (actions) in transition from one area to another*.

The *subject* of this study is to review the present road of science in physical education and sport, and its relationship to man and his need for physical exercise. Out of this came the research *objective* - to highlight and demonstrate the existence of the Meta bases in our profession as well, but also to propose (possible) solutions.

RESULTS AND DISCUSSION

Science and scientific facts

Science, regardless of how it is defined, is centered on the research and scientific fact as a result of this research. Such fact, just because it has the prefix "scientific" can and should be subject to review. This implies that other independent researchers, when repeat the presented methodological procedure come up with the same or nearly the same results. This should apply to each area of research. If this is not possible, or is not allowed, for some reason, one cannot talk about the scientific fact and scientific truth. It is this validity of the obtained scientific results that hides the power of science.

However, despite this clear truth of the very essence of science, regardless of whether it is natural, social or medical sciences (to adopt this division), the neoliberal wave of development that has prevailed in the world, has also introduced, in accordance with its philosophy, new rules in science. And they say once established (our) scientific truth can no longer be checked and questioned. Otherwise, all scientists doing so for whatever reason out of the scientific curiosity or doubt will be severely sanctioned. Therefore "western democratic" countries that consider their civilizing mission to rule the world, pass different laws, manifestos, decrees, which can sanction it.¹

¹About ten years ago (2002) in the United States a Commission on Mental Health was established which dealt with the mental condition of the child. "There were tested" 52 million students and preschoolers and 6 million teachers. Of course, after research the unfit were removed from the school. But it is important to say that this study was followed by complement to the *psychiatric manifest* by the new rules and new lists of Mental Disorders (DSM - 5). This is how the American Psychiatric Association took the top position in *the creation of a new man*, more precisely - Biorobot.

New mental disorders, according to them, are as follows:

1. **Orthorexia Nervosa** – "mental disorder", preoccupation with food preparation, menu planning, regular exercise and the fight against pesticides, herbicides, preservatives, to the extent that the person does not feel good if eating unhealthy, calorie and fat rich foods.

However, science is not able to bind by the legal rules because human thought does not allow it, and may not be limited by legal rules. Until now, as traced back in the civilization memory, that did not work either one (not even the Inquisition minded) group of *rulers*. For if that were possible, man would still live on the Earth, which is a flat plate supported by the back of the (variety) of animals, and the Earth would still not rotate around its axis and would, according to Ptolemy's learning be the center of the universe. But, in spite of the terrible Inquisition and its inquisitors, human thought has, checking the previous truth, been searching for new ones. Nicolaus Copernicus, Galileo Galilei and many others disregarded the prescribed and strict limits that had determined to what extent the thought and science could go. And that is why the Earth is "still revolving."

But, despite the fact that the Earth is "still revolving" **power** (democratic packed by laws and other regulations) and the **interest** (embodied in the profits of the powerful multinational companies and individuals like them), are becoming increasingly aggressive. In such an approach science is used to declare *their truth* as universal and untouchable. So science or scientists agreeing on such science evolve in **Terror science**.² This new "Terror science" in all its aspects has cultivated a philosophy saying *our* scientific facts, although not verifiable, must be accepted with **faith**. And "our scientific facts" show that: nuclear tests are not dangerous to people who live in these areas, vaccines are required to protect human health, GMO food is good and not harmful to human health, our drugs are not harmful, etc. ³(6). If you doubt them, or try to check its accuracy, it is almost certain that those who doubt will end up in prison or a psychiatric institution.

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2. **PAB (Passive – Aggressive Behavior)** - Passive - aggressive behavior: behavior through which a person in a passive aggressive way obstructs a general social purpose or role.
 3. **Organized stalking** - *Thought that a government or secret service monitors and tracks you using technological tools*, will henceforth be associated with paranoid personality disorder.
 4. **Mood disorders** - Memory disorders, attention deficit disorder and work activities.

²Stories about GMO food, or Srebrenica, or vaccines, even at the level of the story may be punishable, not to speak of serious scientific research. For the truths that have been made, as they say, "after the scientific research" cannot and must not be further checked. Thus, by the force of the powerful neo-liberal governments which had ordered the "scientific" studies with a previously determined "scientific" truth, a new order based on Orwell's sayings and predictions is established.

