

This is the introductory chapter of the monograph. There the author supports the questionable background of the concept "kalokagathia". With the most recent historiographic knowledge of the ancient Greece in the time from the 6th to the 3rd centuries BC in a hand, the author shows that the ideal was a outstanding part of the whole system of social exclusion of women, lower classes and slaves. Moreover, he points out close relation between kalokagathia and military preparedness. The text is a outcome of a research into modern ideology of sport.