THE WHEEL OF GAMES AND ENTERTAINMENT HISTORY

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SUMMARY

Games and entertainment, as a phenomenon, were present even in the clan community. From ritual games in the clan community, the games grew into agonistic games among the ancient Greeks, and already had an entertaining character among the ancient Romans. It is precisely the change in their character from αγονεσ to ludi, that leads us to wonder how games and entertainment have changed and developed through different eras of humanity, and not necessarily always in a positive direction. What challenges that society has faced throughout history have influenced the changing nature of games and entertainment? How did we get from Juvenal’s recommendation that one should pray for a healthy mind in a healthy body to the age where computer games will find their place at the Olympic Games? Can computer games contribute to prayer for a healthy mind in a healthy body? Or is there only the prayer of loved ones for their healthy spirit and body... Has the term game lost its basic meaning over time, which refers to an action without any material gain? How important are play/game and fun/entertainment for each age group? Does fun take precedence over play? Does the NTC program of exercise through play, which is based on science, have an adequate place in modern society? Has professionalism devastated the essence of sports games? These are just a few questions from the wide range of questions this research addressed. The aim of the paper was to point out the importance of games and entertainment for society and the possible direction towards choices of games and entertainment that did not stray from ethics, our essence and us as human beings.

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The results of the work indicate that although the choices on an individual level are ours, the ever-faster wheel of history is leading us to dehumanization and alienation from people, play and entertainment in their basic meaning.

Keywords: games and entertainment, historical development, challenges and changes, future of games and entertainment

INTRODUCTION

The syncretism of play and fun as terms and as phenomena that are present throughout history of mankind, due to their complexity gave space to researchers to study them from different aspects. The game can be children's, sports, social, dance etc. The permeation of play and fun can be seen if we know that the process of children's play takes place in most cases in their free time as a leisure. However, a sports game if it is of a recreational and not a professional nature can be considered leisure or entertainment both for participants and observers. Then, the dance that changed its form from ritual celebrations, dancing at social celebrations, to professional dancing, it also has a connecting thread of fun for both participants and spectators.

Many authors and theoreticians in their research dealt with the term defining the theory of games starting with the Greek philosophers of the ancient era - Plato, Heraclitus, Aristotle, and through Rabelais, Montaigne, Mallakaster, Comenius, Rousseau, Hegel, Kant, to authors and theorists of the 19th and 20th centuries: Spencer, Huizinga, Heidegger, Caillois et al. In our country, among the better-known authors who dealt with the game from different perspectives points of view (collection, choreography, theoretical approach, analysis, etc.) were: Tihomir Đorđević, Vuk Karadžić, Maga Magazinović, Ljubica Janković, Olga Skovran, Milica Šepa, Nikola Kurelić, Luka Berković, Miloš Nišavić, Milan Uzelac, Dragan Jocić, Vesna and Predrag Nemec, Milovan Bratić and many others.

Games were not only related to children, but adults also participated in them for centuries, because the game itself was the basic physical activity of people and one of the most important things necessary for their health. In the period of its creation, the game had a ritual purpose. For the ancient Greeks, the game represented a form of learning movement and mastering skills, where sports competitions were considered and called Games, and had the character of a festival. In that period, the game was a tool for getting used to living standards, training for social life, military skills. This is how the ancient Greeks built themselves up through training and education in the wrestling arenas and on the training grounds, by strengthening the body and educating the spirit through music and literature. Physical and spiritual education formed a complete person
in ancient Greece, and all the features of Hellenic life were within the framework of agonistics, in the unity of body, spirit and soul\(^1\). The famous Greek philosopher Heraclitus presented the understanding of play as a symbol of the world, where the direction of the world was depicted as a child playing, while with Plato the world is no longer an aimless game, a dance of things, the disappearance of everything transient, but a mental order\(^2\). Plato linked the concepts of play and education (paidia and paideia), which in the later period Huizinga analyzed and interpreted in his papers\(^3\).

The term game among the ancient Greeks and Romans did not have the same meaning. Among the ancient Greeks, the verb *to play* referred to the concept of *playing as a child*, and among the Romans, the verb *to play* meant *joy and merriment* (lat. *ludus, ludere, lusi, lusum*)\(^4\). It was not until the Romans that the game acquired the outlines of various customs and ceremonies, developing the desire for success, but it is also considered a simple form of entertainment that is available to all ages. The Romans often enjoyed luxury. But also, to the cruel entertainments of gladiatorial fights in amphitheatres, chariot races, animal hunting in the arena.

*Decimus Junius Juvenal*, a Roman poet who lived in Aquinas in Rome, was among the first to point out the true character of Roman games and festivals. In his collection of *Juvenal’s satires*, whose oeuvre includes 16 satires, Juvenal talks about life in Rome at that time in a "satirical" way. Through his heroes, he portrays the time in which he lives and points to the social problems of Rome at that time, which can be said to be easily recognizable even today, even though many centuries have passed.

Among the so-called *Latin quotes* that are still often used and misused today, due to their accidental modification, or use in the wrong or partially correct context, when their basic value is lost, are the quotes authored by Juvenal, namely: "bread and circuses/games" (*panem et circenses*) and "in a healthy body, a healthy mind" (*mens sana in corpore sano*). Namely, the quote "bread and games" was intended to indicate that during the period of the empire, the poorest inhabitants of Rome were able to receive a free course of bread every day and, depending on the occasion, tickets for fights in the Colosseum (arena for various games, fights, and entertainment), which prevented social unrest. Bearing in mind that the games became part of mass entertainment in Rome, the Flavian Amphitheater (Amphiteatro Flavio) was built for these needs during the reign of Emperor

\(^1\) Violeta Šiljak, Olympism (Belgrade: Alfa University, 2013), 12.
\(^2\) Milan Uzelac, Philosophy and History of Sport (Vršac, 2020), 12.
\(^3\) Johan Huizinga, Homo Ludens (Boston: MA Beacon Press, 1971).
\(^4\) Predrag Nemec and Vesna Nemec, Children’s Games and Sport (Belgrade: Singidunum University, 2021), 27
Vespasian, later called the Colosseum because of the colossal statue of Emperor Nero that was located nearby. The Games in Rome (lat. "Ludi Romani") sometimes lasted over 100 days without stopping\(^5\). Juvenal used the term "bread and games" in order to criticize the public and the government of that time in Rome who, according to him, did not have civic commitment and did not represent the general and human norms, principles, and values on which a healthy and moral society was based. He believed that the government, by satisfying the immediate needs of the citizens by distributing free food and organizing games, causes a general appeasement of the society, which is corrupt, immoral, and socially degenerate.

Juvenal in his tenth satire, in which both quotes are found, describes worldly pursuits, and explains why they have no real value in life\(^6\). He lists aspects of life that he believes are crucial to human happiness, noting that people should not pray for material wealth or success, that the "thirst for fame" is powerful, obsessive, and destructive for most people. Looking at the thoughts of Juvenal as part of the development and survival of today's games, it can be concluded that these thoughts of the Roman satirist can still be viewed today with almost the same meaning. Most of the games today are related to power: economic, political, material, media. The games today represent a distancing from the man himself and an emphasis on everything that Juvenal wrote about with a negative connotation. If we look at his recommendation in which he encouraged people in the tenth satire: "we should pray for a healthy mind in a healthy body", it can be said that this thesis is still primary in the education of children, in the development of physical abilities, skills, habits, activities of all age categories people. The difference between his interpretation in the age of Juvenal and today is noticeable in this quote. In Juvenal's further philosophical reflection on finding meaning and happiness in life, he wonders "who would embrace virtue itself, if you took away the reward for that virtue"\(^7\). In the context of today's games, the question arises whether the participants themselves (games-sports-fun-entertainment) express their desire and motivation through the games for a healthy spirit, for developing their physical abilities and skills, or whether they are dominated by the desire for fame and wealth at a certain level and with a different type of satisfaction (top sport). In the tenth satire, Juvenal points out that human desires are understandable, but that focusing on the exclusive fulfillment of earthly desires leads to a meaningless and empty life\(^8\).

