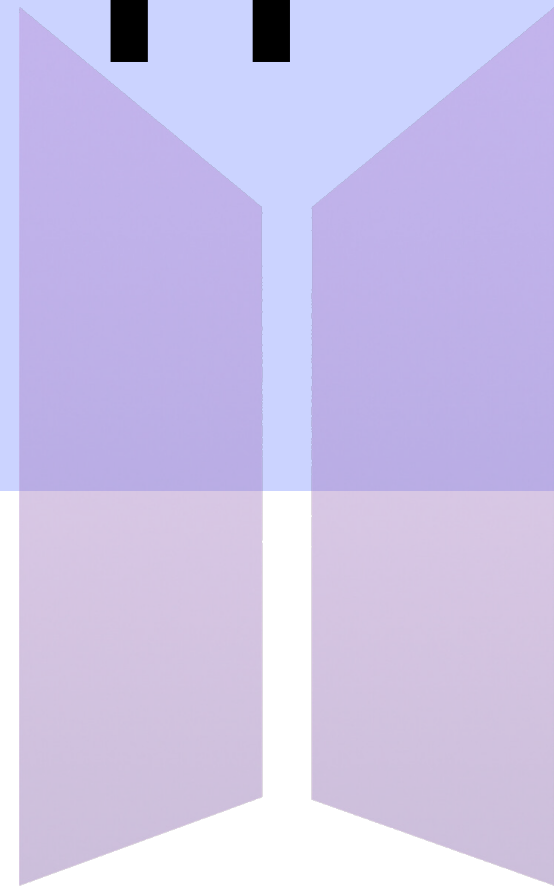


# Map of Dionysus: BTS's Modern Appreciation for Mythical Madness



Laurice Brown, ASU

# WHO IS BTS?

- Korean Pop group who debuted in 2013
- The most decorated Korean artist in history,
- Creators of the **UNICEF** Anti-Bullying “Love Yourself” Campaign
- UN Ambassadors** for the nation of South Korea



*Image Credit: Hyla Shlantz*





# WHO/WHAT IS DIONYSUS?

-more of a **feeling/experience**  
than anything else

-**wine** and **theatre**, as nouns  
don't do him justice,

- rather, diminishing him

# WHO/WHAT IS DIONYSSUS?



- wine loosens** the strict boundaries of logic and reality.
- loosening the Broca's Area of the brain: the "brain-to-mouth" filter
- voluntary drinking: **ritual madness**

- theatre** crosses the boundaries of reality naturally
- staged **transformation** of character by actors
- evoking of **illusion and alternate reality**

