

## **A RESEARCH ON CARL GUSTAV JUNG'S "PERSONA" AND "SHADOW" ARCHETYPES THROUGH 3D SCULPTURES AND DRAWINGS**

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### **Abstract**

Carl Gustav Jung is one of the most important pioneers of analytical psychology. He referred to the unconscious parts of ourselves that we deny, repress, or hide from others as "the shadow." These are typically aspects of our personality, such as personal flaws, desires, or fears, that we find unacceptable or shameful. Jung believed that integrating and acknowledging these shadow elements is an essential step in individuation and achieving psychological wholeness. Persona is the opposite. In this study, which aims to explore Jung's Persona and Shadow archetypes through works of art, the sculptures and drawings produced by the researcher were evaluated by experts in Jung's archetypes. Narrative method, one of the qualitative research methods, was used in the study. Questions about the images of artistic productions obtained from the examination of these two Jungian archetypes were directed to the experts. Data were collected via e-mail. According to the opinion of the experts, the artistic works produced on "Persona" and "Shadow" were perceived as a whole. There are not many publications on how Jung's archetypes can be revealed in interdisciplinary art studies. This research will provide the opportunity to see and interpret Jung from many different perspectives. Therefore, it is thought that this research will make a great contribution to the realisation of Jung's unnoticed aspects in the field of art. In this study researcher observing the full connection of personal realisation of a people as a "Persona" archetype and analysing the side of "Shadow" archetype supported and expressed in art field. The study aims to demonstrate

the significant impact of Carl Jung's theories on "Shadow" and "Persona" in the field of art. The art works which were created during this study process by the researcher were supported by the experts.

**Keywords:** Carl Gustav Jung, Archetype, Sculpture, Drawing, Interdisciplinary art.

## Introduction

This study aims to explore the influence between the two archetypes related to Persona and Shadow. In addition, Carl Gustav Jung's archetypes gives examples of how archetypes can be conveyed through art. In Carl Jung's theory, archetypes are universal, symbolic patterns or images that reside in the collective unconscious. An archetype is a universally recognizable symbol, theme, pattern, or character that has existed throughout time and across cultures. It is a prototype or an idealized form that serves as a model for similar things to come. Archetypes often represent fundamental human experiences, emotions, and motivations. Jung believed that these archetypal patterns shape and influence our thoughts, emotions, and behaviours. Some commonly recognized archetypes include the persona (the public mask we wear), the shadow (our darker, repressed side), the anima/animus (the feminine/masculine aspect of our psyche). These archetypes help us to understand and interpret our experiences and give meaning to our lives. The persona and shadow are two important archetypes identified by Carl Jung. "The shadow" archetype refers to the darker aspects of an individual's personality that are hidden from their conscious awareness. It consists of unconscious desires, impulses, emotions, and traits that are often deemed unacceptable or socially undesirable. The shadow represents the repressed and neglected parts of oneself, which are typically pushed into the subconscious due to societal conditioning. "The persona" represents the social mask or role that an individual presents to the world. It is the outward face that a person shows to others, often conforming to societal expectations and norms. The persona is influenced by cultural factors, upbringing, and social conditioning. It allows individuals to fit into society, interact with others, and fulfil various roles in their personal

and professional lives. The persona is an important aspect of one's identity, as it helps individuals navigate social situations and present themselves in a way that aligns with accepted standards. Archetypes are based on a collective unconscious with various symbols and images, especially in famous works of art. In the painting "Narcissus" created by Caravaggio in (1597–1599) is one of the examples where we can see the representation "Shadow" archetype, Narcissus fell in love with himself and broke many lovers' hearts. For this, God chastised him and made him see his reflection in a pool. Another example can be given from Leonardo Da Vinci's "The Last Supper". To understand who betrayed Jesus, we can easily identify the people around him. Here we can see love, fear, anger or grief for not understanding the meaning of Christ on the face of each of them, while in Judas we can observe stubborn hatred and betrayal. On the other hand, Eugene Delacroix's great painting "Liberty Leading the People" ("1830") has become a universal symbol of freedom and democracy. This work can be exemplified as one of the powerful representations of the "Hero archetype" in Jung's theory. Joseph Campbell, an expert on Jung, has published *The Hero with a Thousand Faces*, detailing archetypal themes in the literature of many different cultures throughout history in the form of archetypes, symbols that act as regulatory forms for human behaviour. Persona is the most important archetype identified by Jung. Is the archetype that expresses the appearance of the personality from the outside, more precisely, the way the personality is presented to the outside. Each person has many different roles in their social life. Through the persona archetype, the individual adapts to their social roles and, perhaps most importantly, protects their self from exhibiting negative images.