\(^5\) Violeta Šiljak, History of Sport (Belgrade: Faculty of Management in Sport, 2007), 75.
\(^6\) Juvenal, The Satires - The Vanity of Human Wishes (Translated by A. S. Kline 2011), 73-83.
\(^7\) Ibid.
\(^8\) Ibid.
Analyzing the ways of thinking of Juvenal, the thoughts of Bishop Nikolaj Velimirović must also be highlighted, and it is common that in their presentations they focused on moral principles, the education of the youth, exercise, and the development of a pure soul and mind. The question arises, are the criticisms of different eras relevant again in today's world when we have enough food, games, and entertainment, and yet the satisfaction for such a way of life is decreasing? Is the Roman strategy from Juvenal’s time, of superficial and momentary appeasement, which is clearly still present today in the modern world, not working? Obviously, society needs a new approach and strategy, not one that is directed and focused on immediate pleasures, but one that makes the happiness of its people the most important.

In his work "Body Rehabilitation", Bishop Nikolaj Velimirović points out, like Juvenal, that nurturing a healthy body and developing a healthy spirit in it is the basis of education youth in the past in Sparta and Athens, and that the Olympic Games were the greatest holiday admired by the youth⁹.

Many authors of different profiles and approaches dealt with the phenomenon of play, precisely because play is a complex phenomenon and bearing in mind that it can have different forms with different activities and functions, it is not easy to define it completely and precisely. Generally speaking, "play represents a type of activity that represents the fulfillment of existential needs for movement"¹⁰ Philosopher Herbert Spencer developed a theory of games that he briefly called "surplus energy theory". His interpretation starts from the division of the organism into higher and lower according to their place on the developmental scale. Lower types of organisms spend their energy on meeting the needs of vital importance for life, while organisms on a higher level of the development scale do not spend all their energy, or even time, on meeting immediate essential needs, but some kind of unused energy, which remains in these species, comes to the fore in various types of games¹¹. Based on his research, Karl Gross came to the claim that game theory is a theory of training or self-education. In his research, he also studied the game of animals¹². In his theory of children's games, he explains the importance of the game for the psychological development of the child, primarily according to that theory, the game is the most important activity for his overall

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⁹ Nikolaj Velimirović, Body Rehabilitation (Belgrade: BeoSing, 2005), 52.

¹⁰ Predrag Nemec and Vesna Nemec, Children's Games and Sport (Belgrade: Singidunum University, 2021), 26.


development in childhood\textsuperscript{13}. Jean Piaget was the first psychologist to make a systematic study of children's cognitive development. He perceive the game as an integral part of the development of intelligence in children. Through his theory, he stated that as a child matures, his environment and play should encourage further cognitive and language development\textsuperscript{14}. According to Vygotsky, "in play, a child is always above his average age, above his daily behavior, and the game seems to be a head taller than himself"\textsuperscript{15}

In his definition of the game, Roger Caillois started from the games of the ancient Greeks, from agon/competition (competition, fight, where the conditions are the same for all competitors), then alea/chance (games opposite to agon, games with fate, not with an opponent), mimicry/simulation (imitation of someone else, rejection of one's own personality) and ilinx/vertigo (games based on a disturbance of perception). All games within this division lie between uncontrolled fantasy (paidia) and subjection to arbitrary conventions and improvisations (ludus)\textsuperscript{16}

According to some authors, the game in the form of dance is considered the oldest art of mankind, which represents a temporal and cultural experience in which it is created, and which is inseparable from music. Magazinović defined dance as a reflection of personal and social feelings, thoughts, creative aspirations expressed through specific move-movement techniques\textsuperscript{17}. In the dictionary of Vuk Stefanović Karadžić from 1852, it is called the game in the verb form it means - to play and to play in the sense of dancing. Tihomir Đorđević, in his book published in 1907, entitled "Serbian folk games", described the games as folk, elementary, sports. According to this author, man expresses his desire for play in different ways, from the simplest bodily movements to the most complex and combined movements of body and mind, and he divided the games themselves into: knightly (wrestling, standing jump, running jump, running, throwing a stone from the shoulder, self-jumping, shooting from a rifle, etc.), fun games, spirit games, games for winning and circle dance/games (body movements that follow the rhythm, inhibited by song or music)\textsuperscript{18}. In the later period, games included: volleyball, basketball, handball, as well as folk dances, marching bands, and gymnastic games. From the gymnastic games, rhythmic gymnastics would develop, the creator of which was

\textsuperscript{13} Karl Groos, The Play of Man (New York: Appleton, 1901), 7-71.

\textsuperscript{14} Jean Piaget, Cognitive Development (Wiley, 1970), 703-732.

\textsuperscript{15} Peter Lloyd, Charles Fernyhough, Lev Vygotsky (New York: Routledge, 1999), volume IV, introduction x.


\textsuperscript{17} Marija Maga Magazinović, History of the Game (Belgrade: Prosveta, 1951), 5.

\textsuperscript{18} Ivana Mitrović, Faculty of Sports and Physical Education, Catalog of the exhibition "From Play to Science" (Belgrade: FSFV, 2019), 5-7.
Dr. Rudolph Bode, who believed that people use dance to express themselves (expressive gymnastics), and that they should exercise different parts of the body (Dr. Bode lived and worked in Munich and he was the teacher of Maga Magazinović, who stayed with him on a summer course in 1922)\(^\text{19}\).

Many other authors from our area also dealt with game theories. According to Nišavić, a person anticipates his needs before the desires for them arise, and according to his interpretation, the importance of play is in the development and satisfaction of the child’s needs, which is necessary for the later period of life\(^\text{20}\). Tomić points out that "the game is a spontaneous, freely chosen and pleasant activity, which aims to confirm individual and collective abilities. It is the oldest form of education in general, the game is an older and broader concept of id sport\(^\text{21}\). According to Uzelec, play is a fundamental phenomenon of our survival, "man plays even in moments when he lives in the conviction that he is doing something most serious, when he believes that he is the most responsible, he participates in the game even when the very essence of the game opposes its further duration\(^\text{22}\). Bratić points out that "play has a primary role in youth sports because it significantly contributes to the cognitive, physical, social and emotional well-being of children", and that "play can range from spontaneous, relaxing activities qualified as fun activities to planned and even and mandatory activities guided by strictly and clearly defined rules\(^\text{23}\).

**MATERIALS AND METHODS**

In this paper was applied the historical method and the method of theoretical analysis. An analysis of wider factographic material was conducted in the form of primary and secondary sources: publications, professional works, scientific papers and literature, research papers, doctoral dissertations, and exact documents were analyzed with a critical approach. The collected data from the mentioned sources were classified, analyzed, and compared, considering the different views and aspects that characterize games and entertainment in the researched epochs. The subject of the work refers to the wheel of games and entertainment history, that is, the games and entertainment throughout all eras of our civilization. The aim of the research was to point out the importance of games


\(^\text{22}\) Milan Uzelac, Philosophy and History of Sport (Vršac: 2020), 5.

