

Personality Type and Art

Personality Type and Art:

Associative Psycho-Diagnostics

By

Olga Tangemann

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I would like to thank all the people who helped make this book possible, as well as my followers for their enthusiasm and inspiration. I extend special thanks to Gill Pavey of Wordhouse Writing Services for the excellent proofreading she has carried out and for the extensive revision of the text.

I dedicate this book to my husband Andreas and my children:
Ksenia and Dmitriy.

This book describes the general theory of socionics – the concept of personality types and the relationships between them. Particular attention is paid to the theory of associative socionics and a new method of psychodiagnostics. The associative model that harmoniously unites the opposing views of S. Freud and C. Jung on the nature of the human psyche is described in detail. Numerous illustrations are given for the development of the ability to distinguish in art the four types of psychic energy: Ego, Id, Superego and Superid. This work deepens the understanding of the personality and the motivation hidden from consciousness, and teaches a new perception of the art and creativity of people through the prism of type and colour theory, for students who are receiving training in the field of psychology and art. This book can also be used in the educational process for training staff in a wide range of humanitarian areas and specialties. This book will also be of interest to PhD students and researchers.

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FOREWORD

I am writing this book with the hope that you are interested in learning new information about yourself concerning personality types based on non-verbal preferences. The personality types discussed are called non-verbal conditionally and denote the tastes of people in art and music, which reach people's hearts and minds without words. A way to understand and evaluate art and music in relation to personality types based on the idea about the types of psychic energy has been developed. This energy is hardly recognized and verbalized because it represents a feeling and sensation. Why a person likes or dislikes certain pictures or music cannot always be sensibly explained. However, people who belong to the same type of personality often have similar tastes in art and music, which can explain belonging to a certain type of psychic energy (TPE). Our tastes and preferences are not accidental, but mostly natural and often predictable. For example, static types prefer static music and static pictures compared to dynamic types.

This book will tell you why people of different types like and dislike certain pictures and music in detail. You will learn where the differences and similarities in preferences come from, and will understand art and music in the light of a new psychoanalytic concept. Your world of perception with art will never be the same again.

How useful this book is, is something everyone will decide for themselves. I attempted to make reading fascinating and understandable, even for people who are completely new to socionics. This book will tell you about the relationship between colour, music and typological qualities of people in detail. Furthermore, the primary concern will be with preferences in art and only the general trends of music preferences will be highlighted since the skill of musical diagnostics requires listening to tracks.

The method presented in this book is standardized and formed the basis for associative tests, developed by the author of the associative socionics. In this book, the theory and methodology of associative socionics, based on the works of Aušra Augustinavičiūtė, Carl Jung and Sigmund Freud will be discussed in detail. This book is intended for a wide range of readers, professionals, amateurs and, in particular, those who are interested in differential psychology and the typology of personality.

CHAPTER 1

THE BASIS OF SOCIONICS

1.1 Introduction

Associative socionics is sometimes referred to as “colour-socionics”, although its analysis is not limited to preferences in colour but extends to music, cinema, painting, photography, drawings and crafts, architecture, design and much more. A wide range of interests and objects can be analysed from the point of psychic energy and information aspects. The type of personality corresponds in socionics with the type of “information metabolism”, the definition that the founder of socionics borrowed from the Polish psychologist Antoni Kępiński. Impressed with a figurative expression about information interaction between people, she began to consider this concept as a distinctive attribute of personality based on a human ability to perceive and process information in a certain way.

Kępiński understood the information metabolism to be an intellectual exchange of ideas and contrasted it with the exchange of energy, such as physical pressure. Aušra Augustinavičiūtė refused this categorical differentiation and preferred to consider the type of personality through the prism of information.

With the help of Model A, named after the first letter of the author’s name, we are able to more accurately describe the inner world, preferences, motives and behaviours of people. The book contains all the necessary information from the theory of socionics for people who are just beginning to learn this typology. However, the main task is to describe the theory and practice of a new method called associative psychodiagnostics (APD).

