

# ● Campbell versus Moyers, A Digital Collective Mythology

## ● In Streaming Media, Contemporary Society and Cultural Memory

A course by J. Heuman and R. Rampazzo Gambarato

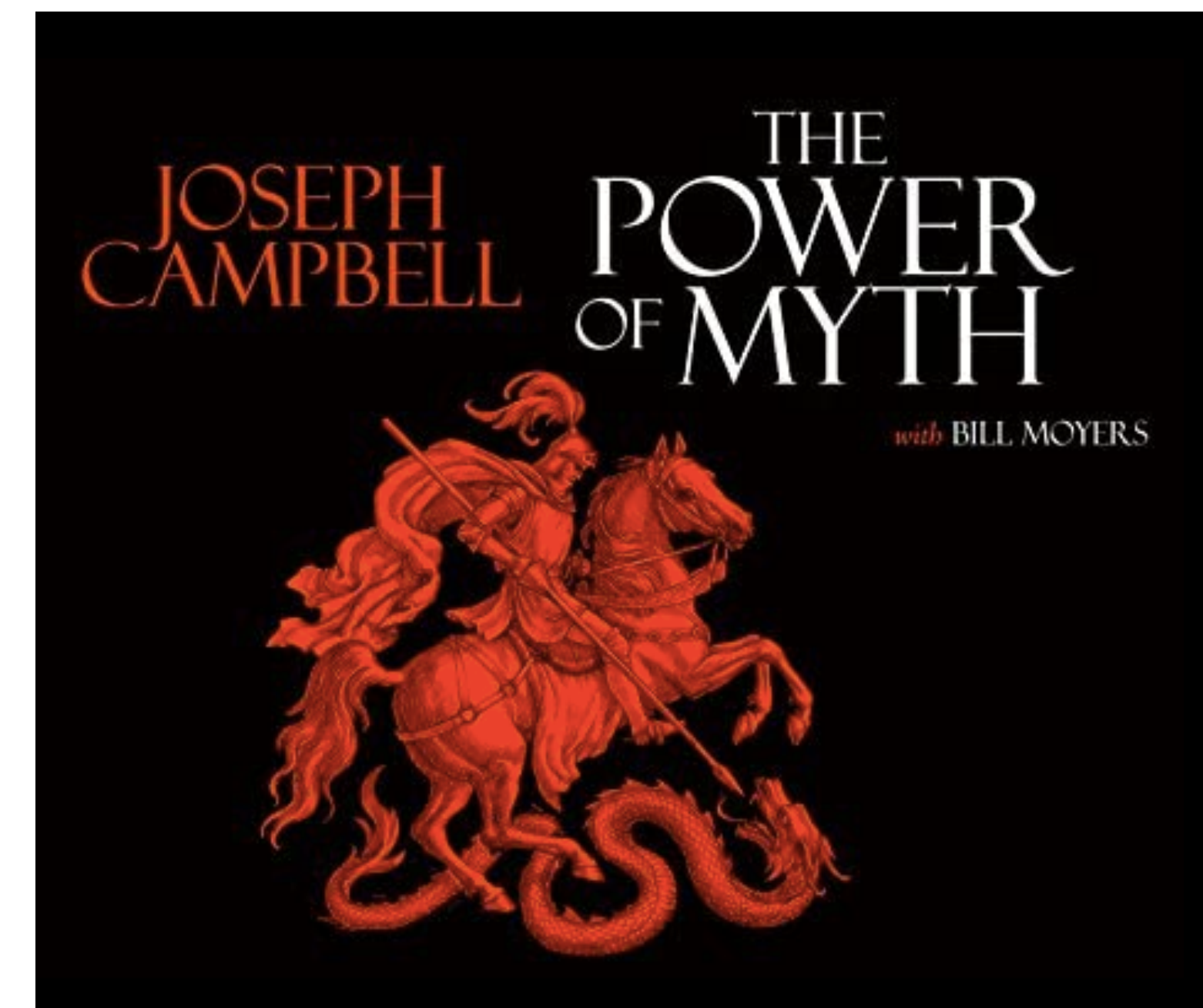
● Karine HALPERN 2022 - Transmediaready.com  
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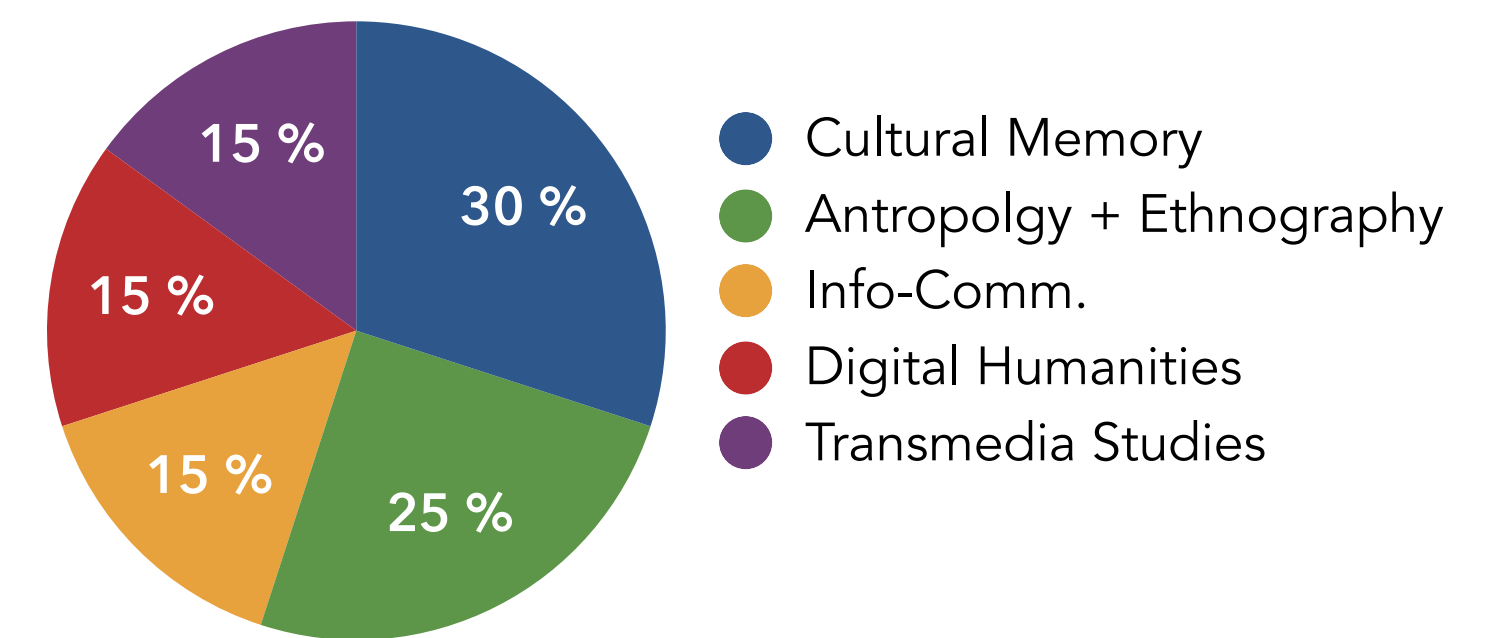
- « The Power of Myths » PBS Series x 6 Ep.
- USA first broadcast 21-26 June 1988
- J. Campbell: 1904 - Oct. 1987
- 2022 promotion OPEN CULTURE + TWITTER (Kino Lorber)
- 2015 upload on OPEN CULTURE
- 2022 several uploads on YouTube

