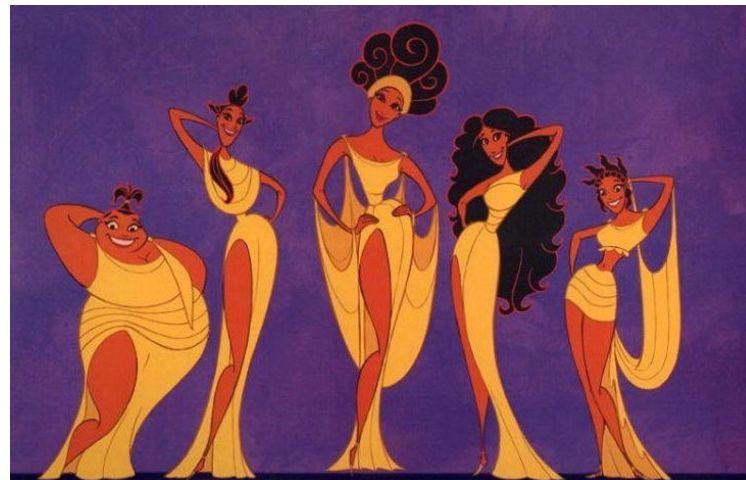




Greek Mythology



and the Modern World



Thanks to Stacy Baker

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

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Your Vision, Our Future



Amazon in Mythology

A race of powerful female warriors trained in archery and combat.



Amazon in Business



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

amazon.com

The Amazon logo, featuring a lowercase black letter 'a' with a curved orange arrow underneath it, pointing from the bottom left to the bottom right.



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



<https://www.youtube.com/watch?v=EFZK5VkQes4>

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”



