

## **THE BEAR MYTHOLOGY: AN ENDURING ARCHETYPICAL TALE OF FEMININE EMPOWERMENT, ADULTHOOD AND MOTHERHOOD**

The relation of the bear mythology with transformation of girls into women, as well as the connection and involvement of Artemis and bears with the beginning of woman's adulthood and motherhood has been considered. Particular attention has been paid to the worship of Artemis Brauronia and to rituals like the Arkteia rite. Finally, the connection of bear mythology and customs and beliefs from ancient Greece and the film *Brave* (2012) has been discussed.

**Key words:** bear mythology, Artemis Brauronia, Arkteia ritual, Ancient Greece, Disney's film *Brave*