

THE **HERO** AND THE **SHADOW**: MYTHS IN DIGITAL SOCIAL MOVEMENTS

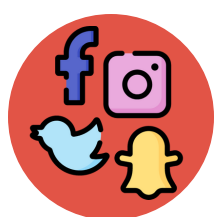
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INTRODUCTION



The myth on social media as forms of language



Social movements in digital networks are endowed with ancient mythologies and timeless archetypes



The most effective and popular movements turn to deeper mythological forms

OBJECTS AND METHODOLOGY



Describe specific myths that appear in the language of specifically digital social movements

Review of the features of myths according to the most prestigious authors from four scientific fields



«Anonymous» movement

Content tracking and impact on two examples of digital origin:



«Je Suis Charlie» social movemet

Hashtags #JesuisCharlie y #Anonymous mediante la herramienta de software Hashtagify

RESULTS

Two very specific mythological motifs persist:

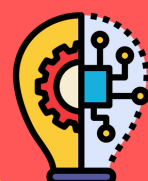
- The deep mono-myth of the hero, who plays a crucial identifying role in channeling through networks such as Twitter, based on the specific use of hashtags as slogans
- The associated myth of the shadow, the anonymous, hybrid and dark identity

Functions and analogies are seen in other recent movements
"Me Too" and "Black Lives Matter"

CONCLUSIONS



The activist-heroes of the digital social movements studied appear marked by paradoxes: they are hero-villains, they are hero-victims or they are shadow-individuals acquiring contradictory natures



Social movements not only obtain effectiveness when they are conveyed through social networks, but they also need to link their causes with the emotions of action

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