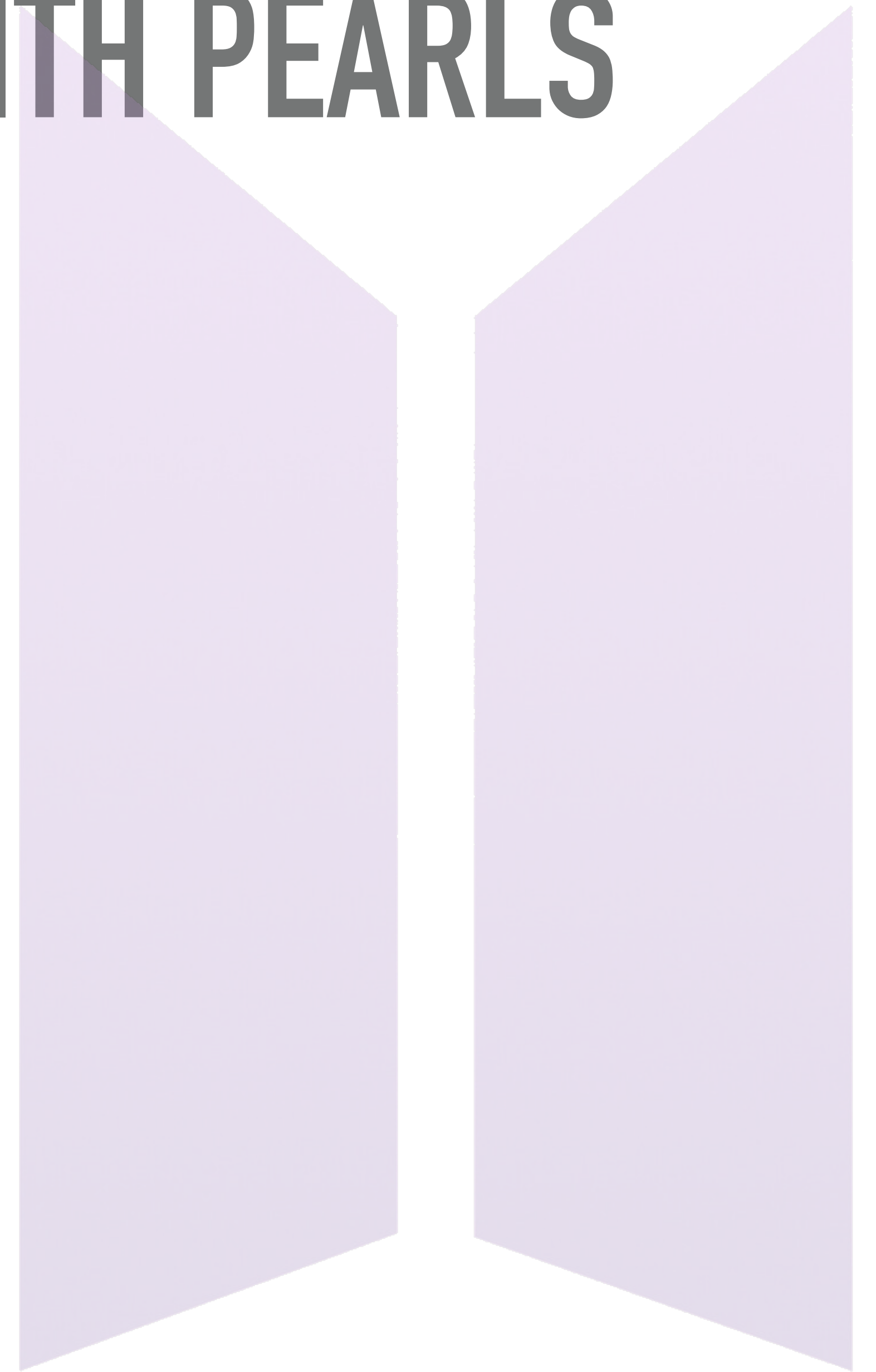


# ACOETES: THE GOD IS MOST DISTANT FROM MORTALS WHEN HE IS PHYSICALLY PRESENT

- Dionysus represents **personal, human experiences**
- a composite figure through culture and time
- has presented **paradoxes, complexity, and some unknown**

