

Classici e mercato globale. Il caso del mito delle Sirene

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Abstract

Classics and Global Market. The Case of the Sirens' Myth.

The essay retraces the myth of the Sirens, from Homer to the pop interpretations of the Disney cartoon, to show how the themes of women, water, life, song and memory can be kept alive by classical myths like those of the Sirens, although updated in cartoons or in stories close to the chronicle of the twentieth century.

Keywords: Myth; Sirens; Homer; Melusine; Ondina.