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CULTUROGRAPHY OF THE
RUSSIAN-UKRAINIAN WAR

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Representation of the Mythological Pattern
in the Image of the President of Ukraine V. Zelenskyy
over the Period of 2019–2024

Abstract

The article examines how archetypes are manifested in the image of V. Zelenskyy. A general description of the archetypes of persona, shadow, sage, child, trickster in the works of C. Jung is given. The relationship between the features of gods and titans in ancient Greek myths and the symbolic image of President of Ukraine V. Zelenskyy is revealed. The identification of the primary symbolic, cultural and mythological images in V. Zelenskyy's activities was based on the use of critical-analytical, phenomenological, post-structuralist, analytical-psychological and psychoanalytic methods. The study has shown that V. Zelenskyy's behaviour in 2019–2022 was dominated by the persona archetype. It has been demonstrated that after the first year of the full-scale Russian-Ukrainian war, the Ukrainian president's activities were dominated by the trickster archetype.

This scientific and educational study is the first attempt to comprehensively analyse V. Zelenskyy's behaviour through the prism of archetypes in the period 2019–2024. The novelty of the study is to establish an associative link between mythological gods and the symbolic image of V. Zelenskyy.

Keywords: archetypes, myth, mythologizing, mythology, cultural practices, cultural problems, cultural dimension, socio-cultural space.

Relevance. The scientific community has a skeptical-neutral attitude towards the productivity of studying socio-cultural processes through the prism of myths or archetypes. This results from the positivist imperative, which considers archetypal and mythological knowledge rudimentary. This study rethinks the potential of myth in analyzing socio-cultural processes, underscoring the significance of the proposed research.

The beginning of the full-scale Russian-Ukrainian war led to the introduction of martial law, increasing the powers and responsibilities of the head of state, V. Zelenskyy. This highlights the importance of studying his symbolic image and activities through the prism of universal mythological and cultural forms. Identifying primary prototypes in V. Zelenskyy's activities helps illuminate the teleological and socio-cultural dimension of the current Ukrainian President's behavior. In academic scholarship, few approaches offer a multidimensional study of the President's personality. Therefore, studying the peculiarities of President V. Zelenskyy's image helps comprehend the dynamics of Ukraine's development and understand the mythologically unified public sentiment regarding his activities. The relevance of the study lies in establishing the relationship between V. Zelenskyy's symbolic pattern and universal mythological images.

In the humanities and social sciences, the manifestation of archetypes in the behavior of Ukrainian political actors, in particular V. Zelenskyy, remains insufficiently studied. This highlights the significance of the chosen research topic, helping to fill the existing gaps in the literature. In this context, the interpretation of previous Ukrainian Presidents' images remains relevant and valid. However, this study focuses on the current head of state, considering the lack of research on his image in cultural studies and the extraordinary context of his leadership.

Literature review. In academic literature, archetypes and mythological imagery have been thoroughly explored by various researchers during the period of 2019–2024. The article "Archetypes of Modern Branding" (Kotsiura and Danilova 2021) supplements, expands, and reinterprets Jung's theory of archetypes. The authors identify archetypes in the operations and branding of modern companies. In "Some Archetypes and Symbols in the Structure of Epic Stories: Before Stating the Problem of the Sociology of Art" (Koren 2022), Ye. Koren reveals the symbolic and primary structure of artworks centered on epic themes. The study "Archetypes in the Context of the Concept of the Internet Meme" (Ovcharenko 2024) explores how primary prototypes manifest in popular social media memes.

In "Sigmund Freud and Carl Jung on Myths and Archetypes of the Collective Unconscious: Unnoticed Similarity" (Menzhulin 2021), researcher V. Menzhulin explores shared features in the symbolic and cultural imagery of Freud and Jung's theories. In "Analysis of Archetypes in Sustainable Development Research: Meaning, Motivation, and Evidence-Based Policy Making" (Oberlack et al. 2019), the authors examine how archetypes manifest and are represented in political contexts. The paper "Socio-Political Myth: Myths Making and Myth Creativity in the Prism of Modern Communicate Practices" (Kuzmenko 2021) analyzes the creation and dissemination of contemporary myths through social networks. The article "Political Myth and Its Peculiarities in Ukrainian Politics" (Omelchak 2019) focuses on how archetypes and myths are represented in the Ukrainian political actors' activities.

The above-mentioned studies demonstrate the versatility of archetype research and its applicability across disciplines—particularly cultural studies, philosophy, art history, political science, and management. This study underscores the effectiveness of analytical psychology in interpreting socio-cultural phenomena. Previous studies have shown that the archetype is the central structural element of myth. This contributes to the interpretation of socio-cultural phenomena through universal collective cultural representations. Our study complements and expands archetypal theory by demonstrating the manifestation of cultural prototypes in V. Zelenskyy's activities and discourse.

