

CLSK6002

How and why are the gods and monsters of classical Greece used in the modern western world?

Point of research: to identify if we are in fact the same people we were in Classical Greek times

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Argument

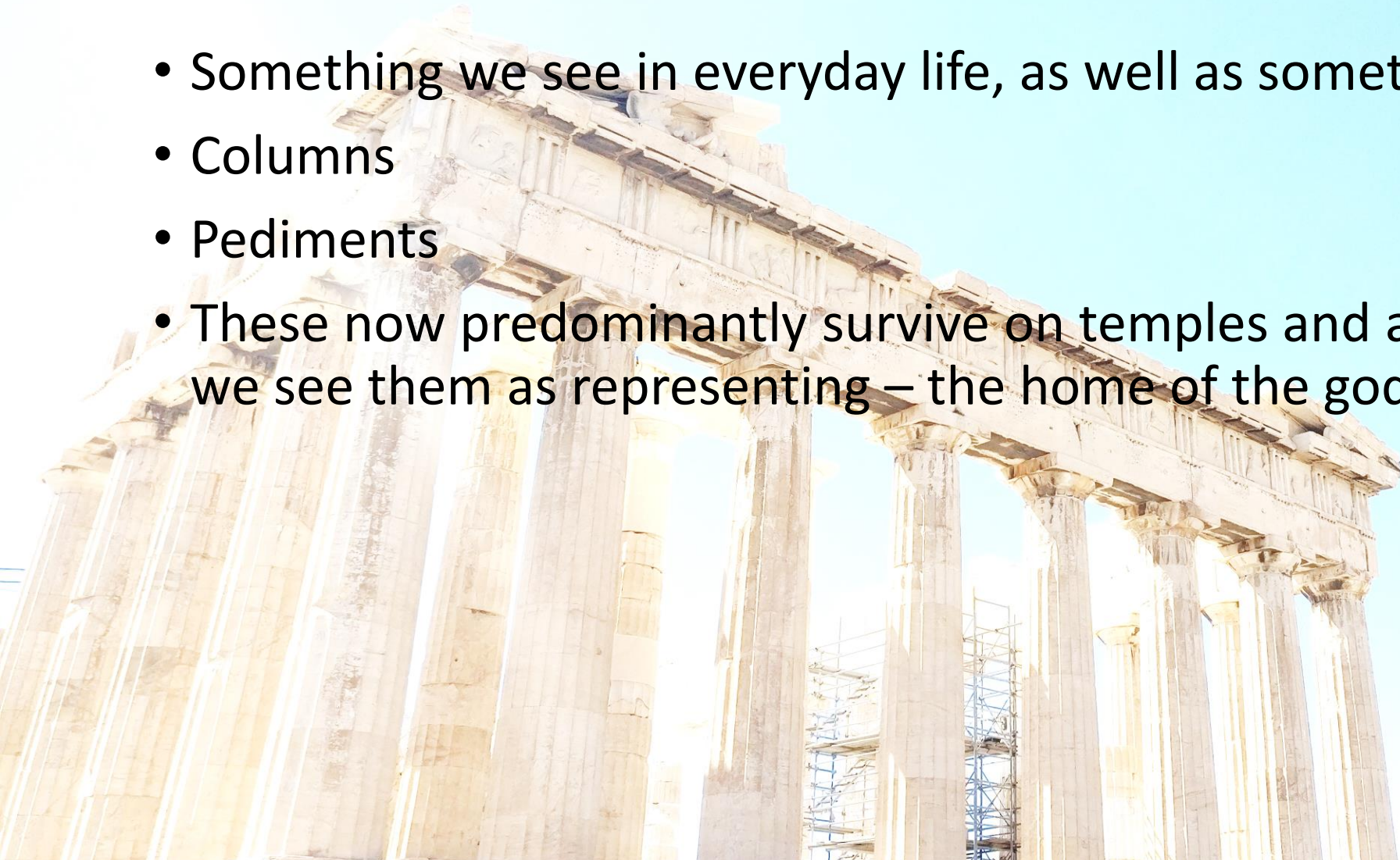
- Have we changed much in the last 2500 years?
- Although technologies may have evolved, has the way we think and live?
- We are entranced by the Ancient Greeks and show this in all aspects of every day life.
- Whether we realise it or not, much of the everyday phrases and images we see can be traced back to Classical Greece.

Research obstacles

- Because the motifs and names of the ancient world are so engrained in our minds it is hard to explain why companies chose the names and images they do.
- Because the images are everywhere it is almost as if they hide in plain sight, you either can't see them or they're everywhere.
- Picking specific examples to focus on is very hard, especially when trying to pick a theme.
- Scholarship on the topic is very lacking and as such it is hard to engage with secondary material.

