



# **Myth Beyond Metaphor**

The Role of Myths in Transition

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# Agenda

- Myths as big metaphors
- Post-Scientific Post-Social Consensus (Hoffman, 2015)
- Myths as stories or narratives which can unify a large number of people around a core idea. (religion, nation states, brands etc.)
- Sounds Perfect?
- Myth Gap; ““Ours is the first generation not to share myth” Jonah Sachs, 2012
- “A myth is a large controlling image that gives philosophical meaning to the facts of ordinary life; that is, which has organizing value for experience. A mythology is a more or less articulated body of such images, a pantheon” Schorer, 1960
- “it may be one of the greatest challenges to climate communication to... jointly develop compelling narratives (call them worldviews, meaning-giving stories, or modern mythologies) Moser, 2010.

# Summarize

- What this Paper seeks to be: A thought provoker for audiences engaged with the communication of the transitory vision at both state and market level; to open up discussion on how to develop and communicate myths and shared stories about a sustainable future.
- What this Paper doesn't seek to do: Provide answers for policy-makers, PR, advertisers, educators etc. about how this can be done.
- Transdisciplinary: Open up discussion on how the myth-gap can be bridged with relation to the transition to sustainability.

# Bibliography

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