\(^\text{23}\) Milovan Bratić, The primacy of play in sport (Niš: Faculty of Sport and Physical Education, 2015), 21.
and entertainment for the entire society and to the possible direction towards choices of games and entertainment that did not stray from ethics, our essence and us as human beings. Considering the scope of the research subject, three research questions were defined:

- What are the characteristics of play and entertainment in different eras?
- How far have modern Olympic Games moved away from their original principles and goals (ethical)?
- Can computer games (e-games) contribute to a healthy mind in a healthy body?

**GAMES AND ENTERTAINMENT THROUGH THE ERA**

The history of games comes from the ancient human past and in that age, they represented one of the oldest forms of interaction between people. Through physical activity that was applied in the game, with all the characteristics that the game itself carried (agreed rules, competition, time, place, duration, goal, enjoyment, etc.), people showed imagination, creativity and satisfied their basic need for movement. Through different eras, the character of games and entertainment can be traced, as well as the social occasions in which they took place.

In the period of prehistory, the entire physical and mental activity took place in the direction of the struggle for survival with the manifestation of constant physical activity. In this period, physical exercise through which people developed their physical abilities related to production, that is, work. Hunting was the basis of survival and people directed all their abilities towards perfecting those skills that brought them basic conditions for life. The development of agriculture and animal husbandry led to the development of magical-ritual festivities that were aimed at the fertility of the land and livestock. Children's play in this period consisted of imitating the behavior of adults with the use of toys that were small in scale and represented segments of life in that period (dolls, bowls, rattles, spears, swords, bows and arrows, etc.), and were used in for the purpose of education and preparation for performing life duties and jobs24.

At the old age, games had multiple meanings. The Assyrians cultivated ritual games and dances, while the Persians developed games such as field hockey and

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24 Predrag Nemec and Vesna Nemec, Children's Games and Sport (Belgrade: Singidunum University, 2021), 9.
polo. The so-called weapon dance oclasma\textsuperscript{25} was especially appreciated. Ball games (juggling, throwing, catching, etc.) were popular in Egypt, and stick and ball games were especially popular. Various games have also been preserved: with stones, with sticks, with hoops; games of balance, jumps, and they were performed individually, in pairs, in groups, in place and in movement. In his writings, Herodotus talked about special manifestations - forms of martial arts where prizes were awarded in skins, clothes, etc. Due to many ceremonies, music, and dance (belly, erotic, ceremonial and with weapons) developed\textsuperscript{26}. Various forms of games and dances were cultivated in India and were a permanent part of rituals and ceremonies. In Crete in the period 3,000-1,450 BC, games with features of a sporting character were developed in specialized "courtyards" where magic games (snake games, jumper games) were held, while women danced to music.

The games in ancient Greece had an agonistic character, they were focused on sports competitions that were organized along with religious rituals and festivities\textsuperscript{27}. The Panhellenic Games included four competitions: in Olympia (Ceremonial Games), Delphi (Pythian Games dedicated to Apollo), Nemea (dedicated to the glory of the god Zeus) and Isthmia (dedicated to the sea god Poseidon). These games had a strong ideology in the period from the eighth to the sixth century B.C. The number of games increased over time, depending on whether only athletics and hippodrome or music competitions were included in the program of the games, and they were called Isolympic, Isopythian or Isonemeic (depending on whose rules they were organized). If the prize for the winners was monetary, they were called the Chrematitic Games (the Panathenaic Games in Athens dedicated to the goddess Athena), and if a wreath was awarded as a prize, they were called the Stephanic Games (all four great games)\textsuperscript{28}. During the period of Roman rule, the emperor declared some of the games (in Greece) to be iselastic and this allowed the winner to enter the city in triumph.

In ancient Greece, almost every polis had its own Games, so at that time the following games were also known: of the Ionian Greeks, the All-Asiatic Games in Smyrna, the Ayante Games in Salamis, in Pthia in Thessaly the games dedicated to Achilles, the Protiesilaus Games (in honor of the first to die Greeks under Troy), Eleutharia (games in honor of those killed at Plataea), games in Sparta (in honor of King Leonidas), Carneian Games in Sparta (in honor of Apollo), Apollon Games in Rome, Theoxenian Games in Pelena, Hellean Games on Rhodes, Heraean games in Olympia, Eurycleian games in Sparta, equestrian games in Troy and Thebes and

\textsuperscript{25} Violeta Šiljak, History of Sport (Belgrade: Faculty of Sport Management UBK, 2007), 28.
\textsuperscript{26} Ibid, 29-30.
\textsuperscript{27} Miloš Đurić, Through Hellenic History, Literature and Music, Studies, and Experiments (Belgrade: Kosmos, 1955), 137.
\textsuperscript{28} Violeta Šiljak, History of Sport (Belgrade: Faculty of Sport Management UBK, 2007), 59.
In Sparta, a military state, there were Gymnopedias, festivities that included sports competitions in their program, and in Athens, which had a similar system of military education for youth, there were the Panathenaic Games, where, as in Sparta, both young men and women participated.

The Greek nation is the only nation in the world that can boast that its ancestors were the creators of the Olympic Games. The ancient Olympic Games were the highlight of sporting competition and Greeks from all over the country took part in them. During the games held under the auspices of the Sacred Truce, a strong sense of national belonging, political and cultural unity, developed among the Greeks. Games have undergone changes over time. The previously inviolable right of participation of only free and unpunished Greeks changed when in 146 B.C. the Romans conquered Greece and thereby achieved the right to participate in them, and then soon that right was applied to the entire free world of the Roman Empire, which was mostly used by the Egyptians and Orientals. "That's how the Olympic Games became internationalized, so the exalted idea of physical strength and moral virtues, in peace and harmony, was transferred to other nations. Competitors from three continents (Europe, Asia, Africa) came to the games.

In ancient Rome, games took on the character of entertainment. Although they were very popular at the time and beyond the borders of Greece, these (Greek) games were not popular with the Roman audience (public competitions of Greek professionals). One of the most polar games was during the time of the Roman Empire, the Great or Roman Games (Ludi Magni, Ludi Romani), then the games of Cererina, Florina, and many games were introduced in honor of emperors who were given divine honors (Games of the Emperor): Action games in Nicopolis and Augesteia in Pergamum, the Games in Caesarea (they were dedicated to Augustus, Nero and Juvenal), Hadrian’s Games in Ephesus and Athens. Among the older games, we should mention: the Capitoline Games in Rome, the Isolympic Games in Alexandria, the Asclepian Games in Epidaurus, Sevastus in Neapolis, the Blabilia Games in Ephesus, the Chrisantic Games in Sardis, the games in Amyklia near Sparta - Hyacinthia, the Games on the island of Kos, the Games in Amphiopolis, Dion, Amfilochia and others.

In the 6th century B.C. in Rome, the Circus Maximus was built, a special facility (hippodrome) in which, in addition to equestrian competitions, various other competitions were held with betting, cheering and entertainment. The Romans

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29 Ibid, 59-60.
30 Ibid, 44-58
31 Violeta Šiljak, Olympism (Belgrade: Alfa BK University, 2013), 13.
32 Violeta Šiljak, History of Sport (Belgrade: Faculty of Sport Management UBK, 2007), 63.
33 Ibid, 53-73.
supported one of the four existing teams (Blue, Green, Red and White). Also, one of the famous historical monuments of the entertainment of that era is the Colosseum in Rome, where the fights of gladiators and animals were held, which the Roman audience loved to watch. Public folk games were organized during various festivities, holidays, victory celebrations, in honor of the gods or the cult of ancestors and included a wide variety of entertainment of the ancient Romans (theatrical performances, chariot races, gladiator fights and displays of various skills)\textsuperscript{34}. All these competitions, that is, the Games in Rome, had as a background the calming of social unrest, because the famous sentence "bread and games" came from the fact that there were 175 days of Games in Rome in the year 354. It is known that while watching all-day programs, viewers were given bread and water\textsuperscript{35}.