The study aims to identify the peculiarities of mythological and archetypal elements in the symbolic image of V. Zelenskyy from 2019 to 2024. To achieve this aim, we set the following *objectives:* to explore the theoretical foundations of archetypes in Jungian analytical psychology; to trace the manifestations of archetypes in V. Zelenskyy's symbolic image through socio-cultural processes; and to demonstrate associative correlations between mythological figures and the symbolic image of V. Zelenskyy.

Scientific novelty. This study applies archetype theory and analytical psychology to characterize the mythological image of V. Zelenskyy during the period 2019–2024. It offers a systematic and multifaceted interpretation of V. Zelenskyy's actions as the President of Ukraine through the lens of the following archetypes: persona, shadow, child, wise man, and trickster.

Results. We begin by presenting a theoretical overview of the concept of the "archetype" and Jung's classification of archetype types. In "Archetypes and the Collective Unconscious" (Jung 1976b) and "Aion: Essays on the Symbolism of the Self" (Jung 1976a), the Swiss psychologist notes that the archetypal concept appears in the writings of Philo of Alexandria, Dionysius the Areopagite, and Augustine. The archetype can be seen as a prototype and a synonym for Plato's concept of "ideas". Archetypes represent the content of the unconscious within a specific community. This enables the contextual revelation of prototypes or universal ideas of the collective unconscious. Archetypes are most commonly found in mythology and fairy tales. These narratives contribute to the continuity and inheritance of archetypal understanding within different traditions of the same community (Jung 1976b).

According to C. Jung, archetypes are fragments of the psyche that are extra-individual in nature (Jung 1976b). They are universal, hereditary symbolic codes that exist independently of individual human consciousness. These primary prototypes manifest in areas such as religion, mythology, politics, and culture (Roesler 2021). The meaning and interpretation of archetypes are shaped by various real-world socio-cultural processes. Primary prototypes are universally expressed in socio-cultural forms, and reality determines how the archetype is contextually understood (Roesler 2021).

The Swiss representative of analytical psychology notes that archetypes cannot be fully or exhaustively comprehended by individuals. This is because their internal content is constantly reshaped by human perception (Jung 1976b). Another epistemological barrier to fully understanding an archetype is its vast spatial scope. Each archetype encompasses temporal breadth and is influenced by a comprehensive array of socio-cultural factors (Abramovitch and Kirmayer 2003). Thus, an individual can only perceive fragments of an archetype's embodiment within empirical reality. Detailed insights into the characteristics and manifestations of the child, wise man, and trickster archetypes are presented in the Table 1.

C. Jung, the founder of analytical psychology, emphasized that any empirical context, process, or activity must be understood through the interaction of multiple archetypes (Jung 1976b). This is due to the interconnected and multilayered meanings associated with various archetypes. Thus, the understanding of archetypes — and their manifestations — is inherently multiple and inexhaustible when analyzing diverse phenomena. Consequently, a multidimensional and multifaceted analytical approach is essential to grasp the manifestation of archetypes in any studied phenomenon or image.

In the process of studying the manifestation of archetypes in the socio-cultural dimension, it is important to understand the experience and perspective from which the interpretation is carried out, as this helps to identify the phenomenological limitations of the analysis. Despite the widespread opposition between the concepts of S. Freud's psychoanalysis and C. Jung's analytical psychology, there are certain common structural and formal aspects in the theoretical work of both researchers (Menzhulin 2021). One of them is the significant attention paid by researchers to the associative way of understanding the unconscious. In this context, we note that analytical psychology focuses on universal collective forms that manifest at the associative level. In turn, psychoanalysis uses associations to reveal individual unconscious experiences (Menzhulin 2021).

We propose focusing on the manifestations of archetypes in V. Zelenskyy's behavior. In this context, we emphasize that the archetype of the persona and the shadow interact with each other, whereby the inclusion of certain behavioral aspects of V. Zelenskyy in one of them represents the dialectical interdependence of two seemingly distinct symbolic and cultural images. The archetype of the persona in V. Zelenskyy's activities is embodied in the perception of Ukrainian citizens who claim that the current President is trying to: improve the material and economic well-being of the Ukrainian people; hear and solve the problems of every Ukrainian; end the war with Russia; and overcome corruption and the influence of oligarchs