**For brakes, tires, oil,
everything.**

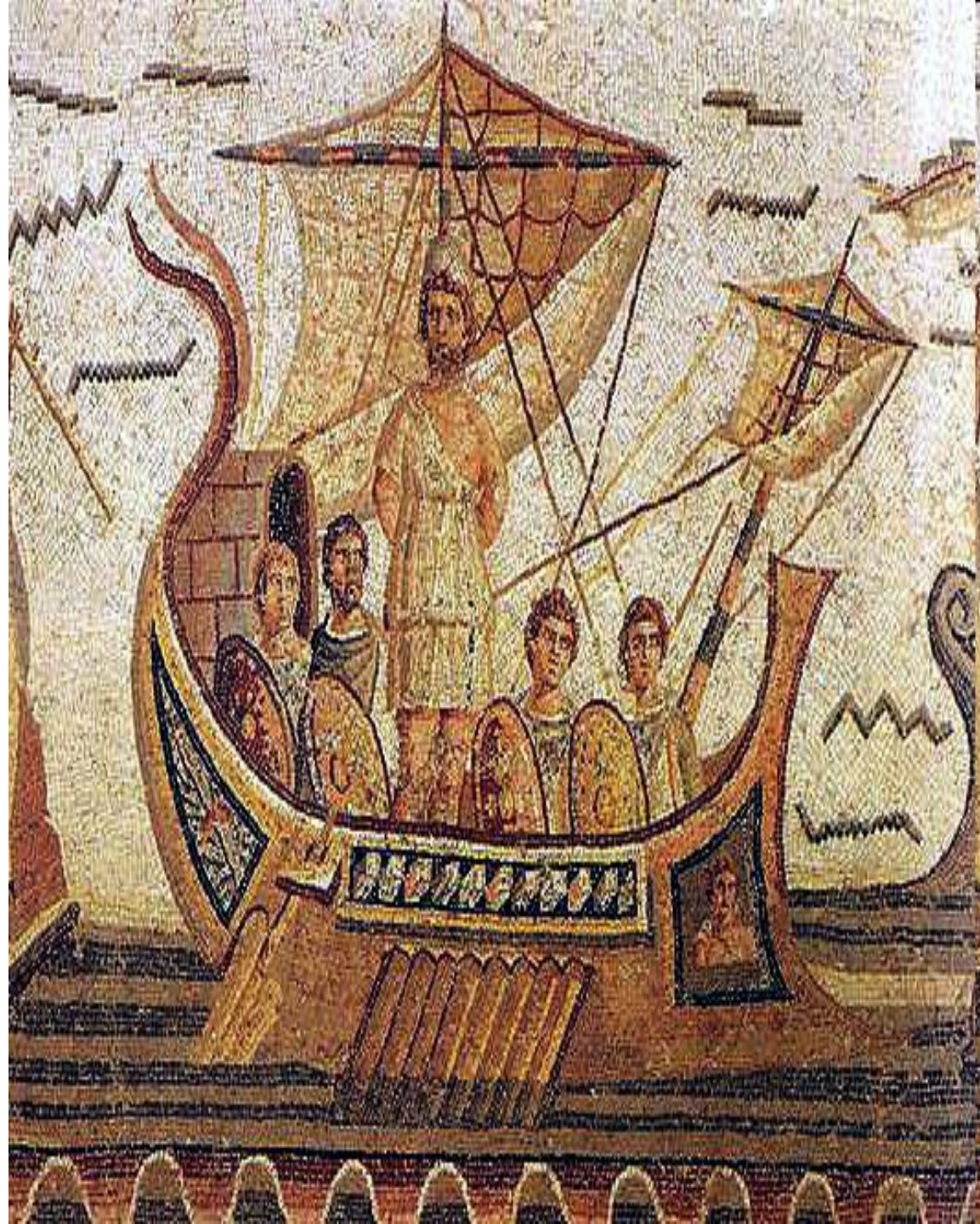
Trust the Midas Touch®



<https://www.youtube.com/watch?v=iBO8boJfnAI>

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."

https://www.youtube.com/watch?v=XEh55_c8lrs

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

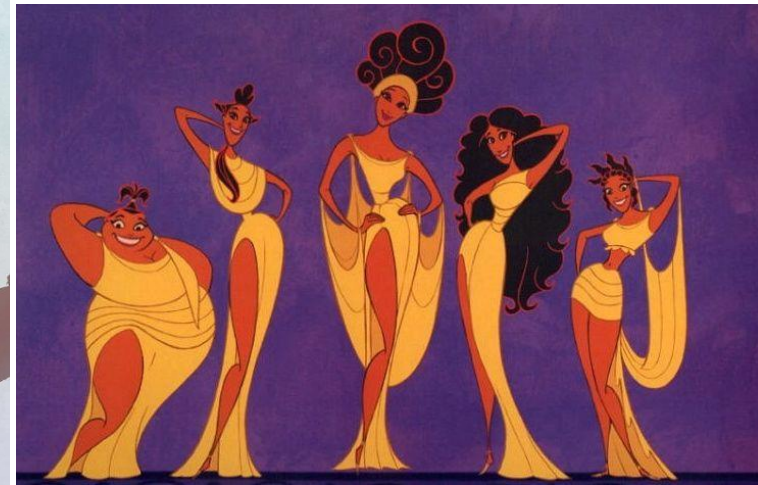
Muses were said to be responsible for inspiring all artists, poets, and musicians.



CALLIOPE CLIO ERATO POLYHYMNIA MELPOMENE THALIA URANIA TERPSICHORE EUTERPE



epic poetry history love poetry hymns tragedy comedy astronomy dance song



Museum

Originally “a seat or shrine for the Muses”





