Chapter 4
Archetypes of Corporativity and Hierarchy in the Internet

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ABSTRACT
C.G. Jung defined the concept of a collective unconsciousness (CU). Fundamentally, Jungian archetypes of the unconscious may be understood as quantum electrodynamic (QED) patterns that exist at deep levels of human individual and collective psyche. Unlike the concepts of Sigmund Freud, comparative research demonstrates that Jungian dream therapy—which is based on archetypal dynamics—accords with the most recent research in the field of neurolinguistics. Archetypal dynamics of the collective unconsciousness have direct applicability to research on sentience in a quantum electrodynamic field according to quantum field theory (QFT). Increasingly in today’s science that which has been considered unconscious must be understood as “sentient.” Before Freud and Jung, science did not contemplate the unconscious because a “nullity” cannot be measured.

INTRODUCTION
Carl Jung provided a unique way to deal with archetypal dynamics. By doing so, he created an indispensable tool for significant research on nullity, but such subjects are difficult for people to understand. This paper addresses the many different connotations that exist relative to the use of the term “archetype.

The concept of “archetype” is used throughout the disciplines of modern humanities and social sciences, but it is rare for different authors to have a clear understanding of these archetypal “patterns of the unconscious. Indeed, it is rare for researchers to distinguish archetypes which are entirely unconscious from “archetypal representations” that are more-or-less conscious projections of archetypal patterns.

Understanding this dynamic relationship between archetypes of the unconscious and “archetypal representations” is of critical importance to scientific research during the paradigm shift into a mediated age. The dynamic is critical because during an age of illusion, access to “contextual meaning”—as scales of sentience—is the key to evolution. Archetypes are like the software program patterns that are projected as the pixel patterns that appear as images. Currently, understanding of Jung’s concept includes
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a wide variety of nuances, and these also vary depending upon the context (contextuality) of usage in different fields. Naturally, this causes a significant variation in the definition of the term and leads to confusion—especially as it relates to the subtle nuances involved in correlating QED with the concept of “sentience”. In this regard, it is appropriate to undertake an analysis of the use of the term “archetype” in the titles of research projects supported by the Russian Science Citation Index.

BACKGROUND

The units of analysis used in this research were selected publications that appear in the website search engine of the scientific electronic library http://elibrary.ru/. This resource has been selected because it supports the system of the Russian Science Citation Index. In addition, access to the resource is free.

The following parameters were set to search for the word “archetype” in the title during the 2015-16 years of publication. Because the term “archetype” is a marker for content. Indication of the term in the title underlines its importance for the text and suggests the relevance of the concept in the publication. Of course, a more thorough of content would entail the use of the term throughout the text, but the elibrary.ru system is not always open access. Often, the full texts of the publications are available only for a fee, and in many cases only the output data are available. In this context, and in view of the already mentioned limited resources, it was decided to focus on the title search, thus leveling the search procedure and equalizing all publications to a certain extent.

With these constraints, the analysis of publications that appeared in the elibrary.ru search engine was undertaken. On the 31 of January in 2017 in response to a request by the word “archetype” in the title of the publication over the years 2015-16, 320 positions were displayed. Further study revealed 5 redundancies. For some reason the 5 publications were included - for example, the article “The archetype of fish in Russian culture” (Oshchepkova). Thus, 315 unique pieces were found.

The subjects of these publications are diverse and extensive. In order to achieve a rough systematization, the whole array was divided into conditional sections. Publications themes were categorized on the basis of key concepts involved in the titles. Again because of the already indicated unavailability of full texts for evaluating a significant part of the material, additional analysis of the output data release was conducted only in the case of thematic ambiguity (as for example: Tikhonov). Finally, the following statistics were obtained:

Sections are arranged in descending order of the number of publications. Publications defined in the “literature and folklore” section are united as they focus on the study of texts. They are specifically separated from the “art studies” section to show their dominance. Publications in the section of the “art studies” incorporated all kinds of art from ancient sculpture to cinema. Architecture is listed as a different category because of its more practical orientation and its function that relates to the organization of physical human space.

THE CONCEPT OF THE ARCHETYPE IN RUSSIAN-LANGUAGE PUBLICATIONS DURING THE YEARS 2015-2016

As can be seen from the table, the term “archetype” is used almost exclusively in the humanities (in the broadest meaning). The only publication in biology can be regarded as negligible deviation. With
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