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Author: María Mariño Faza

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The phenomenon of witchcraft has always attracted the attention of scholars and much has been written on this fascinating subject. Nevertheless, cultural studies and, in particular Neo-Historicism, offer a new perspective on this topic, analysing how the image of the witch has evolved over time and taking into account aspects that had been left out before.

From the image of the witch which appears in ancient times to the descriptions in early Modern Europe, 18th-century America, or the Romantic period, it is possible to study how it has evolved, adding new elements in different moments in history to create a completely different view of witchcraft in today's society, but keeping at the same time old conceptions and ideas which have now become universal. Therefore, by studying all these elements, it is possible to understand how the myth of the witch has been created.