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## The impact of Carl Jung on modern psychology

The founder of analytical psychology, Carl Gustav Jung, was much more than a Swiss psychiatrist who immersed himself in reading. This man was someone who dared to look at the human mind as a vast territory full of symbols. While analyzing dreams and comparing myths from cultures that had never crossed paths, he arrived at a surprising idea: we all share a common background of images and patterns. He called it the collective unconscious, and that was where he placed the famous archetypes, those figures that influence us even when we are not aware of it.

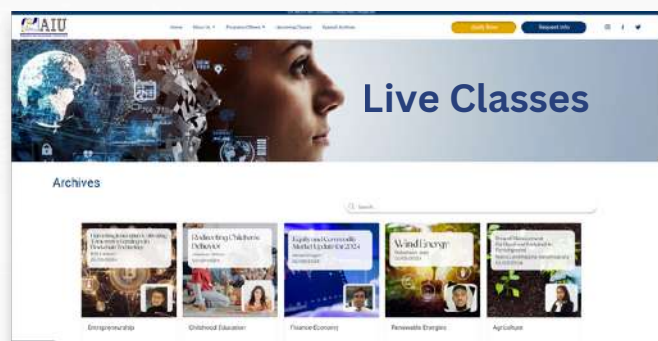
In this article, we will revisit several of what were his most important ideas, the archetypes, the shadow, the anima and animus, and the process of individuation, to show why, despite the passage of time, Jung's thinking continues to resonate, not only in psychology but also in art, spirituality, and in the way each person tries to understand themselves.

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When one approaches the work of Carl Gustav Jung (1875–1961), the first thing that surprises is the breadth with which he understood the mind. While many of his colleagues remained focused on individual biography and personal conflicts required by the psychology of that time, Jung began to notice something that did not entirely fit that scheme.

There were symbols that repeated consistently across different people, places, and eras, images that seemed to have no explanation, only in each person's stories. This led him to propose that we share a common background, a collective reserve of meanings that we do not invent on our own.

From there, his concept of the collective unconscious was born, which ended up becoming one of the most striking points of his thought. Soon you will learn about that very idea and others that accompany it, the archetypes in the process of individuation, along with some current examples showing that Jung's intuitions, which did not remain in books, still echo in everyday life.

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### The advance presented by the collective unconscious and archetypes

Jung believed that beneath everything we experience personally, there is a common base that we share without realizing it. It is not something we remember or learn; it simply exists. At that level, the archetypes appear, which are not exact drawings or fixed figures, but deep tendencies that color the way we see the world and react to it.

When talking about these archetypes, Jung mentioned several ideas that anyone can recognize in their own life. The shadow, for example, gathers those traits we prefer to ignore. The persona, which is the social version we show to fit in or protect ourselves. The anima and animus represent internal energies we usually associate with the feminine and the masculine. And the self functions as a kind of integrating center, which produces the balance of the psyche.

These figures appear everywhere in stories, dreams, movies, rituals, and even in small everyday obsessions and function as a silent language that we share. Recognizing them is not only interesting, it helps to understand why certain symbols touch us so deeply, even if we cannot explain why.

### How the mind works: typologies and psychological processes

Jung not only dedicated himself to talking about symbols and dreams, he also tried to understand why each person has such a particular way of navigating life. He noticed that for some people, it is natural to look inward before acting, while others need to be in contact with what is happening outside to feel in harmony. From this arose his idea of introversion and extraversion, which he explained and referred to more as tendencies than rigid labels.

He also added four different ways of processing our experiences, thinking things through, feeling them, perceiving the concrete, or being guided by intuitions. Depending on how each person connects with them, different personality styles appear. Over time, this way of understanding personality differences inspired tools that are now quite common, such as the MBTI (the psychometric personality test), which is used in classes, workplaces, and even therapy to help people clarify how they function internally.

