

## **Abstract**

The aim of the diploma thesis Archetypal narrativisation and it's use in disinformations is to verify the connection between archetypal narrativization and misinformation, to describe which archetypal narratives are most often used by misinformation, to systematize them and then to describe which emotions are targeted by archetypal narrativization in misinformation. This study therefore explores the use of archetypal narrativization as a persuasion technique in disinformation campaigns. Drawing on the concept of archetypes from Jungian psychology and narrativization theory, this research examines how archetypal elements are strategically used to shape and disseminate misinformation. Through a comprehensive literature review and analysis of specific misinformation messages, the study examines the underlying motivations and effects of the use of archetypes in misinformation narratives. By exploiting deeply embedded psychological patterns and collective cultural symbolism, these campaigns seek to manipulate emotions, promote cognitive biases, and exploit social contradictions. The use of archetypes such as hero, villain, and victim allows purveyors of disinformation messages to create compelling narratives that resonate with target audiences and elicit specific responses.

The thesis proposing further interdisciplinary research and the development of effective countermeasures against the misuse of archetypal narratives in disinformation campaigns. Understanding psychological and narrative dynamics can help identify and refute false narratives while promoting a more informed and resilient society. The findings underscore the importance of media literacy, critical thinking, and fact-checking in countering the influence of archetypal misinformation.