With the advent of Christianity (which gained legality in 313 with the Edict of Milan) there were changes in certain social views and events, and the church propagated asceticism and modesty, and prohibited games, sports, and physical exercise. When Theodosius I came to power, the games were banned, because according to the authorities, they represented a pagan custom. Among the first were the Olympic Games abolished in 394 by the decree of Theodosius I, and the Gladiator Games in 404\textsuperscript{36}.

The period of the Middle Ages includes the following phases of the feudal social order: the period of early feudalism and the period of developed feudalism. In the Middle Ages in Europe, under the influence of Christianity, all ceremonies, games, and manifestations created in Greece and Rome were abolished. The Church propagates an ascetic way of life, with the explanation that satisfaction of physical needs is a sin that distances a person from his spiritual life\textsuperscript{37}. This ban did not apply to the traditional games of the Germans, Normans, and Irish (tournaments, megdans, Irish games). Nevertheless, even in these circumstances, the folk dances of the serfs-peasants and their youth, as well as the dances of the children of nobles and knights, survived. Fun and social games at the court (chess, ball games) were popular, as well as military games, so-called jousting, equestrian games, horse polo. Court dances and games had a certain place in this period, because girls and boys and ladies and knights were engaged in them, and they danced to the music of troubadours, with different steps, hops, and jumps. Although they belonged to a different class, peasant-serfs had their own folk

\textsuperscript{34} Stefan Ilić and Sladan Mijatović, History of Physical Culture Part I-II, (Belgrade: D.T.A. Trejd, 2006), 144-145.

\textsuperscript{35} Violeta Šiljak, History of Sport (Belgrade: Faculty of Sport Management UBK, 2007), 75.

\textsuperscript{36} Ibid, 77.

traditional games (wrestling, throwing, running, pole pulling), games on snow or ice, ball games, dancing, etc. The basis of the games were tradition, socio-economic conditions, and characteristics of the climate.

The development of the first medieval cities in the period of early feudalism also marked a change in the living conditions of the inhabitants of urban settlements, so that in the period of late feudalism, the development of cities enabled more free time for citizens who used that time for fun and games. Popular were traditional games and competitions, various tournaments, and fair parties (games with balls, bats, bowling, games on snow and ice, dances with props (hoops, weapons, etc.). Folk games with balls gathered a large number of participants and spectators and that is why they were held outside the cities and outdoors. Plays with animals were also popular, especially in Spain and Italy. Knight games were popular in Serbia, competitions called megdani, as well as racing games (chariot races, equestrian races, and foot races). During the Middle Ages in the Far East in China, ball games ("chu-ki"/forerunner of football, polo) were popular. In Japan, there was also a popular game with a ball that was the forerunner of soccer and was called "kamari". In Central America, in Mexico, in addition to ball games that resembled soccer, a game with a ball that was passed through a metal hoop (precursor of basketball) was also popular and, according to some evidence, had a cult character, because it was dedicated to the ball deity Tescatlipoc.

In the Pre-Modern era, which lasted from the 15th to the 19th, the fall of the feudal social order occurred, and this era was characterized by great geographical discoveries and inventions. There is the development of crafts and trade, a new division of labor and the creation of a new economic layer and the strengthening of a new social class on the cultural and political level - the citizenry. Cities grew stronger, and the population in them organized games, because there was a surplus of free time and space for organizing games and entertainment. Games that were organized in the open air were popular. "Open games" (running, fencing, wrestling, archery, various throws) that were organized on the occasion of the celebrations and holidays. Bowling, dancing, riding, ball games, etc. were also popular. As part of the trade fairs in the cities, sports and entertainment games were organized. Ball games were very popular, namely "calco" in Italy, "soule" in France and from games such as football and rugby appeared in various variants that arose from them. A game called "sledgehammer" was popular in the 15th century and has survived to the present day (golf), and a game with a ball played with the hands was called "paume" (it was very popular among kings and was...

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38 Ibid, 168.
played both outdoors and in indoor playgrounds. At the end of the 15th century, a cultural revival of thought and art took place in Italy, called the Renaissance, and with the advent of printing presses, many works from the period of antiquity were translated into Latin, which became the language of learned and educated people in that period.

In the period of capitalism (from 1789 and the bourgeois revolution in France until the First World War) a new socio-economic order was created, and in this period gymnastics systems and sports associations were developed, sports federations were formed, and certain games grew into sports branches (ball games grow into sports games, enter sports systems) and sports competitions are organized. The foundations of modern sports were laid in England by the establishment of clubs, associations, the adoption of rules, and the formation of competitions according to a certain system.

During the 20th century, modern sports trends develop, new sports branches and disciplines appear, many sports clubs, associations, and federations are formed at the national and international level, institutions for the training of professional personnel are founded, sports expand in various directions (university sports, recreational sports, workers' sports, military sports, school sports, elite sports). The first half of the 20th century was characterized by the organization and running of the Olympic Games that were influenced by the political arrangements within their countries and were directly dependent on the economic and social conditions in them (badge of the German Reich of the Hitler Youth, Spartakiad in the USSR, "Ready for work and defense" in the USSR, etc.)

Besides the Olympics, World and European Championships, University Games in the modern age, there is a need to improve the Games at the international level and new games are being organized at the regional level: World Games (including sports that are not on the OG program), Asian Games, Pan American Games, Commonwealth Games (previously called the Games of the British Kingdom), Balkan Games, African Games, Francophone Games, African Francophone Games for handicapped people. Also known are the games: Pan-African Games, Pan-Arabian Games, Mediterranean Games, Pacific Games, Canadian Games, Nordic Games, Olympic Games for people with special needs, etc. Games and competitions on a global level (Olympic Games, Continental Games, World Championships, European Championships, University Games, etc.) under the influence of large companies and the role of sponsorship in modern sports, gained commercialization, profit, and the emergence of professionalism and commercialization of sports.

40 Violeta Šiljak, History of Sport (Belgrade: Faculty of Sport Management UBK, 2007), 108-110.
41 Ibid, 130-131.
As witnesses of the times in which we live, except in physical education classes at school, possibly in a youth sports club, we can state that children cannot be seen playing games suitable for their age, such as the so-called elementary games, but children's free time and the entertainment they engage in is focused on e-games and social networks, as well as morally questionable challenges through them.

Each era reflected its characteristics through several aspects, but also through games and entertainment. Certain patterns of repetition have been observed when it comes to society's attitude towards games and entertainment, which leads us to the conclusion of the presence of a history wheel in games and entertainment. Although over time, games and entertainment have developed and changed under various influences, it is evident that they are directly related to the socio-economic circumstances of their time. Even each epoch had its own two phases of attitude towards games and entertainment. At the beginning of each era, an amateurish and ethical approach is noticeable, from participation only for glory and cheering for the best, so that in the second phase the material moment comes to the fore, that is, participation for material compensation and cheering for your teams, favorites, as in the old Rome, as it is today. Betting in ancient Rome, in England during the age of capitalism and today in the modern age, apart from representing a form of unethical approach to entertainment, are aimed at material gain, which results in the appearance of corruption, especially when it comes to sports games. The situation is similar in professional dance, children's games that we can say have disappeared and have been replaced by e-games that also have profit as a background. From today's point in time, when we only have professional competitions, whether in dance, "children's" games, or sports games, then we can conclude with certainty that the term game over time has lost its basic meaning that refers to an action without any material gain.