Table 1. **General characteristics of archetypes in the theory of C. Jung**

Archetype	Theoretical description	Image and features
Persona	A persona represents the socially accepted roles a person assumes. It mediates interaction between the individual psyche and the social world. People wear various "masks" depending on social context.	Represents behavior aligned with collective norms and values. Features: professionalism, responsibility, supportiveness, kindness, politeness.
Shadow	The unconscious part of the psyche containing repressed thoughts, instincts, or urges. The shadow is suppressed by consciousness and recognized through projection. It is a construct composed of both individual and collective psychological material.	Manifests in behaviors that provoke societal criticism or condemnation. Features: cunning, malice, deceit, self-interest, hypocrisy
Wise man	Embodied in figures who reveal hidden meanings and profound insight. Complements other archetypes and often serves as a guide.	Appears as a mentor, leader, elder, or president. Features: wisdom, insight, intelligence, mystery, vision.
Child	Characterized by miraculous birth and early hardship. Helpless and vulnerable to threats. Possesses divine or exceptional qualities.	Symbolized by the figure of a god or hero. Features: naiveté, insecurity, future orientation, emotional sensitivity, reliance on others, ability to overcome extreme challenges.
Trickster	Embodies playfulness, mischief, and carnival-like consciousness. Perceives reality through humor and festivity. Individual antics can result in unintended societal disruptions.	Manifests in mocking, trick-playing, or ironic behavior. Features: humor, short-sightedness, emotionality, cruelty, playfulness, irreverence.

Source: developed by the author.

on the development of the state.[1] In his 2019 election program, the current President of Ukraine repeatedly emphasized the above socio-political challenges and expressed confidence that his team would be able to overcome them in the short term.[2]

At the beginning of his presidency, the level of trust in V. Zelenskyy was 80%, indicating a positive attitude of Ukrainians towards him (Hrushetskyi 2024b). This reflects the prevalence of the persona archetype in Ukrainian society's perception of V. Zelenskyy. In this context, we draw attention to the fact that the symbolic and cultural image of the current President includes the following unconventional elements: excessive emotionality, discursive tactlessness, aggression, and illogical rhetoric. These components were manifested in the following situations: V. Zelenskyy receiving a subpoena (ATR TV channel 2019); a speech at the opening of a new building of Okhmatdyt;[3] and a discussion on the temporarily occupied territories and Privatbank at the telethon on October 10, 2019.[4] The aforementioned cases empirically represent the dualistic nature of Ukrainians' perception of the current President's behavior and rhetoric.

From a contemporary perspective, this behavior is considered unacceptable in terms of public morality (Stanislavenko 2021). Within this interpretive frame, the shadow archetype is manifested. In contrast, a retrospective view of V. Zelenskyy's behavior upon receiving the summons reflects the manifestation of the persona archetype through the prism of public perception. This is because a significant number of Ukrainians perceived the current President's reaction to the receiving the subpoena as positive.[5] In this situation, V. Zelenskyy demonstrated temperament and the ability to defend his rights, which Ukrainians extrapolated to his political activities in the fight against corruption and oligarchs.[6]

In V. Zelenskyy's activities, the symbolic and cultural image of the child is manifested. This is evident in the lack of independence in the activities of the Ukrainian President. Throughout his political career, the current Ukrainian president has been consistently influenced by those close to him. For example, during the presidential election campaign, this advisory role was performed by Ukrainian political strategist D. Razumkov.[7] After winning the

presidential election, the Head of the Presidential Office, A. Bohdan, became V. Zelenskyy's regular companion and advisor.[8] His dismissal in 2020 led to the appointment of A. Yermak to this position (President of Ukraine 2020).

All of the above-mentioned individuals exerted behind-the-scenes influence on V. Zelenskyy's activities at different times and indirectly participated in the formation of public policy.[9] These individuals helped maintain public support for V. Zelenskyy and projected his professionalism and positive personal qualities, concealing his shortcomings in the public sphere. Given the constant influence and assistance provided to V. Zelenskyy during his presidency, we can speak of his lack of independence in making and initiating socio-political decisions (Burkovskyi 2023). This indicates the manifestation of the child archetype in the current Ukrainian President's activities.

In 2019, V. Zelenskyy's rise to power was seen by Ukrainian society as the beginning of a new stage of qualitative improvement in the functioning of the Ukrainian state.[10] The behavior of the current President included features of frankness, sincerity, empathy, and naivety, which are associatively embodied in the archetypes of the persona and the child.[11] These traits of the Ukrainian President were associated in public sentiment with the advent of something better. Therefore, at the beginning of V. Zelenskyy's term, there was a positive perception of the infantilization of reality, as it was associated with novelty and the unknown, which could potentially lead to positive development.[12] The President of Ukraine's jokes and irony in communicating with citizens boosted public morale and distracted from real problems and threats (Demchuk 2020). In this context, we can refer to a kind of re-naturalization of reality, aimed at meeting the metamodern social demand for the functioning of politics (Demchuk 2020).