We are entranced by the Ancient Greeks and show this in all aspects of every day life – Architecture

- Something we see in everyday life, as well as something we use
- Columns
- Pediments
- These now predominantly survive on temples and as such this is what we see them as representing – the home of the gods



British Museum



<http://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/galleries/British-Museum-the-UKs-favourite-attraction/british-museum-london/>

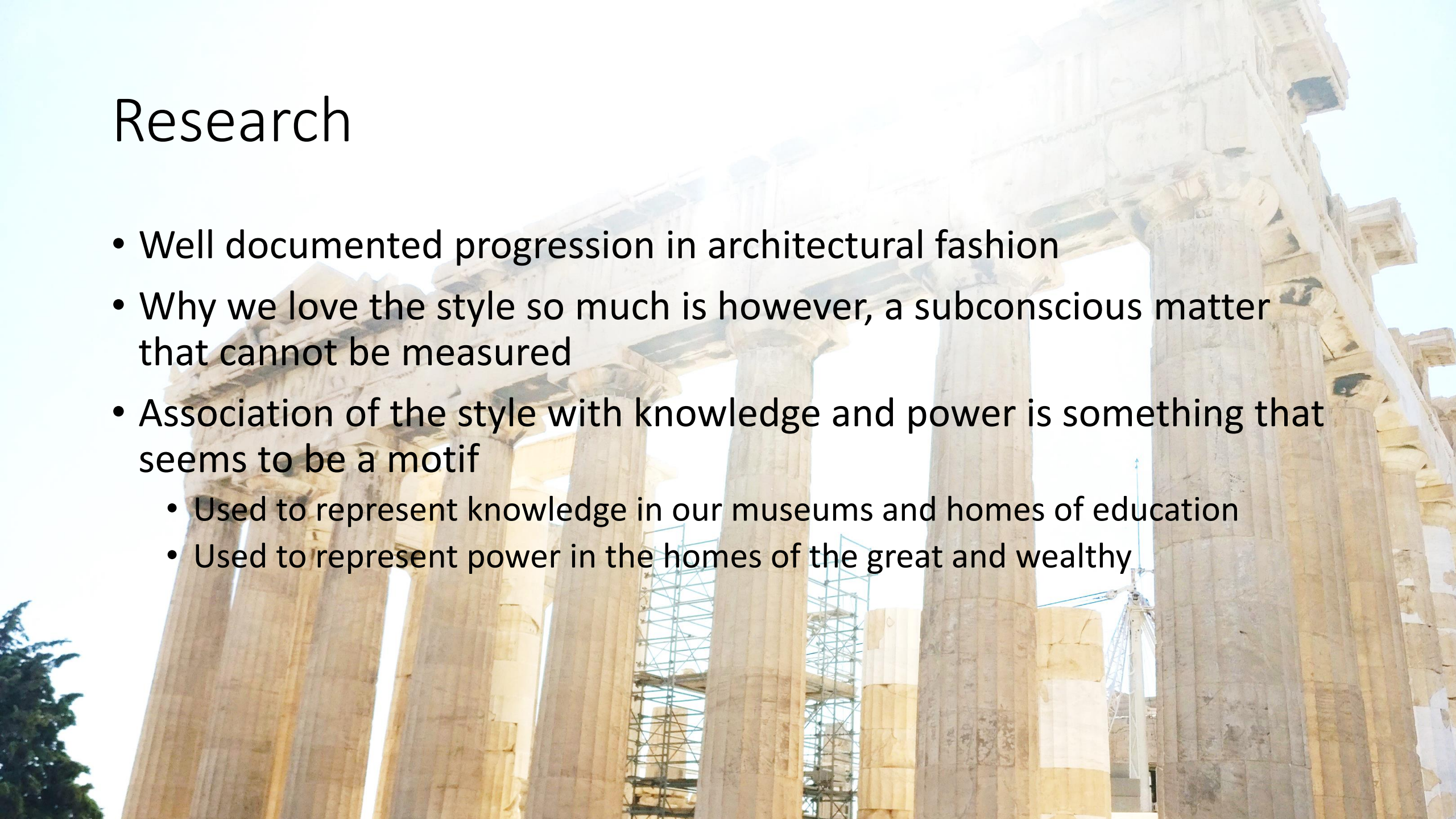
White House



<https://www.thesun.co.uk/news/2761932/melania-trump-move-white-house-donald-trump/>