³ Here, we cite only two illustrative examples that indicate enthroned untouchability of the powerful multinational pharmaceutical institutions:

- The Tanjug newspapers on November 26, 2013 announced the withdrawal from further use of two drugs for pregnant women: "Partusisten" and "GYNIPRAL". The European Medicines Agency has withdrawn them from further use since they caused cardiovascular problems in pregnant women and their babies.

Thus we come to a completely absurd situation. In fact, although it is accepted that there is no God and that "religion is the opium for the people", consequently making science incompatible with religion, all are required to have their scientific facts accepted with *faith*. A faith of one man is always based on a religious basis. Herewith a new situation is posed: the promoters of globalization behind whose ideology stands self-interest do not allow for the relationship between science and religion but require their "scientific" truth to be accepted with faith. And this goes on under the threat with severe sanctions. ***O tempora! O mores!***

Of course, in such an effort to (voluntarily) accept the "new science of terror", media preparation and "ambush marketing" are inevitable. Because the quality of the preparation impacts: a) whether their ideas are unquestioningly accepted with faith and b) whether the set objective with the most important goal of profit, will be achieved. In this virtual circuit a significant role in popularizing the objectives are assigned to the media celebrities, primarily from the film (Hollywood) and the elite and professional sports. A characteristic example is Angelina Jolie, a recognizable face of the "humanitarian" worker " of a "humanitarian" organization UNHCR. ⁴ (7).

All this shows that science is increasingly in the service of the global politics and that it actually the "scientists", do not object. UNHCR, UNESCO, Monsanto and many other "humanitarian" organizations use science to reach (their) global objectives. Because of this the very existence of ***Agenda 21*** of the United Nations arouses concern. An important element of this Agenda is a multinational company MONSANTO, which is already known for its "humanity" and care to provide "cheap food".⁵ With this "humanism", in cooperation with other "humanitarian"

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- Before using the product read the instruction. About indications, precautions, and adverse reactions to a medication, consult your doctor or pharmacist. (*This is the text which has to be pronounced after aggressive TV advertising for any drug.*)

⁴Angelina Jolie surpassed all expectations showing by her own example how to accept with *faith* the new "scientific" facts "of the new science of terror." She had her breasts removed although this was not necessary, because she has with unquestionable faith accepted the opinion of the "new science of terror" that is was necessary. A reason for this is: a) **the "scientific"** one - in her family some women had breasts health problems so it could happen to her as well, and b) **the "profiteering"** one -to accrue the work of the clinics performing such operations. Of course, one should not forget the interest of the cosmetic surgery. (More on this: Ivona Zivkovic, "Humanitarian" organizations as a source of profit. Ivona Zivkovic.net).

⁵ The global scale corporation MONSNATO on which thousands of pages promoting its "humanism" were written, is well known for its genetically modified food and activities to make such food served in all areas of the world. This is implemented: a) first *willingly* (by bribing), and if it does not bring good results, b) then by *force* (changing state governments). Their opinion on "health safety" of the genetically modified foods is one of those which is not allowed to discuss. Their "scientists" and "their scientific truth" cannot be subject to verification and review.

governmental and non-governmental organizations, humanity is pushed into, for them, suitable feudal capitalism. This will certainly lead to an absolute destruction of man and the sort of a "democratic genocide". Law protected "scientific truth" with the accelerated work on the cyborgism⁶, is a confirmation that such predictions are not in the domain of conspiracy theories because universities are already intensively engaged in such research.⁷ To this one should add, at first glance, a harmless action around the creation and use of so-called virtual money. The name of this virtual money *bitcoin* clearly suggests its foundation. And its "popularity" and the growing presence in commercial transactions are based on the *faith and trust of people* in its value.⁸

The *Orwellian science* of the European world is not far behind. The last twenty years are a good example of the deliberate efforts to return to the *new Middle Ages*. For example, let us remember the rules of the 1995 on the curved cucumbers and bananas. This absurdity was corrected in 2008. But already after two years (2010) new rules and regulations were adopted: first that distinction *must* be made between beet and Swedish turnip and then that all food products must be sold by the kilo, even eggs. Pearls of the "deliberate" operations certainly are the decision not to say that water prevents dehydration and prunes assist in better digestion. All this, for example, because one does not have valid enough scientific evidence for such claims.

