

ABSTRACT

CREATIVE PROJECT: The Narrative Structure of Commercial Advertisements Using the Hero's Journey by Joseph Campbell

STUDENT: Christopher John Kosinski

COLLEGE: Communication, Information, and Media

DATE: May 2015

PAGES: 68

This project examines Joseph Campbell's *Monomyth* from the *Hero with a Thousand Faces* (1968) and proposes the idea that the theory can be used within narratives in commercial production. Three advertisements are produced and apply the hero's journey structure of separation, initiation, and return. Extensive research shows that the *Monomyth* has never publically been applied to commercial production in terms of academia. The project explores the concept of applying the academic theory of the *Monomyth* with commercial production in an attempt to address the problem space that it has in the world of academia.