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## **KEY ARCHETYPES IN PERFUME PRODUCTS ADVERTISING**

**Abstract:** The article is devoted to the analysis of the theory of archetypes, discovered by the Swiss psychologist C.G. Jung and to the use of archetypal images in advertising of perfumery.

Being one of the most ancient and deep-laid structures of the human psychic archetypes affect all the spheres of our life.

Studies have shown that the use of archetypes directly affects the effectiveness of advertising, since archetypes are the images of the collective unconscious that are universal. It is established that the use of archetypal images will prompt the consumer to make a choice in favor of the advertised product or service.

The methodics we apply in our research is based on a combination of different elements. We consider the main features of a certain archetype and then investigate the mechanisms of its representation in an advertisement analyzing its verbal and visual elements via definition, association and linguocultural analysis. The article demonstrates the application of our methodics on the example of the Explorer archetype.

**Keywords:** archetype, advertising, lexeme, definition analysis.

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## **КЛЮЧЕВЫЕ АРХЕТИПЫ В РЕКЛАМЕ ПАРФЮМЕРНОЙ ПРОДУКЦИИ**

**Аннотация:** Статья посвящена анализу теории архетипов, которая принадлежит швейцарскому психологу К.Г. Юнгу и использованию архетипических образов в рекламе парфюмерии.

К.Г. Юнг выделил ряд базовых архетипов, которые стали основой для их дальнейшего открытия и изучения еще большего их числа. Являясь одними из наиболее древних и глубинных структур человеческой психики, расположенных в области бессознательного, архетипы оказывают мощное воздействие на все сферы жизни человека.

Исследования показали, что использование архетипов напрямую влияет на эффективность рекламы, поскольку архетипы – это образы коллективного бессознательного, которые являются универсальными. Установлено, что использование архетипических изображений побуждает потребителя сделать выбор в пользу рекламируемого товара или услуги.

В данном исследовании мы применяем комплексную методику анализа, основанную на сочетании различных элементов. Мы рассматриваем основные черты определенного архетипа, а затем исследуем механизмы его репрезентации в рекламе, анализируя её вербальные и визуальные составляющие посредством дефиниционного, ассоциативного и лингвокультурного анализа. В статье продемонстрировано применение данной методики на примере архетипа Искателя.

**Ключевые слова:** архетип, реклама, дефиниционный анализ, лексема.

The founder of the theory of archetypes is the Swiss psychologist and psychiatrist Carl Gustav Jung. During many years of clinical research, Jung came to the conclusion that the human psyche houses the collective unconscious part, which is not individual, but universal. Studying the dreams and fantasies of his patients, Jung discovered in them images and ideas that were in no way linked to the experience of a person in the framework of their life. So, archetypes were discovered (from the Greek «arche» – «beginning» and «tipos» – «image») – powerful mental prototypes, hidden in the depths of the unconscious, innate universal ideas, original models of perception, thinking, and experience. This is a kind of primary ideas about the world and life, which do not depend on the level of acquired knowledge. According to Jung, any significant idea is based on the archetypal images that arose when the consciousness was not yet thought, but perceived.

C.G. Jung outlined the most significant archetypes in his theory: Anima, Shadow, Wise Old Man, Self, and Mother. According to the theory, each of them represents the successive stages in the development of the inner world of a person. Let us study these archetypes in detail [1].

1. **Anima** (soul) is the archetype of life, the animating principle of the living. Anima assumes that each gender has intrinsic features of the opposite sex.

2. **Shadow** is a hereditarily psychological attitude toward self-determination and self-knowledge of the personality. The Shadow Archetype emphasizes the existence of a boundary between the consciously regulatory and biological, instinctive constituents of human nature.

3. **Wise Old Man** is the archetype of wisdom and meaning. Jung believed that giving meaning to objects, things, phenomena of life is a spiritual feature of our soul.

4. **Self** is a central archetype, summative personality. According to Jung, the Self includes not only conscious, but also unconscious mental being, this archetype also implements the function of mental activity.

5. **Great Mother** archetype embodies the idealised qualities of the mother figure. She is caring, compassionate, dependable and loving and, like the Wise Old Man, she may offer guidance when asked [2].

The archetypes outlined by Jung became the basis for further discovering and exploring of a great amount of other ones.

Since archetypes are deeply ingrained into human psychic and inevitably affect our behavior on the unconscious level, they are applied in different spheres of life including advertising.

Advertising has become a part of everyone's daily life. We can see it everywhere: television, internet, newspapers, magazines, and billboards. The advertising text is a complex system, which is a free, linear or non-linear sequence of units and signs, focused on the implementation of the main task – promotion of the advertised product to the market. Considering the functional aspect of the advertising text, we can say that, first of all, it combines the implementation of two impact functions – the language impact function, which is carried out using various linguistic means and the mass communication function, its implementation occurs through the use of special media technologies (various visual elements) [6].

Currently, Jung's theory of archetypes has found active use in the activities of international advertising and research agencies and it is considered as one of the most effective tools for creating successful brands and effective advertising.

Margaret Mark and Carol S. Pearson spoke about 12 most popular archetypal images that are applied in advertising. They are: The Innocent, The Explorer, The Sage, The Hero, The Outlaw, The Magician, The Regular Guy, The Lover, The Jester, The Caregiver, The Creator, and The Ruler.

Let us study The Explorer archetype and how it is used in Dior Sauvage perfume advertising.

The Explorer goes out seeking a better world. The journey Explorers experiencing is simultaneously an inner and outer one, because they are motivated by a deep desire to find what, in the outer world, meets their inner needs, preferences, and hopes. The Explorer's core desire is freedom as an opportunity to find out who he is through exploring the world. The goal is to experience a better, more authentic, more fulfilling life. The greatest fear is getting trapped, conforming, inner emptiness. The Explorer's strategy is to set out on a journey, seek out and experience new things escaping from entrapment and boredom [1].

Let us analyse the Dior Sauvage advertising: the main hero (Johnny Depp) is leaving a big city by his car, saying: *I have to get out of here. Which way? I don't know.* He is driving on a highway. He stops somewhere in a desert. He takes a spade and goes to find something, asking himself: *What am I looking for? Something I can't see.* Later we see

Depp digging. *I can feel it.* It is getting dark. *It's magic. Sauvage. Dior.* As we can see the main hero is going to find something new and special that is why he is leaving the boring city. He constantly questions himself, as he is in a permanent inner search. He is looking for something, digging in a desert, full of wild life.

Verbalizing the advertisement visual components, let us analyze the lexemes *to dig* and *a spade*, as the process of digging takes the central place in the advertisement. In The Random House Unabridged Dictionary we found the following: the lexeme *to dig* is represented in the dictionary not only with its direct, but also with its metaphorical meaning: *dig — to find or discover by effort or search.*

As mentioned above, this action is the Explorer's sense of life.

The lexeme *spade* also keeps a metaphorical meaning expressed in the following idiomatic word combination: *in spades — without restraint.*

In other words, freely, and freedom is the main Explorer's archetype value.

Through the definitional analysis we can see how the basic features of the Explorer archetype are realized in the advertisement.

Moreover, on the Dior Company official website a kind of slogan of this perfume is represented: *Sauvage is an act of creation inspired by wide-open spaces.* Through the association method which was widely applied by Jung, creation is closely connected with exploring, as it requires something new and unique. *Wide-open spaces and desert* – what is needed for a search, freedom and exploring.

The orientation of people on individualization and freedom today leads to the fact that they want to be free and to try everything without any limitations and bounds. That is why such kind of advertisement exploiting the Explorer archetype easily attracts attention and triggers the desire to try the product.

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