**Student’s Name –**

**Instructor’s Name –**

**Course –**

**Data -**

**Greek Mythology: A prolonged influence on contemporary life**

Greek mythology is known to be the body of myth that was created by the ancient Greeks along with the Ancient folklore of Greek genre. Greek mythology is largely known for a set of the stories expressing a range of the herpes, rituals, goddesses and gods. Greek mythologies are more than just the tales about the ancient times as these tales are tellers of the behaviour of humans that still are alive in today’s modern world. In this study, an identification of the influence of the genre of Greek myth on contemporary life will be performed.

Society has faced a great influence of the comprehension of greek mythology from a long time in subtle ways. Greek mythology has always been effective in shaping the tradition and the culture of society along with the political system that is being directed in today's context. It has also been effective in encouraging problem solving in the society in several approaches[[1]](#footnote-2). It would be fair to describe that the basic concept of whole modern thinking has a great influence of the greek mythology and can be traced back to the stories of these mythologies and the lessons the stories have tried to teach. In today’s context, ancient and classical greek mythology is still very much relevant in today’s life. The myths that have been created from the greek mythology indicate and present the glimpse of the thinking of the people in the past and importance of their moral values and how these moral values worked past that time; at the same time what they considered to be important in their means of life. Another great contribution of the ancient Greek Mythology and the myths created from them is the contribution towards the modern and the classic literature which has been described to be the form of the symbols.

Greek Mythologies are likely to influence several areas of human life from a long time now and are predicted henceforward and as a consequence, it is found to be relevant in today’s context[[2]](#footnote-3). English Language has derived a lot of words from these mythologies alongside medicine and sciences have been influenced by these mythologies and have borrowed a range of the aspects. Besides Greek mythologies play a significant role in becoming a foundation of the range of the religion practices. Every child has grown up reading these stories and comprehends these stories to be the battle of the good and the evil where good wins over evil eventually and eventually these stories have shaped in influencing their thoughts to be superior. However, there are people who consider these stories of Greek Mythology to be the bunch of outdated takes or flights of fancy that happen to be only myths.

On the other hand, it is good to remember that maybe these stories have been written more than hundreds or thousands of years ago but have the capability in shaping modern thinking and believe greatly in today’s context. One of the greatest examples is the Olympic games, the Olympic games are known to be one of the many features that have been derived from and have greatly lived from Ancient Greece into the contemporary and the modern life of today’s context[[3]](#footnote-4). The origin of Olympic games started in the city of Olympia, one of the cities present in ancient Greece. The participants of the games were the states of the city of ancient Greece including colonies. In ancient Greece the Olympic games were held every four years in the honour of the king of the gods that is Zeus and the winning prizes were glory and fame such as building of the statue of winners in the city and more[[4]](#footnote-5). Baron Pierre de Coubertin, while getting inspired from the Olympics of ancient times, revived the event in the year 1894, on june 23rd by founding IOC that is the International Olympic Committee and like this Olympic games of modern times birth took place.

These myths from the greek mythology have been an integral part of the cultural development of ancient greek. The most ironic aspects about the facts behind the coordination of greek myth with real life in today’s context is the description and capturing of behaviour of humans in the time of ancient that are still alive today. A lot of the modern phrases have been derived from Greek mythology. A wide reference can be found in today’s world to Greek mythology. Some of the examples are such as some of the organisations such as Nike Inc, Dove, Starbucks, Midas and more have derived their brand name while considering and referencing the greek mythology. Nike Inc. was named after the goddess of victory from Greek mythology[[5]](#footnote-6). Similarly, Midas which is one of the famous companies of automotive services was named the brand after the legendary king mentioned in the greek mythology who had the power to turn objects into gold with a single touch. Moreover, Dove which is a famous personal care brand was being named after a bird in ancient greek mythology and is a symbol of Aphrodite which is known to be the goddess of beauty and love. At the same time it can be observed that the logo of Starbuck is a siren which is intended in order to symbolise the sign of irresistibility for the coffee of the brand.