## 1. The aim of the study

This study aims to explore how archetypes can be used specifically in the plastic arts. Focusing on Jung's archetypes of the shadow and the persona, the researcher has studied and interpreted these two archetypes and produced glass sculptures and 3d digital drawings according to their definitions in her world. In this way researcher was able to visualise the relationship between social behaviour, personality and how archetypes

relate to art. The 6 works (sculptures and 3D digital drawings) of the researcher on Jung's persona and shadow archetypes can be seen below with their codes ( N01, N02, N03, N04, N05, N06). The visuals of the works were communicated to the experts with 6 questions, and the answers of the experts are interpreted in the conclusion section.



Figure 1. Glass sculpture coded as N01. The concept of “Persona” and “Shadow” archetype in Carl Jung theory. (Expressed through glass sculpture, referring to “HUMAN” being a part of the body as a part of “Persona” archetype.)

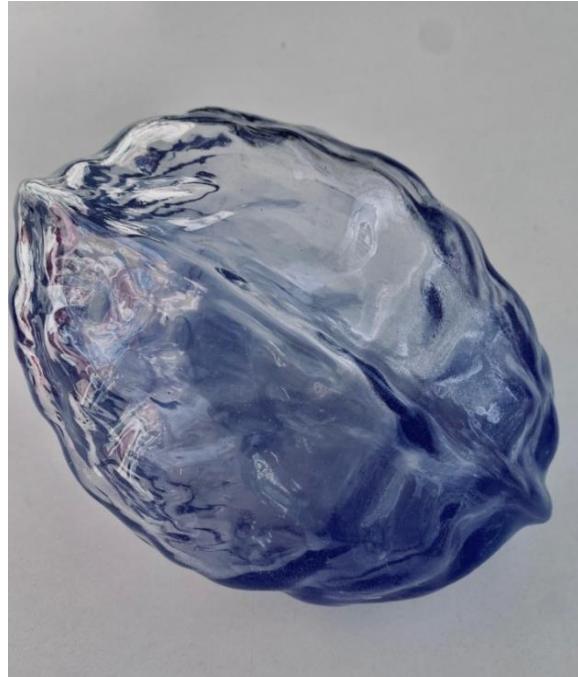


Figure 2. Glass sculpture coded as N02. The concept of “Persona” and “Shadow” archetype in Carl Jung theory.

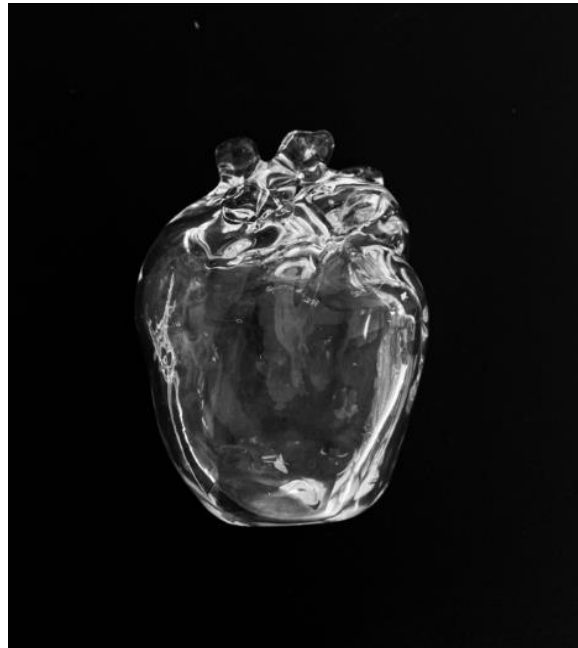


Figure 3. Glass sculpture coded as N03. The concept of “Persona” and “Shadow” archetype in Carl Jung theory.



Figure 4. Drawing produced in the digital form coded as N04. The concept of “Persona” and “Shadow” archetype in Carl Jung theory.



Figure 5. Drawing produced in the digital form coded as N05. The concept of “Persona” and “Shadow” archetype in Carl Jung theory.



Figure 6. Drawing produced in the digital form coded as N06. The concept of "Persona" and "Shadow" archetype in Carl Jung theory.

## **2. Assumptions, limitations and importance of research**

Only two archetypes, "Persona" and "Shadow", will be analysed out of Jung's 12 archetypes. In this study, the researcher used various art practices to demonstrate the connection between human psychology, society, archetypes and art. One of the assumptions of the research is that the significance of the relational links between the "Shadow" and "Persona" archetypes would be revealed through the expert interpretation of the researcher's sculptures and drawings.

Interdisciplinary study analysis methods lack in-depth research on archetypes. Therefore, this research is expected to both fill this gap and provide easier identification and interpretation of archetypes used in interdisciplinary art production on the basis of C. Jung's shadow and persona archetypes. In addition, the study attempts to develop a new method of analyzing contemporary art productions using Jung's perspective.