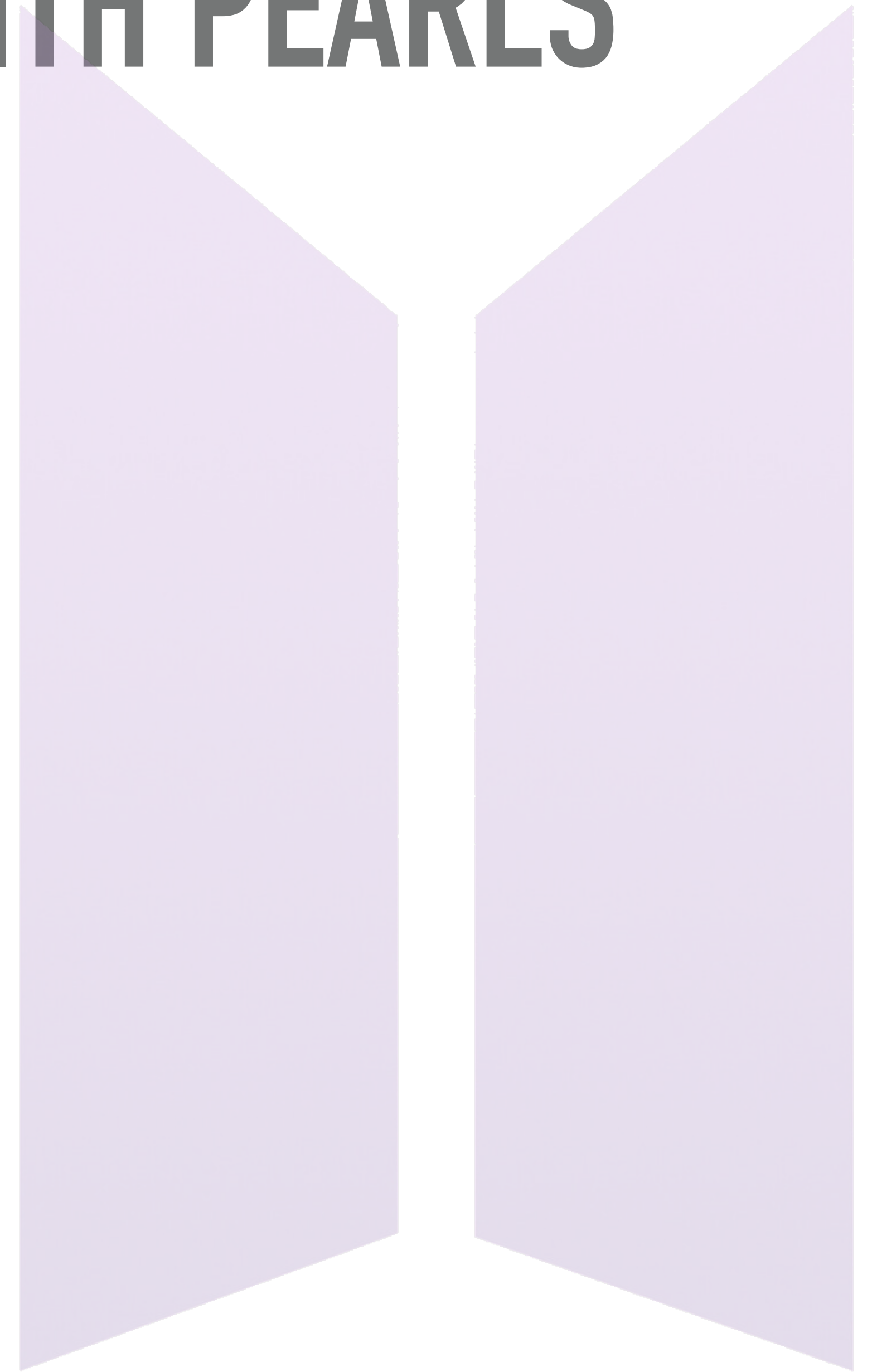
# “INTRO: PERSONA” A PIG WITH PEARLS

- begins in the second act of the hero's journey, **crossing the threshold**
- ubiquitous “who the hell am I?” question
- persona** is Latin for **mask**
- internal battle** between **idol's fame** and **natural self**
- **mask** becomes **all-encompassing** and **irremovable**



# “INTRO: PERSONA” A PIG WITH PEARLS

- inability to reign in the **madness of fame**
- **Carl Jung’s** psychology of **shadow**:
  - unknown part of self that stops an individual from reaching their full potential
- **BTS antithesis** to Dionysian form—  
puppets in theatre of madness