« ...continues to inspire new audiences » (B.Moyers' website)

« ...incalculable impact on the Western world through its adoption by Hollywood and the mass entertainment industry" (Nield, C.P., 2013)

« I have watched the Campbell series as it was aired the first time. It was fascinating at the time » (Steven T. Lee, USA, scholar, chat & email, Oct. 2022)





- Exploration of the **socio-digital apparatus** (dispositif, cultural heritage vs content Prod/Distrid.)
- >>> 1/ Methods of storytelling ->>> 2/ Products to sell ->>> 3/ Ethical controversy
- « **Digital Collective Mythology** » (critics & controversy raising interest)
- The dispositive itself as the **network we can establish between the components** (my translation from « *Le dispositif lui-même, c'est le réseau qu'on peut établir entre ces éléments* », FOUCAULT, M. 1975)
- SIC => Sciences Information Communication, DICEN, Dispositifs Info-Communicationnels Ere Numérique = *Digital Era*
- Transmedia storytelling + Transmediality as communication/marketing strategy + Film & TV Praxis

#### ● ASSMANN's model in **Cultural Memory Studies**

1. **Active Remembering**: the lens is the questioning about collective memory becoming intellectual *de-formed* & *re-formed* artefacts used as a method, product, controversy and critical thinking.
  2. **Passive Remembering**: **canon** made of JC's work and archives & exposed in the series
- Emphasize « the construction of cultural memory as a **performative & more dynamic process of remembrance** and forgetting » (Gambarato & Heuman, 2022 ;-)

#### ● ETHNOGRAPHY > ETHNO-METHODOLOGY > AUTO-ETHNOGRAPHY

- BECKER, H. (2017, Evidence): « *When readers are focused on the results, the **major stake lies in the methods...*** »
- PRIGENT, S. (2021) citing HARAWAY, D. (Situated knowledge, 1988) ... description of reality « **depends on social relation consolidated by conversation** » (my translation from French)
- CLARKE & BRAUN (2006), on Thematic Analysis in GT, « *Understanding the **story from the data and why we tell this story*** »

#### ● Thematic Analysis with Digital Ethnographic Investigation (Radical & Subjective)

- Radical observation (as objective as possible) + Subjective Ethnographic observation :
  - Continuous (data collection as a set of materials over 2 months: literature, course, videos, comments, online messaging, emails, umbrella of arguments based on previous knowledge > Multi-cultural)
  - Receptive (no ITV), « Storylistening » (Dillon, S. & Craig, C., 2022) « Provide a theory and practice for gathering narrative evidence that will **complement & strengthen, not distort, other forms of evidence**, including that from science »



## ● FILM & TV PRODUCTION

- TV show (C.1988) - Broadcast Journalism - 24 hours 1985-1986 - 5 episodes at Library of Lucasfilm Ltd Skywalker Ranch Ca.
- Historic => it has entered the Cultural Memory as a popular TV series \*
- « ***The two men discuss myths as metaphors for human experience and the path to transcendence*** » (from <https://www.powerofmyth.net> > « Buy The Set »...
- Representation of content is primary (setting, close ups, BM style) - Reality as interpretation with a POV
- of Host + Guest= speakers as characters: complementarity (they do the job)
- B.M.\* Executive Editor, ***broadcast storytelling*** is not specific to this series: « Bill MOYERS JOURNAL » aired Friday nights PBS - Dr. Jane Goodall => Part 2 of 2: **4,083 views Oct. 2022, upload 2009**
- KINO LORBER (NY, 2011) YouTube => Part 1: **113,094 views Oct. 2022, upload August 23rd 2022** (Twitter)
- CREDITS: Series Producer (woman) - 2 Exe. Producers - 3 women Researchers - Series Consultant & Editor B.S. Flowers\* - Ass. Producer & Director Archival Research (woman)
- Strategy: 1/ Notoriety (reputation, star system) - 2/ Marketing of intellectual products\*
- Content: Authenticity versus Validity (JC reads literature and his own writing)
- Why is JC so compelling to a large audience? Face expression, voice & body language, seeker vs storyteller

