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The research on the Mother's, the Hero's and the Leader's images associations

The article is dedicated to the studies of particularities of the representations of the images of Mother, Hero and Leader in the context of the mythology and basic for Russian culture archetypes. The results of the research show associative bonds with color, object, plant and animal of the considered images and the efficiency and possibility of their use in the contemporary advertisement.

Key words: advertisement, archetype, representations, associative bonds.

Due to the rapid development of media nowadays, advertising studies become increasingly important. Advertising has become an indispensable element of social life for today's modern person. The abundance of goods and services makes rational analysis of all its specifics nearly impossible. So, the consumer's goods choice is taking mostly not by its actual qualities, but the perception of the product image, formed by the advertiser. In this connection there is a question of finding universal images that could have an impact on the consumer and produce desirable for the advertising producer's attitude to some **goods**.

In the psychological science, the question about such universal images is reflected in the K.-G. Jung theory, and his notion of the collective unconscious, which is the repository of such universal images. The images he describes as "archetypes". Jung described the archetypes and their functioning in the mind by analogy with the instincts in biology. Archetypes are unknowable core that can never be realized, but they are reflected in myths, legends and fairy tales, they embodied in concrete images – not only anthropomorphic figures, but also in all the variety of the world.

Jung's theory of archetypes has led to numerous attempts to its practical use in advertising and marketing for the most effective influence on the consumer. However, such studies are owned mainly by foreign authors, and usually focus on specified types of perceptions, attitudes, needs, and types of behavior associated with defined archetypes (Mark M., Pearson, K., David A. Aaker, Clark N., etc.). In our country the same studies, reveal the visual aspects of the fundamental images of our culture, are not enough. According to the growing importance of the visual in contemporary mass culture, such practice-oriented research is of great interest.

Fundamental to any mythology and to the Russian culture are images of the Mother (as a birth-giving basis), the Hero (as the creator of cultural values) and the Leader (as a society organizer) [2]. Consequently, it's possible to suggest that the study of associative reflection of these images in the parts of the external world (objects, plants, animals), and their connections with the color (the category related to physiological reactions, emotions, feelings, ideas, attitudes) will clarify the ways of their practical use in advertising – both commercial and political.



In connection with the above, the purpose of this study was to research the features of the external representation of the images of the Mother, the Hero and the Leader. The subject of research: images of the Mother, the Hero and the Leader. Empirical objects of study was 484 people aged 18 to 68 years.

To achieve this goal the questionnaire consisting of two blocks was designed. The aim of the first block was to identify associations connected with these images. Respondents were asked to describe each of the images by some color, object, plant or animal they were associated with. The second block of the questionnaire was worked out to obtain data on the characteristics ascribed to the image of the Mother, the Hero and the Leader. Description was made in the following categories: age, physical appearance (eyes, face, hair, figure), posture, activity, surroundings.

In this article the results obtained in the frequency analysis of the respondent's associations are highlighted.

Associations with a color.

All of these images was associated primarily with the red color. However, except the preferences of the red, the color associations of the Mother, the Hero and the Leader, are distributed differently. In this case, seems logical to assume that the preferences of the red (the first color in the parameter "force", according to Yanshin P.V. [5]) may be considered as a manifestation of an intensive emotional relationship to the studied images.

The image of Mother comparing to other images has a wider color field – in addition to red color, there were large amount of associations with white and blue. White, as noted Petrenko V.F. and Kucherenko V.V. [1], symbolizes purity, whiteness, innocence, virtue, joy. The qualities, traditionally describing the Christian embodiment of Mother. The blue color – the color of water. This color connect to a feminine in many Eastern teachings, as well as the manifestation of the unconscious in Western concepts (for example, in psychoanalysis). Also, it is difficult not to note that the three most popular colors in associations with image of the Mother, form a major national symbol – the flag of the Russian Federation.

Addressing to the image of the Hero, in addition to associations with the red color, it's also frequent only "blue-associations". Yanshin P.V. [5] notes the connection of this color to the ascription of emotional stability, calmness, continuity of interests and behavior, realistic goals, lack of neurotic symptoms, the internal integration of the individual.