THE OLYMPIC GAMES AS A PHENOMENON

For the ancient Greeks, the Festivity Games in Olympia were the grandest, most visited, and most appreciated festival dedicated to their supreme god Zeus. The importance of the Games in the cultural and political sense was immeasurable because a very strong feeling of national consciousness and unity developed in Olympia. The establishment of the Sacred Truce, strict rules, the application of punishments to those who break the rules and awards that were not of a material nature contributed to raising the morale and spirit of the Games. Such Games and their participants were an inspiration to many poets and sculptors of that era.

42 Violeta Šiljak, Olympism (Belgrade: Alfa BK University, 2013), 32.
to create timeless works. The Games were attended by a large number of important people: rhetoricians, sophists, philosophers, poets, politicians, military leaders, and historians. Armistices between the warring polises were signed on them, Herodotus read his history, etc. It is precisely in these ancient Olympic games that we can see the elements of ethics, the connection between education, a healthy mind, and a healthy body in their commonly known concept of kalokagathia, which represented the unity of mind, spirit, and body, commitment and work on development and mastery, as well as the competition skills in sports, as well as in the field of spirituality and mindness.

Since the abolition of the Festivity Games in Olympia until their renewal in 1894, have passed 15 centuries during which numerous attempts of their renewal were recorded: Cotswolds, Sweden, Greece, Wenlock, Palić43. Each of those attempts to renew the ancient Olympic Games had a health, cultural and ethical aspect as a starting point. Certainly, each of the attempts to renew the Games made a certain contribution about preserving the very idea of organizing them. Baron Pierre de Coubertin's fascination with visiting the archaeological site of Olympia, the subsequent study of various sources about the Olympic Games, led to the Baron's involvement and success in renewing the Olympic Games. However, perhaps more significant than the renewal of the Olympic Games is the motive of Baron Pierre de Coubertin, which has been forgotten or deliberately ignored over time. Namely, after visiting Olympia, Coubertin wondered "How good it would be if the Games, which celebrated the perfection of amateur sports, were reintroduced to a world that has already been ruined by the international trend of commercialization in sports".44 Listed the motive for renewing the Games suggests that Pierre de Coubertin saw the problem of commercialization in sports back in the 19th century and that he wanted these Games to be based on the values of the ancient Olympic Games.

At the International Sports Congress held from June 16 to 23, 1894, at the Sorbonne in Paris, the justification for renewing the Olympic Games was successfully presented and the decision was made to organize the first Olympic Games in Athens in 1896. Although the debate on amateurism in sports was quite contentious, some important decisions and value foundations were made at this Congress, such as the banning of prize money for all competitions at the Games.

The modern Olympic Games are based on the following principles:

- The ancient four-year rhythm of organizing the Games was retained,

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44 Pursuit of excellence, the Olympic story (Associated Press and Grolier, 1983).
Only amateurs have the right to participate,
All nations must be invited to the Games,
That the content of the Games should be a modern sport and
That the announcement of the winner takes place with the playing of the national anthem.

The first five Olympic Games, held in the period from 1896 to 1912, represented the beginning of the modern Olympic era and, despite the initial organizational difficulties, aroused great interest throughout the world. The outbreak of the First World War caused a crisis in the Olympic movement, but it was overcome despite numerous difficulties. The Swiss city of Lausanne was chosen as the administrative center of the International Olympic Committee in 1915. Until 1920, the Games were known only as the Olympic Games. Since 1924, special Winter Sports Games began to be organized under the auspices of the IOC - the Olympic Games were automatically divided into Summer and Winter Olympic Games.

The Olympic Games, unfortunately, were not spared from political influence during their modern development. The Olympic movement could not always implement the idea and principles of Olympism. During World War I and II, they could not be held due to war events. Then, at the 1936 Berlin Olympics, Adolf Hitler misused the Games to promote his party and politics. The Olympic Games held in Munich in 1972 are remembered for the most tragic event, when Palestinian terrorists killed 11 Israeli athletes in the Olympic Village. At the Games held in the period from 1976 to 1988, due to racial and political divisions, certain countries boycotted the Games. The most massive boycott was at the Games in Moscow in 1980. Due to the Soviet military invasion of Afghanistan, 65 countries refused to participate in them. One of the principles of Olympism during the renewal of the OG referred to the right of participation of only amateur athletes. However, over time, this principle was overcome, and since the 1988 Olympics in Seoul, professional athletes have been allowed to participate.

In the period from the V to the XIV Games (1912-1948), was organized the so-called artistic pentathlon (literature, painting, sculpture, architecture, and music), which took place during the running of sports competitions at Olympics. During the seven Games, as these competitions lasted, the rules of the competition varied, but the basic thing was that they were inspired by sports and that they were not announced before the competition. As in sports events, gold, silver, and bronze medals were awarded to the best ranked artists.

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45 Violeta Šiljak, Olympism (Belgrade: Alfa BK University, 2013), 46.
The fact about the participation of women in the Olympics is also important, because the creator of the modern Games, Pierre de Coubertin, was a great opponent of their participation in the Games, and in 1912 it was recorded that he declared that against his will, many women were admitted to an increasing number of competitions.

The Olympic Games (OG) are still today the most famous and largest sporting event, a spectacle of global proportions that takes place every four years. During all the years of existence, the Olympic Games carried messages of universality, respect and unity among the athletes who had the privilege and honor to be active participants based on the achieved results. Also, messages of peace and friendship were transmitted to spectators on the sports arenas themselves and to those who followed the most popular Games in the world via television, radio, and the Internet. During all these years of existence, OG were often faced with great challenges and difficulties, primarily of a political nature, but they are still a successful global brand.

When it comes to the Olympic Movement, which consists of the International Olympic Committee (IOC), International Sports Federations and National Olympic Committees, the fact that it is headed by the IOC cannot be ignored, and that the Olympic Games are only one segment that this body deals with. Although the IOC contributed a lot to the development and preservation of the Olympic spirit, the foundations of Olympism were shaken by numerous events during the last century, which caused its action to preserve the basic Olympic principles and ideals. However, the human factor as the cause of all events is the same as it was three millennia ago, so that the present disputed decisions of judges, the use of doping substances to win at any cost, amateurism that grew into professionalism, terrorism, commercialization, are just some of the negative situations the IOC has faced. The positive reaction of the IOC to preserve the Olympic spirit of the Games is reflected in the implementation of very strict security measures during the organization of the Games, the establishment of the Olympic Movement for Peace based on the ancient ekecheiria, a solidarity fund to help athletes, cooperation with the Anti-Doping Agency, involvement in the spread of Olympic education and Olympic values etc. On the other hand, we cannot ignore the fact that the basic idea of renewing the Games, which was aimed at amateur sports and the absence of commercialization of sports, was rejected. Today, when we talk about the Olympic Games, we use the word brand. In the

46 Pierre de Coubertin, The Women at The Olympic Games, 1863-1937 - Olympism: Selected Writings (Lausanne: International Olympic Committee, 1912), 711-713.

47 One of the five principles upon which the Olympic Games were founded in 1894 was that only amateurs could participate in the Games. The interpretation of this principle in Olympic history led to unpleasant and unpopular decisions by judges. The modernization of the Games influenced its change and since 1988 professional athletes have the right to participate in the Games.
literature and of course in the IOC itself, we have the terms Olympic sponsorship, TV broadcast rights, which is in contradiction with the fact that the IOC is a non-governmental, non-profit organization.

