

# Archetypes, Mandalas and the Collective Unconscious: Jungian Analysis of Newspaper Flags

Eric Wiltse, University of Wyoming



# Research question

- ▶ How do community newspaper flags with ornamentation (original illustrations ) convey community characteristics and emphasize community traditions?



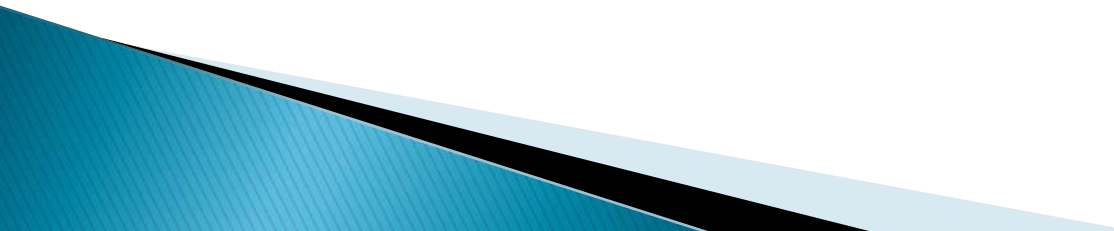
# Definitions

- ▶ Collective unconscious – "reservoir of the experiences of our species"
- ▶ Archetypes – "universal images that have existed since the remotest times"
- ▶ Archetypal images (symbols) – form taken by archetype in cultural, mythical, religious products
- ▶ Individuation – "archetypes seek actualization within context of an individual's environment"

The Guernsey Gazette



# Methodology

- ▶ Jung: “The symbolic process is an experience in images and of images”
  - ▶ Jung: To discover origin of symbols, read old texts and study old cultures
  - ▶ Newspaper employees interviewed
  - ▶ Photographs collected from Google Images
  - ▶ Histories of the communities studied
  - ▶ Newspaper flags analyzed for content
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# Results

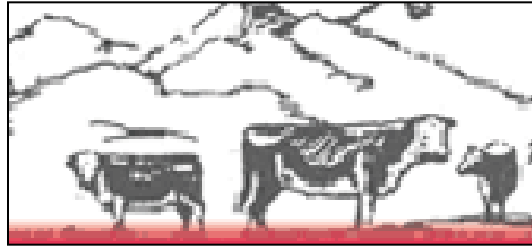
- ▶ Data analysis via triangulation resulted in three major themes common to the data types:
- ▶ history
- ▶ outdoor recreation
- ▶ the economy

[Glenrock images](#)

[Guernsey images](#)

# Discussion: Cowboy Archetype

- ▶ Communities have a common or collective unconscious.
- ▶ Communities create their own archetypal images.
- ▶ Example: The Cowboy and the Cowboy myth



# The Shepherd Archetype



- ▶ Jung: Archetypal images often derived from mythological and religious sources.
- ▶ Shepherd archetype found in Greek and Roman mythology, as well as in Judeo-Christian references.
- ▶ John 10:11: I am the good shepherd: the good shepherd giveth his life for the sheep.
- ▶ Psalms 23:1: The Lord is my shepherd; I shall not want.

# The Fisherman Archetype



- ▶ Mark 6:41: And when he had taken the five loaves and the two fishes, he looked up to heaven, and blessed, and brake the loaves, and gave them to his disciples to set before them; and the two fishes divided he among them all.
- ▶ Ezekiel 47:10: And it shall come to pass, that the fishers shall stand upon it from Engedi even unto Eneglaim; they shall be a place to spread forth nets; their fish shall be according to their kinds, as the fish of the great sea, exceeding many.



# The Hunter Archetype



- ▶ Genesis 1:26: And God said, Let us make man in our image, after our likeness: and let them have dominion over the fish of the sea, and over the fowl of the air, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth.

# The Pioneer Archetype

- ▶ Pioneers of the American West often were escaping persecution elsewhere and seeking freedom and paradise in a new land.
- ▶ Mormons fled persecution in Illinois and Missouri and sought sanctuary in Utah.
- ▶ Exodus: Moses led the Jews from slavery in Egypt to the Promised Land.



# The Wheel and Mandala

- ▶ Jung: mandala is “archetype of wholeness”
- ▶ Swiss mystic and hermit received a vision of a wheel and painted it on his cell wall.
- ▶ The wheel was actually a mandala divided into six parts and had healing properties.



# The Wheel

- ▶ [Kings 7:33](#) : And the work of the wheels was like the work of a chariot wheel: their axletrees, and their naves, and their felloes, and their spokes, were all molten.
- ▶ [Ezekiel](#) 1:21: When those went, these went; and when those stood, these stood; and when those were lifted up from the earth, the wheels were lifted up over against them: for the spirit of the living creature was in the wheels.

# The Medicine Wheel

- ▶ Located in Bighorn Mountains, Wyo.
- ▶ According to Lakota Sioux, medicine wheel is sacred symbol that represents all knowledge of the universe.



# Conclusion

- ▶ Archetypes: Community newspaper flags with ornamentation may be a product of the collective unconscious.
- ▶ Individuation: Communities may create their own archetypes and archetypal images out of the collective unconscious,
- ▶ Symbols: These community archetypes may be depicted as images in newspaper flags.

Other flags with ornamentation

