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Relationship between Mythology and Society

1. Motivation behind Research Paper

What is the relationship between Greek mythology and modern globalization? Greek myths have been able to influence people because of the development of globalisation. In particular, I think that myths are affecting people through images in the media. For example, anime, films and so on. In her book, "Do you know Greek Myths?" by Atoda Kou, "Greek myths were born three thousand years ago. Despite this, there are transforms, monsters and love stories. It is rich in entertainment. Characters in Greek myths are loved by many people in films, anime and novels."

For a long time now, famous novels or movies have made references to myths. The implication is that the presence of myths has been increasing throughout time indirectly through the media. I wanted to prove this statement through objective data. Therefore, I created a survey for my classmates to take. The survey's title is "Do you think myths affect society." 83% of people answered "yes." I wondered why myths meld into our society and why exactly are they loved so much

2. Introduction

Here, I would like to answer whether or not myths are still necessary in our society. Personally, I think that myths and traditions are needed in our society. When I researched myths that exist in society, I could understand many of their origins. One is the naming of companies and their mythological backgrounds. For example,

NINE, Starbucks, COACH, Volkswagen and so on. It seems there are many global companies. In particular, I want to focus on NIKE. Monty Alexander wrote in "myths actions in brands," "We have to find out new positions by a background of culture with withdrawing keywords. These contradictions of myths show messages and bases to be received by consumers." Like this, when myths make company names, it means more than words.

3. Results and Analysis

To illustrate the former point, Nike is actually a goddess in Greek mythology, it generally means symbols of uplifting and speeding. Mr. Haward Schultz who is Starbucks founder said "siren is a mermaid that emerged in Greek myth.That Fascinates fishermans by her beauty voice. Through the story, I entrusted a logo mark with my mind that fascinates people by the scent of coffee like a siren." When myths make a motif of company names,they are more efficient on advertisements and propagandas. I want to prove "what are benefits of using myths in our society." Shouko Matsuura, Brand Building with Mythical Archetypes ~Application of Jungian Psychology to Branding~" written "the brands which have superiority" "the brands which have strong images" and "the brands which have popularity" are high rank. So, that means the more the brands show clearer, the more the brand will be more famous.This is a reason why Ithink myths are needed in societies.

Next, "Elementary School Courses of Study Commentary on Japanese Language" states, "Traditional languages and cultures have been formed through repeated creation and succession. The content is structured so that language and

culture can be inherited and lead to new creations. So! Learning myths means learning lessons.

For example, "Tower of Babel". "Misako Hasegawa" "Mystery of Bable" "the myth of lesson indicates "words" is essential to communicate with people." And there's similarities in "Ship of Noah". That indicates people have to worship and not to be lazy. Like this many myths include components of lessons.

4. Conclusion and Future Problems

Like this, I have started wondering what are the effects that myths give in society. That is a myth that includes some merits that companies can reveal their purposes and goals and lessons would like to conclude that myths have merits to our society.

5. Reflection

Finally, I have understood many things that I had not understood since writing this essay. The more I researched myths, the more I am fascinated by them. Therefore, I wanna research more and more.At last, I consider the effects of myths to be infinite.

6. Work Cited

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