An important case illustrating the unconscious nature of V. Zelenskyy's actions is the President of Ukraine's discourse on the impossibility of a full-scale Russian-Ukrainian war.[13] A few days before the full-scale war began, V. Zelenskyy, in interviews and public speeches, conveyed messages of strength and sufficient manpower in the Ukrainian army to

[1] https://program.ze2019.com/

[2] Ibid.

[3] https://www.youtube.com/watch?v=eg9APgsBgEk

[4] http://radiosvoboda.org/a/zustrich-zelenskoho-z-zhurnalistamy-zhyvyy-bloh/30207947/lbl0lbi184262.html

[5] https://www.facebook.com/watch/?v=456655914866569

[6] Ibid.

[7] https://suspilne.media/170086-buv-pravou-rukou-a-teper-ne-clen-komandi-so-zrobiv-golova-radi-razumkov-i-comu-jogo-zvilnili/

[8] https://www.bbc.com/ukrainian/features-49154923

[9] https://www.argumentua.com/stati/chomu-radniki-ne-mozhut-keruvati-krainoyu

[10] https://ratinggroup.ua/research/ukraine/politik_i_sobytie_2019_goda.html

[11] https://www.president.gov.ua/videos/inavguracijna-promova-prezidenta-ukrayini-volodimira-zelensk-1573

[12] Ibid.

[13] https://www.bbc.com/ukrainian/news-60359522

confront Russia, urging Ukrainians not to panic and prepare for barbecues (President of Ukraine: Official website 2022). To demonstrate Ukrainian independence and security, V. Zelenskyy publicly announced a new national holiday of unity on February 16, 2022 (President of Ukraine 2022).

Zelenskyy's behavioral model contributed to most Ukrainians' unpreparedness for a full-scale Russian-Ukrainian war (Bobrova et al. 2022). In his video address to the nation, the Ukrainian President promoted the ideas of peace, stability, and security.[14] This led to significant socio-political challenges during the first months of the full-scale invasion: economic instability, intensification of Russian propaganda, activities of collaborators, and social security (Dembitskyi et al. 2022). The above reflections support the conclusion that there was no lasting understanding of the consequences of V. Zelenskyy's behavior or activities, which is actualized in the archetype of the child.

Despite the earlier manifestation of the child archetype before February 24, 2022, it is worth noting that at the beginning of the full-scale Russian-Ukrainian war, this archetype in the symbolic image of V. Zelenskyy was supplemented by cultural images of the persona and the wise man. This is due to the fact that in the first days of the full-scale war, the President of Ukraine did not abandon the Ukrainian state and its citizens, demonstrating his courage, education, and bravery.[15] He demonstrated awareness of the scale of the problem and an understanding of ways to localize it. The President of Ukraine's rhetoric shows calmness and confidence in the actions of the army, the government, and the people.[16] Over the next few months, the most important speeches by V. Zelenskyy in the international arena included the following, which served as a means of conveying the main ideas, principles, and views of the Ukrainian state in the fight against the Russian aggressor: an address to the British Parliament;[17] a speech to the European Council; a speech at a meeting of the UN Security Council;[18] and an address to the US Congress.[19] Detailed information on the President of Ukraine's speeches and the archetypes manifested in them is

available in additional materials (see Table 2). The current President's speeches helped to spread pro-Ukrainian views on European platforms and to achieve significant results in terms of international support for Ukraine.[20] The above activities and behavior of V. Zelenskyy contributed to his recognition in the domestic and foreign arenas, forming the idea that victory and restoration of Ukraine's territorial integrity in the war with Russia are achievable (Hrushetskyi 2024a).

In 2023–2024, a significant part of Ukrainians began to realize the limits of V. Zelenskyy's influence on the current socio-political situation in the country (Sociological Group "Rating", Center for Analysis and Sociological Research of the International Republican Institute 2024). This is due to the current President's lack of experience in effectively countering internal and external national threats.[21] Therefore, his activities and behavior, initially perceived as a manifestation of the persona archetype, came to be understood in terms of the characteristics of shadow symbolism.

The multiplicity of the archetypal manifestations in V. Zelenskyy's political image is evident in the case of V. Zaluzhnyi's dismissal. From the president's point of view, these actions were motivated by the lack of significant success in the Armed Forces' counteroffensive and the need to reboot military management.[22] In this context, the current President sought to embody the persona archetype as a responsible and caring manager. However, in the public perception, this decision received a significant resonance, criticism, and resistance, as Ukrainians had great confidence in Zaluzhnyi (Hrushetskyi 2023). Therefore, from the standpoint of public reaction, we can speak of the manifestation of the shadow archetype in V. Zelenskyy's activities.