Socionics was founded by a Lithuanian pedagogue and economist, Aušra Augustinavičiūtė. She was born on April 4, 1928, in the city of Kaunas, Lithuania. From 1948 to 1953 she studied at the economical faculty of the Vilnius State University, later taught economics and worked in the Ministry of Finance of the Lithuanian SSR. Since 1968 she has conducted seminars on various topics, including at home. She lifted the veil in the poorly understood areas of the human psyche, which manifestations cannot

be explained simply in terms of physiological and chemical processes taking place inside the body.

The typology of socionics is a relatively young one. It was conceived in the 1970s at the crossroads of various disciplines, such as psychology, sociology and informatics. Socionics is concerned with the study of the human psyche, character attributes, professional interests, interaction with society and social roles. The cornerstone of socionics is the study of information metabolism between the people of different sociotypes. Information metabolism means the ways in which we perceive, process and disseminate information to the external world. The sources of socionics can be identified within the theories of famous psychoanalysts, such as Sigmund Freud, Carl Jung and also in the works of Antoni Kępiński, the psychiatrist who coined the term “information metabolism” [33, 34].

Kępiński, who studied psychopathologies, concluded that the processes taking place inside the human psyche are, in their substance, very similar to the biological processes and bear a sufficiently close resemblance to metabolism. An upset of metabolism, where substances come in pre-designated quantities, can lead to failures in normal bodily functions and result in various ailments. Kępiński suggested that there is a sui generis information cycle happening in the human psyche, where lack or abundance of certain information can upset the psychological functioning as a whole.

However, the task of devising a system capable of clearly labelling these informational phenomena of the human psyche, analogous to the one used for labelling molecular phenomena of the human body, seems to fall within the range of the impossible. Hence, the metabolism of the psyche has a qualifier, “information”, attached to it. Thus, the understanding of biological metabolism served as a starting point for explaining the processes of inorganic nature.

Augustinavičiūtė made another important step towards the explanation of how the psyche operates. Based on model “A”, she described the information metabolism of each of the 16 personality types [3]. Because it is common for people to exchange pieces of information with each other, it also became feasible to describe the nature of interactions between people of different types. The newly obtained knowledge of people’s typological abilities and their interactions found approval of those who were long searching for, but could never find, satisfactory answers to the worrying questions such as, “Why am I like this?” “Why can I not avoid quarrelling with my loved ones?” “What are the reasons for misunderstandings?”

Socionics, unlike any other currently existing personality typology, can provide the most complete and material answers to these questions concerning personal life. It is necessary for our own good and understanding

of our internal world to know their psychological nature, their abilities and talents, strengths and weaknesses.

Very often we hear the saying, “Be the change you want to be.” You are also likely to be familiar with another mantra of no less importance, “If you can’t change it, change your attitude”. Analogous to our solar system, every person is at the centre of their mini-universe. Whatever we think of ourselves and others, our dreams and routine plans express themselves in our interactions with the environment. Thoughts materialize in actions, while the latter carries certain, often largely unanticipated, consequences for us. The link between our ways of thinking and the occurring events is not always an apparent one. However, it is precisely this link we refer to in the course of our deliberations on the material nature of thoughts that tend to become a part of reality.

An opinion that bodily illnesses are a consequence of their spiritual counterparts and the distorted perception of reality is, in general, a particularly widespread one. It is not necessary to pay for an expensive specialist consultation to successfully cope with hardships in our personal life. On the contrary, it will suffice to familiarize ourselves with the fascinating knowledge of socionics to discover the astounding world of individual differences. An acquaintance with socionics became an awakening for many people, a boost towards a more informed and goal-oriented self-realization, towards the search for more agreeable activities, personal relationships and conditions of living.

Currently, information about socionics can be accessed both online through the myriad of socionics-devoted websites and forums, and in bookstores. There are plenty of socionics-oriented societies, schools and clubs both within and beyond Russia and Ukraine.

Pondering the benefits of socionics in the context of fostering personality development, cannot go far without defining “personality” in the first place. What is personality?

Personality is a relatively stable behavioural pattern of an individual, primarily built upon the foundations of being included in the social context. It is pivoted on one’s self-esteem, which is based on the other public views of the individual, and his views of the public.

