Greek Mythology

and the Modern World

Mythology in Business

Hundreds of companies take their name, logo, or slogans from mythology

Nike in Mythology

- Winged Greek goddess of victory, in battle or peaceful competition.

Nike in business

- Billion dollar company
- Specializing in athletic apparel

Olympus in Mythology

- Highest mountain in Greece
- Home of the gods and goddesses
- Formed after the Titans were defeated

Olympus in business

- World-leading camera company since 1919.

Amazon in Mythology

- A race of powerful women warriors trained in archery and combat.

Amazon in Business

- One of the country's largest booksellers
- One of the most powerful online retail companies.

Ajax in Mythology

- *Mythological warrior famous for his strength and power*
- *the only character in the epic poem* The Illiad *who fought in the Trojan War without help from the gods.*

Ajax in business

- **Household cleaner that uses the slogan "Stronger than Dirt!"**

Medusa in Mythology

- Mythological monster, with snakes for hair.

- Anyone who looked directly at her would be turned to stone.

- Killed by the hero Perseus

Medusa in Business

- Medusa Corporation
- One of the oldest cement companies in the United States

Midas in Mythology

- Mythological King who had the power to turn everything he touched to gold.
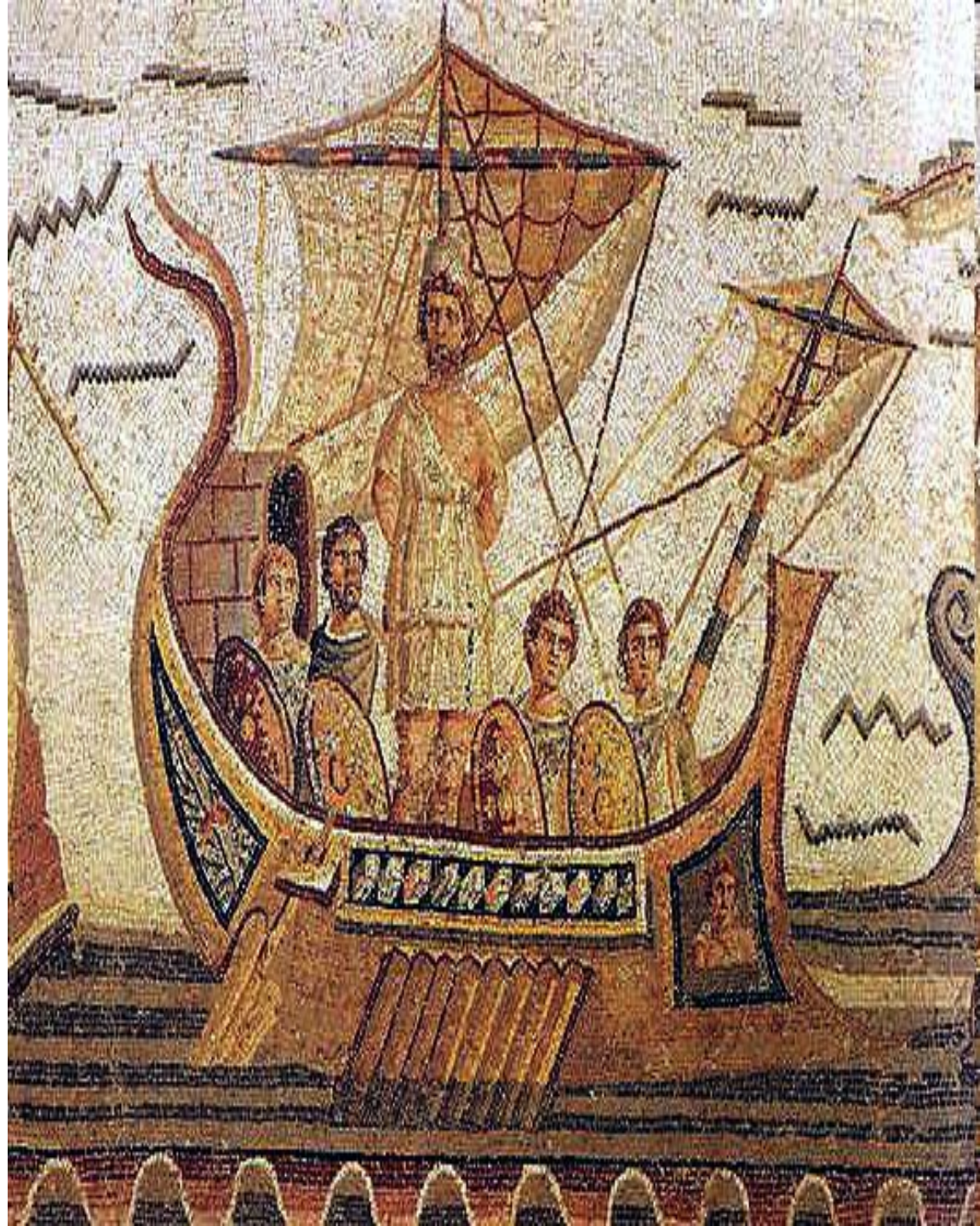
Midas in Business