2013 will be remembered as a true *Orwellian year*. In fact, that year the European Commission published the "Law" on plant cultivation. The law prohibited the cultivation and sale of any vegetable seed if not "tested" and

⁶ Cyborgism is a term that means merging man with the machine. But at one point the machine will be able to self replicate and will be able to self produce a new generation of computers and programs, and this process will become faster and faster until the moment we will not be able to keep up with them. Instead, we will lag behind the machines.

⁷ At the University of singularity in the USA, and probably elsewhere, already nowadays it is possible in the laboratory conditions to "see" the human thoughts and thus to exercise control over these thoughts. Of course, one is still waiting for the new technology to make it happen outside the laboratory as well. The University operates under the auspices of the NASA and GOOGLE.

⁸ Boris Pripic, founder of the forum bitcoin.rs explains that the bitcoin value is based on the people's trust in this currency, the number of transactions and its rarity, much the same as with gold. Bitcoin is made through the process of "mining". To put it simply, it is a process where a part of the processor is lent to the system which solving the complex mathematical operations verifies transactions in the virtual currency. Algorithm for the production is designed in such a way that at any time it puts into circulation certain amount of bitcoins that is distributed to all who at that moment are mining. The more, "miners" the harder it is to obtain the virtual currency. *Therefore, it became unprofitable to mine without special processor adapted for this purpose.* Practically, the current spending while your computer "mines" will be more expensive than the quantity of the produced bitcoins. The total amount of bitcoins which will be in circulation is limited to 21 million, and currently there are 12 million produced "(According to: the Evening News, 11/12/2013., p.11)

approved by their agency "EU Planet variety agency". This Orwellian order imposing has continued in this 2014. This year (2014) EU researchers have dealt with hair dryers and vacuum cleaners (Prohibition of power more than 1600 watts), and toilets as well. The use of water in toilets and toilet cover layout was the topic of a 60 page study. Let alone the appearance of cleavage of the waitresses because "care about their health" is of the paramount importance. Compared to that almost unnoticed was the regulation about what kind of bottle one can use to put the olive oil on the tavern table.

Indeed, Orwell's science and scientists are the miracle of this century and millennium.⁹

Science of Physical Education and Sport

At the heart of physical culture or physical education and sport is a man. This is not great news and its characteristics. But, as is the case with other areas of the sciences (medicine, psychology, etc.) it is forgotten - who and what man is. That is why a physical exercise, all the more pronounced is turning into the goods to be nice packaged and sold. Because profit is what determines the success of "an activity or (work)." And so one comes to an extremely absurd situation: physical exercise¹⁰ is no longer wholesome food for the human being but the goods to be sold. Then, in accordance with the "new time" and the neoliberal wave power of a tsunami, all the (dishonest) acts are allowed. The guiding principle echoes in the "new man": *all is allowed to me*.¹¹

When everything is allowed first move is to *change consciousness*. This very current idea present in all areas of life is exploited in our profession as well. Because if someone is convinced that physical exercise is necessary for his health, but also for a happy and long lasting youthful life, the easier it will be to sell a product called - physical exercise. Also, every sale is closely connected with the activities of the presentation of the product, or advertising. This means, in accordance with the new proclaimed and adopted motto: *Everything is allowed* that everything will be done to sell these goods - physical exercise. The first aid to

⁹ All information on EU regulations, legislation and legal solutions can be found on the website of the administration in Brussels.

¹⁰ Physical exercise is not just a movement defined by its form and character, but it is also necessary and wholesome food for the being human. More on this in: Nenad Zivanovic et al.: Theory of Physical Education,....

¹¹ In its concern for the weak and the hedonism ridden inhabitants of the occupied Corinth, the apostle Paul conveyed to them the following: "All things are lawful, but not everything is beneficial: all things are lawful, but I do not want anything to overcome me" (1 Cor. 5, 12).

these efforts is an "ambush marketing", later joined by all other activities that are necessary in an effort to change the consciousness of man. In doing so, years of his life are not important.

Science of Physical Education and Sports in such desires of course is heavily used. Numerous scientific studies that are projected by the tried and tested recipes including pre-determined objectives and specific (appropriate) scientific facts are fully financed and organized. So the *extreme usual load of athletes*¹² is quite *common* in the training process, and submaximal and maximal levels of load (for the athletes, it seems) are "life-saving" phases of the training process. Numerous scientific studies with their *scientific facts* claim that only this kind of work can come to results.¹³ This is the current situation, so shall it be in the near and distant future, but so it was in the past.¹⁴ Because the amount of the athletes' sweat spilled and sports results achieved are in direct proportion. Those who invest money in sport know best.