Alexei Leontiev – an outstanding Russian psychologist who studied the problems of consciousness and pioneered activity theory, once said, “You are not born a person, you become one” [16].

It is impossible to obtain a clear conception of ourselves as an individual and have adequate self-esteem without being able to appreciate our own individuality, without paying much attention to the individual differences.

There are as many different opinions as there are people. Positive remarks can be inspiring, while negative ones cause people to doubt themselves, drive them into depression and, in the worst case, can bring about neurotic disorders. Teenagers are especially sensitive since they care a great deal about views held by their peers, which is why adolescence is considered to be the critical stage of personality development.

Ignorance of our own psychological attributes often leads to the formation of inadequate self-esteem, and the inability to adequately assess our successes and failures. Self-assertion and the drive to succeed in various types of activities are directly linked to self-esteem. People with inadequately low or high self-esteem often fear criticism, suffer from the unrealistic nature of their wishes, set unfeasible goals for themselves and make mistakes in their forecasts of the future. On the other hand, people with adequate self-esteem concentrate on solving problems that lie within their powers and strive towards feasible goals. They perceive their achievements – however big or small – as successes, which help them develop self-respect and confidence.


Here, a question arises: what are the tell-tale characteristics of a developed and accomplished personality? Personality's structure comprises character and temperament. The two determine an individual's typical reactions to various life situations. According to A. Batarshv, an accomplished personality is distinguished by a volitional character and qualities, such as independent conduct, perseverance, self-composure and initiative [7]. Personality's qualities are also evident in the person's attitude towards the external world: about their occupation (activity), other people, and themselves (commutability and altruism).


It can be said that the person's character suggests consciousness of their actions. Depending on changes in life circumstances, the influx of new information and modifications of the person's consciousness, their character can adjust for the better or the worse as opposed to their temperament, which is largely heritable and can hardly be altered. Character and temperament largely depend on the personality's psychophysiological attributes, their higher nervous activity. Socionists study people's psychological features, which are closely connected to the person's character and temperament, and are inscribed into the person's genome at prenatal stages. This is why it is important for every person to appreciate the potential nature endowed upon them so that a person makes the right choices in relation to a career path, spouse, business partner and social sphere.


According to socionics, every person is a vector of one of the 16 types of information metabolism. This means that in every human being, there is a certain dominant character trait and a certain psychological function. The


opposite traits are merged into dichotomies: introversion–extraversion, rationality–irrationality, logics–ethics and sensing–intuition. In identifying the dominant traits of the type of information metabolism (TIM) a survey is often used. We cannot be logical and ethical – sensing and intuitive – to the same extent, even though the human psyche features both functions.


Every trait has a special sign or symbol assigned to it. Rational functions comprise logics – ethics, functions of judgement and appraisal. Irrational functions comprise sensing – intuition, functions of perception. Functions can be extroverted when their influence is diverted outwards with a view to altering the external world. They also can be introverted, if their energy is directed inwards with a view to developing the person’s internal world. Extroverted functions are denoted with black symbols, while the introverted ones are denoted with white symbols. There are eight functions, four of which are extroverted, and four introverted. Below is the brief description and notation of functions borrowed from Ekaterina Filatova’s book, *Socionics in Portraits and Examples* [32].


Te  – Business logics or applied logics – business interest, efficiency, reasonableness, technology;


Ti  – Structural logics or theoretical logics – abstract structure, system, scientific theories;


Fe  – Ethics of emotions – open emotional interaction, immediate emotional reaction;

Fi  – Ethics of relationship – relationships between people, moral issues, consciousness and abiding by traditions;

Se  – Volitional sensing or sensory of power – the strive towards action, expansion, acquisition, ownership, tenacity;

Si  – Perception sensing or sensory of sensations – harmony of spatial forms, feeling of comfort and relaxation;

Ne  – Intuition of insight – the ability to appraise the internal contents, potential abilities of the subject;

Ni  – Intuition of doubt and time – premonition, forecast, ability to detect development dynamics, poetical imagination, mystical feeling.