The hidden manifestations of the shadow and trickster archetypes in the political image of the current president of Ukraine can be traced in various plans and formulas, including the "Formula for Peace" (President Zelenskyy's Formula for Peace 2024) and the 'Victory Plan'.[23] At the formal level, V. Zelenskyy notes that these documents are aimed at optimizing the state's domestic or foreign policy in the full-scale confrontation with Russia. They should contribute to the following aspects: ensuring the territorial integrity and sovereignty of Ukraine; economic recovery, preservation and development of the socio-cultural dimension; and protection of

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[14] https://www.president.gov.ua/videos/bez-paniki-z-viroyu-v-ukrayinu-ta-mir-prezident-volodimir-ze-1981

[15] https://tsn.ua/ato/zelenskiy-poyasniv-chomu-ne-poyihav-z-ukrayini-pislya-povnomasshtabnogo-vtorgnennya-rosiyi-2037454.html

[16] https://www.president.gov.ua/news/zvernennya-prezidenta-do-ukrayinciv-naprikinci-pershogo-dnya-73149

[17] https://www.president.gov.ua/news/zvernennya-prezidenta-ukrayini-volodimira-zelenskogo-do-parl-73441

[18] https://www.president.gov.ua/news/vistup-prezidenta-ukrayini-na-zasidanni-radi-bezpeki-oon-74121

[19] https://www.youtube.com/watch?v=cotAMnnTjoc

[20] https://www.eurointegration.com.ua/articles/2023/05/29/7162586/

[21] https://www.transparency.org/en/cpi/2024/index/ukr

[22] https://www.radiosvoboda.org/a/news-zelenskyy-zaluzhnyy-zvilnennya-prychyny/32831928.html

[23] https://www.president.gov.ua/news/plan-peremogi-skladayetsya-z-pyati-punktiv-i-troh-tayemnih-d-93857

the Ukrainian state at all levels.[24] In view of this, we can trace the manifestation of the persona and the wise man archetypes in the political image of the current guarantor, as he cares about the state and the welfare of its citizens. However, upon analyzing and assessing the reality of the implementation of these documents, it can be argued that the formal manifestation of the persona archetype serves as a cover for the representation of the symbolic image of the trickster (see Table 1). This is because these formulas and plans contain an idealistic or infantile description of the end of the war. The declarative and generalized nature of these documents allows us to trace the manifestation of the trickster archetype in the image of V. Zelenskyy.

The current president's speeches on Independence Day[25] and New Year's Day[26] in 2022–2023 are important contexts that represent the variability or fluidity of V. Zelenskyy's symbolic prototypes. This is because the discourse and visual image of the current guarantor aim to idealize the modus operandi of the future, taking into account the expectations or demands of the Ukrainian people. The following ideas are postulated in the speeches: restoration of territorial integrity; heroism of Ukrainians; effective government performance; victory in the war with Russia; reconstruction and development of the Ukrainian state.

The manifestation of the multiplicity of the archetypes can be seen in the current president's desire to launch a successful offensive on the Kursk direction.[27] Initially, these military actions were productive and gave society confidence in the correctness of this decision of the Ukrainian guarantor. Therefore, when reconstructing this case retrospectively, we can argue that the archetype of the wise man is present in V. Zelenskyy's activities. However, a few weeks after the start of the operation, Russian troops managed to stop the advance of the Ukrainian armed forces and seize the initiative in the fighting (Ramani 2024). This resulted in significant military and human losses for the Ukrainian army. Given these consequences of the offensive on Kursk, it can be seen that the form of the wise man archetype in the current President's activities disguise the trickster prototype. This is because the activities of the Ukrainian authorities did not achieve the desired result and contributed to the weakening of the defense line in eastern Ukraine

(WELT 2024). This situation demonstrates the difficulties that arose following the actions of the Supreme Commander-in-Chief and the actualization of the trickster archetype.

V. Zelenskyy's symbolic pattern contains various features or characteristics that are inherent to or characteristic of mythological heroes. In this context, we will focus on the representation of only some of the classical myths and characteristics of the gods that comprehensively and multifacetedly reflect the image of V. Zelenskyy. This is due to the impossibility of a complete and exhaustive representation of symbolic and cultural elements in the activities of the current Ukrainian guarantor given their associative and inexhaustible nature. The expediency of presenting the associative relationship between V. Zelenskyy's behavior and Orthodox mythological stories is due to the universal nature of the archetypes in his image. In view of this, his activities do not transmit and reflect simulative short-term pseudo-myths, but rather certain long-term universal cultural forms of the collective unconscious.