Physical recreation or as it is often called sports recreation is also part of caring observations of many researchers and marketing agencies. *Recreationalists* are the target group who (should) above all be good consumers. For all that excellent and professional athletes¹⁵ dress and use in the training and competitive processes, "recreationalists" (have to) buy. And by this strategy manufacturers of sports equipment of course, gain their profits. To do that in a time of high technology that makes it easy to distil the information, they are through the global

¹²The term *extreme usual load* was first used by Ljubodrag Simonovic in his book *Robots' Rebellion*. Zapis, Belgrade, 1981, p. 47

¹³It is enough to skim some of the reference professional journals in the field of medicine, sports science or pharmacy, which publish papers relating to the training process, to be certain of the influence and importance of science in the creation of sports results.

¹⁴Typical story from the not so distant past is linked to two former West Germany gymnasts. The first, Ivona Haug said (in 1984) that she did not work out for herself and that she did not find interest in all these medals and first places won. Then she was seventeen and a multiple champion. Her statement supported Herta Levenberg, the former West German gymnast who wrote on the gym wall: "Sport is death." Of course, she was subsequently expelled from the national team. And their "working" day looked like this: "Every day these girls, under the strict supervision of the federal trainer who was not trying to peer into their souls, practiced six hours a day, must function as puppets: training, school, food, training, food, training. And all this accompanied by the regular monitoring of body weight, starvation, gluttony attacks, followed by a finger down the throat and - vomiting, and weight is fine again." Herta then wanted only to live as her peers - for hassle free life that she did not have. (According to: Nenad Zivanovic, *Sport - ups and downs*. Vuk Karadzic, Paraćin, 1992. p. 148.)

¹⁵Classification criteria for a sport that takes into account the aim of sports take up talks about: SCHOOL, REGISTERED AND RECREATIONAL sports. And REGISTERED sport is divided into: an amateur, elite, professional and spectacular sport. (According to: Nenad Zivanovic et al. *The theory of physical education*.....

network "bombed" by the results of the scientific studies showing the importance of physical exercise for a long youthful life. Of course, there are proposals, richly illustrated with elite athletes' photographs how to do it; and the obvious message: exercise in fitness centers, under the supervision of the (athletic built) specialists, make sure that you follow the appropriate zone loads, wear adequate (recommended) sports clothing, use "such and such" supplements, and do it regularly. In short - *exercise regularly and buy regularly!* This is good and useful, say TV screen and all other screens young and beautiful "recreationalists". They speak with a smile on their recreational enterprise and serious and sympathetic researchers are proud of their success.

But to succeed in the market as much as possible, or to profit as much as possible, the social sciences lend a helping hand. By various studies and research techniques pre-designed scientific results are obtained. This extensive body of information is published through print and electronic media, but also through the global information network, thus holding the attention of individuals, atomized individuals, who seek their "salvation" in the eternal youth.¹⁶ Therefore they need additional stimuli which they receive in the form of the modern cults. And for them social sciences in accordance with the neo-liberal ideology of capitalism have taken care of.

Three newly built cults sprung from the modern professional and elite sports: *the cult of the body, the cult of sports results and the cult of profit*. Each of these cults individually or all together forms a distorted picture of not only the true values of sport, but also of the meaning of life.

The body cult has been gradually built over a longer period of time. It started with the Swedish scientist Olaf Åstrand research studies in mid-20th century which were related to the development of aerobic abilities of the athletes and fitness enthusiasts.¹⁷ The body cult has been gradually built over a longer period of time. This trend was continued by Kenneth Cooper programs for physical exercise, popularly called *aerobics*, and Jane Fonda, the American actress.

¹⁶In the sixties of the 20th century there was a popular song whose lyrics say: "Take everything from life, today you are like a blossomed flower, tomorrow a withered rose." Only thirty years later, the leading slogan of young people was: "Live fast, eat fast and die fast." Hence, over these years myriad of films with similar subjects have been made.

¹⁷Olaf Åstrand with his research on a bicycle ergometer and arranged matrices that are indicative of physical exercise programs has made a big step forward in the further development of the science of physical education and sport. But, only twenty years later, he has publicly renounced his research and recommendations resulting from the obtained scientific facts. He recommended only daily physical activity for 30 minutes (in various interval combinations). The first signed author of these lines was one of those present at the lecture of O. Åstrand at the University of Örebro, Sweden, in 1986, when he gave up his research.