In 2022, the International Olympic Committee initiated the idea of unifying the values of the Olympic movement into a comprehensive Olympic brand identity that confirms how big a phenomenon OG is in the world. The entire IOC project is aimed at reviving the Olympic brand and the values that the games carry. To redesign the existing Olympic symbols, the IOC hired an agency from Canada (Hulse & Durell) that completely refreshed this Olympic brand, introduced three new fonts made especially for the IOC (Olympic Headline, Olympic sans, Olympic Serif), a series of illustrations, graphic solutions. There is also a color palette that defines the presentation of the medals, then a large number of graphic elements that support the Olympic brand, which were inspired by the Olympic arenas, tracks, fields. The most recognizable element of this project are the illustrations with the aim of raising the level of communication, and on the other hand, this idea is in honor of the art competitions that were organized in the period 1912-1948, at the time of OG. This new system of designing Olympic symbols and values is fully implemented in many IOC projects, in the IOC headquarters in Lausanne, in the Olympic Museum, then on digital channels (Olympics.com), applications (Olympics) to unify this visual identity project and developed a full effect.

According to available research and data, at the 2021 Tokyo Games (a year later due to the Covid-19 virus), renewable energy sources were used to supply electricity at the Games, and LED lights were used in all venues, medals were cast from precious metals extracted from 6.2 million mobile phones that were recycled along with waste and plastic collected from the oceans. Japan spent about 15.4 billion dollars on the preparation and organization of the Tokyo Olympics in 2021. These data indicate the direction of action of the IOC and the Olympic Movement with the aim of sustainable development.

The Olympic Games generate significant incomes without competition in the whole world, either through the sale of television rights or through the sale of marketing rights. According to the IOC, from 2017 to 2021 and the Tokyo Olympics (including the 2018 Pyeongchang Olympics), the income was 7.6 billion dollars. Of the total income, 90% is allocated to the development of sports and athletes worldwide. For the organization of the Olympic Games to help the

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financial plan of the host cities, about 2.8 billion dollars were spent in the period from 2004 (OG in Athens) to 2021 (OG and Tokyo), as well as from the Winter Olympic Games (WOG) 2002 in USA to the WOG in South Korea in 2018. Only for the Tokyo Olympics, which were held in 2021 due to the Covid-19 pandemic, the IOC allocated $1,892 million (including the costs of postponing the Olympics) and $887 million for the PyeongChang (South Korea) Olympic Games in 2018. Also, the IOC financially supports the World Anti-Doping Agency with 50% of the annual budget. In addition to supporting athletes during the Games in various ways, the IOC also promotes healthy sports, develops sports organizations that deal with the education of young athletes, and participates in development projects based on Olympic principles and values. Through the Olympic Solidarity program, the IOC, through the national committees, financially helps athletes, coaches from countries that have difficulties in realizing the financial plan necessary to achieve results and develop the athlete himself (education of athletes, travel, training of coaches, etc.). This solidarity program according to the IOC plan for the period 2020-2024, year, is $590 million dollars, which is an increase of 16% compared to the previous program (2016-2020). Also, through this program, the IOC directs part of its finances to Olympic scholarships for talented athletes, which they want to contribute to the development of sports and play sports more accessible. How important this program is shown by the data of the IOC that 113 medals (30 gold, 36 silver and 47 bronze) were won by IOC scholars in Tokyo 2021. After the Rio Olympics in 2016, the IOC launched a new program to support refugee athletes, with the aim of preparing them for international competitions to have the conditions for the Olympic norm in their sports. At the Tokyo Olympics in 2021, 29 athletes competed as part of this IOC refugee team.

All the above data show how popular the Olympic Games are, how attractive they are to the media, sponsors, audience, athletes, and how much they represent a social, economic, marketable and sports phenomenon in all the years of their existence in modern times. Where the line is that separates non-profit from sustainability is a thankless question to answer. If we know that the National Olympic Committees of many countries financially reward the medal winners from the Olympic Games, then we can say with certainty that the term Games has lost its basic meaning and essence at the Olympic Games. All that remains is entertainment for the masses, reminding us of Juvenal’s famous saying of "Bread and Circuses/Games".

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[International Olympic committee, How the IOC finances a better world through sport, https://olympics.com/ioc/funding, (downloaded on May 18, 2023).]
VIDEO GAMES ("GAMING")

Today, "gaming" or practicing video games, that is, competition in video games, better known as eSports, is a field of video games that is an extremely important segment of the fastest growing industry in the world. According to some reports, a third of the world's population "plays" video games, which themselves represent a phenomenon based on the need for play, and at the same time, video games have turned from a hobby into the largest market in the entertainment industry. The assessment of the mentioned market, which was made during the year 2023, amounted to 197.11 billion dollars (table 1), and predictions are that in 2025 the video game industry will be worth 268 billion dollars51.

Table 1 - Overview of Global Active Players in the period 2016-2023
(Source: Josh Howarth, 2023)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of players</th>
<th>Increase compared to the previous year</th>
<th>Increase compared to the previous year (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2.17 trillion</td>
<td>140 million</td>
<td>↑ 6.9 %</td>
</tr>
<tr>
<td>2017</td>
<td>2.33 trillion</td>
<td>160 million</td>
<td>↑ 7.37%</td>
</tr>
<tr>
<td>2018</td>
<td>2.49 trillion</td>
<td>160 million</td>
<td>↑ 6.987%</td>
</tr>
<tr>
<td>2019</td>
<td>2.64 trillion</td>
<td>150 million</td>
<td>↑ 6.02 %</td>
</tr>
<tr>
<td>2020</td>
<td>2.81 trillion</td>
<td>170 million</td>
<td>↑ 6.44 %</td>
</tr>
<tr>
<td>2021</td>
<td>2.96 trillion</td>
<td>150 million</td>
<td>↑ 5.34%</td>
</tr>
<tr>
<td>2022</td>
<td>3.09 trillion</td>
<td>130 trillion</td>
<td>↑ 4.39%</td>
</tr>
<tr>
<td>2023</td>
<td>3.22 trillion</td>
<td>139 trillion</td>
<td>↑ 4.21%</td>
</tr>
</tbody>
</table>

In the second half of the 20th century, a large number of researchers and scientists from various fields of science tried to test the artificial intelligence of computers by making games (chess, checkers, noughts and crosses, etc.). In 1962, the game "SpaceWar" was created by students at the University of Massachusetts (Massachusetts Institute of Technology) who simply used computers in ways that their professors forbade them to use. This was the first known video game to be played on multiple computer installations52. This original version was upgraded in the later period, and how popular it was is shown by the fact that in 2018 it was

52 Manojo Maravić, The Total History of Video Games (Belgrade: Klio, 2022), 1-378.
inducted into the *World Video Game Hall of Fame*, by the *Center for the History of Electronic Games*53.

A large number of research include "gaming", and more recently, a large number of results derived from this field also bring some interesting data about the positive sides of video games. In one such research, the authors Green, Pouget & Bavelier, from the University of Rochester in 2010 presented the results obtained in which they found out that playing action games increases the possibility of making faster and more correct decisions. During this research, the authors concluded that after a longer period of playing, the players of action games, in addition to raising the level of skills in video games, also improved their ability to better navigate in space, tracking individuals in the crowd, faster reading of texts with smaller letters. The greatest advantage of the respondents was the increased ability to work several actions at the same time, so-called. multitasking (eng.). In the aforementioned research, the authors state that people who play action games make decisions 25% faster than people who do not play them54.

In his research in 2014, Edward Gose investigated how the concept of applying the effects of video games in the educational system is justified and sustainable in certain segments of youth education. This research included 422 respondents and aimed to identify concepts that teachers can apply within their content, which are related to aspects of learning. The results of the research showed that the field of video games is a wide resource for learning among students, and significantly greater opportunities for high school students, while the level is slightly lower for elementary school students. In this research, the author identified 12 main genres of video games: role-playing games, mass games, online multiplayer roles, shooting games, sports, puzzles, real-time strategy, action, turn-based games, simulations, turn-based combat, controlled and casual games. Learning concepts included 19 models (communication skills, programming, conflict management, critical thinking, hand-eye coordination, etc.). A total of 11 of the 12 video game genres taught at least one learning construct, while some genres taught up to 18 of the 19 learning concepts55.

