

Q1.2 Archetype

Archetype comes from a Greek word that means “an original,” in the sense of an original mold, stamp, or template from which copies are made. *Archetype* is pronounced like *architect*—with a *hi* sound in the middle, not a *ch* sound.

In literature, an *archetype* is a type of character who appears in stories throughout the ages. The wise wizard (e.g., Gandalf from *Lord of the Rings*, Dumbledore from *Harry Potter*) and the hero who can wield a special weapon (e.g., King Arthur and the sword Excalibur, Luke Skywalker and the Jedi sword from *Star Wars*) are examples of *archetypes* that are often found in literature. Once you start looking for *archetypes*, you'll find them everywhere.

Carl Jung popularized the *archetype* as a concept in psychology to represent ideas present in the collective unconscious.

I'm a man, Fleischman. We are born with an image of woman imprinted on our psyches. We spend our whole lives searching for the embodiment of that female archetype. And there she sits! In the flesh! You tell me what man could resist the fantasy of having her as his wife?

—Adam Arkin playing Adam
in the TV show *Northern Exposure*