MUSE

<https://www.youtube.com/user/muse>



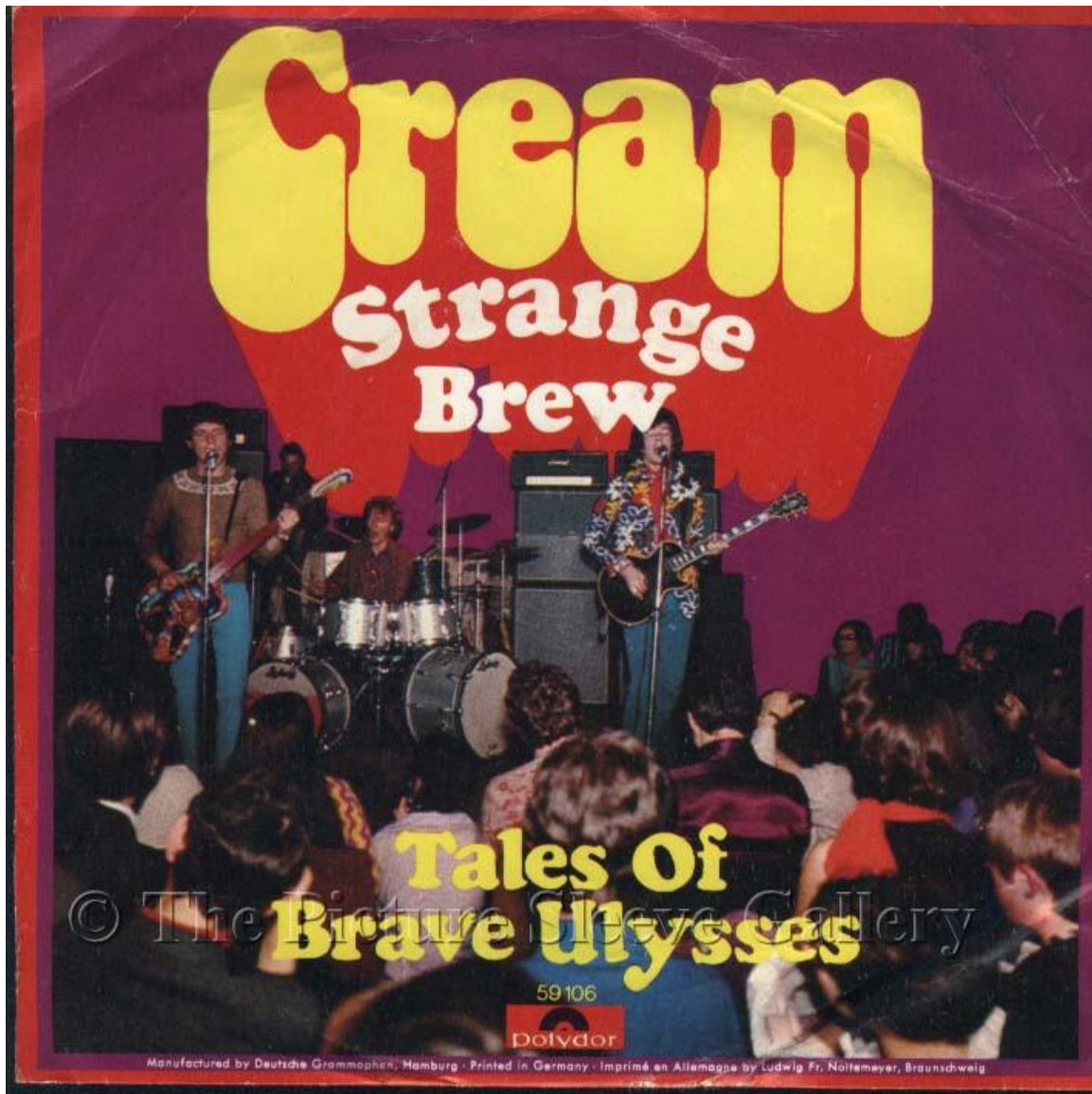
Music: Styx

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



<http://www.moondancejam.com/bands/2008/styx.html>

<https://www.styxworld.com/music/lyrics/grand-illusion>



<http://www.songfacts.com/detail.php?id=1367>

http://www.lyricsfreak.com/c/cream/tales+of+brave+ulysses_20034173.html

TV: Indirect reference

The Simpsons make indirect references to mythology: the show is not ordinarily about mythology

