

## **Narratives Of A Hero's Journey In The Postmodern World**

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### **Resumo**

In the Brazilian market, more than half of the childbirths are C-sections and the humanized childbirth movement, organized by mothers and pregnant women, challenges this situation. We used life story interviews and netnography in a closed Facebook's group to understand the relation between the narrative of activist mother's trying to change the market and the Hero's Journey, reporting the similarities and differences when the hero's myth is inserted in a post-modern marketplace. In the conclusion, we discussed how these narratives reflected the journey of the mothers transformation in heroes and the replication of their narratives in the society.