V. Zelenskyy's symbolic pattern contains various traits or characteristics that are inherent to or characteristic of mythological heroes. At the beginning of V. Zelenskyy's presidency on April 21, 2019, his activities were personified in the image of the ancient Greek god of fun, laughter, and winemaking, Dionysus. Dionysus, son of Zeus and Demeter and is considered a symbol of carefreeness, celebration, and rest. The reflection of the latter characteristics in V. Zelenskyy's activities is associated with the current guarantor's stage persona and his playful, role-playing attitude toward his activities as president. Examples of laughter in the behavior of the newly elected guarantor were in the following contexts: joking with journalists when answering their questions;[28] smiling at ritual and ceremonial rites of receiving presidential powers and public events; and joking and laughing at forums or briefings with his assistant A. Bohdan.[29]

Since the beginning of the full-scale Russian-Ukrainian war, the mythological pattern of V. Zelenskyy's image has included features inherent in the young shepherd David, who became a symbol of the struggle of the Jews against the Philistines.[30] The essence of this myth has a dual or dualistic nature. On the one hand, David, not being a professional warrior, managed to defeat Goliath,

[24] Ibid.

[25] https://www.president.gov.ua/news/privitannya-prezidenta-volodimira-zelenskogo-z-nagodi-dnya-n-85145

[26] https://www.president.gov.ua/news/novorichne-privitannya-prezidenta-ukrayini-volodimira-zelens-80197

[27] https://babel.ua/news/110828-zelenskiy-pro-kursku-operaciyu-vona-dala-ukrajini-ti-rezultati-na-yaki-mi-i-rozrahovuvali

[28] https://fakty.com.ua/ua/ukraine/20210506-vony-tut-vony-vsyudy-zelenskyj-pozhartuvav-nad-rosijskym-perekladom-na-pres-konferentsiyi/

[29] https://zaxid.net/bogdan_rozpoviv_pro_shho_shepoche_zelenskomu_na_vuho_n1489172

[30] https://www.biblestoryteller.co.uk/david_and_goliath.asp

Table 2. **Features of the manifestation of archetypes in the symbolic image of V. Zelenskyy**

№	Case or process	The archetype and its features	Characteristics of archetype representation
1	Speeches and addresses after being elected as president	Shadow (deception) Persona (confidence, frankness, simplicity) Child (idealization of the future)	In his inaugural speech and election program, V. Zelenskyy promised to overcome systemic socio-political problems, but failed to fully regulate the processes, which indicates that his discourse was partially misleading.
2	Interviews and briefings with journalists in 2019	Trickster (positive thinking, sense of humor)	Speaking to journalists, the current guarantor supported Ukrainians' belief in a positive future by promising to fight corruption and nepotism. The President of Ukraine constructed a charismatic image of himself and defused tension during interviews by joking with journalists.
3	The beginning of a full-scale invasion	Shadow (hypocrisy) Trickster (solving complex problems) Persona (courage, confidence, freedom, resilience)	Despite warnings from international partners about Russia's preparations for a full-scale invasion, Zelenskyy convinced Ukrainians otherwise, without providing important information to partners. The sacred nature of the trickster archetype in the image of V. Zelenskyy contributed to the resistance to Russian aggression and stabilization of the situation, which seemed critical and crisis. The decision to stay in the country after the start of the full-scale invasion demonstrates Zelenskyy's sincere desire to support Ukrainians and overcome the Russian threat.
4	Mentoring assistants	Trickster (short-sightedness) Shadow (deception)	The influence of representatives of the presidential office on V. Zelenskyy's perception of reality limits his ability to comprehend various processes in a multifaceted way. This results in misleading the current guarantor, which negatively affects the objectivity of his discourse in public communication with journalists.
5	The Guarantor's speech in honor of the opening of the Okhmatdyt Children's Hospital building	Trickster (emotionality, sense of humor, parading) Child (unconsciousness of actions)	Zelenskyy's rhetoric was emotional and aggressive. It contained no rational or logical components. Some observers or analysts believe that the president's discourse was intended to ridicule other political figures by parodying them.
6	A speech to reassure the population on the eve of war	Trickster (short-sightedness, positive thinking) Shadow (deception) Wise man (mystery, mysticism)	A week before the full-scale invasion began, V. Zelenskyy's discourse showed confidence in the absence of a Russian offensive, meaning that he was projecting a positive future. However, after a full-scale attack by Russia, we can talk about the non-reflexivity of the current guarantor's positive vision.
7	Offensive on the Kursk direction	Child (unconsciousness of actions) Wise man (mysteriousness, wit)	The outbreak of hostilities near Kursk was an unexpected or incomprehensible event for Ukrainians and international partners, which is evidence of its mysterious nature. The Kursk operation was a partial failure, putting a significant number of troops and equipment at risk. This suggests an incomplete understanding of the consequences. The use of Russian prisoners to return Ukrainian soldiers and activists from captivity, which demonstrated the savvy of the Ukrainian guarantor.