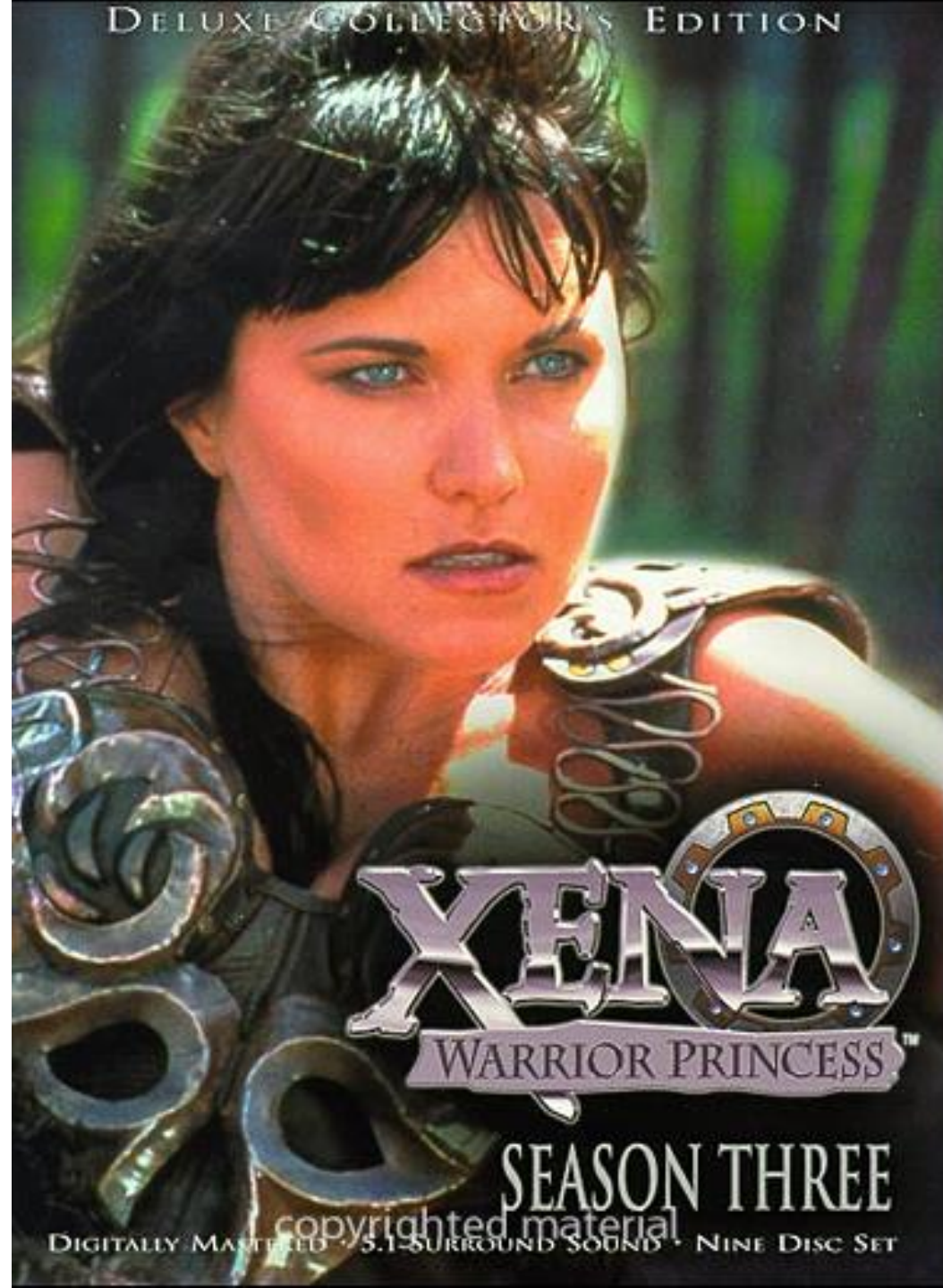


<http://www.imdb.com/title/tt0763038>

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 direct reference to mythology, the character interacts with gods, and goddess, and the show has a basis in mythology



Movies: Indirect Reference



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

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Harry Potter: Indirect Reference