The function's names in English are borrowed from the typology of MBTI, where abbreviations stand for Te – extroverted thinking, Ti – introverted thinking, Fe – extroverted feeling, Fi – introverted feeling, Se – extroverted sensing, Si – introverted sensing, Ne – extroverted intuition and Ni – introverted intuition.

Psychological functions are associated with different preferences and acquire additional values in Model A. According to Model A, ethics of emotions at the position of a programming function characterize the person as being superfluously emotional – being able to openly express their feelings, and trigger strong feelings in people. When occupying the position of a suggestive function, it characterizes the person who finds it hard to control their emotions and yields situationally inappropriate emotional responses.

Model A allows for a better understanding of many human behavioural patterns and, to a certain extent, makes them predictable. The person is able to consciously correct their own behavioural patterns and help other people to do the same.

Socionics can provide useful information on travel companions and how to choose a career path, or hire the right people to work as a team. For instance, people with a choleric temperament type struggle with performing mundane tasks requiring fluid and precise moves. This sort of job would more suit a person of a melancholic type, who can produce good quality results, working at a calm and habitual pace.

In conclusion, it is necessary to emphasize the indispensability and extreme importance of the process of self-discovery for every one of us. Knowing your type of information metabolism and developing your skills of identifying the personality types of other people can prove to be of invaluable assistance in resolving many problems and become a priceless guide on perfecting the self and those you hold dear.

1.2 Personality traits

Two basic approaches to the understanding of personality type are used in socionics: trait and model approaches.

Type diagnostics should always start with weighing up the strengths and weaknesses of personality traits. Tests are used in scientific experiments for the collection of statistics and for testing hypotheses in large-scale research.

They are based on the quantitative measurement of properties. The model approach refers not to a quantitative but to a qualitative method of interpretation. It works only in the hands of a practitioner and depends on their subjective perception. It should be noted that neither of the two approaches is perfect, and therefore socionists often use both. Each approach has its limitations, strong and weak points.

A trait approach links the socionics typology with the typology of Myers-Briggs. Both typologies are based on dichotomous traits, described by Carl Gustav Jung in 1921 in his work *Psychological Types*. Dichotomy is understood as a division and contrast between two entirely different properties. It means the opposition of personality traits, one of which excludes the other. However, in the psyche, the traits do not exclude each other entirely but only prevail.

The Myers-Briggs typological indicator (MBTI) was created in the 1940s by the American authors and followers of the ideas of Carl Jung, Katarina Cook Briggs and her daughter Isabella Briggs Myers. In recent decades, MBTI has become widespread in the US and Europe. Both post-Jungian typologies have a common theoretical basis, namely the use of identical dichotomous traits as criteria for understanding personality type: rationality–irrationality, extraversion–introversion, thinking (logics in socionics)–feeling (ethics in socionics), sensing (sensorics in socionics)–intuition. In the typology of Myers-Briggs, the trait rationality–irrationality is also referred to judgement–perception.

Let's have a deeper look into the meaning of each personality trait with the purpose of understanding which of them form the basis of your personality, or that of someone else whose type you would like to know. The result should be a set of four traits that point to one of the sixteen types. For example, rationality, introversion, ethics and sensorics together define an ethical-sensory introvert (ESI), known under the pseudonym "Dreiser".

1. Extroversion–introversion. This dichotomous trait indicates the strength of a person's psychic energy and its orientation (towards the external or internal world).

Extroverts are usually active and energetic people. Their attention and energy are directed to the active interaction with the outside world and their acting is under the inspiration of the external situation. This type is described as gregarious, sociable, talkative and people who take the initiative. They easily build relations with new people and love public attention. They feel comfortable speaking in front of an audience and get bored alone. Extroverts are characterized by a day-to-day need to talk about

experiences and interesting information. They usually have a loud, noticeable speech assisted by facial expressions and gestures.

