

CALL FOR PAPERS

**Caietele Echinox / Echinox Journal**

“Babeş-Bolyai” University, Cluj-Napoca, Romania

[www.phantasma.ro](http://www.phantasma.ro) / Caietele Echinox

Volume 28/ 2015

**MEDIA MYTHOLOGIES:**

**Revisiting Myths in Contemporary Media**

Editors: Andrada Fătu-Tutoveanu and Corin Braga

The contemporary culture has been, since the mid-20<sup>th</sup> century, increasingly dominated by media, which have replaced in dimensions and impact the previous influential institutions in shaping the views, values and behaviours of large audiences. As Peter Horsfield (1987) argues, the media represent a new symbolic environment, which, moreover, has an essential educational impact, shaping, as Douglas Kellner notices (2003), the people’s views and values, providing “the **symbols, myths**, and resources through which we constitute a common culture and through the appropriation of which we insert ourselves into this culture. Media spectacles demonstrate who has power and who is powerless.” Thus, the culture we are currently living in is a media-controlled and shaped culture and the manners in which it expresses the message are increasingly sophisticated and predominantly visual. As the influential Jessica Evans and Stuart Hall (1999) argue, when discussing visual culture: “The mechanically and electronically reproduced image is the semantic and technical unit of the modern mass media and at the heart of post-war popular culture”, the image and visual message being employed in a plural and increasingly diversified range of forms on the background of the massified communication and commodifying of information.

However, despite the diversity of media channels and complex (and also increasingly interactive) platforms, the storytelling patterns and core messages have remained – paradoxically – roughly unchanged. A few major myth patterns represent the core of contemporary media storytelling, whether we speak of fiction (cinema) or reality based media messages (written or

visual press), political representations (image campaigns) or advertising. Recycled (and also rebranded and reinterpreted) myths have proved very useful for contemporary commodified media, in selling a large variety of (media) products.

The current issue of *Caietele Echinox/ Echinox Journal* – an academic journal edited by *Phantasma*, the Center for Imagination Studies of the Babeş-Bolyai University in Cluj-Napoca, Romania, indexed in ERIH (European Research Index for the Humanities – NAT), EBSCO Publishing, CEEOL (Central and Eastern European Online Library), MLA International Bibliography and FABULA – aims to offer the environment for an academic dialogue and debates concerning the mechanisms, impact and effects of the recycling and wide-ranging employment of classical myth patterns in contemporary media. We expect contributions from scholars specialised in cultural studies, media studies, film studies, literature – and particularly comparative literature –, political sciences etc.

Some of the directions we intend to follow in this issue are:

- I. Contemporary Media Narratives and Classic Mythologies**
- II. Political Mythologies in Contemporary Written and Visual Media**
- III. Cinema: Recycling Myths, Archetypes and Storytelling Patterns**
- IV. Advertising: Rebranding and Selling Myth**

While we expect papers in the areas suggested above, we are also interested in interdisciplinary approaches or other aspects associated to the topic, as well as in reviews of books and periodical issues on similar subjects.

**Deadline:** January 1, 2015

Please follow the *Echinox Journal* style sheet. (available at <http://phantasma.ro/wp/wp-content/uploads/2013/06/Stylesheet.pdf>)

Submit your papers to [Andrada.Pintilescu@gmail.com](mailto:Andrada.Pintilescu@gmail.com); [CorinBraga@yahoo.com](mailto:CorinBraga@yahoo.com)