**Carl Gustav Jung**

**“The Principal Archetypes”**

**SELF**

personal

(un/reachable),

includes shadow

Collective

(archetypes, like animus, anima, etc.)

* SELF: the totality of psycho-somatic presences and activities
* EGO (persona): “the subject of all personal acts of consciousness,” established through collision of the somatic against the environment; limited by its subordination to the self; its individuality results from the unique combination of the varied degrees of its ubiquitous parts
* THE SHADOW: dark, primitive, emotional aspects of the personality, same sex as the ego, projected on the Other to create isolating illusions; must be tamed through recognition for individuation to occur
* ANIMUS: Logos, Father, the masculine principle inside women; its projections manifest in opinionated, stubborn, dogmatic behavior🡪 “Wise Old Man”
* ANIMA: Eros, Mother, the feminine principle inside men; its projections manifest in moody, sentimental outbursts 🡪 “Chthonic Mother,” “Triple Goddess”