Research

- Well documented progression in architectural fashion
- Why we love the style so much is however, a subconscious matter that cannot be measured
- Association of the style with knowledge and power is something that seems to be a motif
 - Used to represent knowledge in our museums and homes of education
 - Used to represent power in the homes of the great and wealthy



We are entranced by the Ancient Greeks and show this in all aspects of every day life – Companies

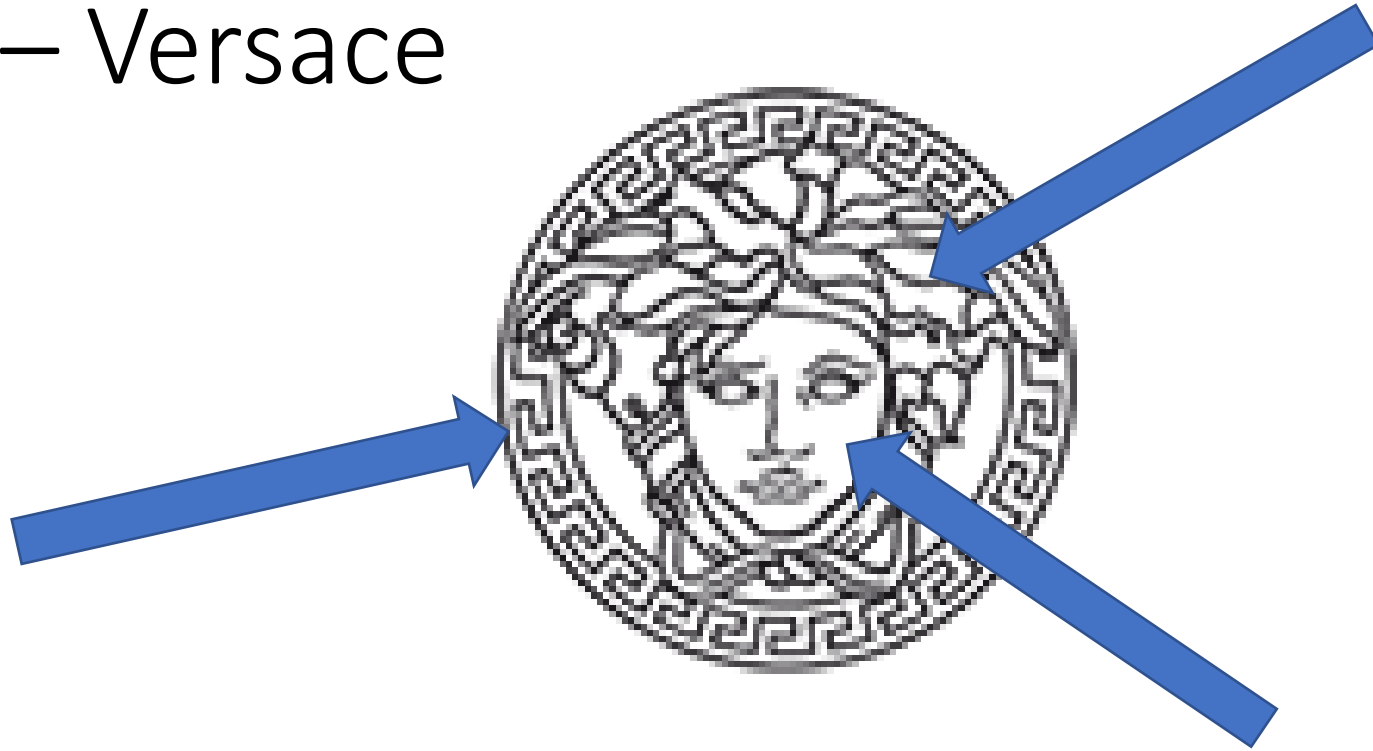
A big way that we use Greek symbols today is in the logos that companies use – logos on things we see everyday