In addition to the positive view and impact of video games on children and youth, the other, negative aspect of "consuming" video games must also be mentioned. In 2017, the American Academy of Children and Adolescents

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54 C. Shawn Green, Alexandre Pouget & Daphne Bavelier, Improved Probabilistic Inference as a General Learning Mechanism with Action Video Games (Curent Biology: vol. 20, issue 17, 2010), 1573-1579.

published a study on "Video Games and Children: Play and Violence". According to their research, children in the US, namely girls, spend an hour and boys more than two hours a day playing video games. They also emphasized that some video games have educational content, but that many games also promote aggression, violence, criminal behavior, etc. In this regard, manufacturers are obliged by law to assess the appropriateness of the content of video games and their suitability for a certain age, which must be indicated on the packaging in which the video game is located. According to this study, children (especially of younger school age) who are exposed to playing violent and aggressive video games imitate such behavior and if it is associated with emotional problems, it can cause certain behavioral problems. The biggest problem for children and youth is difficulty controlling the amount of time they spend playing video games, which can lead to poor social skills, less time spent with family, overweight and lack of physical activity, aggressive thoughts, and behavior. Bearing in mind the mentioned negative aspects of playing video games, the aforementioned academy recommended to parents: avoiding video games for children of preschool age, choosing those video games that carry an appropriate rating according to their content and purpose, playing video games with their children in order to exchange opinions and experiences, setting clear rules for playing video games (time, place), encouraging participation in other activities (especially physical).

Bearing in mind that every game involves some form of competition with other players, eSports or competition in video games arose as a need for competition among players. The leaders in the number of professional video game players in the world in 2022 were the USA with 3,731 players, followed by China with 1,710 and Brazil with 1,380 players. Among the European countries, France is in 5th place with 1,020 players, followed by Germany with 966 and Great Britain with 888 players.

The first video game competition was held in 1972 at Stanford University in the USA. In the later period, this form of competition flourished in South Korea at the end of the nineties, when the first professional leagues, tournaments, and competitions in the game called "Starcraft" were established. Video games that are played for the purpose of competition, i.e., eSports, can be of all genres, but the most popular are MOBA (strategy game), FPS (gun shooting), Battle royale (weapon collection), etc. Currently, the largest tournament in video games Dota 2.


2 has been the largest in the world in terms of prize money for years, and the last prize was over 30 million dollars\textsuperscript{58}.

The connection between the IOC and e-sports can be seen in one of the most important directions of its activity, which is aimed at attracting young people and their interest in the Olympic Games. Precisely for the reasons mentioned, the following sports gradually entered the OI program: beach volleyball, "mountain bike" (1996), BMX (2008), skateboarding, sport climbing and basketball 3x3 (2020). As a prelude to the 2020 Tokyo Olympics (held in 2021 due to Covid-19), the IOC implemented the 2021 Olympic Virtual Sports Games, a few weeks before the Tokyo Olympics, in baseball, cycling, sailing and motor sports, with the idea of gathering fans all over the planet. A virtual platform was mainly used during the implementation of the mentioned eSports. One of the recommendations of the Olympic Agenda 2020+5 is the further development of virtual sports\textsuperscript{59}. By organizing the Olympic Virtual Series (OVS), the IOC aimed to attract a new audience to the OG from the world of video games (players who play video games recreationally), virtual sports (players of certain virtual sports who use one of the well-known platforms) and eSports (players who compete in video games).

The International Olympic Committee named the event of the video game competition "Olympic Esports Series" (OES) and for the first time the competition will be held in Singapore in the period in the period 06.22-06.25.2023.60. The OES program will include four new disciplines compared to Tokyo 2021. Rowing was removed from the program, and archery, chess, dance, taekwondo, and tennis were added. It is noticeable that the selection of the mentioned virtual sports is in the spirit of the Olympics, but most of the popular video games in the world that attract a large number of young people do not correspond to the spirit of the Olympic Games and are not acceptable for promoting sportsmanship, fair play, and true values in sports. It is noticeable on the one hand that the mentioned video games will not attract young people to the OG as the IOC planned (due to the choice of video games), and on the other hand, the IOC will not popularize playing video games through the OG among the audience that believes that video games have no place in the Olympic program. The question arises why the attempts to include video games, virtual sports, and eSports in the OI program at all? Is it the financial power and pressure of sponsors and companies, without which a large number of sports events cannot be organized, or will games (sport) and physical activity come out as winners in this battle and keep the real and true values

\textsuperscript{58} Ivan Šimić, what is eSport, https://www.netokracija.com&sto/je/e/sport/160324 (downloaded on May 12, 2023).


\textsuperscript{60} Ibid
focused on people, physical activity and a healthy spirit and the body? Is the introduction of selected eSports in the OES program just a marketing trick of the IOC because the selected eSports correspond to sports in reality, and in this way the world of video games and virtual players will apparently be satisfied (the most popular video games in the world contain various forms of behavior inadequate to the Olympic spirit)?

Based on the presented data, many believe that eSports represent a "sport" on the rise, and the following reasons are cited in support of this claim61:

Profit. The best eSports players have the opportunity to earn big cash prizes. The winner of the Dota 2 international tournament, one of the most famous in the world, earned $15.6 million in 2019, which is more than the earnings of the winner of the Masters golf tournament in the same year (the most famous golf tournament).

Increase in the number of viewers. According to statistics, the global number of eSports viewers will reach 646 million by the end of 2023, which is 50% more than in 2019.

Professional players. A part of eSports players are registered as professional athletes who spend a good part of their time training and planning certain strategies while sparring with other players in order to maintain a certain form (level of skills and knowledge in certain eGames).

ESports have become recognized by the International Olympic Committee (IOC), and certain video games "League of Legends", "Starcraft II" have become part of the Asian Olympic Games, which are organized as a prelude to the official OG.

Introduction of eSports for educational purposes. In some schools, eSports are used to develop skills (teamwork, communication, problem solving, etc.).

eSports players and brands. Most professional eSports players have their own sponsors, they are followed by a large number of young people on social networks and platforms around the world, and the best players for sponsors have global brands.

Popularity of eSports. The most popular eSports are League of Legends, Dota 2, Counter Strike: Global Offensive and Fortnite. Each of the mentioned eSports has a large number of players and audiences around the world.

Audience. Tournaments in the eSports category attracts a large number of viewers both online and on-site. In 2019, the League of Legends World

Championship was watched by 100 million viewers worldwide, while the Dota 2 tournament was watched by 1.2 million viewers on the Twitch platform.

Large number of users. ESports are available through platforms (consoles, computers, mobile phones), that is, through the Internet to people all over the world, and most games are free, which allows for great accessibility.

Multiculturalism. ESports attract a large number of players and fans from all parts of the world, different cultures and traditions, religions, and all of them have in common that different countries have their best teams, players who compete in international tournaments.

The mentioned video games, virtual sports and eSports have strong support (financial, logistical) from large companies around the world who see profit in the world of sports and games and who will try to enter the OG program through sponsorship and the IOC. On the other hand, it should be pointed out that by introducing the mentioned video games in this way, sport is losing its charm, the interaction between athletes and the audience is lost, motivation is directed towards material instead of the development of sports behavior, achievements, and satisfaction of personal needs through physical activity. Gaming while sitting at a computer and profit as a guiding idea led to the question of where the wheel of gaming and entertainment history is taking us. How did we get from Juvenal's recommendation that one should pray for a healthy mind in a healthy body to the age where computer games will find their place at the Olympic Games? Can computer games contribute to prayer for a healthy mind in a healthy body? Or the only thing left is the prayer of loved ones for their healthy spirit and body...