Introverts are usually reserved people, mostly quiet, shy, self-restrained and self-analysing. Their attention and energy are directed into themselves, their thoughts, behaviour and insights. Their social energy is weaker and is reflected often in a quiet voice; they are sensitive to loud noises and other external disturbances. Introverts do not actively seek attention from the public and do not like to stand out from the crowd. They tend to dress in a conservative or less noticeable manner. Their communication preference is limited to a close circle of friends, and they may feel awkward in front of a large audience. Introverts do not feel a need to interact with others so often and appreciate time alone. They always find something to do on their own. Their movements, facial expressions and gestures are calmer and slower than extroverts'. They slowly roll their sleeves up for the work, and slowly switch from one task to another.

2. *Rationality–irrationality* is about decision-making and the way we prefer to take in information.

Irrational types take in information directly how they see it; they are better tuned in to the changes of their environment and prefer to go with the flow. They quite easily adapt to circumstances, act in spontaneous manner and arrange things at the last moment. They plan their day in the same manner as everybody else, but find it hard to stick to the plan. Or they may not feel up to planning at all, and would rather stay open for what may come next. People of this personality type have the ability to grasp sudden changes in the environment and timely adapt themselves to it, and even use it for their own benefit. Irrationals may take part in several activities at once and may not complete them. The work performance depends heavily on their mood and personal interest. If the emotional state corresponds to the task, they can do the job quickly and effectively.

Rational types do not take in the information bluntly and directly from the outside world but have a set of judgements on how to understand the world around them. They assess the new information in relation to the existing frame of mind, indirectly. This may slow down the process of immediate perception and adaptation, but at the same time it gives them stability and confidence to organize life in accordance with the chosen goals. The rational way of life is to understand, evaluate, make decisions, set goals and plan actions. People of this type do not welcome sudden changes, do not like to rush with decision-making and prefer to be prepared for the upcoming events in advance. The rational frame of mind as a set of beliefs on how to see the world does not change from one day to another.

The world may change like this but not the rational mind; that is why rational types may appear stiff in their judgement. It takes time to create a new understanding or belief on how the world operates. That is why they don't like to change their views and plans, and take on a new project only after they have finished the previous one. These types of people avoid engagement in several activities at once. Their workload is typically well organized in time and space. They love order and perform almost irrespectively of their mood.

3. *Statics–dynamics*. The term statics (from the Greek *statos* – standing, motionless) in socionics serves to indicate the state of rest, stability and balance. This term also means the perception of different kinds of objects in a state of non-mobility. It is easier for static types to perceive information about the object in the moment of stability rather than in a process of constant change. This implies a search for a certain perspective or a point of view from which perception occurs. Stopping the process of change helps static types identify the essence of what is happening to the object or situation. They prefer paintings with static objects and do not often use verbs in their speech that are commonly used to describe the process of change. In relation to colour range and music, static types strive for a balance, a lack of bright contrasts, stability of the rhythm and monotonous melody. The most common temperaments among the static types are phlegmatic and sanguine.

Dynamics (from the Greek *dynamis* – movement) means movement or potential ability to act. In socionics it means the property of the psyche to perceive objects and phenomena in motion, in a temporary and spatial change. The dynamic types tend to perceive objects not in the static state similar to a series of separate photographs, but as a motion picture. They use verbs more often in their speech. In relation to colours and music, they choose images with bright contrasts and the rhythms with sharp downturns and upsides. They are excited by the gradual increase of tension, which ends in a culmination.

4. *Logics–ethics*. This dichotomy shows what the person bases their judgements on and how they make decisions.

Logical types base their opinion on logics and cause–effect; they strive for maximum objectivity and look for consistent patterns in everything. Their natural desire is to systematize and organize the world around them: information, knowledge, objects. They explain themselves referring to facts, charts, tables and classification. Their mind has clear precedence over feelings. It is easier for them to learn technical subjects than humanities.

Their language is usually formal/scientific with the use of terminology. Logical types rarely express their feelings, avoid the demonstration of strong emotions in public and are generally cautious in dealing with people. Sometimes they do not understand what people may feel about them, so they prefer to be told about it or avoid this subject altogether. Logical types do not always know how to behave in a situation where they need to show compassion and emotional support. It is easier for them to express their feelings and emotions with close people who they know well. They poorly distinguish and may often misinterpret the tone of voice, facial expressions and gestures – everything that carries additional information about people's intentions and desires.