Culture can regulate the life of individuals and greek mythology represents the great value of morals, realism, warning, philosophies and culture. Mythology of greek plays a vital part in regulating life through rich culture, especially, considering the current context where the world has lost the plot of culture[[6]](#footnote-7). In today’s context, society, politics, priorities and technology have turned the planet into a place which does not have direction in terms of rich culture and beliefs. The important facts about the mythology are that it tends to reflect the influence of the powerful aspects along with the far reaching institutions of the society. Greek mythology represents the world of current context through its tales and stories. Ancient Greece thinkers have laid the foundation for a lot of the areas of the study that largely encompass mathematics, astrology, engineering, biology, linguistics, medicine and more. References of Greek mythology can be found in various discussions in today’s world concerning arts, science, literature, brands, names, languages and more[[7]](#footnote-8). References to the mythology of greek can be found in every areas that starts from the brand of the sportswear or the name given to the meal in the breakfast or the way of the construction of the building or the music that the word is acknowledging or the poetry in the school, every where the references of greek mythology can be found.

From the above discussion it can be concluded that greek mythology has played an important part in shaping today’s belief and culture. At the same time it can be observed that in modern life reference of greek mythology can be found in a wide range of the areas such as medicine, mathematics, astrology, engineering, biology, linguistics and more. Besides there are organisations such as Amazon one of the renowned retail stores has been named after the team of the strong warrior women who were resolutely trained in archery and combat and were known to be Amazons. It can be concluded from the above discussion that greek mythology has a prolonged influence and impact on contemporary life.

**References**

"Greek Myths: A Continuing Influence On Modern Life". *Kidsnews*, 2021, https://www.kidsnews.com.au/greek-myths-and-legends/how-greek-mythology-continues-to-have-a-large-influence-on-our-modern-lives/news-story/334bb7fd1e685e99ebe229f5a685bc5c.

Goldblatt, David. *The games: A global history of the Olympics*. Pan Macmillan, 2016.

Highet, Gilbert. *The classical tradition: Greek and Roman influences on Western literature*. Oxford University Press, USA, 2015.

Kitto, Humphrey Davy Findley. *The Greeks*. Vol. 220. Transaction Publishers, 2017.

Krieg, Katherine. *What We Get from Greek Mythology*. Cherry Lake, 2015.

Long, Anthony Arthur. *Greek models of mind and self*. Vol. 22. Harvard University Press, 2015.

MacAloon, John J. *This great symbol: Pierre de Coubertin and the origins of the modern Olympic Games*. Routledge, 2013.

1. Highet, Gilbert. *The classical tradition: Greek and Roman influences on Western literature*. Oxford University Press, USA, 2015. [↑](#footnote-ref-2)
2. Kitto, Humphrey Davy Findley. *The Greeks*. Vol. 220. Transaction Publishers, 2017. [↑](#footnote-ref-3)
3. Goldblatt, David. *The games: A global history of the Olympics*. Pan Macmillan, 2016. [↑](#footnote-ref-4)
4. MacAloon, John J. *This great symbol: Pierre de Coubertin and the origins of the modern Olympic Games*. Routledge, 2013. [↑](#footnote-ref-5)
5. "Greek Myths: A Continuing Influence On Modern Life". *Kidsnews*, 2021, https://www.kidsnews.com.au/greek-myths-and-legends/how-greek-mythology-continues-to-have-a-large-influence-on-our-modern-lives/news-story/334bb7fd1e685e99ebe229f5a685bc5c. [↑](#footnote-ref-6)
6. Krieg, Katherine. *What We Get from Greek Mythology*. Cherry Lake, 2015. [↑](#footnote-ref-7)
7. Long, Anthony Arthur. *Greek models of mind and self*. Vol. 22. Harvard University Press, 2015. [↑](#footnote-ref-8)