## ● TRANSMEDIALITY & HOLYWOOD Diversification: non-native, extensive & on-going

- « Companion Book » 1991\* (NY Anchor Books, Random House) Released same time, transcripts + add ons
- GOODREADS: 68 book editions (languages), 49.000 ratings, 2.123 reviews (oct.2022) - JC: 30 rated books - more than 40 on bio - 106 titles on JC Foundation
- Products (multiple artefacts) & affiliations in the creative industries, in favour to copyright holders & affiliates (distribution commercial & open)
- UGC: viewers as creators relaying the series
- + Methods on storytelling based on Hero's Journey anchor book



## THEMES



### SERIES 6 episodes:

- 1: The Hero's Adventure
- 2: The Message of the Myth
- 3: The First Storytellers
- 4: Sacrifice and Bliss
- 5: Love and the Goddess
- 6: Masks of Eternity

### BOOK: THE POWER OF MYTH

1. Myth and the Modern World
2. The Journey Inward
3. The First Storytellers
4. Sacrifice and Bliss
5. The Hero's Adventure
6. The Gift of the Goddess
7. Tales of Love and Marriage
8. Masks of Eternity
9. The Tale of Buddha





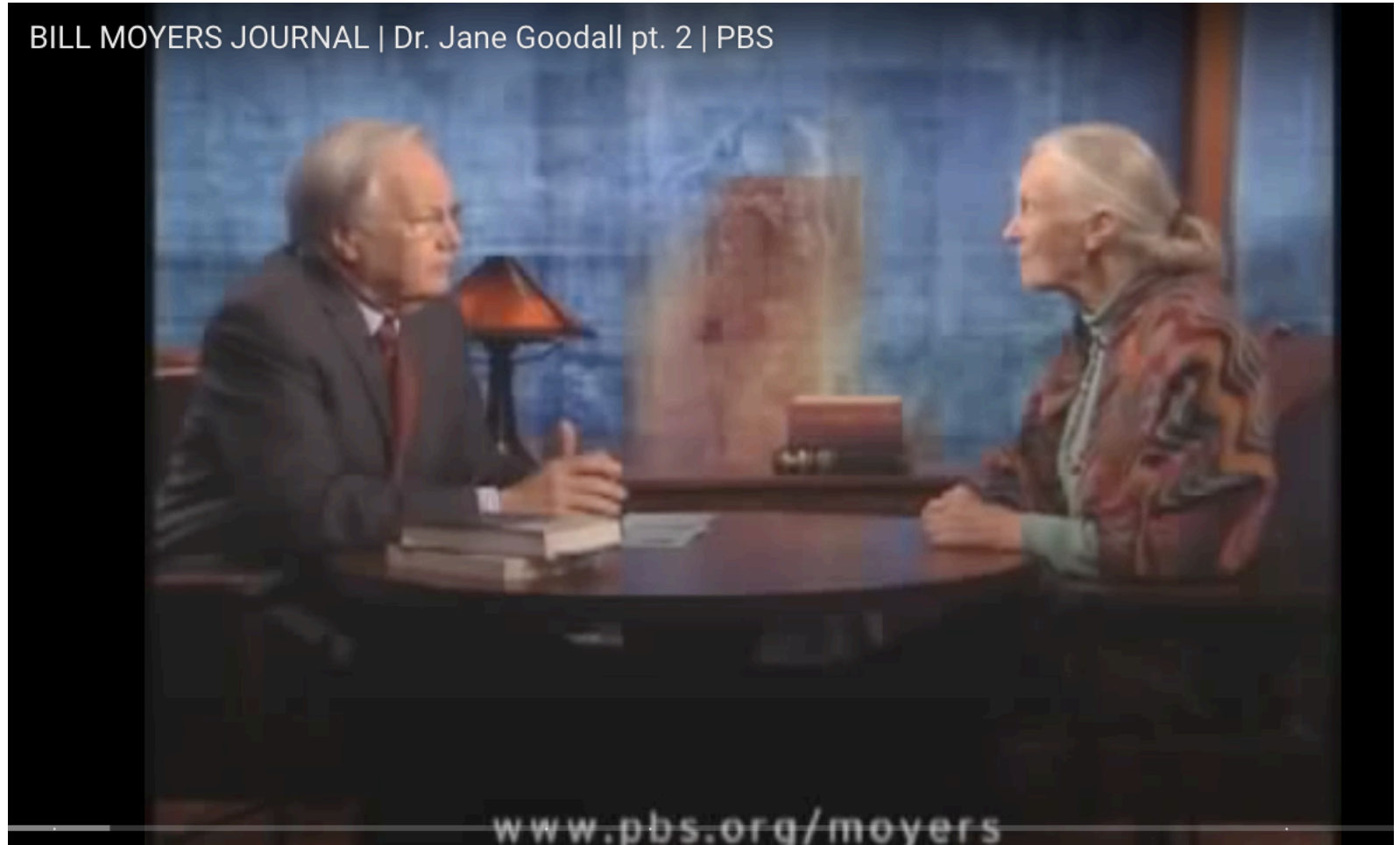
Ads in 4



Ads in 3



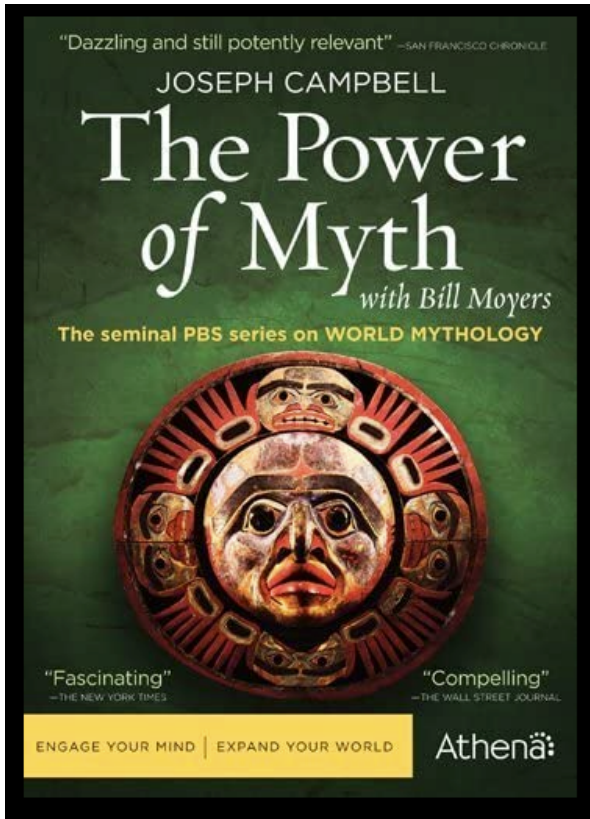
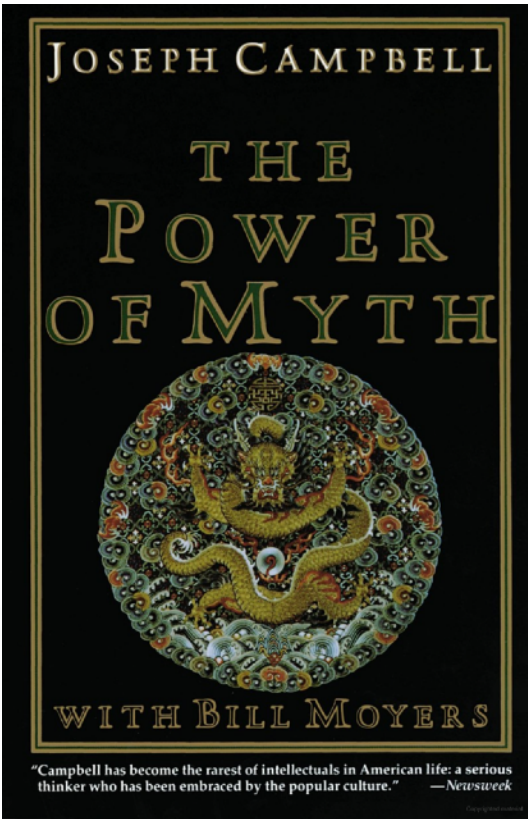
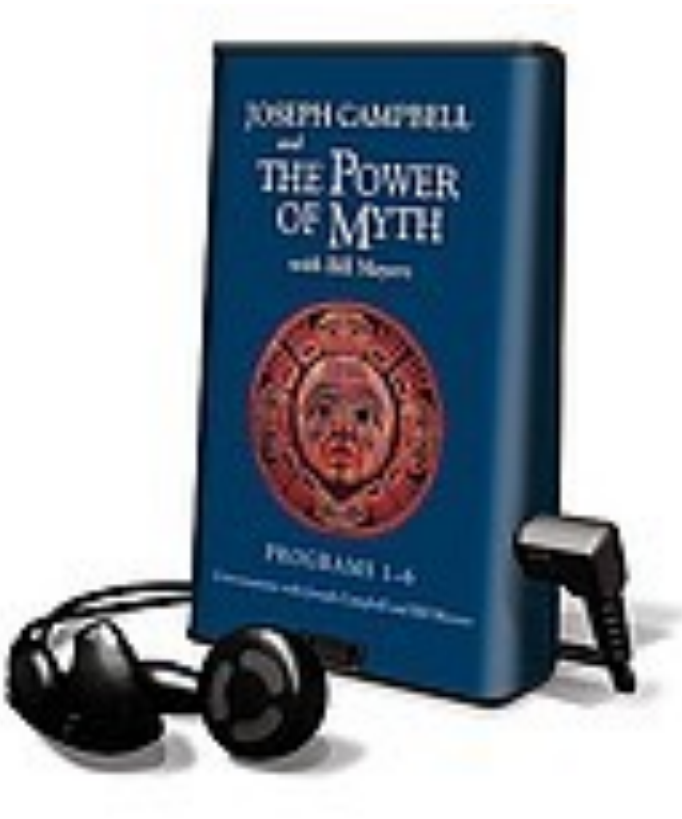
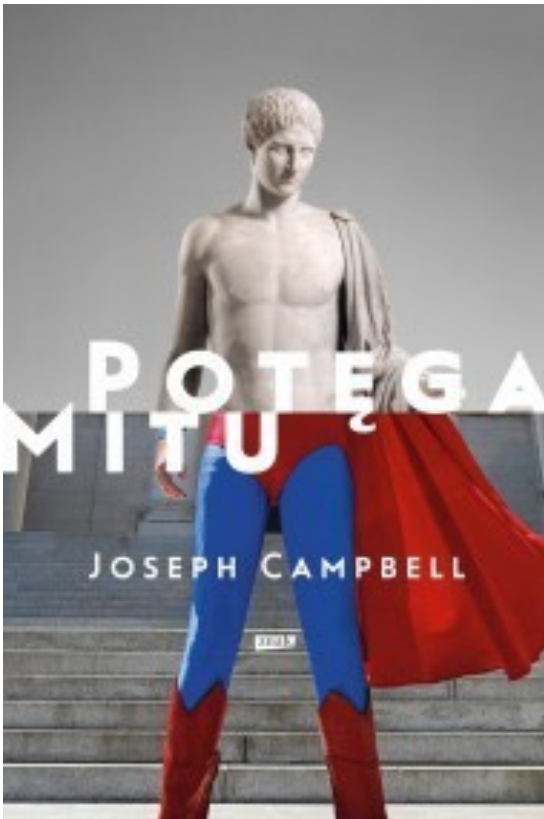
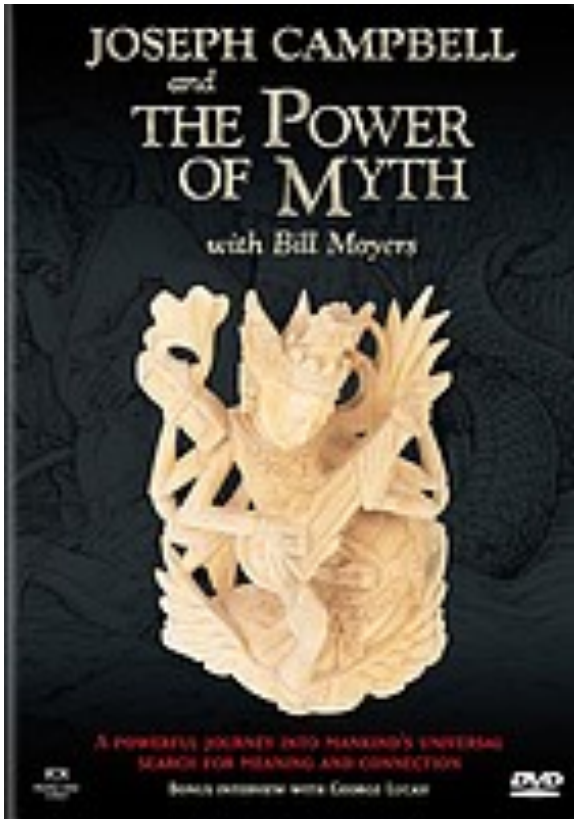
BILL MOYERS JOURNAL | Dr. Jane Goodall pt. 2 | PBS