Table 2. Continued

№	Case or process	The archetype and its features	Characteristics of archetype representation
8	Dismissal V. Zaluzhnyi	Shadow (hypocrisy, self-interest) Persona (care, competence)	V. Zelenskyy and his aides kept claiming that there was no tension between the president and V. Zaluzhnyi. Nevertheless, a few days after these statements, Zaluzhnyi was dismissed from the post of Commander-in-Chief of the Armed Forces of Ukraine. During Zaluzhnyi's tenure, the current guarantor demonstrated the effectiveness of his policy and used the achievements of the Armed Forces.
9	A formula for peace, a plan for victory	Persona (concern, desire to solve problems) Wise man (non-triviality of thinking) Child (positive orientation towards the future)	Both documents provide a positive and idealistic vision of the development and functioning of the Ukrainian state after the victory over Russia. They demonstrate V. Zelenskyy's desire to stabilize and resolve the situation in Ukraine. However, their general nature and lack of coordination with other international actors complicates their implementation.
10	Speeches on Independence Day and New Year's Eve	Shadow (deception) Persona (fighter against evil, confidence, positive thinking)	In his addresses, V. Zelenskyy promoted the idea of a progressive future for Ukraine. However, his theoretical vision of the state's development has not been realized due to the full-scale war, which indicates an asymmetry between the desired and the real.
11	Appeal to the US Congress, the WB Parliament, and the UN Security Council	Persona (courageous, bold, confident, sincere) Wise man (intelligent, creative)	At the beginning of the full-scale war, V. Zelenskyy's speeches contributed to the representation and dissemination of information about terrorism and genocide in Ukraine. The President broadcasted the main problems and achievements of the Ukrainian state, which had a positive impact on interaction with international partners and helped in the information and hybrid confrontation.

Source: developed by the author.

who was the favorite in this duel, through bravery and cunning. On the other hand, it became a catalyst for the beginning of the successful struggle by the Israeli people against the Philistines.[31] Extrapolating this myth to the image of V. Zelenskyy, we can trace a significant number of similarities with David, including courage, bravery, ingenuity, and boldness in the fight against a stronger enemy. Also, given the successful resistance of the Ukrainian people against the Russian aggressor, V. Zelenskyy's image has become a symbol of selflessness, steadfastness, and freedom-lovingness in the perception of international actors and Ukrainians.

Continuing the characterization of mythological features in the image of V. Zelenskyy, we note that at the beginning of the full-scale of the Russian-Ukrainian war, Prometheus' characteristics correlate with the activities of the current Ukrainian guarantor. Prometheus is the son of the goddess of justice, Themis, and the titan Iapetus.[32] In ancient mythology

Prometheus sacrificed himself by stealing fire from Zeus, who chained the titan to a rock. In the activities of the Ukrainian president, the associative the image of Prometheus is associated with his stay in Kyiv at the beginning of the of the full-scale invasion and his visits to the front lines of the Armed Forces of Ukraine to support their spirit. In these contexts, there is a manifestation of courage, self-sacrifice, and love for Ukrainians on the part of the current guarantor.

Symbolically, the characteristics inherent in Dionysus' behavior Zelenskyy's behavior are expressed indirectly and latently. This similar characteristic of the mythological pattern of the Ukrainian president is due to the following factors: economic stagnation of the Ukrainian state (Hladynets and Kuzmenko 2024); high level of corruption and nepotism in the state authorities; and a low level of transparency in the functioning of government institutions.[33] This demonstrates the relationship between the traits inherent in Dionysus

[31] Ibid.
[32] https://kijuniors.wordpress.com/wp-content/uploads/2021/02/prometheus-story.pdf
[33] https://ti-ukraine.org/research/indeks-spryjnyattya-koruptsiyi-2024/

and the trickster archetype in V. Zelenskyy's symbolic and cultural pattern.

Despite V. Zelenskyy's positive perception in the domestic arena, in the first months of the full-scale russian-Ukrainian war, his symbolic image was gradually transformed in accordance with the public perceptions of the Ukrainian people. As of May 2022, V. Zelenskyy's level of legitimacy was 90% (Hrushetskyi 2025). In contrast, in December 2024, the level of trust in the current guarantor had dropped to 52%. In view of this, the level of trust in the current president demonstrates that the above analysis of his divine (apolitical) and earthly (Dionysian) status remains relevant.

Despite the current internal or external challenges in Ukraine, it should be remembered that any archetype is dialectical and always contains non-linear, contradictory, and mutually exclusive features (Jung 1976b). Therefore, personified in different archetypes and mythological images, the current guarantor, once he has recognized the current problems and miscalculations, can radically change the situation in the course of a full-scale war (Jung 1976b). If V. Zelenskyy realizes the sacred part of any primary prototypes, he will be able to acquire the features necessary to solve seemingly complex and impossible tasks. As a result, he will be able to constitute his own heroism and uniqueness in the perception of Ukrainian society and the international community.