It is with a great marketing that she stirred the ladies and offered them so called *aerobics for women*. After it most fashionable were jogging and biking and today the euphoric occupation of fitness centers continues building up this cult.

Chronological age is no (more) important. It is important for man to look young and to develop an adequate muscle tone. If this cannot be achieved by physical activities there is help by the advisors offering resources for recovery, stimulants, vitamins, aspirins, etc. The next steps in the realization of his *youthful dreams* and a body that fits with the youth are reserved for the medical specialists: plastic surgeons, physiologists, and so on.

And athletes with their bodies (when required take off even jerseys) show canons and molds according to which they should be dressed (trained) and their body shaped. Therefore, fitness clubs are "occupied" following the trend and the desire of individuals of all ages to build up the canonized bodies.

Hence the first exclamations of the New Age: ***all for the body, the body for nothing!***

The cult of sports results is, of course, built on the agonistic basis of sport. But that agon and the desire to win depicted in Homer's ancient message: "Always be the best, my boy, the bravest, and hold your head up high above all the others"¹⁸ which has built the so-called *old sport attributes* (health, education, socialization), has long been replaced by the *new attributes* (result and profit). The *New era* requires a new man and a new sense of agon.

One of the world's most powerful sports associations is the International Olympic Committee (IOC). It tries to heritage an old spirit of the ancient Olympic Games, which is, sadly, adapted to the *New Age*. Hence, very often, a lot of publicity is given to the social research that resembles first of all the participants in the Olympics and their desire to stand on the Olympic podium.¹⁹ Their desire is so strong that they are willing to sacrifice everything. The dream of an *Olympic podium* is so "strong" that the message of Pennsylvania's bishop Ethelbert Talbot in 1908 conveyed to the participants of the Olympic Games in London – *It is not about winning, it is important to participate*, changed in mid-eighties of the 20th

¹⁸ "Always be the best, my boy, the bravest, and hold your head up high above all the others. Never disgrace the generation of your fathers." Homer, the Iliad, VII 208– 210

¹⁹ We remind of the frequent exploitation of the opinions of interviewed athletes, participants in the Olympic Games, claiming to be capable of doing anything (even doping) just to get on the Olympic podium. Even if they knew that after that they would just have a few more years of life. Such articles in the press, among other things, are a classic example of the *ambush marketing*.

century. It is now adapted to the neoglobalistic New Age and reads - it does not matter to participate, it is important to win.

Other international sports associations do not fall behind the IOC. In football, golf, boxing, and even for example, in beach volleyball the result is so important that all is subordinated to it. In such an effort to reach victory guiding principle is, in athletes and those next to them, that - the end justifies the means. And then the athlete becomes an individual who stands in the way of (another) to the desired victory. Then all kinds of barbarism and evil deeds, all kinds of oppression of man in athletes are possible. We have seen athletes -cannibals biting their opponents, and on sportsmen -bullies who willfully violate sporting opponents we should not waste words. These are the images that become constituent part of the sports competitions. Fans not only lag behind the athletes in vandalism but they publicly incite violence. In the name of "higher" goals opposition supporters get killed as well.²⁰ And because of these "higher" goals now a valid motto is - *win or die*.

The other exclamation of the New Age is: ***all for the result, the result for nothing!***

Profit cult includes the cult of body and sports results and raises high above them. In accordance with a generally accepted motto of the *New Age* that profit is above all and above everyone this cult becomes a guiding principle in every activity. Regardless of whether it is an elite, professional or recreational sport the rule is the same - a target profit is in the first place. Of course, the biggest share of the profit is intended, in accordance with the rules of a neoliberal capitalism to a selected minority. But this minority, also in accordance with the rules does not have to sweat or exert any effort.

Incomes of the leading clubs, for example, in football, representing a closed group, are measured by hundreds of millions of dollars. Their associations are approaching the amounts of the billions of dollars. Because of these revenues such sports clubs and especially their international sports federations have tremendous power; not only economic one but also political. Their representatives and presidents require without any equivocation, of the Prime

²⁰ Last insane act took place in Istanbul when the KK Crvena Zvezda Belgrade (Serbia) fan was killed with the assistance of many who dared not to do that. Turkish Galatasaray fan decided to murder the young man to help his club, or someone else (<http://sport.blic.rs/Kosarka/Evropska-kosarka/263354/Bezumlju-nema-kraja-Turci-slave-ubistva-uz-pretnje-navijacima-Partizana-i-Olimpijakosa>).