**THE FUTURE OF GAMES AND ENTERTAINMENT**

When we talk about children's games, it is inevitable to point out that the future of preschool children's games should be found in playgrounds that are not of the traditional type (swings, see-saws, slides), but in the creation of playgrounds with elements made of natural materials that will develop children's independent ways of mastering certain tasks. In essence, the goal is to return to natural materials and forms that were once the basis of children's playgrounds: sand, stone, water, stumps, hills, trees, etc. The fact is that children are increasingly alienated from nature due to attention deficit disorder, wide availability of video games and Internet content, poor nutrition (obesity). Playgrounds made of natural materials aim to make nature more accessible to children through play and fun, while at the same time encouraging them to think independently and make decisions in overcoming certain tasks (obstacles). In the USA, the construction of playgrounds made of natural materials began in 2005 under the influence of the book "The Last Child in the Forest", by journalist Richard Lowe, who detected the problem of monotonous and traditional
children's playgrounds in the USA, which caused the complete alienation of children from nature. The University of Tennessee at Knoxville, based on its study from 2012, concluded that natural playgrounds (trees, flowers) are more useful for children, inspire more children's activities and games, and stimulate imagination. The study began in 2011 by observing children as they played on a traditional playground made of wood and plastic located at the University of Tennessee's early learning center. After the renovation of the playground, which included slides built into the hill, dwarf trees, a stream, stones and flowers, stumps and trees, the results showed that children doubled the time they spent playing (on the playground made of natural materials), starting from jumping from trees to watering plants around the stream, etc. They engaged in more aerobic activities and activities that encouraged the strengthening of bones and muscles, which is a prerequisite for developing motor skills. Also, the study concluded that children sat less, and that natural landscapes are a viable alternative to traditional playgrounds for school and social environments, which led to the conclusion that such studies should be viewed in the long term, as well as the nature of children's play.

When we talk about the future of games, we must mention Mensa - the NTC learning program (Nikola Tesla Center), which has become a very popular way of learning recently in Serbia. The goal is to point out the importance and necessity of increasing the share of neurophysiological knowledge in children's education, which opens up space for more creative learning, faster learning, easier discovery, and development of abilities. The program is especially aimed at children of preschool age (although it also applies to children of younger school age), because according to the claim of the author of the project, Dr. Ranko Rajović, that period of the child is the most suitable due to the speed of creating connections between neurons. The program is aimed at playing new games (which parents themselves can play with their children) in order to find new abilities in children. This program emphasizes that teamwork and play are very important, and includes motor exercises, eye accommodation exercises, games with symbols of abstract concepts, memory games, musical games, enigmatic stories, games to stimulate creative thinking, games to stimulate imagination - thinking - speech. According to Rajović, children's physical activity is closely related to children's physical ability and plays a major role in further growth and development (physical, emotional, social, intellectual).

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63 University of Tennessee at Knoxville, Natural playgrounds more beneficial to children, inspire more play, study finds. (ScienceDaily: 2012), https://www.sciencedaily.com/releases/2012/10/121011135036.htm, (downloaded on 05/19/2023).
64 Ranko Rajović, Mensa-NTC learning system (Abeceda D.O.O.: Novi Sad, 2009), 3-4.
psychological, and social-emotional). Children with a high level of motor skills have a better awareness of their body and have a higher level of self-confidence. In his research, Dr. Rajović applied the NTC learning program in the experimental group to a sample of 60 respondents (30 boys and 30 girls) aged 4-6 years, while the control group implemented the regular program of preschool institutions. The experimental group did exercises that included: fine motor skills, rotation, balance, dynamic eye accommodation, eye-hand coordination, combination of movements and thought processes. What was characteristic was that all these exercises were carried out through play, which made the project more interesting for the children. Research has shown that very few games and exercises that include rotation, balance, dynamic accommodation, fine motor skills, movement, and complex movements with jumping, skipping, backward movement, etc. are carried out in preschool institutions and outside of it. The results obtained in the experimental group showed a significant improvement in children in the areas of fine motor precision and fine motor integration, as well as manual handiness compared to children from the control group65.

How important the game is in the present and how important it will be in the future is also shown by the development of various projects in all areas, and one of the important directions in the future is the connection between the game and art. The popular "School of Play" highlights a completely new understanding of play and art in our climate, primarily through classical ballet which represents the basis of all playing techniques, but also of all modern forms of artistic play66. One of the most influential dancers and choreographers of the 20th century, José Limon, pointed out that with playing and dancing, "dancers are lucky to have the most versatile and wonderful of all instruments: the human body67."

**CONCLUSION**

From the very beginning, games have been an integral part of human society and culture, providing challenge and entertainment in a direct (through direct activity, participation) or indirect (audience) way to people of all ages. Many forms of games and entertainment have been driven through history and culture and have evolved under the auspices of cultural, technological, and economic-social changes in society. From the very beginning, games and entertainment have

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65 Ranko Rajević, Effects of the NTC exercise program on the motor development of preschool children, doctoral dissertation (University of Niš: Faculty of Sports and Physical Education, 2016), 111-121.
been a form of cultural and intellectual development, both for the individual and for the entire society, and represent one of the oldest forms of human interaction. Ever since the beginning of humans until today, games have been used to express imagination and physical activity. During their development, the games had various characteristics: the period when they were the basis for survival and hunting, the period when they were aimed at developing skills and the military and fighting spirit, the period of competition and entertainment, rituals, the period of development aimed at sports and the emergence of new modern disciplines, the emergence of professionalism, the period of development of video games, the period of development of young people's awareness of the importance of games and social-social-physical interactions between them. The future of games is based on new ideas, views on the world and the development of cultural and social connections among young people above all. Returning to nature, preserving awareness of the importance of games in children in terms of developing basic cognitive and conative functions, building playgrounds in nature from natural materials, promoting the importance and value of games (imagination, socialization, interaction, physical activity, etc.) are just some of the important directions that we should strive to return the games to their real values because of and from which the games themselves were created. The first step is to bring the game back to the schools, to bring the game back to the children. In recent years, children have been deprived of play more and more, homework is more and more, and the pressure for the child to be successful is more and more present. The fact is that when children grow up, they encounter problems in life that they have to face, that they must learn to recognize and solve these problems in an adequate way. Such problems require observation, prediction, boldness, and creativity, all of which children acquire during life experience. These experiences are acquired in the game, starting from childhood. The game develops ideas, which children discover and follow, imagination, but also develops physical and social skills. Play is a natural way for children to learn something because people's way of life depends on learning (skills, movement, etc.), and not on instilled instincts like animals. Some skills children learn only through play, and practice them there (ability of creative thinking, cooperation with other children, own control of emotions and impulses, etc.). That is why children need play, in order to grow socially, emotionally, intellectually, and physically into people capable of confronting life's problems and successfully and adequately overcoming them. Social platforms that are available through internet networks play a huge role in creating and defining the trends of industries around the world. The forms of games and entertainment depend on generation to generation and in the future, there will be a struggle between the expansion of video games on the one hand and games (sports, children's, artistic, recreational, etc.) on the other sides. The fact is that games that require people's physical activity will have to be promoted using powerful technologies (using social platforms, etc.) in order to promote the
value of games and entertainment in a traditional way (socializing, friendship, socialization, physical activity, returning to nature, etc.). The results of the research indicate that although the choices on an individual level are ours, the ever-faster wheel of history leads us to dehumanization and alienation from people, play and entertainment in their basic meaning.

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