

MYTHOLOGICAL MODEL IN COMMUNICATION

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ШР-102

WHAT IS A MYTH?

A myth is a fictional story told to explain some aspect of existence.



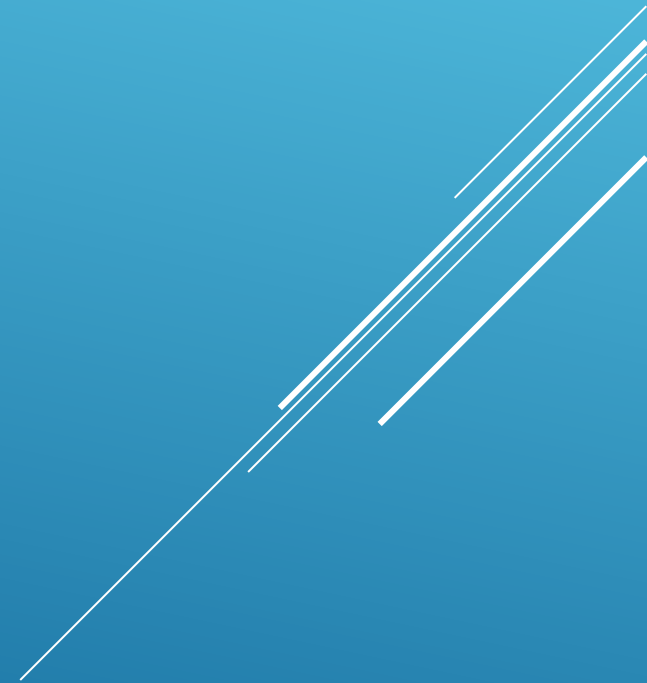
The myth combines:
the *rational*
the *irrational*.



WHY ARE THE MYTHS SO IMPORTANT
EVEN NOWADAYS?

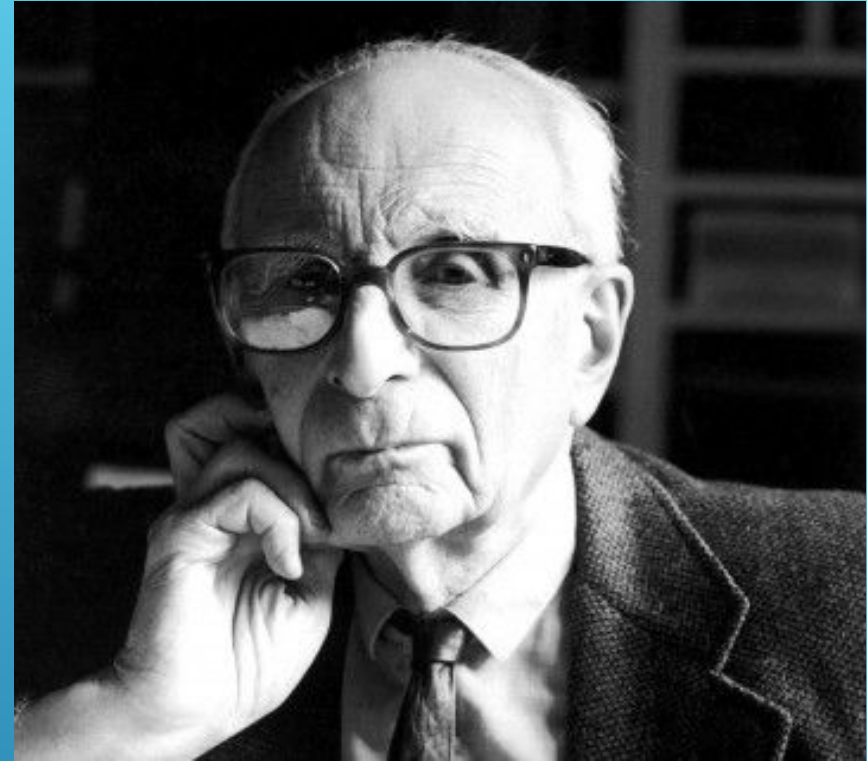
THE MAIN THEORIES OF MYTHOLOGICAL COMMUNICATION

Let us consider a number of the most famous approaches to myth: one is associated with structuralism (C. Levy-Strauss), the other with the analysis of modern myths, which is very important for PR (R. Bart), the third with the analysis of myth in primitive societies (B. Malinovsky)



The first to give a modern view of the structure of myth was K. Levy-Strauss.

He began by looking for the answer to the question: why the myth cannot be destroyed even by the worst translation?



CLAUDE LEVI-STRAUSS'S MODEL

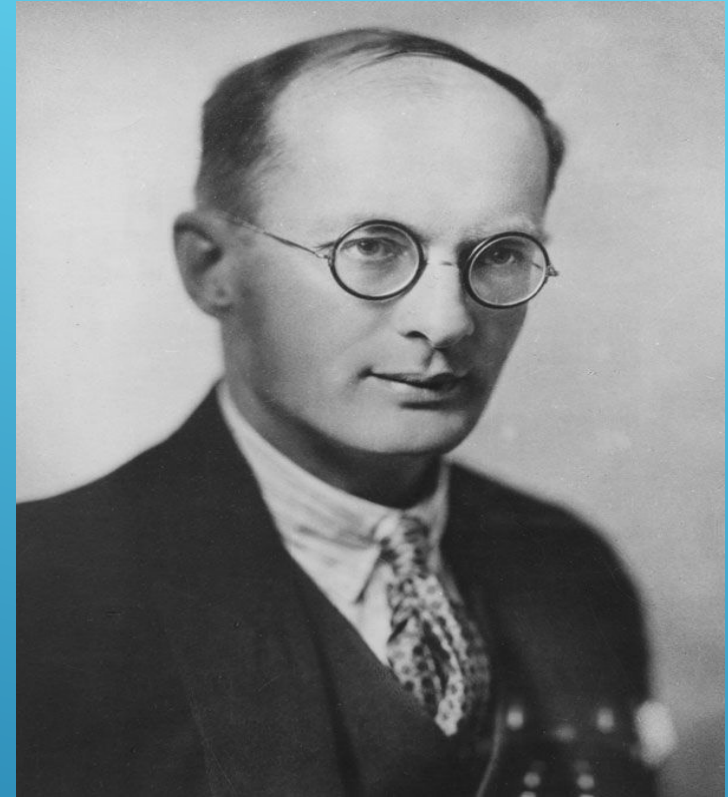
R. Barthes sees the essence of the myth in "his abduction of the language.

He considers central to them the mythology of order, the preservation of the existing.



ROLAND BARTHES'S MODEL

B. Malinovsky claims that myths are a special class of stories.




BRONISŁAW MALINOWSKI'S MODEL

EXAMPLES OF MYTHOLOGICAL ADVERTISEMENT



ALL IN ALL

Summing up, I want to say that the mythological theory in communications has a place to be. In our profession of advertising and PR, this method makes it easier to get closer to the consumer through images familiar to everyone from childhood.





THANK YOU
for your
ATTENTION!

