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Playful awe. Demigods, demons and metamodern mythologies in contemporary popular culture

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From Beyoncé's orishas to Lego's chi, from Manga-kamis to the gods and demigods of Rick Riordan's literary universe, popular culture has provided fertile ground for a host of narratives, symbols and characters known from history of religions. Dispersed and consumed on a multitude of new emerging media platforms, these narratives, symbols and characters become ingredients in artistic processes of imagination and adaptation where religion can be played with in a variety of ways. In these processes of production, consumption and engagement, there are high stakes, but also new room for exploring and combining humor and playfulness with awe and "great mystery" in ways that resonate with, but also contribute to contemporary cultural production of religion. Cross-branding, reboots, "Easter eggs" and ever-expanding multiverses lay the ground for new intertextual networks and spectacular truths revealed to the most devoted fans.

How can analyzes of this kind of pop cultural material, the "irreverent new devotions" that play out on these new digitized arenas, help us grasp some of the complex negotiations that play out over the borders between religion and "non-religion"?