Regarding to the image of the Leader, after the red color in terms of preferences is brown. It is interesting that brown ranks last in the parameter "force", and only this color is associated with negative values in the parameter "rating." It symbolizes the most unenviable attitude.

Associations with an object.

The images of the Hero and the Leader have a common semantic fields (weapons, equipment, transportation, art), whereas such common semantic fields are practically



absent with the image of the Mother. Common to all of these images will be association with the book.

The Mother is associated primarily with household items, the Hero – with arms (cold and fire), the Leader – with such a category as “object elongated cylindrical shape”. However, in the case of the Hero and the Leader the most frequent association is a defined item – a sword (Hero) or staff (The Leader), while the Mother is associated with a variety of household utensils or home furnishings in general, no distinct preference to any particular items.

Associations with a plant.

The image of the Mother, first of all, is associated with decorative plants. Moreover, often the plant is described as a “flower” or “indoor plant” – it means that the most often a sign describing the plant, is not a specific name, is an indication of belonging to the house. Images of the Hero and the Leader are strongly associated with a particular tree – an oak tree. Oak – is one of the most powerful symbols of Indo-European, which is associated with the dwelling of the gods, symbolizing the world axis connecting the upper and lower worlds. Also, oak symbolizes the very masculine force, the male principle in general [3].

Associations with an animal.

Semantic fields of these associations allows us to see that, formally, all of three images are associated with predators. But as to the image of the Mother it's necessary to clarify that this predator is a cat, that, in our view, likely due to the fact that this is a pet. That once again confirms the image of the Mother is close to the house and everything connected with it.

The image of the Hero is associated primarily with the lion. Lion is a solar symbol, a sign of victory, masculinity, it is often considered itself the embodiment of the heroic beginning. It is an important symbol of many religions (Buddhism, Christianity, etc.). Among the qualities attributed to him by most interpretations, courage, constancy and generosity [3].

Image of the Leader is associated with the wolf. The image of the wolf is ambivalent – on the one hand, this is the ultimate symbol of freedom in the animal world, a symbol of independence and fearlessness – that is why, above all, linked to the symbolism of the war – in the Roman and Egyptian mythology, the wolf represented the military valor. However, very often it is endowed with negative characteristics – so, in Christianity it is the embodiment of rapacity and malice, the people were protected from the enemies “like from wolves” (which is interesting in the context of this study), in the European Middle Ages wolf symbolizes greed, lust and rage [3].

The study allows to suggest that the image of the Mother is not fully integral I – roughly equal number of associations with colors, connected to the opposite characteristics, the absence of associations with a specific item. Also, we may note, the image of the Mother is most closely associated with the house and its everyday life – the most



common associations with the objects, the plant and the animal are directly related to the house. Image of the Leader characterizes some ambivalence – so powerful figure as the leader is associated with the brown – the weakest, and symbolizes the most negative attitude, but with the oak tree – a symbol endowed expressed appreciation and embodiment of virtue. Statistically, the most frequent association with the image of the Leader – such a semantic group as “an elongated cylindrical object” indicates pronounced masculinity of this image. The image of the Hero is marked by integrity and unambiguously positive attitude. The main quality attributed to this image will be a force.

As a result of the study it becomes possible to make the following practical conclusions: the use in advertising visual image of the Mother will be more effective in correlation with the red, white and blue, surrounded by household goods, potted plants and the presence of cats as an animal, associated with the image of the Mother. Image of the Hero can be represented in advertising with red and blue, the presence of the weapon (especially sword), the presence of oak and the lion. Image of the Leader is accompanies with the red and brown colors, the presence of an elongated cylindrical object, as well as oak and a wolf.

In conclusion, I would like to note that the use of archetypal images in advertising can be classified as the impact on the subconscious of consumers. Therefore, the data obtained are of particular interest in connection with the problem of information-psychological security of the population.

References

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