

**The evolution of the pygmalion myth  
through time and its modern interpretation**

Works of art are the main source of cultural phenomena which enter the public sphere and transform it in the diachrony of language and culture development. They embrace preceding mentalities of different eras and are part and parcel of transcultural flows. Ancient artists built the grounds for the modern European arts and the study of one of the most symbolic ancient artistic myths may help scientists understand the evolution of the Western creative mentality. Thus, the purpose of the project is the study of asymmetric interpretation of the Pygmalion myth in different cultures and at different times and analysis of the Western mentality reflected in the myth.

The research demands complex methods to be used and envisages a highly interdisciplinary approach which involves cultural studies, cognitive sciences, gender studies, linguistics, literature, literary criticism, psychology, semiotics, sociology, etc.

According to the hypothesis of the research, there are two opposite tendencies in the evolution of the Pygmalion myth, which will be studied on the basis of literary works, visual arts, works of music and other cultural phenomena, and they both correlate with the transformation of the modern mass consciousness. Firstly, the contemporary interpretation of the myth reveals the archetype of the almighty mankind, the all-potent creative human being which is the core basis of the European mentality, stemming from the Renaissance period, and perhaps the main factor of the Western domination. Secondly, the work is given priority over the artist and thus the Western mentality has started the process of dehumanizing the act of creation which is becoming one of the most salient features of the modern public spheres.