This research will provide an opportunity to look at and analyse Jung from a very wide range of perspectives. Because there are not many examples of how Jung's archetypes can be revealed in interdisciplinary works of art. By clarifying this connection, this study aims to contribute to wider debates in the field of art and provide artists and art lovers with an innovative lens through which they can explore various dimensions of human identity. Therefore, it is believed that this research will fill a large gap in exploring Jung's perspective in the field of interdisciplinary artwork.

In the research, e-mail and face-to-face interviews were conducted as data collection tools. Images of 3D glass sculptures and digital drawings were sent to the experts via e-mail with 6 questions asked.

### 3. Methodology

This study used narrative method, one of the qualitative research methods. **Narrative interpretation** is concerned with meaning-making and construction. "It seeks to understand social action in which people attach subjective meaning" (Crotty 1998; Currie "2010"). Narrative research aims to unravel consequential stories of people's lives as told by them in their own words and worlds. The researcher has produced 3D works in the interdisciplinary field as well as works such as printmaking on Jung's shadow and persona archetypes. These works of the researcher have been evaluated by experts on Jung's archetypes. The collected data were coded and used and interpreted in the research.

#### 3.1 MATERIAL STUDIED

Examination of Jung's shadow and persona archetypes from an interdisciplinary art perspective. The examination of Jung's shadow and persona archetypes from an interdisciplinary art perspective can offer a unique and visually engaging way to understand these concepts. By using various artistic methods, such as 3D sculptures and



digital drawings, the researcher can delve into the depths of the human psyche and bring these archetypes to life. The creation of 3D sculptures allows the researcher to represent the shadow and persona archetypes in a tangible and physical form. Glass sculptures beautifully capture the transformative and transparent nature of the shadow and persona archetype. The play of light and shadows on the glass surface can reflect the hidden and often misunderstood aspects of our personalities that the shadow represents. By transforming glass material into different shapes, textures, and colors, the artist can articulate the complexity and multifaceted nature of the shadow archetype.

### 3.2 Data collection tools

In the research, e-mail and face-to-face interviews were conducted as data collection tools. Images of 3D glass sculptures and digital drawings were sent to the experts via e-mail with 6 questions asked.

Visuals of the works will be sent to the experts and the following questions will be answered:

1. Which art work/works explains the difference in the relationship between "me" and "other"?
2. Which art work/works make you feel the conflict between "me" and "other"?
3. Which art work/works refer to the free will of the individual?
4. How to the explain the this art work/works related to the topic of Jung's shadow archetype?
5. Which type of shameful aspects do you see in this art work/works ?
6. Which this art work/works related to suppressed thoughts of personality ?

### 3.3 Data collection and Analysis

Qualitative data analysis is one of the most important stages of qualitative research method. A consent form was prepared for the experts to sign. The participants' private information, such as their names, were protected. The participants interpreted the research only in terms of the Jung “persona” and “shadow” archetypes. The experts' comments were thematically coded. This particular research has shown the connection between the artworks produced by the researcher and the archetypes "Persona" and "Shadow" of Carl Jung's theory and has been interpreted by the experts.

### 3.4 Analysis of results

The research methodology involved the production of a series of three-dimensional sculptures and digital art works, meticulously designed to capture and embody the essence of the persona and shadow archetypes. Each art piece serves as a visual representation, challenging viewers to delve deeper into their own personas and shadows, thus evoking self-reflection and introspection. This study explores the realm of art to examine the relationship between Carl Jung's archetypes, specifically the "Persona" and "Shadow," and how they are manifested and conveyed through artistic expressions. The objective of this research is to highlight the intrinsic link between these archetypes and the art field, showcasing the interplay between human identity and the exploration of the darker aspects of the “Shadow” archetype in society.

Drawing upon the expertise of renowned professionals in the field, the art works were intricately analysed and evaluated for their efficacy in showcasing the dynamic interplay between the art produced and the subject matter of persona and shadow archetypes. The findings of the analysis validated the successful alignment of the artworks in portraying and interpreting both archetypes, further solidifying the notion that art can serve as a powerful medium for introspective exploration.

## Conclusions:

This study provided an opportunity for self-reflection and introspection by interpreting the interplay between Carl Jung's persona and shadow archetypes through visual representations. In conclusion, this study has delved into the various realms of art, highlighting the strong connection to the subject matter in Jungian archetypes. Throughout the course of this research, the investigator was greatly influenced by the exploration of persona and shadow archetypes in Carl Jung's theory. This study has shed light on the profound impact that the world and social environment have on our emotions, reactions, behaviors, and concepts of identity.