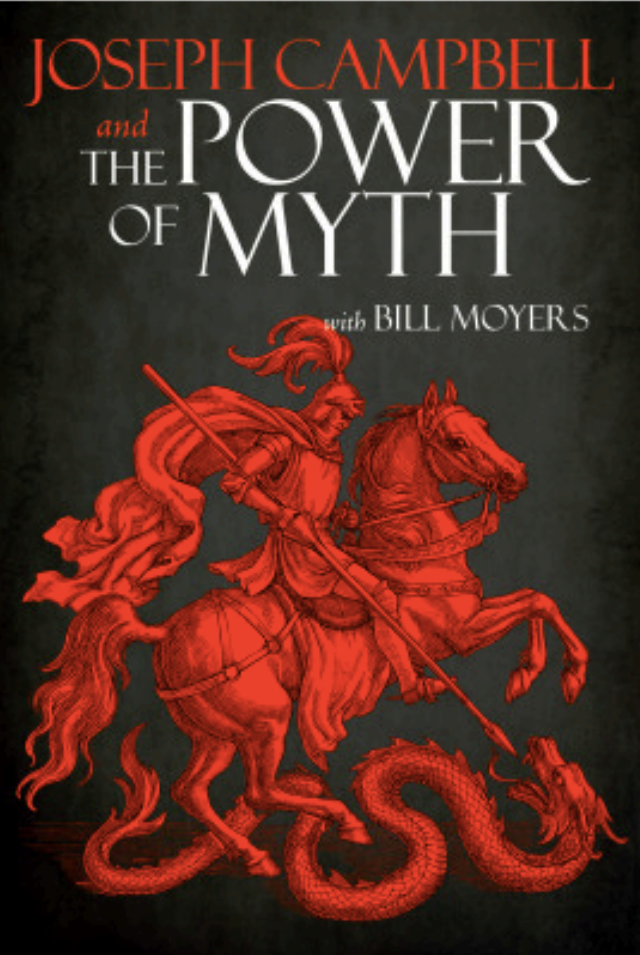
[www.pbs.org/moyers](http://www.pbs.org/moyers)







# JOSEPH CAMPBELL AND THE POWER OF MYTH WITH BILL MOYERS



Release Year: 1988  
Running Time: 360  
Color Type: Color  
Country: U.S.  
Language: English

**Closed Captioned: Yes**  
**Genres:** [Documentary](#), [TV series](#), [Staff Picks](#)

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DESCRIPTION	RESOURCES
<p><b>Cast</b> Bill Moyers Joseph Campbell George Lucas</p> <p>In this beloved 1988 PBS series, mythologist and storyteller Joseph Campbell joins Bill Moyers to explore what enduring myths can tell us about our lives. In each of six episodes –“The Hero’s Adventure,” “The Message of the Myth,” “The First Storytellers,” “Sacrifice and Bliss,” “Love and the Goddess,” and “Masks of Eternity” — Moyers and Campbell focus on a character or theme found in cultural and religious mythologies. Campbell argues that these timeless archetypes continue to have a powerful influence on the choices we make and the ways we live.</p> <p>Released shortly after Campbell’s death on October 30, 1987, <i>The Power of Myth</i> was one of the most popular TV series in the history of public television, and continues to inspire new audiences.</p> <p><b>Ep. 1: The Power of Myth - 'The Hero’s Adventure'</b> Joseph Campbell encourages the audience to discover what excites them, and to make that the basis for their personal journeys.</p> <p><b>Ep. 2: Joseph Campbell and the Power of Myth -- 'The Message of the Myth'</b> In this episode of The Power of Myth Bill and mythologist Joseph Campbell compare creation myths from the Bible and elsewhere.</p>	