Ethical types are sensitive and emotional people, regardless of whether they express their emotions to the audience or cleverly hide them. They adequately assess the emotional states of others and have a good understanding of the motives of people. Ethical types are generally better at conflict resolution skills as well as finding an individual approach to each person. Human relationships and feelings seem to be more interesting and exciting for them than working with machinery, numbers, charts or computer programs. Ethical types would prefer to work with people who they naturally understand better (doctors, teachers, psychologists, care assistants, lawyers, translators, journalists etc.). In school or college they are usually better in humanities than technical sciences. In problem-solving they may however find it difficult to look at the situation objectively, to reason and making decisions impartially with reference to the facts. It can be hard for them to disregard their own feelings. Not always listening to the voice in their mind leads them to hasty actions and unexpected consequences.

5. Sensing–Intuition. This dichotomy is about the way information is perceived.

Sensing types are practical people standing firmly on the ground. You could say about them: a bird in the hand is worth two in the bush. They prefer not to think much about the future, focusing on the problems of the present and paying attention to detail. They are sometimes characterized by impulsive acts, with no regard to further developments and consequences. Sensing types like certainty and rely more on experience rather than on their intuition and predictions. They know their body better, pay more attention to physical needs, hygiene, nutrition and physical appearance. Sensing types take care of their own health and their loved ones with great care. They usually love cooking, know how to arrange their personal space and how to create a cosy home. Sensing types love manual work, shopping, gardening

and horticulture. They collect, adore and cherish material goods. It could be difficult for them to get rid of some objects they do not use anymore. Sensing types are interested in acquisitions, sales and increases of their material well-being. Their thoughts and conversations are usually associated with current events and daily routine. Their dreams have a specific and mundane nature. Some sensing types hardly ever dream.

Intuitive types are more cautious in their actions; they do not like to rush with decision-making. They prefer to measure thrice and cut only once. Intuitive types love abstract ideas, the world of fantasy and creative thinking, which is characterized by some elements of uncertainty, ingenuity and a high degree of generalization. There are many dreamers, visionaries and enthusiasts among intuitive types. They are attracted by everything that is new, unusual and extraordinary, depending on the area of their interest. Intuitive types consider the subject from different perspectives, suggest a number of solutions to the problem and know intuitively which one is the best. These people are usually curious and inventive. They may have many interests, but their interests are fickle. Some intuitive types spend a lot of time in doubts and daydreaming while the others find problem-solving easy and always find the way out from a tricky situation. They also have an ability to be in the right place at the right time. Their thoughts and conversations are usually associated with memories of the past or with aspirations for the future. They frequently leap and deviate from the discussion topic, coming back and forwards. Intuitive types pay naturally less attention to detail and everything that is to do with sensing experience (sound, colour, shape, taste etc.). It is more difficult for them to monitor their health, to create comfort or choose suitable clothing.

Dear reader, now you have a general idea of the type of preferences which will help you to understand your personality type. There are a number of different methods in socionics, including the physiognomic approach – the visual identification of personality type based on a facial resemblance. Socionics practitioners noticed recurring similarities in the appearance between people of the same type. The type of personality manifests itself in multiple forms and some facial features are common for people of the same type.

It would be wrong just to consider the behaviour patterns and not to pay attention to the similarity in appearance. However, the correctness of the conclusion should be checked through the comparison with the type description.

Socionists usually condemn visual diagnostics as unscientific and not an objective method of type identification, if only it is used on its own. However, in some situations, there is no other way to get some ideas about

personality type than to consider what the person looks like. In fact, by giving the pseudonyms for the personality types Aušra Augustinavičiūtė provided us with a very useful analogue. It gives us a better chance to identify the type correctly than by just reading a type profile.

That is why it is acceptable in socionics to ask a person to show photos and in some cases also the photos of the parents to better understand the link between type and physical appearance. In my approach, the photos are considered usually after the person passes the non-verbal diagnostics. This way the perception of how people may look like is widened and the skill of type recognition developed.