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### Building identity



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For Jung, personal growth was about going beyond simply adjusting to what the social environment expects from us. For him, becoming oneself involves making space for everything that resides within us, the luminous, the uncomfortable, and the unknown. He called this gradual process of integration individuation.

In practice, this path includes several essential internal movements that you can apply:

1. Recognize what we have left in the shadow and learn to relate to it.
2. Integrate the internal forces represented by the anima or animus.
3. Loosen identification with the persona, our "social mask"
4. Move closer to the Self, building a more coherent and meaningful life.

Jung believed that this search becomes especially intense in adulthood and when questions about our meaning, including purpose and authenticity, arise more strongly.

## The impact of Carl Jung on modern psychology

### The impact of Jung on global brands

Although several of Jung's ideas have sparked debate within academic psychology, especially due to their symbolic nature and difficulty in measuring, it is undeniable that their impact outside the strictly scientific field is a cultural influence that has endured over the years. Currently, these concepts remain present in:

1. Psychotherapeutic techniques
2. Comparative mythology studies
3. Film scripts and narrative development
4. Spiritual movements and practices
5. Branding and marketing

Within the last field, Jungian archetypes have become an extremely popular tool to give personality and meaning to a brand, which works perfectly because they appeal to universal patterns that people recognize almost unconsciously.

Here are two documented real cases of companies that explicitly used ideas from Jung's work and are well-known brands.

### **Nike: through the archetype of the "Hero"**

It is common for Nike to appear as the classic example when talking about brands that directly apply Jung's archetype theory. It is no coincidence that many marketing studies, including those by Margaret Mark and Carol S. Pearson, authors of *The Hero and The Outlaw*, point to Nike as an almost "textbook" case.

The brand built its identity around the Hero archetype, which revolves around values such as:

1. Overcoming oneself even when it seems difficult,
2. Maintaining discipline,
3. Striving beyond comfort,
4. Acting with courage,
5. Seeking self-improvement.

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Its famous “Just Do It” campaign is practically a declaration of that spirit, regardless of fear, doubt, or laziness, all elements Jung would have called part of the shadow, the hero moves forward anyway, and transforms in the process.

The strategy has been so powerful that Nike became one of the most recognized and emotionally charged brands on the planet. It is a good example of how archetypes not only work in theory but also connect with something deep that we share as a human collective.

### **Apple: consolidates by applying the archetype of the “Creator”**

The well-known Apple brand is another example that appears repeatedly when discussing archetypes applied to branding. And it makes sense, the entire construction of its brand revolves around the “Creator,” an archetype that fits perfectly with the identity Apple has cultivated for decades and for which it is recognized everywhere.

The values accompanying this archetype are reflected in the brand through ideas such as:

1. Constant innovation
2. Thinking outside the established
3. Caring for aesthetics and design
4. Encouraging creativity
5. Empowering the user to create

With campaigns like *Think Different*, they have not only sold computers or phones, but they also propose the idea that anyone can be a creator. It does not matter if you are a nonconformist or someone who imagines something unusual; this is completely valid, and this is how Apple presents itself as a tool or excuse to shape that creative part of the Self.

Thanks to this strategy, the brand ceased to be seen only as a tech company. It became a cultural symbol, a place where those who feel affinity for creativity and innovation are recognized.

Like Nike, Apple shows that Jung’s ideas did not remain theoretical; they have very concrete effects on how brands communicate and connect emotionally with people.

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### Obstacles Jung faced because of his ideas

Jung's ideas, as expected, were not well received by everyone. Some psychologists say that the collective unconscious is too difficult to prove with conventional scientific methods, making it more a metaphor than a testable theory. Others are uncomfortable with the way he mixed symbols, myths, spirituality, a cocktail that, for some, goes beyond the "serious" realm of academic psychology.

Despite this, even among those who do not fully agree with his ideas, there tends to be tacit recognition because he dared to explore and open doors that no one else was able to. His way of working with symbols and stories has helped him better understand creativity, the stories we tell ourselves to make sense of life, and, in general, how we build our identity. It may be more or less liked, but its influence is still noticeable in many unexpected places.

