ON THE MARGINS OF MYTH
Hybridisation of Classical Mythology in Contemporary Mass Culture

Universidad Autónoma de Madrid
Faculty of Humanities
Department of Classical Philology
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Research project *Marginalia Classica Hodierna*
Amazons, centaurs, lamias, fauns, sirens, satyrs, Medusa, androgynous beings...
Since the dawn of Western civilisation, classical myths have provided us with examples of liminal identities and hybrid beings on the margins between the human and the animal, the human and the divine, the masculine and the feminine. Very often, mythical stories offer accounts of alternative sexualities (Narcissus), gender fluidity (Tiresias), impossible carnal relations (such as those involving Zeus under the disguise of different animals), and gender utopias (the Amazons).

All these narrations had precise, exemplary, and normative functions in the societies that created them, functions that continue to be the subject of an ongoing debate. In the context of such discussions on the subject, the research project *Marginalia Classica Hodierna* invites your consideration of the implications and uses of the concept of “hybridisation” as it surfaces in a wide range of retellings of classical myths in different formats of contemporary mass culture: films, music, comics, popular fiction, videogames, advertising, etc.

In their variety, all these formats tend to mutually interact and to favour the re-appropriation of content from both high and low cultures. But that is not all: they also question the norm and promote the de-hierarchisation of certain models, thus functioning as a vehicle for the expression of countercultural ideas, and, subsequently, giving voice to mainstream culture’s notions and perspectives.

Drawing on these premises, the conference invites proposals that develop, preferably, though not exclusively, issues such as:

- What are the defining features of the deviation from the norm or of the monstrosity that these myths portray? What are these myths used for in the new artefacts of contemporary mass culture?
- How are these stories re-signified? In what ways do they reinforce or subvert the norm?
- What possibilities do these “hybridisation myths” offer for the construction of alternative identities (group, ethnic, sexual, gender...)?
- Through what means and methods are myths re-appropriated in these formats? How is that accomplished, considering that this material is traditionally associated with high culture?
- ...
By discussing these and other related topics, the conference seeks to encourage reflection on the following: what are the dynamics and the agents that allow us to explain the uses, reworkings and reformulations to which these classical myths “on the margins” are put today? To what extent does classical myth respond to the demands of the contemporary world? What are the advantages of using myth in such ways? Ultimately, we wonder about the reasons that might explain the ability of classical myth to appeal to the most intimate concerns of today’s society. In so doing, we also seek to explore the role they play in the reflection of contemporary concerns.

Those interested in attending are invited to send an abstract (in Spanish, English, Italian, French or German) of no more than 300 words (bibliographical references included) to marginaliaclassicahodierna@gmail.com. This document should be sent no later than 30 April 2019. Papers must not exceed the 20-minutes limit. Poster proposals are also accepted, and prospective participants should send a summary of no more than 100 words to the above-mentioned address. All applicants will be notified of either acceptance or rejection by 20 May 2019.