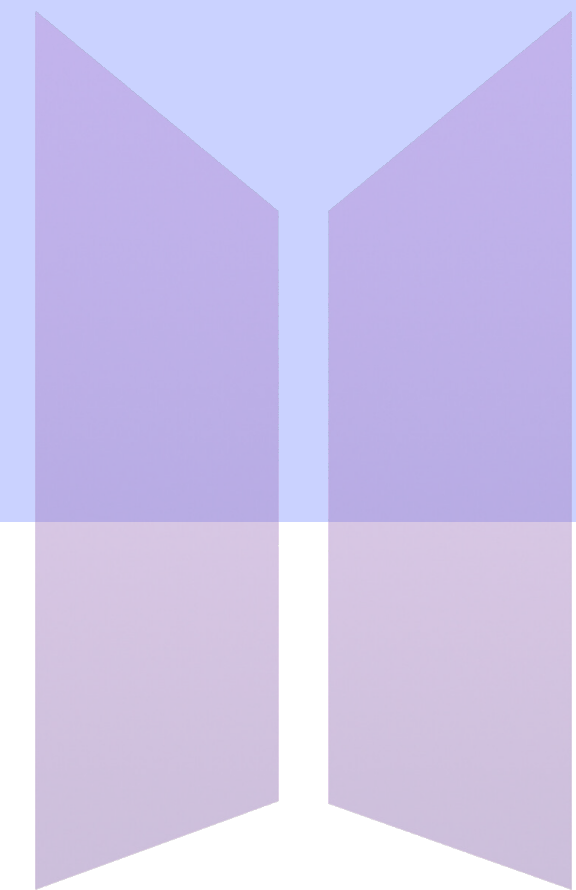


# A Brief Side-Step Outside of the Journey

-Boy With Luv

-Mikrokosmos

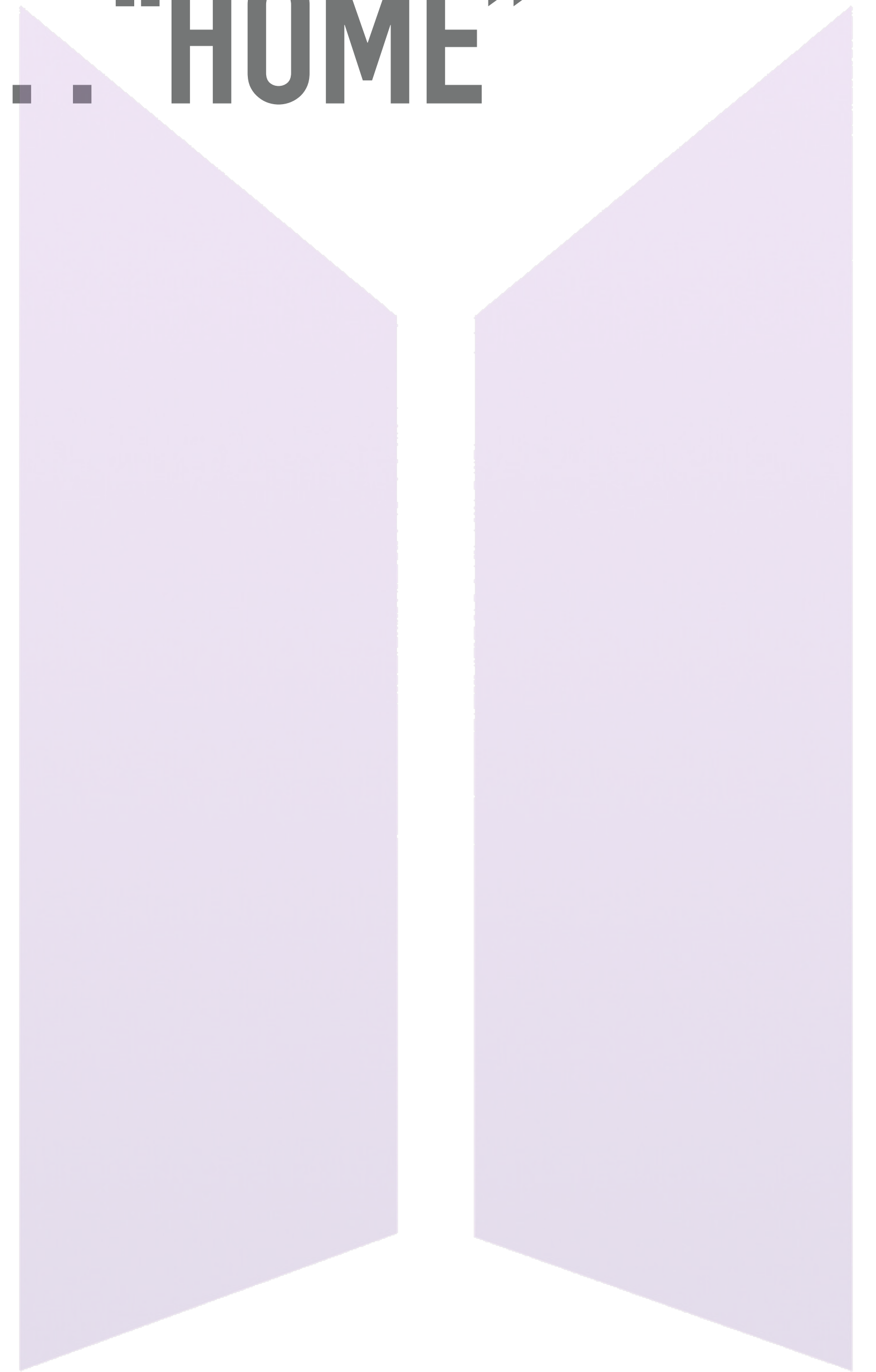
-Make It Right





# YOU KNOW YOU GOT THAT... "HOME"

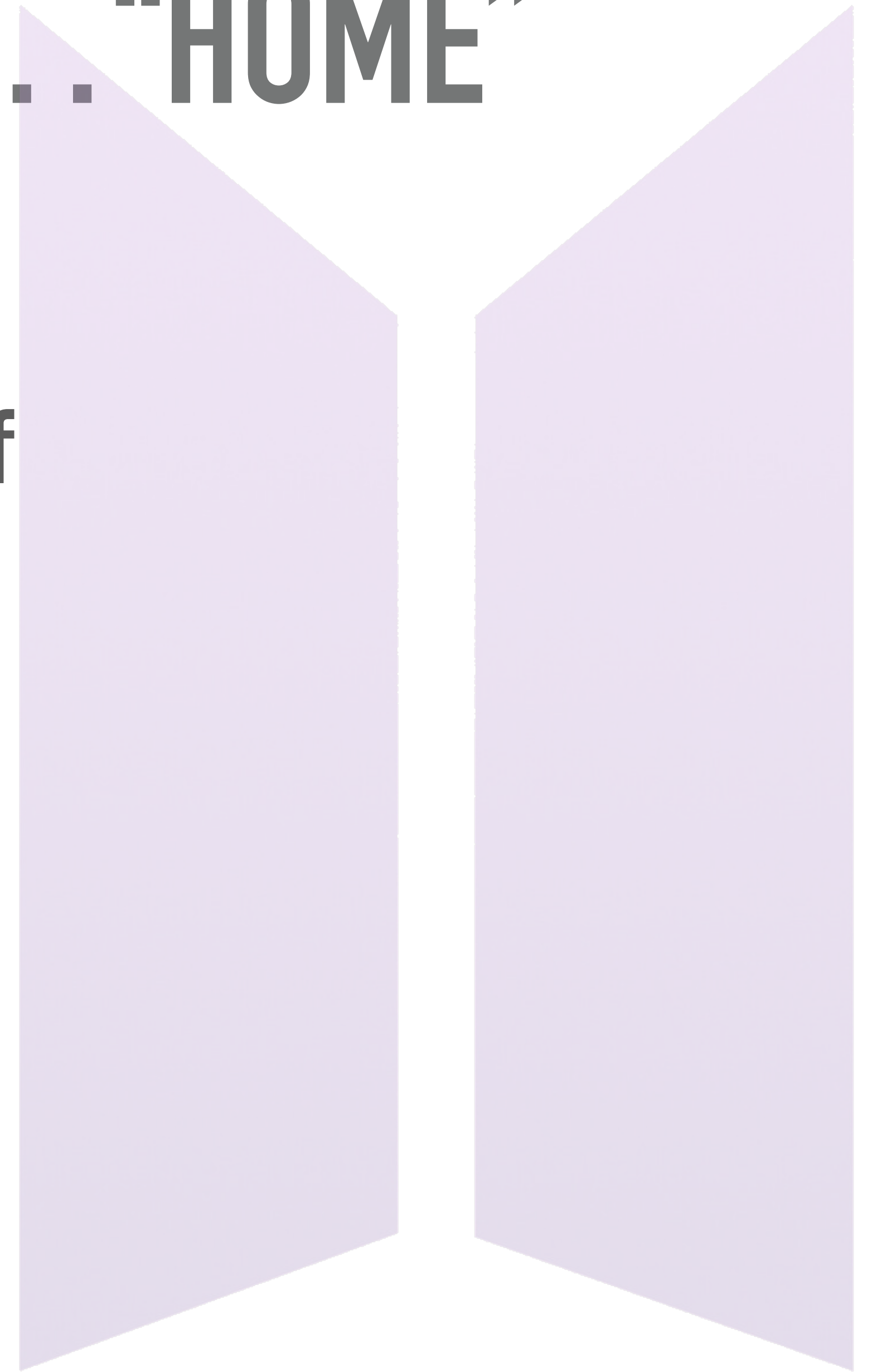
- finding a **home** amongst fans outside of their country of Korea
- Dionysus found his home outside of Thrace, "**becoming Greek**"
- Both BTS and Dionysus known to show their best feats **outside of their home**