### Practical uses for students and professionals

Jung's work often resonates with people in moments of search, change, or simply curiosity about their inner world. His ideas function as a toolbox that anyone can use in their own way. Some of the most useful practices for students or professionals include:

1. Exploring dreams, not to interpret them rigidly, but to see which images repeat and what they might be saying about oneself.
2. Working with the shadow, that is, recognizing what we prefer to avoid and beginning to integrate it gradually.
3. Developing the "inferior function," according to Jungian typology, to balance blind spots that usually hold us back.
4. Looking at archetypes as guides, useful for understanding experiences we live without realizing.

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5. Relying on creativity, drawing, writing, and meditating as a way to connect with one's own symbols, not borrowed ones.

At heart, Jung did not offer closed answers, but an inner map still used today by therapists, filmmakers, coaches, educators, and professionals from many fields seeking to better understand how the human psyche works.

**Explore the unknown and practice everything that adds value to your life**



Jung's incredible work often leaves a strange impression; you may feel it speaks of very ancient topics, but can surprisingly be applied today. Beyond technical concepts, his greatest contribution may have been reminding us that within each of us there is a symbolic world that we did not invent, but that we somehow inhabit.

When one dares to look at the shadow, play a little with archetypes, or ask who they really are, clues begin to appear that rarely come from pure logic. Sometimes it is uncomfortable, sometimes liberating, but almost always generates a sense of authenticity worth exploring.

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If all this resonates with you, and you would like to delve into topics like this, studying psychology, analytical psychology, philosophy, personal development, or even comparative mythology can be a good starting point. At AIU we offer [personalized and flexible programs](#), where you will find ways to connect these ideas with daily life, work, and projects that matter to you. It is not just about “knowing more,” but finding tools that allow you to know yourself better, explore, and engage in experiences you never thought possible, both personally and academically or professionally.



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### Recommended reading

For students interested in learning more about this topic, we recommend the following articles:

1. [Diversity and inclusion in corporates and companies](#)
2. [Leadership and Organizational Skills, How to improve these skills for productivity and success](#)
3. [What eyes can tell us about our minds by Bojana R](#)
4. [Mythos and Logos in the Thought of Carl Jung : The Theory of the Collective Unconscious in Scientific Perspective](#)
5. [Jung and Eastern Thought](#)
6. [Sociological Theory and Jungian Psychology.](#)
7. [Freud, Jung, Luke Skywalker, and the Psychology of Myth: Crash Course World Mythology #40 \(video\)](#)
8. [The Lasting Impact of Carl Jung on Modern Thought](#)
9. [Jungian Psychology: Unraveling the Unconscious Mind](#)
10. [Carl Jung's Theory of Personality](#)

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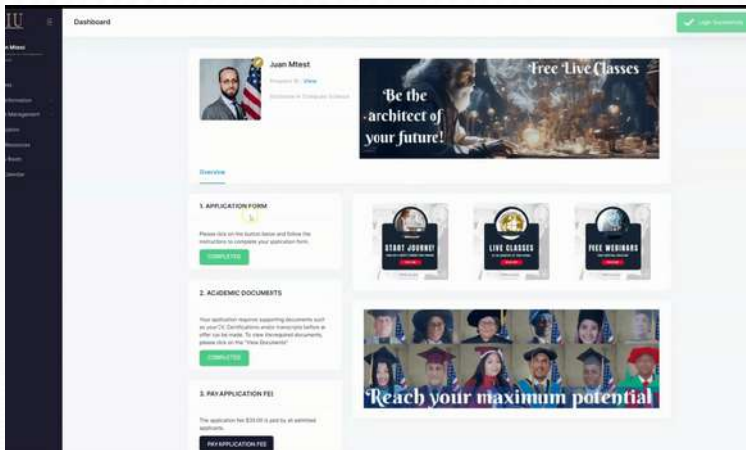
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