Conclusions. In summary, this study has found that the archetype is an element of the collective unconscious, the content of which cannot be fully revealed or traced in an empirical cut. It is revealed that at different stages of V. Zelenskyy's presidency, the following archetypes prevailed in his symbolic image: persona, shadow, child (2019–2021); persona, wise man (2022); persona, shadow, trickster (2023–2024). It is established that in various socio-cultural processes there was a unique manifestation of the above archetypes in the activities of the Ukrainian president. This made it possible to trace the evolution of the trickster archetype from a carnival hero to a sacred figure capable of solving extremely complex problems and changing the course of events, in particular, in relation to the full-scale Russian-Ukrainian war. The article demonstrates the existence of two particularized or ambivalent sides of the child archetype in the socio-cultural image of V. Zelenskyy. On the one hand, President Zelenskyy's behavior can be characterized through the following features of the child archetype: weakness, naivety, and defenselessness. On the other hand, his image has a sacred power that is capable of solving seemingly superhuman tasks.

The article identifies the associative correlations of V. Zelenskyy's symbolic image with the features inherent in divine mythical creatures. It has been determined that at the beginning of V. Zelenskyy's cadence, his symbolic image encompasses the characteristics of laughter, joy, and celebration, which are inherent in the Greek god of wine, merriment, and viticulture, Dionysus. It has been identified that at the beginning of the full-scale Russian-Ukrainian war, the archetypal image of V. Zelenskyy contains the features of self-sacrifice, care, courage, and bravery that are characteristic of the Greek titan Prometheus. The manifestation of the Dionysian principle in the mythological pattern of V. Zelenskyy at the beginning of a full-scale war is established. It is determined that in the confrontation with Russia, the symbolic image of V. Zelenskyy acquires the characteristics of David. In contrast, it was illustrated that at the symbolic level, Russia appears as Goliath. It is found that the mythological pattern of the Ukrainian president has specific or mutually exclusive components that indicate its dualistic, destructive, and sacred nature.

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Репрезентація міфологічного патерну
в образі Президента України В. Зеленського в період 2019–2024 років

У статті досліджено особливості прояву архетипів у діяльності та поведінці В. Зеленського. Здійснено комплексну характеристику та концептуалізацію таких архетипів засновника аналітичної психології К. Юнга: Персона, Тінь, Мудрець, Дитина, Трикстер. Встановлено партикулярність внутрішньо-змістового розуміння первинних образів К. Юнга. Розкрито взаємозв'язок між рисами богів і титанів у міфах Давньої Греції з символічним образом Президента України В. Зеленського. Для виявлення первинних символічно-культурних і міфологічних образів у діяльності В. Зеленського застосовано такі методи та підходи: критично-аналітичний, феноменологічний, постструктураліст-ський, аналітично-психологічний, психоаналітичний.

У процесі дослідження з'ясовано, що в період 2019–2022 років у поведінці В. Зеленського превалював архетип Персони. Він проявлявся в таких рисах образу Президента України: щирість, турботливість, розуміння, відвертість, доброта. У період 2019–2022 років соціокультурний патерн В. Зеленського, окрім архетипу Персони, мав елементи таких архетипів: Тінь, Дитина, Трикстер.

Продемонстровано, що в перший рік повномасштабної російсько-української війни в культурно-символічному образі В. Зеленського домінує архетип Мудреця. З'ясовано, що у 2023–2024 роках у діяльності українського президента превалюють архетипи Тіні та Трикстера. Розкрито, що залежно від обраного соціокультурного контексту та способу його інтерпретації може відбуватися представлення, на перший погляд, несумісних рис первинних прообразів у культурно-символічному патерні В. Зеленського. Встановлено концептуально-методологічну неможливість лінійного, цілісного та вичерпного виявлення архетипів через різноманітність їх репрезентації у соціокультурному вимірі.

Уперше проведено комплексний аналіз поведінки В. Зеленського в період 2019–2024 років крізь призму архетипів. Новизною дослідження є фіксація асоціативного взаємозв'язку між рисами міфологічних богів і символічним образом В. Зеленського.

Ключові слова: архетип, міф, міфологізація, міфології, культурні практики, культурні проблеми, культурологічний вимір, соціокультурний простір.

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Сфера наукових зацікавлень: міфи, соціокультурний дискурс, архетипи, ідентичність, політика пам'яті, повномасштабна російсько-українська війна, кіномистецтво, культурна політика.

Main research fields: myths, socio-cultural discourse, archetypes, identity, politics of memory, full-scale Russian-Ukrainian war, filmmaking, cultural policy.