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**THE GORGON PSYCHOLINGUISTIC ARCHETYPE:  
LIWC-22 ANALYSIS****ПСИХОЛІНГВІСТИЧНИЙ АРХЕТИП «ГОРГОНА»:  
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LIWC is the dominant rationale in the language analysis world, helping to understand the relationship between verbal behavior and psychology by the relatively simple method that is 'word counting' [1, p. 24]. Still, the essential 'words as attention' model is too simple and was never designed (or intended) to accommodate the full complexity and functionality of verbal behavior [1, p. 26]. Therefore, the combination of narrative analysis and LIWC to verify and compare the obtained results looks like a promising direction for research.

The paper aims to define the elements of the psycholinguistic archetype *the Gorgon* with the LIWC-22 software. I analyze speech patterns of three mass culture movie characters representing *the Gorgon* archetype: Red Queen and Lady Ascot (*Alice in Wonderland* directed by Tim Burton [2]) and Ayesha (*Guardians of the Galaxy Vol. 2* directed by James Gunn [3]). The definition and main characteristics of the archetype are taken from

*The 45 Master characters* by Schmidt [4]. The results are contrasted with the mean numbers and standard deviations of LIWC categories in movies gathered and presented by Boyd et al. [5]. Deviations from mean figures pertaining to the speech patterns of all characters demonstrate tendencies of psycholinguistic characteristics for a particular archetype.

This paper explores three segments of 899 words run by LIWC in 116 psycholinguistic categories. *The Gorgon* archetype encompasses antagonist and villainous female characters possessing the following psychological characteristics. *The Gorgon* is a woman of fury and rage who feels justified in her actions because she feels her fundamental rights have been violated. Her rage is swift, merciless, and sometimes aimed at the wrong person. Any thoughts on democracy, diplomacy and right and wrong are irrelevant. She will be avenged at all costs. She feels she is the master of her life and destiny. She does not care what anyone else thinks. She acts as a dictator, dispensing justice. She seems to have no emotional reactions and shows no remorse toward horrific events. She is aggressive, erratic, and irritable. She believes in fighting fire with fire. *The Gorgon* creates extremely emotional reactions out of proportion to the offense. She usually reacts from repressed trauma or years of abuse [4, p. 54-55]. For a detailed analysis of the speech peculiarities of *the Gorgon* archetype characters from *Alice in Wonderland*, see [6].

Table 1

**Psycholinguistic categories (LIWC-22) of *the Gorgon* speech**

	<b>Red Queen (Alice in Wonderland)</b>	<b>Lady Ascot (Alice in Wonderland)</b>	<b>Ayesha (Guardians Vol. 2)</b>	<b>Mean (movies) [5]</b>	<b>Std. Deviation [5]</b>
1	2	3	4	5	6
clout	88,96	93,73	99	77,73	11,46
authentic	20,25	42,21	14,15	58,51	14,51
tone	40,33	12,48	9,01	44,76	18,29
ppron	19,61	15,56	18,9	15,46	2,42
i	7,45	4,44	3,54	5,74	1,49
we	0,98	1,48	5,91	1,44	0,66
you	4,9	7,41	4,33	5,26	1,36
they	1,76	0,74	3,15	0,75	0,45

Table 1 (ending)

1	2	3	4	5	6
affiliation	2,35	2,96	7,09	2,53	0,81
tone_pos	4,12	2,96	1,18	3,41	0,97
tone_neg	2,75	3,7	2,36	1,81	0,58
emo_neg	0,59	1,48	0,39	0,58	0,23
emo_anger	0,2	0	0,39	0,10	0,08
social	20,78	18,52	22,05	16,89	2,35
socrefs	16,08	12,59	18,9	12,48	1,91
family	1,18	1,48	1,97	0,69	0,49
friend	0,2	0	0	0,17	0,16
feeling	0,59	0	0	0,38	0,22
assent	0,2	0	0	0,76	0,43

'Clout' refers to the relative social status, confidence, or leadership [7]. Numbers above standard in the researched material suggest that the characters possess high social standing and ruthlessly rule their court (Red Queen), household (Lady Ascot), or planet (Ayesha).

Lower numbers in 'authentic' suggest a more guarded, distanced form of discourse; people tend to self-regulate or filter what they say. Authenticity reflects the degree to which a person is self-monitoring [7]. In the researched material, 'authentic' is low, meaning that the characters always control what they say because of their high social position or the political game they are playing and due to general distrust towards people around.

A high number in 'tone' is associated with a more positive, upbeat style, while a low number reveals greater anxiety, sadness, or hostility. A number around 50 suggests either a lack of emotionality or different levels of ambivalence [8]. In the researched material, the numbers are lower than the mean figure, revealing the general hostility of *the Gorgon* characters. Being antagonists or villains, these characters have low numbers in 'tone\_positive' and high numbers in 'tone\_negative' and 'emo\_negative.' Their aggression is revealed in high numbers in 'emo\_anger.'

'Pronouns' signify the speakers' focus of attention [9]. The *Gorgon* archetype's focus is external as the characters concentrate their attention on their opponents. Personal pronouns demonstrate to whom the rage and aggression are directed. The purpose of the archetype in the plot is to be an

obstacle in the protagonist or hero's way. *The Gorgon* fights ardently, focusing solely on her enemy. For Red Queen, the number is high in 'she/he' and 'they' categories as she opposes Alice, White Queen, Mad Hatter, and his companions indirectly, giving orders to her army. The same is true for Ayesha as she opposes Guardians of the Galaxy through her army or the Ravagers. For her, the number is high in 'they' category. For Lady Ascot, the number is high in 'you' category as she opposes Alice directly in several dialogs.

For Ayesha, the number is also high in 'we' category, as she uses regal 'we' to demonstrate her high social status [9] and identification with the people of her planet. The number for Red Queen is also high in 'I' category, which correlates with her having a life-long psychological trauma and concentrating on her feelings and suffering.

Higher rates of 'affiliation', 'family', and 'social' words demonstrate *the Gorgon's* social connections due to high social standing and relation to the group in whose name they often fight.

The category 'friend' is within the norm or lower, demonstrating their lack of friends and having only subordinates to rule or enemies to fight.

The category 'feeling' is within mean figures or lower, revealing, in general, a low level of emotional reactions except for anger and irritation. Even romantic and matrimonial relationship is about power and status for them.

The 'assent' category is low in numbers, demonstrating a highly confrontational personality of *the Gorgon* archetype.

Further research aims to create a comprehensive classification of psycholinguistic archetypes frequenting English-language mass culture movies of the XXI century.

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