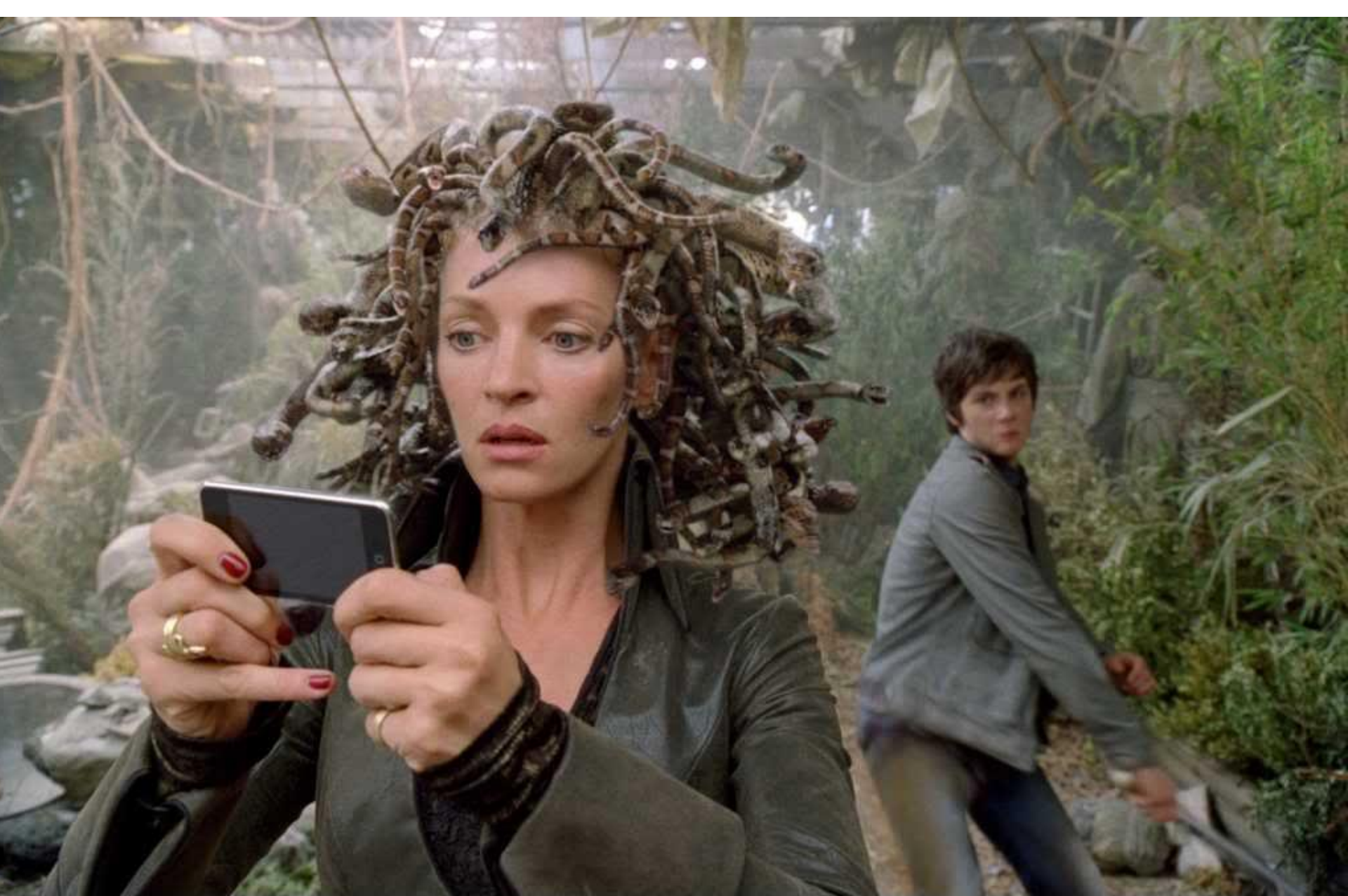
- In *Harry Potter*, the story is based around a supporting system of mythological characters
- **Cerberus:** The 3-headed dog that guards the gates of Hades.
- **Minerva McGonagall:** Minerva is the Roman name for the goddess of wisdom, Athena.
- **Firenze the Centaur:** Centaurs were wise creatures 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.





PJ-389 Percy Jackson prepares to give a final "heads up" to Medusa (Uma Thurman).
Photo credit: Courtesy Twentieth Century Fox

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