# YOU KNOW YOU GOT THAT... "HOME"

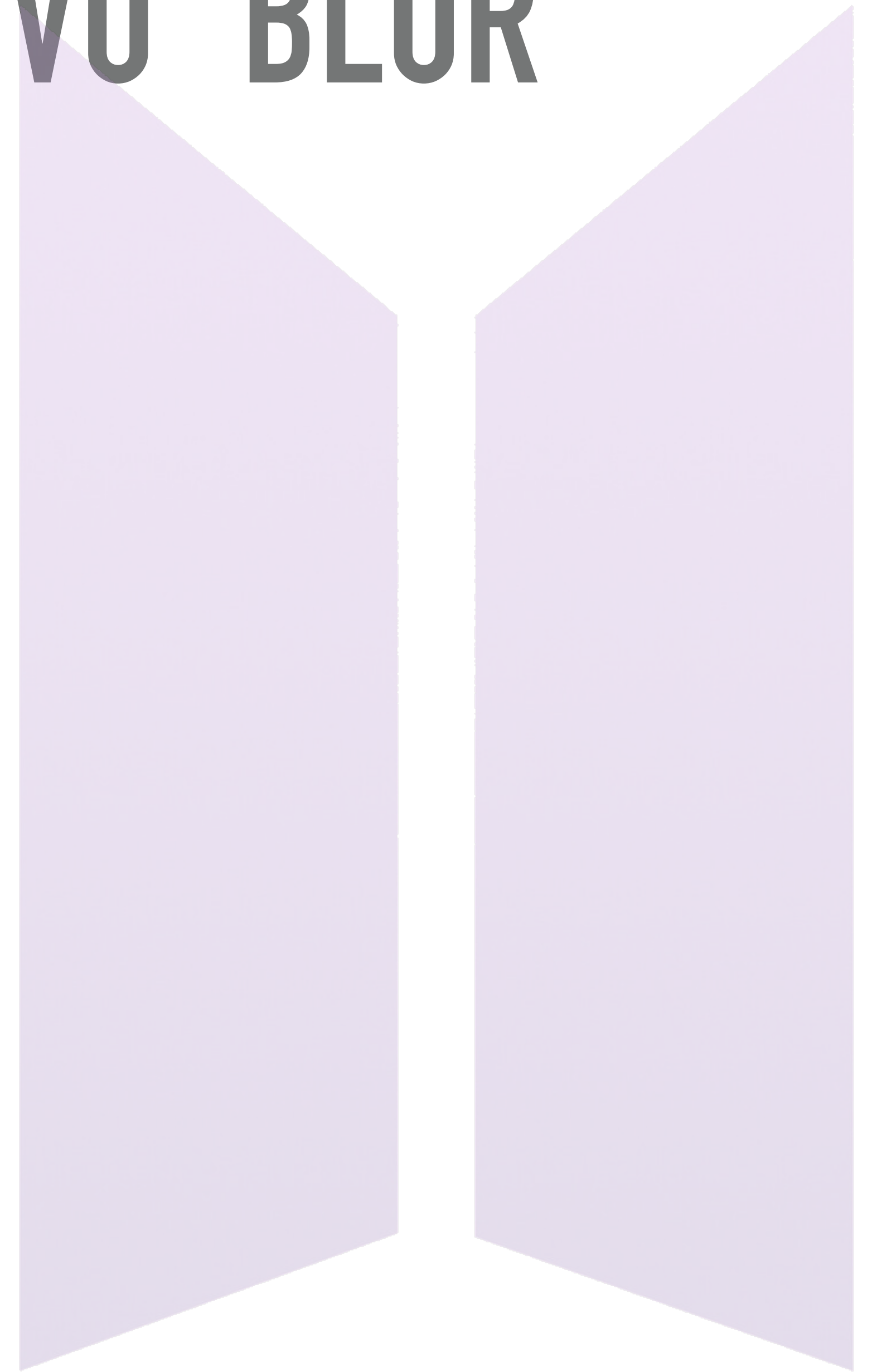
- what it means to be able to have a sense of **power and control** in outside of your comfort zone

- transforming into **multiple variations** of your comfort zone
- **drop your mask** at home



# YOU'RE MAD IN A "JAMAIS VU" BLUR

- self outside of interpersonal relations
- Jamais vu opposite of deja vu
- a **mirror maze**: lost in self
- intense introspection leads to the budding of the **madness complex**