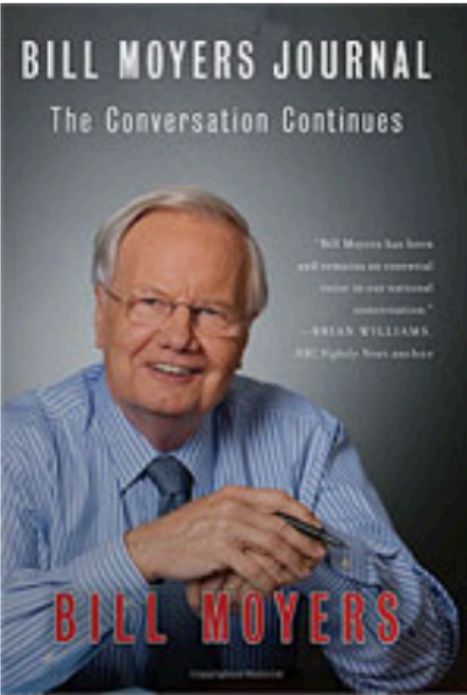
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BOOKS BY BILL MOYERS

Explore books written by Bill Moyers on subjects ranging from poetry to politics.



**Bill Moyers Journal: The Conversation Continues**  
Through incisive, morally-engaging conversations with some of the leading political figures, writers, activists, poets, and scholars on his program *Bill Moyers Journal*, Bill Moyers captured the essence of American life and politics from 2007-2010, including the final act of the Bush Administration and the early years of President Obama. This collection includes some of the most groundbreaking, important, and enlightening interviews from the show, as well as newly-written introductions to each guest. Included: Howard Zinn, Reverend Jeremiah Wright, Jon Stewart, Wendell Potter, W.S. Merwin, John Grisham, Jane Goodall, James K. Galbraith, Barbara Ehrenreich, and Louise Erdrich.



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# Why The Hero's Journey Is Critical For Character Development

Updated September 9, 2021 by Iulian Ionescu | Read Time: 14 min.

WRITING AND PUBLISHING


the power of myth

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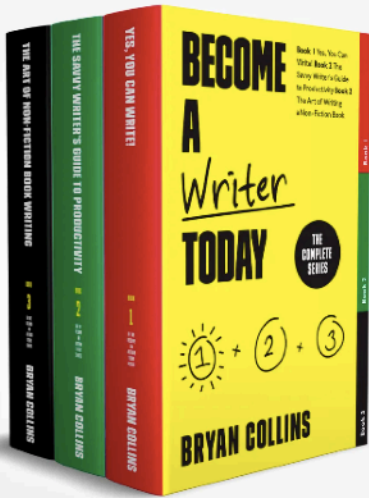




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## DISTORTION & INFLUENCERS OF INFLUENCERS

- FLOWERS' book influenced: « *fully illustrated edition originally published by Double day 1988* **the Anchor Books ed. is published by arrangement with DoubleDay** » J. Kennedy Onassis Editor
- Viewers' influence as fans, critics, participants, stars, makers, marketers, storytellers, ...

- 
- Campbell influenced by Social Sciences - **Monomyth** \*
  - JUNG, C.G. (Psychology, Mythology) - BASTIAN (1884, Germany) & LEVI-STRAUSS (France) (Anthropology) - JOYCE, J., BLAKE, W., MANN, P.T. (Literature & Philosophy) - ...
  - JC's fame as an influencer = an attractor fo critics, interest, algorithms, and controversy ...
  - VOGLER, C. 2007, « A Practical Guide to Joseph Cambell's **The Hero with a Thousand Faces** » - « The writer's journey: Mythic structure for writers » (several editions)
  - 1949 book: "...**incalculable impact on the Western world through its adoption by Hollywood and the mass entertainment industry**" (Nield, C.P., 2013)
  - Method in Coaching as a business (personal development) Self-help, New Age, ...

- 
- Eposure to a new subjective representation
  - => exposure to distortion (time, streaming, socio-digital activity, social constructs & artefacts)
    - reveal, remind or analyse facts, ideas and notions,
    - JENKINS FORD GREEN (2013) « Spreadable media », + transmedia publishing as opportunities for revisitation, interpretation, adaptation re-exposition, creating a « new » cultural memory
    - Increase globalization => dispersion, pervasiveness, expose content to new representations (spectacle)
    - BARTHES (1957), Mythologies: **Social narratives as assumptions taken for granted in the socially constructed process**

*"A hero ventures forth from the world of common day into a region of supernatural wonder"*

***The Hero with a Thousand faces***

*Campbell, J., 1949, p.23*

*"Thanks to George Lucas, the Hero's Journey had arrived in Hollywood ».*

*Nield C.P. (2013)*

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*JC « ...expresses his enthusiasm for the film's use of mythological elements drawn from across the world » ...*

*Open Culture, about « Star Wars » (1977) => « Find the complete **Power of Myth series on DVD here** » ...*