- Versace
- Starbucks

Iconic figures used as company/product names

- Nike
- Pegasus
- Athenian ware
- Olympus ware
- Ambrosia

Logos – Versace



VERSACE

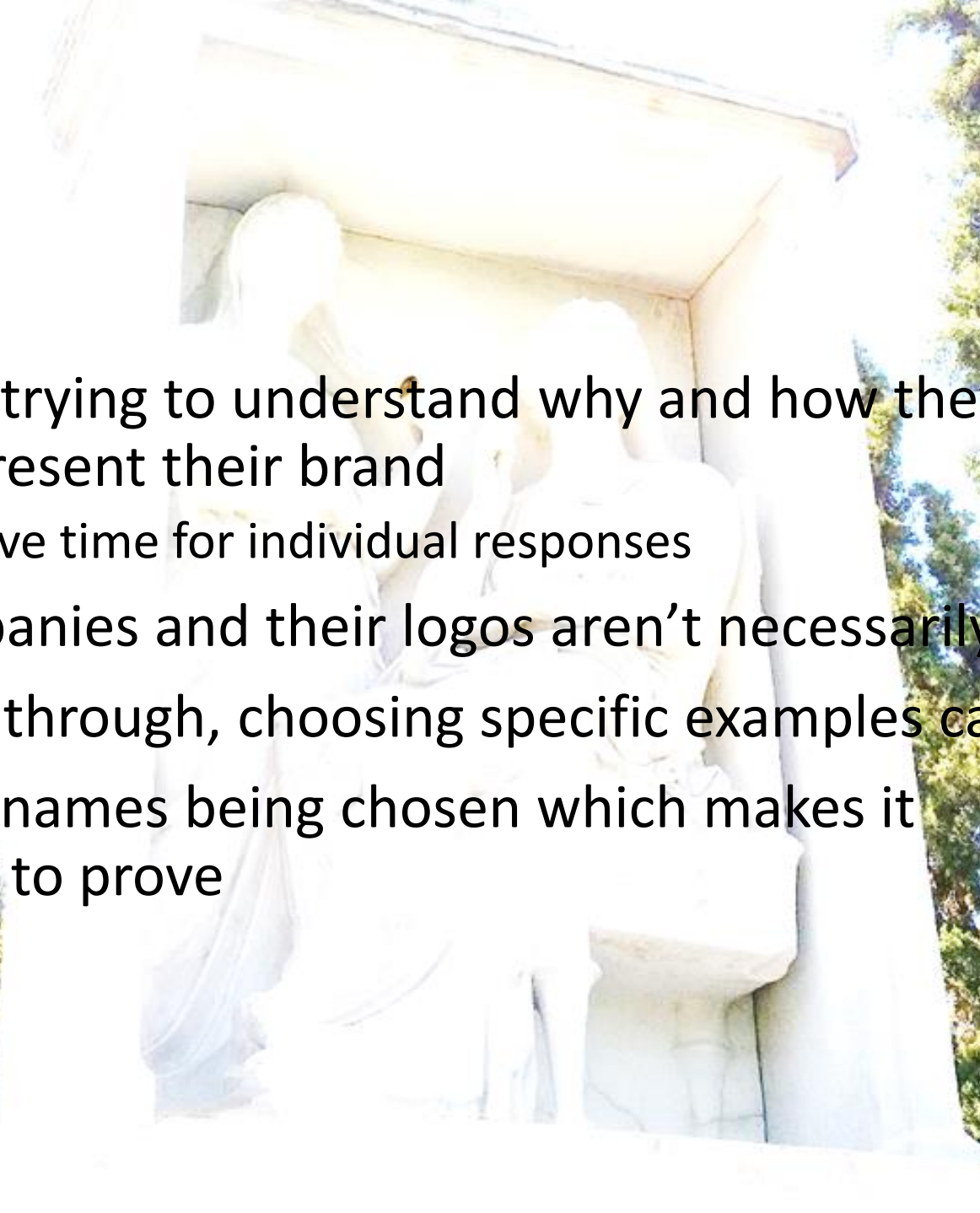
http://www.versace.com/on/demandware.static/-/Sites/default/dwa0e919c1/logo_295x295png.png

Logos – Starbucks



Research

- Emailing companies trying to understand why and how they chose Greek figures to represent their brand
 - Companies don't have time for individual responses
- Articles on the companies and their logos aren't necessarily reliable
- So many logos to go through, choosing specific examples can be hard
- No reason for logos/names being chosen which makes it subconscious – hard to prove



Conclusion

- How we use the past in everyday life shows how we are still mesmerised by the Ancient Greek culture
- Showing how engrained we are in the culture goes a way to showing how we haven't moved on as people
- Next step in research:
 - Look at religion and social attitudes in both societies – how the gods and monsters have evolved into the ones we have today
 - How the Ancient gods and monsters are used in the media
 - Looking at the way Barthes analyses semiotics

Bibliography for Dissertation

Ancient Sources:

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Modern Sources:

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Bibliography for images

All background images:

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Logo examples:

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- Design Hill. *Starbucks logo evolution*. <http://cdn-blog.designhill.com/wp-content/uploads/2016/03/2-min.jpg> . Accessed 18:13 13/01/2018