- A car repair company specializing in brake and muffler repair.

- Their famous slogan: "Trust the Midas touch"

Odyssey in Mythology

- Epic Greek poem "The Odyssey"
- Story of Odysseus, King of Ithaca
- Journey home after the fall of Troy

Odyssey in business

- Motor vehicle manufactured by Honda

Venus in Mythology

- The Roman name for the Greek goddess Aphrodite, the goddess of love and beauty.

Venus in Business

- A division of Gillette Razor Company,
- Slogan is "Reveal the goddess in you."

Mythology in Pop Culture

- **Direct reference**: primarily about mythology, setting is mythological
- **Indirect reference**: refers to myths or the gods, but is not primarily about mythology.

Music: band names, song references
Movies: direct and indirect
Television: direct and indirect

Music: MUSE

- Muses were said to be responsible for inspiring all artists, poets, and musicians.

…also a band

Music: Styx

- The River Styx formed the boundary between the Earth and the underworld.

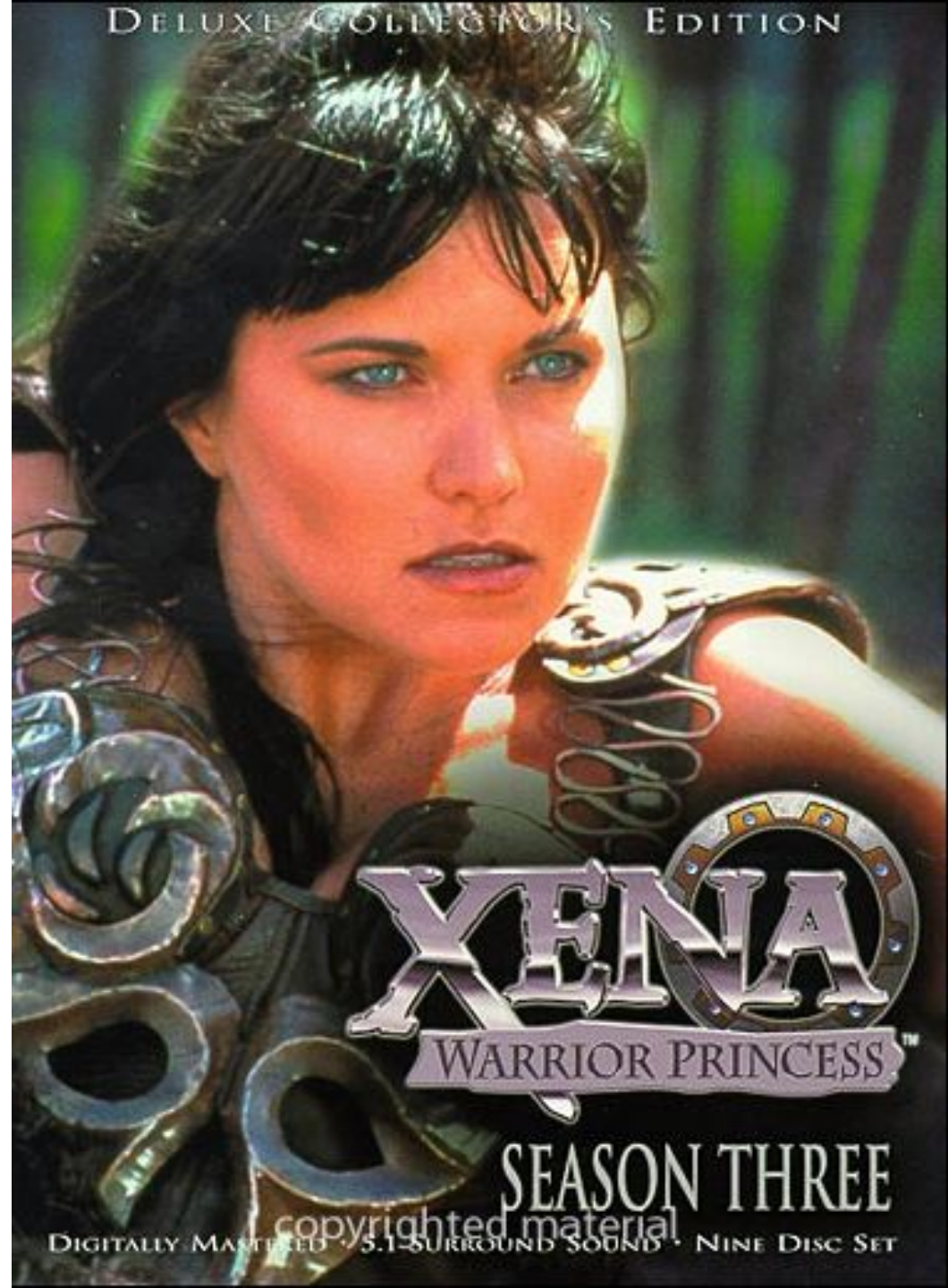…also a band

TV: Indirect reference

The Simpsons make <u>indirect</u> references to mythology: the show is not ordinarily about mythology

After fighting in the Trojan war, Homer crosses the River Styx, and the rock band "Styx" plays in the background.

TV: Direct reference

- *Xena, Warrior Princess* is a <u>direct</u> reference to mythology, the character interacts with gods, and goddess, and the show has a basis in mythology

