

## **Abstract**

### **Thesis title:**

Sportsman personality cult and victory phenomenon.

### **Thesis aim:**

To illustrate the phenomenon of personality cult and sports champions from the very beginning of human being history until modern olympic games. To compare the cult with professional sport of present-day.

### **Method:**

The thesis has been composed on the basis of exploration method.

### **Results:**

General description of development of personality cult in sport arising from detail study of all available sources that deal with the subject matter of this phenomenon.

### **Key words:**

Victory, enjoyment, beauty of sportsman, Olympic games, sport