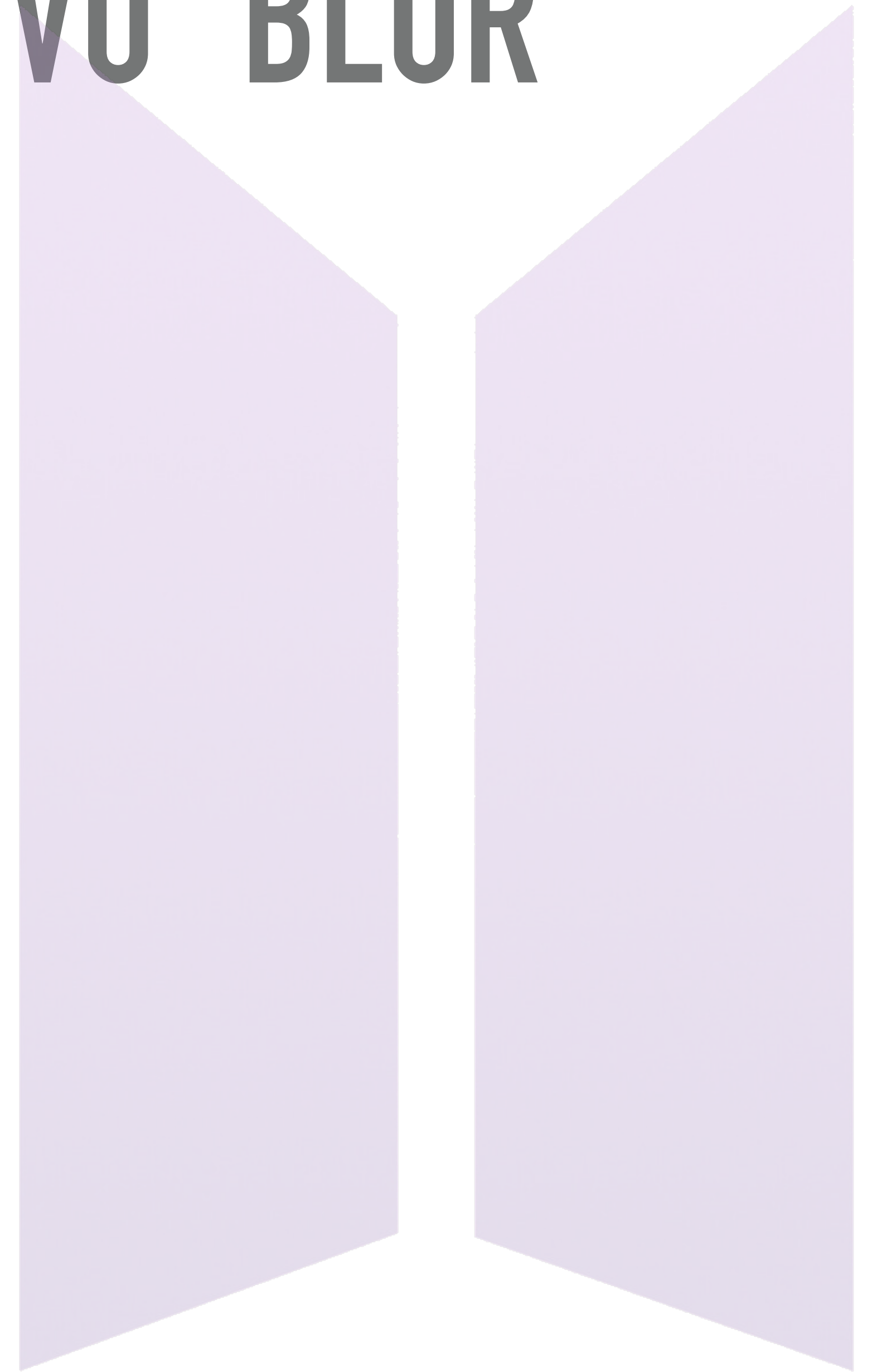
# MADNESS COMPLEX

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the satisfactory outcome of defining Dionysus as “undefinable”

