

The background features a teal-to-blue gradient with a starry texture. On the left side, there are several circular elements: a large scale with numerical markings from 140 to 260, and several smaller circles with dashed lines and arrows, suggesting a technical or scientific theme.

MYTHIC APPROACH

Alena Menšíková

WHAT IS MYTH?

Myth is:

- a symbolic narration
- a story attempting to provide explanation about some mysteries of human existence

Myth by Lévi-Strauss

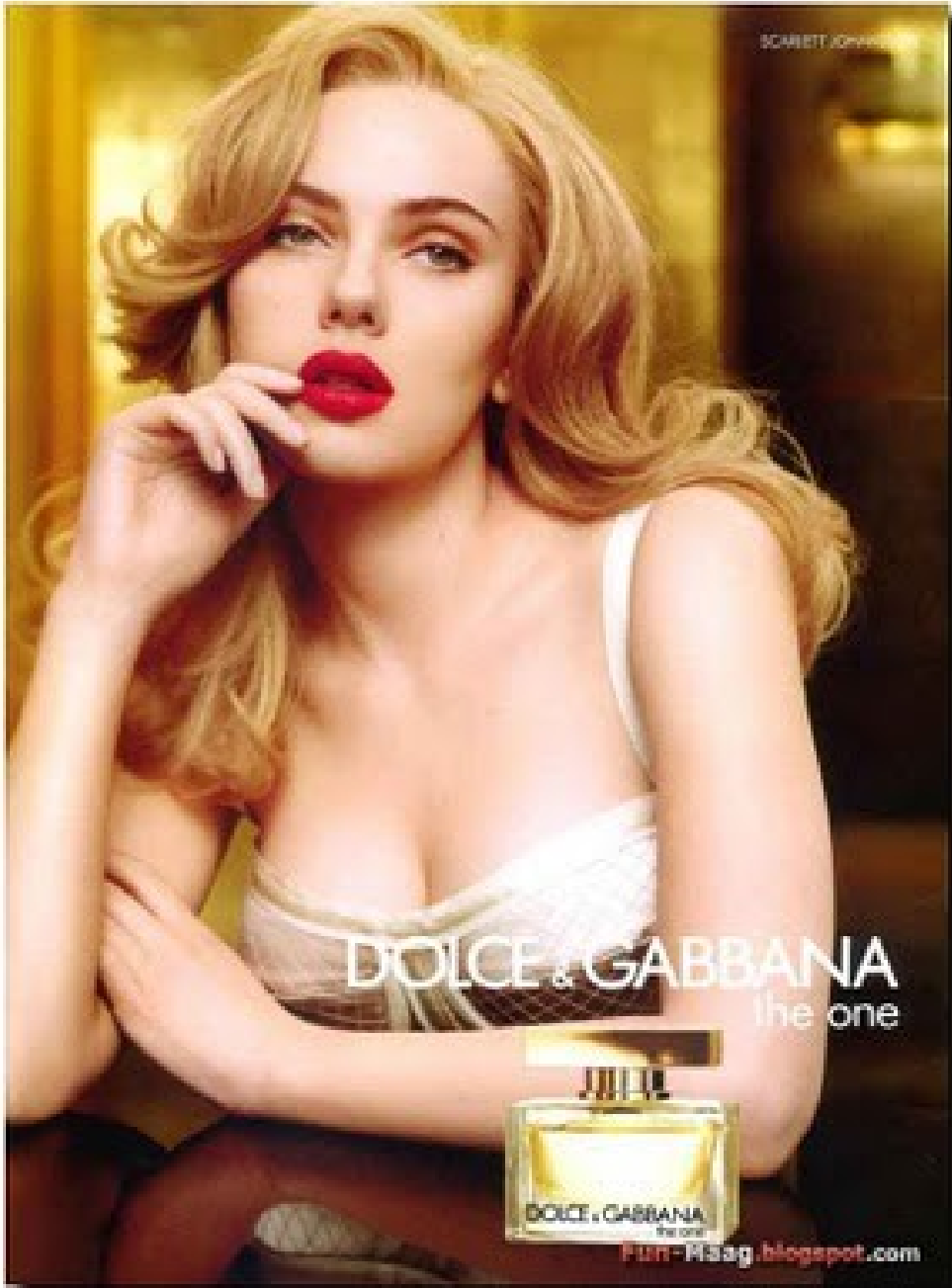
- Anthropological and diachronic approach
- Universal age-old motives that are realised differently according to the culture
- Myths create humans
- Myth is a base of legitimacy

Myth by Barthes

- Semiotic and synchronic approach
- Mythology is produced by today's capitalistic society
- Synonym for **IDEOLOGY**
- Myths are created from positions of power
- Legitimacy of myths is called **NATURALIZATION**

Myth by barthes





SCARLETT JOHANSSON

DOLCE & GABBANA
the one



Fun-Asag.blogspot.com

Gengre analysis

Identification of:

- Mythic themes
- Cultural myths
 - A historical period
 - Mystical places
 - Idealized times
 - Cultural beliefs

Mythic themes

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- Theme is an abstract concept or observation that is manifested through the action of the plot
- Some genres are particularly well suited for particular mythic themes

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Quiz shows

Themes:

- Greed
- Free will vs. fate
- Good fortune



The gangster genre

Themes:

- The conflict good X evil, egocentric satisfaction X societal restraints
- The price of loyalty and betrayal appearance X reality
- The hubris of human greatness/power
- The limits of narcissism and greed
- Temptation X control



EXample

Good



Evil



The horror genre

Themes:

- Good and evil
- Appearance/reality
- The vanity of human greatness/power
- Moral decay
- The influence of the past on the present
- The loss of control



Cultural myth

A Historical Period



Mystical Places



Cultural myth

Idealized Times



Cultural Beliefs



Intra-genre analysis

Mythic elements

- Mythic hero
- Mythic theme
- Mythic premise
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Example: American dream