The crux of our surroundings molds us into new identities, leaving behind scars, wounds, and pleasant memories, all based on personal experiences. Drawing on the data collected and analyzed through personal life experiences, this study specifically explores the field of archetypes in art. Examples and analysis of renowned artists such as Frida Kahlo, Salvador Dali, Pablo Picasso, Edvard Munch, Diego Velázquez, Johannes Vermeer, Vincent van Gogh, and Yves Tanguy serve as compelling evidence of the interconnectedness between the concept of persona and shadow archetypes, as each artist expresses their feelings and visions through their unique personalities, confronting their fears and lived experiences.

Through the juxtaposition of these artworks and the analysis of their underlying archetypal themes, this study reveals a deep-rooted relationship between artistic expression and the exploration of the human psyche. The artist's works serve as a testament to the universality of these archetypes, demonstrating how individuals from diverse backgrounds and time periods can tap into these fundamental concepts and project them onto their artistic creations.

Studying Jungian archetypes in the field of art provides a comprehensive overview of their profound influence on our understanding of human experience. The findings further underscore the significance of exploring and interpreting the myriad layers of

meaning embedded within artistic expressions, ultimately enriching our comprehension of ourselves and the world around us.

Expert 1 chose the works “N04, N05 and N06” for question 2, and added this comment, “In these works, we clear see the struggle with the “other”. The shadow side of the individual and the personas he or she has created accompany this struggle. The pain we experience as a result of our encounters and confrontations with the shadow side reveals our need to comprehend the other.” Expert 2 also chose the works “N04, N05 and N06” for question 2 and commented “In these artworks, one can see that there is a conflict not only between “self” and “other” but also how a self can have conflicts, in other words, there is not just one self but selves and that can be seen through different expressions.” Expert 1 and Expert 2 refer to the same works about the struggle arising from the conflict(s) in which the individual is engaged. Expert 3 answered to question 2 as the concepts of art works N04, N01, and N03 have a strong relationship to the human concept of the emotion "pain." They believe that these concepts illustrate a clear expression of suffering and personal transformation within the "Persona" archetype of the self.

Expert 4 answered to question 6 as the concepts of art works N01, N02 and N03 expert can confidently argue that the artwork at hand exemplifies a profound connection to human emotions and depicts the undeniable influence of society on our character through personal experiences. This connection can be observed through various elements present in the artwork. Expert 5 answered to question 6 as the concepts of art works N04, N05 and N06, the subject matter portrayed in the artwork, such as human figures engaged in various activities, further emphasizes the connection between the artwork and personal experiences within society. The artist's meticulous attention to detail in depicting the expressions, body language, and interactions of these figures reflects the spectrum of human emotions we experience in our daily lives. The artwork in question undeniably reflects a strong connection to human emotions and exemplifies the influence of society on our character through personal experiences.

This research has depicted and exemplified the subtleties and nuances of these archetypes through the artworks produced, thus facilitating the understanding of the artistic form in which human free will is formed. In addition, it has described and illustrated

the subtleties and nuances of these archetypes through the works of art produced, and thus facilitated the understanding of the artistic form in which human free will is shaped. For example, according to Expert 1's answer to Question 3, the work of art in File NO3 is undeniably consistent with the concept of individual free will. The researcher has expressed it in the form of a heart because of her belief that free will is a deep aspect of human nature. Expert 1's NO3 is consistent with her answer to the question: "the free will of the individual because free will is always shaped and embodied in the heart." Because free will requires a foundation of conscience and objectivity. It is by accepting and confronting our shadows that we can truly embody the essence of free will.

The responses of the EX1 regarding the qualification of the relationship between persona and shadow archetypes are as follows " I think it's all about Jung's persona and shadow archetypes. The works in the first file all refer to the persona archetype. Faces are the most visible area that defines us and distinguishes us from each other in this reality, and masks are placed on the face, so it becomes a beam gate that forms the "I". Then, in the second file, we find the control mechanism, which is the main area that brings our personas into existence. It suppresses our subconscious and manages us through our socio-cultural acquisitions. In the third file, confrontation comes into play, because I think the heart is the gateway to the fifth dimension which is connected to the soul. The heart triggers our free will and allows it to surface. The soul has to be educated and for that it has to face the shadow side. The heart sees multiplicity, the heart realizes it, and this realization leads us to unity. Files four, five and six are all about the process. Awareness leads to conflict, confrontation, rejection, and rebirth. Persona and shadow sides intertwine. There is a new phase in the journey when the shadow and persona archetypes meet who have been waiting for the moment to meet in different compartments."

In conclusion, this study established a link between Carl Jung's "persona" and "shadow" archetypes and their expression through art. In alignment with Jung's theory, the researcher utilized 3D sculptures and digital drawings to convey the emotional and symbolic aspects of these archetypes. It has shown how notable artworks reflect the expressions of persona and shadow archetypes, demonstrating the strong connection

between art and Jungian theory. Overall, this research contributes to our understanding of the deep ties between art and Jungian psychology.

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