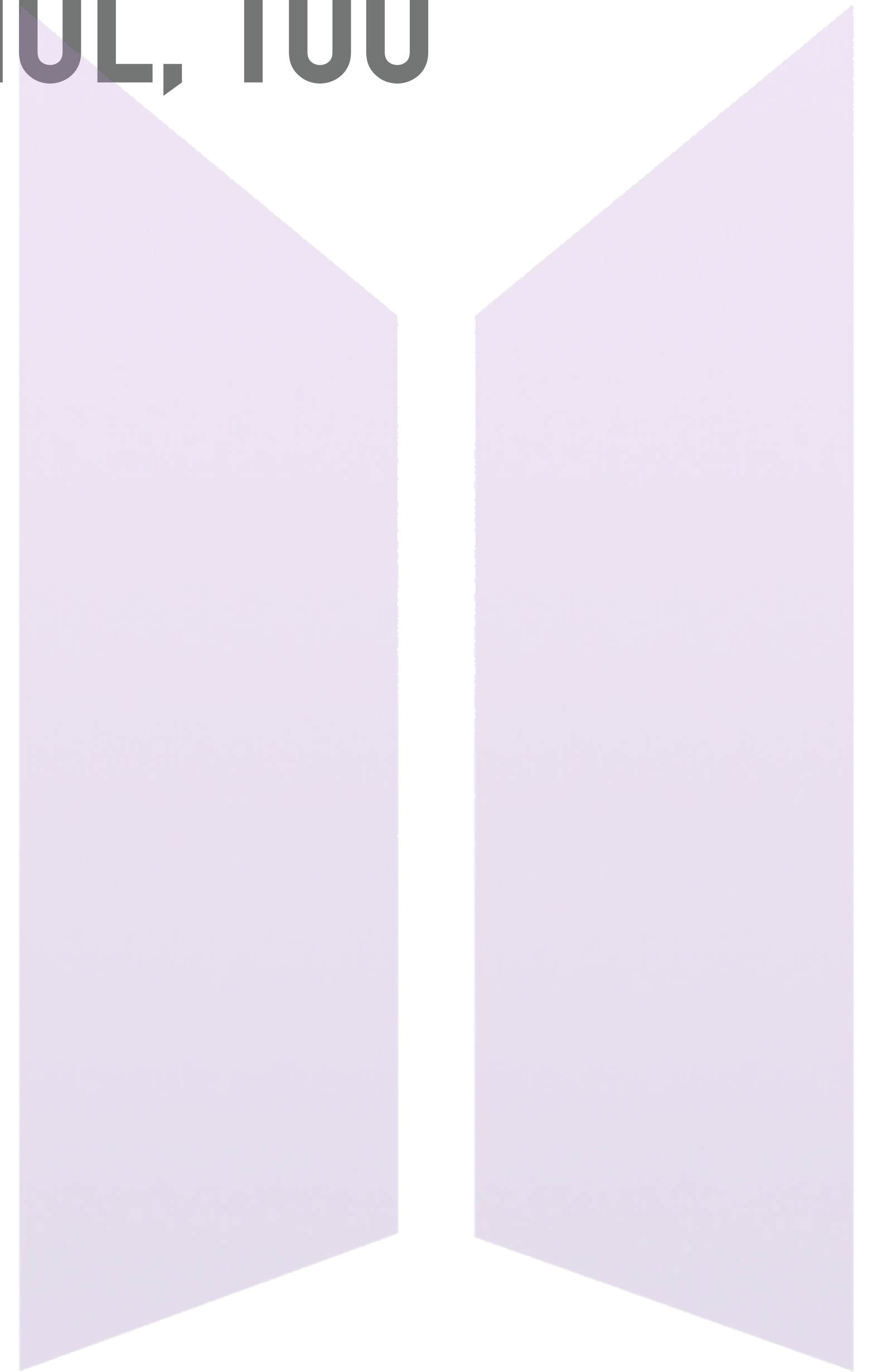
# YOU'RE MAD IN A "JAMAIS VU" BLUR

- **success** of BTS' journey give fact to the madness complex
- experiencing attributes of Dionysus
  - paradox
  - confusion
- **embracing of the shadow banishes its daunting**



# “DIONYSUS”: ART IS ALCOHOL, TOO

- triumph from **idol to artist**
- hero's **resurrection and return**
- rebirth as idols**
- return to self**
- “**drunk on art**” conflation of art and alcohol
- **ritual intake and output**
- **Modern Dionysus at its Finest**





**TIME FOR QUESTIONS**

