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THE ROLE OF ARCHETYPAL SYMBOLISM IN DEEP KNOWLEDGE OF THE PSYCHE

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An archetype (Greek: archetypos – a prototype, the oldest example) is a way of combining images, symbols, signs with the help of forms that are passed on from generation to generation. K. Jung defined archetypes as initial, inborn mental structures, primary schemes of fantasy images, which are contained in the collective unconscious and form motivational potential in advance; they are the basis of universal symbols, they appear in myths and beliefs, dreams, works of literature and art, etc. [2].

K. Jung also defined an archetype as an unconscious content that «changes, becomes aware and is perceived under the influence of the individual conscience on the surface of which it arises» [5, p. 65].

It is important to state the significance of archetypes for understanding the laws of functioning of the unconscious sphere of the psyche. Archetypes express the content of the collective unconscious, which has a supra-individual nature. The archetype in a concrete performance acquires an individual meaning, which is expressed with the help of images. Thanks to the property of the psyche to convey a complex psychological content through form, imagery, color, painting products allow studying the information contained in archetypes.

Scientist T. Yatsenko notes that archetypes are not only the ability of the psyche to convey meaning in images, but also the ability to follow the internal order of the psyche. The content of the unconscious is expressed with the help of archetypes that have a symbolic nature, it only needs to be deciphered in the process of dialogic interaction with the respondent and interpretation of its results [6]. For each individual in different periods of life, there is a personal interpretation of this or that archetypal symbol, which is connected with the uniqueness of experience and the dynamism of the psyche, which is capable of change and reconstruction.

In the materialized means of mental objectification, archetypal symbolism performs the function of generalization in the recoding of the inner content of the psyche. The latter is revealed in the process of establishing logical relationships in the behavioral material of the subject.

Archetypal symbolism, which is presented in the products of visualized creativity (toys, stones, psycho-drawings, reproductions of artistic canvases,

etc.), contributes to the disclosure of the individual contents of the unconscious. Archetypes cannot be presented by themselves in their own content, they are assistants in the objectification of information equivalents, which helps to reveal the semantic load of symbols.

The interpretation of archetypal symbolism allows decoding the systematic orderliness of the unconscious by establishing associative relationships between images or their elements. These relationships can be transmitted through the mechanisms of symbolization (hint, condensation, substitution, etc.) to an external analogy between the images of a complex of drawings: through the commonality of color, individual details or elements, etc.

Archetypal symbolism in the diagnostic-corrective process using the method of active socio-psychological cognition (ASPC) helps to outline the personal problems of the subject and allows to objectify deep meanings that are integrated with the values of society. Researcher T. Yatsenko notes that «archetypal symbolism helps to explain the most secret aspects of the psyche, which the subject's consciousness cannot reach. The practice of in-depth knowledge confirms that the archetype has an access to the psyche in general, regardless of its conscious and unconscious forms of existence, which the psychologist should take into account in the diagnostic and corrective process» [1, p. 105].

So, the archetypal symbolism helps to reveal the deep aspects of the subject's psyche, and the uniqueness of each person is determined by the individuality of the content of the behavioral material, including the originality of its visualization. That is why the unconscious can be learnt only contextually. At the same time, behind the instincts declared by consciousness there are hidden motives, in the knowledge of which archetypal symbolism helps.

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**THEORETICAL ANALYSIS OF THE PSYCHOLOGICAL
CONCEPT OF SELF-PRESERVATION BEHAVIOR AMONG
SPECIALISTS IN EXTREME TYPES OF ACTIVITIES**

**ТЕОРЕТИЧНИЙ АНАЛІЗ ПСИХОЛОГІЧНОГО ПОНЯТТЯ
САМОБЕРЕЖУВАЛЬНОЇ ПОВЕДІНКИ У ФАХІВЦІВ
ЕКСТРЕМАЛЬНИХ ВИДІВ ДІЯЛЬНОСТІ**

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На сьогоднішній день, коли індустріалізація сучасного суспільства, його соціально-економічний розвиток, з одного боку, надає нові можливості людям щодо використання інформаційно-телекомунікаційних технологій, з іншого боку, призводить до появи ряду негативних факторів, серед яких: зменшення рухової активності індивіда та підвищення стресогеності внаслідок збільшення темпу