Minister and Presidents of the individual sovereign states, to do whatever they want.²¹

Leading athletes as part of the programmed activities aiming at acquiring growing profits are rewarded with the hundreds of thousands of Euros, on a weekly basis. They are in the focus of the daily and weekly newspapers, the electronic media and global (informative) networks. Their marketing promotions are guided by numerous agencies, research institutes, etc. Gaining profit is too serious business to be left to chance and amateurs.

Carefully selected athletes raised to the level of the neopagan gods become idols to the mass of individuals called - consumers. However, since their shelf life is relatively short, parallel to their ascent a careful selection of the new sports idols is done. They are in the background, ready to replace the existing ones. Because a programmed acquisition of the profits must not, at any time, discontinue.

Therefore, the third, and most important, exclamation of the *New Age* is: ***all for profit, profit for nothing!***

And so, we go back to the beginning of this paper - *a change of consciousness*. It is the main lever of the *New Age*, which stir all preliminary and basic actions in order to achieve the main goal - a bigger profit. And of course, in this way a global strategy is implemented – an economic and consequently, political power. Sports heroes, whose design and development is significantly endorsed by the scientists of Physical Education and Sport (Sport Science), are in the foundation of the neopagan sports cults.

CONCLUSION

A change of consciousness as the main lever of the *New Age* is applied in all aspects of social life. Science and the Science of Physical Education and Sport are not spared. Hence there are so many scientific facts and scientific assertions derived from them which are contrary to the common sense. But the *New Age* relying on the omnipresent mission statement claim that *everything is allowed to me*, is not interested (even) in common sense. Interest in the highest possible

²¹ President of the European Football Federation (UEFA), during his visit to Serbia, has ordered the Serbian Prime Minister what the Government, i.e. the State of Serbia has to do on a variety of topics. And all this was corroborated with the threat that the national team and the football clubs would be removed from the European competitions.

profit is a new neopagan shrine and the only goal of the *new man*. And this new man is an atomized individual very easy to manipulate.

Due to newly promoted individuals and individualism we no longer observe that everything around us is poisoned. Poisoned is the food, not just the one we eat, moreover spiritual nourishment is also contaminated. We have poisoned the body and soul. This is possible because the consciousness of the individual is altered. And this individual sees only high (sports) cults which he worships and seeks in them a sense of his life. We have poisoned our consciousness with the technology, thinking that not even most ordinary walking can be done without the internet information on how many steps we have made, how many calories have been burnt, how many heart beats per minute have been recorded, etc.

All this shows that by a dangerous *mind-altering* we have voluntarily joined the meta base building in all areas of social life including the science of physical education and sport. Hence, it is possible that physical exercise is no longer wholesome food to the human being but just a commodity to be sold. Consequently, we have forgotten the natural forms of body movements - exercise; we have forgotten the possibility to self-initiate organized physical exercise, exercise derived pleasure in the company of friends away from modern technology. In a word, we have forgotten that we have personality, one, unique and unrepeatable.

Theo-anthropocentrism, one of the theory of the development of physical education and sport,²² advocates that man, personality is one, unique and unrepeatable. It brings the personality in the focus of our profession and it does not consider an individual as an atomized personality.

This is the essential difference in the perception of the target not only of the physical education but sport as well. Although in this *New age* that sounds anachronistic, it is an opportunity for our profession to get back to man and his need for physical exercise, the most nutritious food necessary not only to his body. Because physical exercise is not only a movement determined by the form and character, having a certain volume and intensity, but it also is the experience of such a movement - physical exercise. To this essential food we all have the right and not just those who can afford exercise classes in fitness centers and sports clubs.

²² Theories of the development of physical education and sport are: biocentrism, ethnocentrism, egocentrism, and anthropocentrism and theo-anthropocentrism. More on this in: Nenad Zivanovic et al., Theory of Physical Education. Panopticon, Niš, 2010. p.