2022



*"... on **Open Culture** Campbell's ideas were poorly researched and selectively edited to create what can only be described as a McMyth.*

*It is a shame that **his nonsense** is still being promoted especially given Campbell's association with far right ideologies and his anti semitism."*

Roy Hanney, UK, scholar, Facebook group messaging, public & private, Oct. 2022



## CRITICISM : The myth of controversy & ethics are good for digital marketing

- JC « mythographer » (Runco, M. al., 2017) versus JUNG (Archetypes) Bastian (Elementary Ideas, as in ep.6)
- Controversy is fashionable, more views + provide a call to action (marketing)
- FRENCH, D. (1998, PhD thesis « The Power of Choice »), about the Monomyth « *[d']imposer subtilement son cadre de référence en répétant avec insistance qu'un certain type de voyage héroïque est reconnu universellement comme le chemin vers la divinité et la plus haute forme d'individuation.* »
- DUNDES, A., editor, (1984), « Sacred Narrative »: « vulgarisateur », « *...se contente d'affirmer simplement l'universalité plutôt que de prendre la peine de la prouver par des documents.* »
- Semiotics & transactions
- Complex system based on a rhizomic collective storytelling: more distortion...
  - Adaptation (therefore translation) from
    - 1/ Myths to Campbell
    - 2/ from Storyworld to audience
    - 3/ Dispatch of audience (time, culture, professions, ...)
  - Multiple streaming,+ non-streaming, digital human conversations, transform meaning & add sub-roots.

*« ...his monomyth theory\_has come under serious criticism from the folklore community, of which I am a part, ... as it is **based on a selection of myths, traditions, and folktales that fit his particularized view of mythology.** »* (Steven T. Lee, USA, scholar, chat & email, Oct. 2022)

*« Campbell's mythological formula, the “**monomyth,**” is shown as a construct that subtly imposes its dogmatic frame of reference by insisting that a certain kind of heroic journey is universally recognized as the path of divinity and highest form of individuation. »*

FRENCH, D. (1998)