DELUXE COLLECTOR'S EDITION

XENA
WARRIOR PRINCESS

SEASON THREE

DIGITALLY MASTERED · 5.1 SURROUND SOUND · NINE DISC SET

Movies: Indirect Reference

- In The Little Mermaid, Ariel's father is King Triton
- He is King of the Sea, modeled after Poseidon

Movies: Indirect Reference

- In *Harry Potter*, the story is based around a supporting system of mythological characters

- **Cerberus**: The 3-headed dog that guards the gates of Hades.

- **Minerva McGonagall**: Minerva is the Roman name for the goddess of wisdom, Athena.

- **Firenze the Centaur**: Centaurs were wise creatures that were half horse, half man.

Movies: Direct reference

In *Clash of the Titans*, Perseus, the son of Zeus is a hero who attempts to stop the underworld from spreading to Earth.

Mythology in astronomy

- **Hermes/Mercury**   **Winged messenger god**
- **Aphrodite/Venus**   **goddess of love**
- **Ares/Mars**   **god of war**
- **Titan Kronus**   **Saturn**
- **Zeus/Jupiter**   **king of the gods, largest**
- **Titan Uranus**   **Uranus**
- **Poseidon/Neptune**   **god of the seas**
- **Hades/Pluto**   **god of underworld**

Mythology in Names

- April
- Diana/Diane

- Cassandra

- Hector

- Helen/Ellen

- abbrev. Aphrodite
- Roman name for Artemis, goddess of the hunt and moon
- Trojan princess given the gift of prophecy
- Trojan prince killed in the Trojan war
- Daughter of Zeus, her beauty caused the Trojan war