

SOME THOUGHTS, NOT ALL MINE, ABOUT ARCHETYPES AND HOW TO USE THEM

As a trial lawyer who believes in the power of the *Persuasion Through Magic* trial techniques that I regularly use in handling cases for, both, my own clients, and the clients of the lawyers with whom I consult, I am acutely aware of the power of Archetypes and role that Archetypes play in both the construction of the Theory of Defense and the telling of the client's story of innocence or reduced culpability. In constructing a Theory of Defense, the Persuasionist and Story Teller will be just as cognizant of the power of Archetypes and will seek to harness that power in order to create a story that resonates at a deep, almost primal, level within the minds of the hearers of the story.

Awareness of Archetypes probably can be traced back as far as the ancient Greeks. Plato called them "forms." Swiss psychologist, Carl Jung, developed the idea further. Jung theorized that in combination with our personal unconscious, something unique and individualized within each one of us, there existed a second psychic system of a collective, universal, and impersonal nature that is identical in all individuals. This collective of unconscious was inherited and not developed, said Jung, and was composed mostly of archetypes.

Within the framework of constructing a theory of defense, archetypes play a central role as the advocate seeks to deal with the emotional aspects of the case. Archetypes help develop the emotional themes in the case. They also help the storyteller determine how to tell the story from the perspective of each of the myriad characters in the case. Lastly, using archetypes allows the Persuasionist to look more deeply into the facts of the case to see if a

Universal Story can be extracted from the facts and to use that Universal Story to help tell the client's story to the jury.

Las Vegas attorney, Tami Cowden, has done considerable work in the area of Archetypes. Her efforts have focused on categorizing the eight (8) Hero Archetypes, the eight (8) Heroine Archetypes, and the sixteen (16) Villain Archetypes (eight male and eight female). Her work, which was done in conjunction with her co-authors, Caro LaFever and Sue Vidars, resulted in a book titled *The Complete Writer's Guide to Heroes and Heroines*.

For more about Ms. Cowden's work, see <http://www.tamicowden.com>.

Though written as a guide for would-be authors, the categories Ms. Cowden and her colleagues develop are no less useful for the consideration of the Story Teller in the courtroom. With Ms. Cowden's permission, I have revised and re-printed her master lists and the accompanying charts so that visitors to this site will be able to begin to look deeper into this fascinating, and vitally important, topic.

In the future, I will have at least two other installments on the topic of Archetypes with other, I hope, helpful information and full-color charts which can be used to assist the visitor in thinking about how to better tell his or her client's story to the jury. In the meantime, if the story you are wanting to tell has heroes, heroines and villains, you have come to the right place to begin thinking more emotionally about your story and how you will tell it.

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