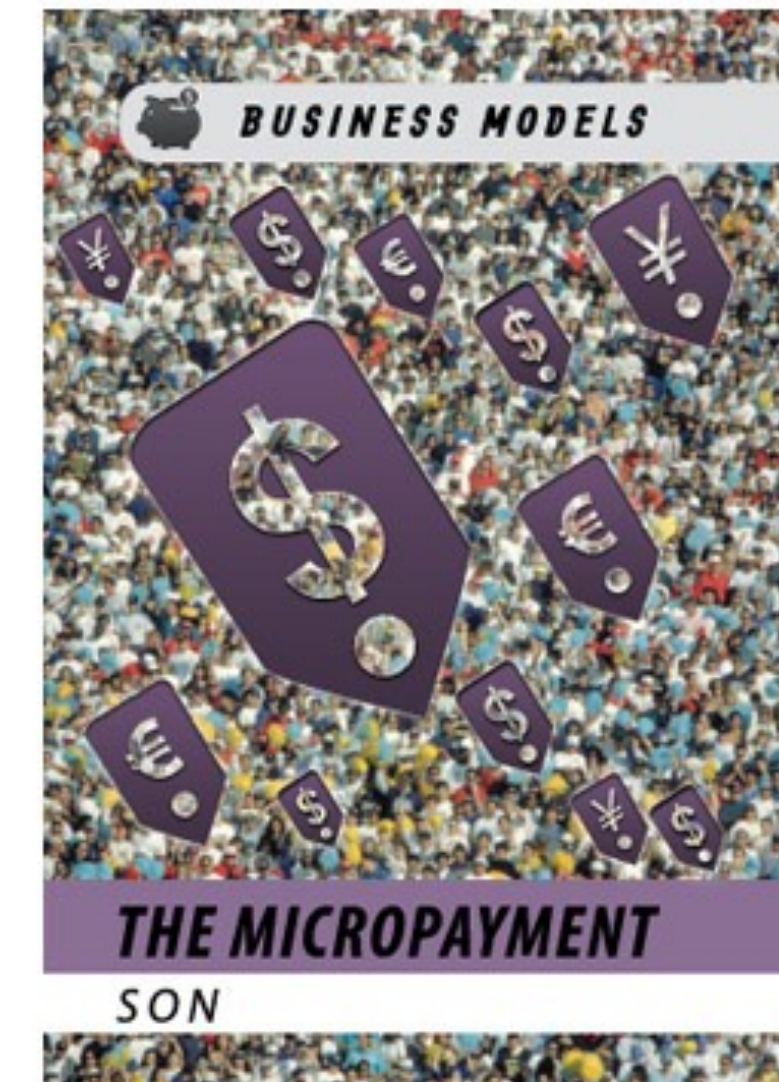
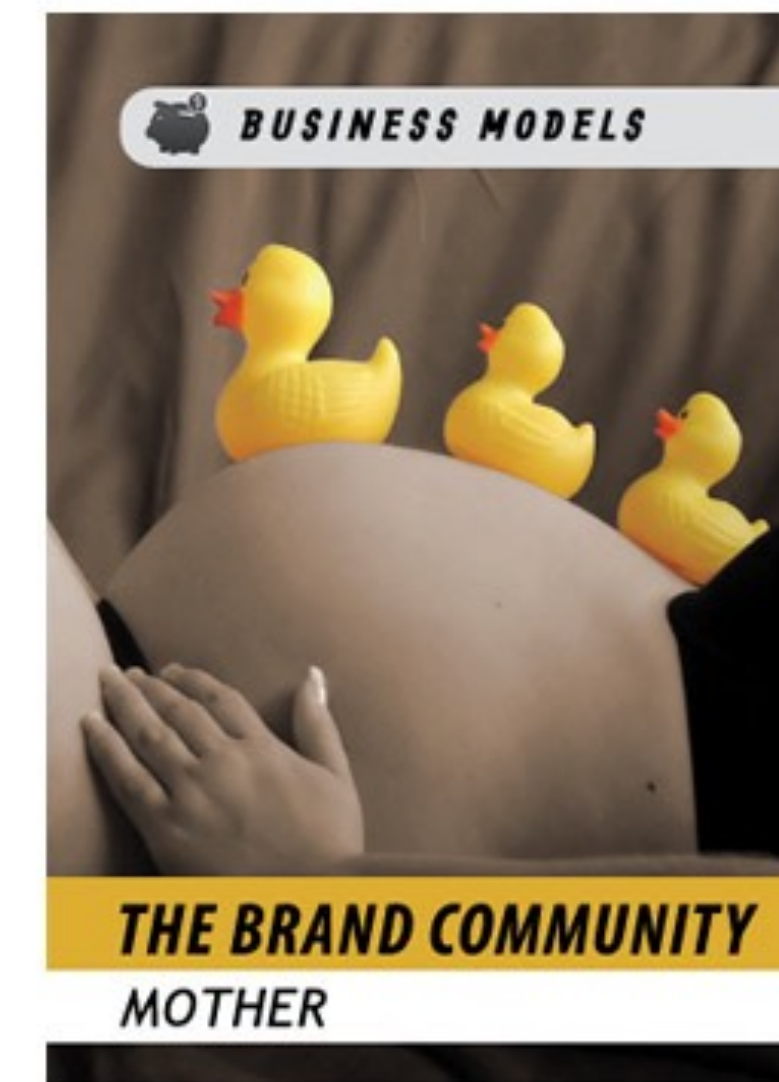
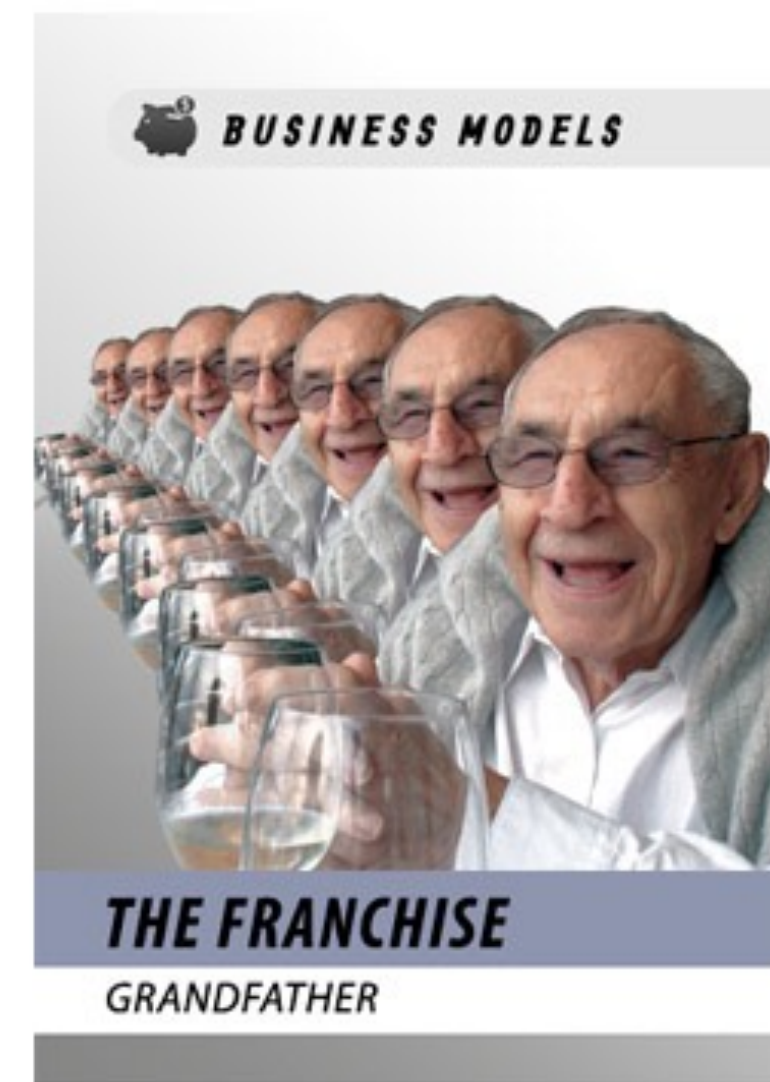




## CONCLUSION

- **Historic** in the sense that it has entered the Cultural Memory as a popular TV series (**Appropriation**)
- Audience engagement (better or worse) extend JC's own story world created on the basis of universal mythology = Cultural Memory
- **Distortion** can be seen as dis-information (déformation + désinformation in French)
- There is both **organic trans-mediation & transmediality** (aka transmediatisation) differently than prepared native transmedia design, more of a marketing opportunity for producers/distributors
- Campbell's Monomyth appears as the **myth of Babel**: an architectural story-world rooted in collective memory, lasting but not quite straight, subject to ethical concerns
- Introducing the idea of **Serial storytelling, Abyssal Storytelling** : the work of Campbell has become a **rhizomic evolving common content escaping from the Campbell's literature itself.**
- Passive (archives) vers Active (canon) + Repertoire in Hybrid TV as in HAGEDOORN, 2012 on ASSMANN's model.
- Future Exploration & Study





*The 7 Transmedia Families, by Karine Halpern, 2010/2011*