That is why we need educators and scientists who will have love - which is not proud, does not envy, does not do wrong, and does not rejoice in unrighteousness...²³. Love that will be the guiding principle in any business and will point to the *Anatoly*, the light source and all things visible and invisible. We need the *Anatoly* that will illuminate science and our profession and its theory and practice. The *Anatoly* to remind us that man is in the center of our profession, a personality - one, unique and unrepeatable and not an atomized individual. And to remind us that the physical exercise is a wholesome food for the human being.

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²³The apostle Paul in his first letter to the Corinthians, to the weak as we are now, uttered the most beautiful words about love (1 Cor. 13: 1-8).

ИСТОЧНИК У ТЕМЕЉУ (НАШЕ) НАУКЕ

САЖЕТАК

Едиктом Константина Великог и градњом Констинопоља, уз поделу Римске империје коју је извршио Теодосије, и све то учињено у четвртном веку после Христа, читавој васељени је показан *Источник*, и његова светлост која осветљава нашу цивилизацију. Та светлост замењује таму, љубављу мржњу, добротом пакост. Источник, како би то рекао песник, помаже души да „затрепери чежњом за вечношћу“ (И.Негришорац). И да сва своја дела усмери у том правцу.

Време које нам је (за)дато да у њему живимо, као и оно које ће тек доћи, указује да нам је Источник (и) сада потребан. Јер наука, која израста у *Науку терора*, у свим својим сегментима, изнедрила је философију која каже: *наше* научне чињенице, иако нису проверљиве, морају се са *вером* прихватити. А те „наше научне чињенице“ кажу да: нуклеарне пробе нису опасне по људе који живе на тим просторима, да су вакцине обавезне јер штите здравље људи, да је ГМО храна квалитетна и да није штетна по здравље људи, итд. Ако се посумња у њих, или покуша провера њихове тачности скоро је сигурно да ће они који сумњају завршити у затвору или психијатријској установи.

У нашој струци је слично. Физичка вежба није благодатна храна нашем бићу већ роба коју треба продати. Због тога сви, а нарочито рекреативци, морају све да знају о слободним радикалима, нивоима оптерећења, начину исхране; морају да вежбају у одређеним фитнес центрима, да имају своје личне тренере, да користе само одговарајућу спортску опрему; научна истраживања, којима се такође *мора* веровати, говоре о развоју свега и свачега, једино не виде човека испред себе. Човек је за њих потрошач од кога треба да се узме новец.

Зато нам је потребан Источник, да нас подсети: ко смо и чији смо.

ИСТОЧНИК В ОСНОВЕ (НАШЕЈ) НАУКИ

РЕЗЮМЕ

Указом Константина Великог и воздвижением Константинополя, с разделением Римской империи, которое осуществил Феодосий, и все это произошло в четвертом веке после Рождества Христова, всей вселенной показан Источник, и его свет, который освещает нашу цивилизацию. Этот свет заменяет тьму любовью, ненависть - добром. Источник, как говорят поэты, помогает душе "затрепать тоской по вечности" (И.Негришорац). И чтобы все свои произведения сосредоточить в этом направлении.

Время дается нам, чтобы его прожить, и то что еще впереди, показывает, что мы в Источнике теперь нуждаемся. Ибо наука, которая растет в доктрине террора, во всех ее аспектах, породила философию, которая говорит, что наши

научные факты, хотя и не поддаются проверке, должны быть приняты на веру. И эти "наши научные факты", показывают, что: Ядерные испытания не представляют опасности для людей, которые живут в этих районах, что вакцины требуются для сохранения здоровья человека, что ГМО-качественные продукты питания, и не вредят здоровью человека, и так далее. Если вы сомневаетесь в том, или пытаетесь проверить их точность, вы вероятнее всего, в конечном итоге, попадете в тюрьму или психиатрическое учреждение.

В нашей профессии, то же самое. Физические упражнения не являются здоровой пищей нашему бытию, а товаром для продажи. Поэтому каждый человек, особенно любители активного отдыха должны знать все о свободных радикалах, уровне напряжения, диетах; должны тренироваться в определенных фитнес-центрах, должны иметь своих собственных личных тренеров, использовать только определенную спортивную одежду; научные исследования, которым также должны верить, говорить о развитии всего, единственное, что они не видят человека перед собой. Человек для них потребитель, у кого нужно взять деньги.

Вот почему нам нужен Источник, чтобы напомнить нам о том, кто мы и кому принадлежим.