There are cases when the appearance seems not to fit the type in question. This gives the practitioner another chance to think through, to check all existing criteria and arguments for and against a suggested type. The experience of recognition and making assumptions is a natural part of the type identification process. Therefore in diagnostics, both subjective recognition and objective methods of tests are used together. On socionics websites you may find a common feature – photo galleries – of sixteen types and only a few socionists use appearance as the main and only criterion in type diagnostics.

Table 1.1: Personality traits and types

Personality traits	EIE	ESE	LIE	LSE	SLE	SEE	IEE	ILE	ILI	IEI	SEI	SLI	LSI	LII	ESI	EII
Rationality	+	+	+	+									+	+	+	+
Irrationality					+	+	+	+	+	+	+	+				
Extroversion	+	+	+	+	+	+	+	+								
Introversion									+	+	+	+	+	+	+	+
Statics					+	+	+	+					+	+	+	+
Dynamics	+	+	+	+					+	+	+	+				
Logics			+	+	+			+	+			+	+	+		
Ethics	+	+				+	+			+	+				+	+
Sensing		+		+	+	+					+	+	+		+	
Intuition	+		+				+	+	+	+				+		+

Note: sensory and intuition are denoted by the letters S and I, logic and ethics – L and E; The last letter indicates a trait of extraversion (E) and introversion (I). For example: EIE – ethical-intuitive extrovert; EII – ethical-intuitive introvert; SLE – sensory-logical extrovert; SLI – sensory-logical introvert, etc.

1.3 Type profiles

1.3.1 Sensory-logical extrovert (SLE) – Zhukov

SLE women: Liv Lisa Fries, Jennifer Lawrence, Rita Ora, Lizzy Caplan, Vera Sotnikova, Galibina Elena, Madonna, Rihanna, Katy Perry, Kate Winslet, Maryana Spivak, Ekaterina Savinova, Olesya Zhurakovskaya, Alexandra Yakovleva, Susan Boyle, Natasha Koroleva, Marina Balmasheva, Basma Khalifa.

SLE men: Ditch Davey, Petro Poroshenko, Alexander Vlahos, Michael Danilov, Ross Kemp, Georgy Zhukov, Jason Statham, Elton John, Sergey Mikhalek, Mikhail Van Gerven, Konstantin Ivlev, Mete Horozoglu.

SLE women are strong and confident in themselves, cheerful with a sense of humour, dress extravagantly and at times provocatively to emphasize the brightness and sexuality of their nature. Their style of dress and jewellery is more restrained in colour and quantity, less conspicuous, more logical in form, reminiscent of masculine ornaments and clothing styles – men's shirts, large steel rings and pendants. We can often see in their style of dress details of the military clothing as well as colours and symbols from the animal world, for example, the leopard.

SLE people do not have great taste in clothes and do not pay too much attention to the appearance, so individual details of clothes may not be harmonious and even seem ridiculous at times. The style of clothes emphasizes their powerful character, and the brightness of colours refers to their childish nature, which is hidden behind. They are not interested in the careful selection of small accessories for creating an exquisite image, which is more typical for types with strong Si function. The women of this personality type appreciate the beauty of their physical form and consider their body to be their main adornment regardless of its size. To joke and provoke the public, they are not averse to showing, on occasion, what they value most, their main adornment – the body. SLE men dress discreetly. At the same time, the stage image, if we talk about pop stars, may differ from everyday clothes and be deliberately bright, childish and provocative. Since the type SLE belongs to the children's energy Id, outfits can be unexpectedly bright, unusual and puppet-like to surprise and create an image appropriate to musical work.

An SLE is a born manager, cheerful, down-to-earth, practical, active, strong-willed and purposeful. SLEs do not hover in the clouds, but rely on their own mind and personal experience; they are a great strategist. Thanks to the programme function of the extroverted sensing they quickly assess the alignment of forces and acts. This type has a great ability of political

manoeuvring and always looks for the shortest path to the goal. SLEs trust their analytical thinking and take decisions based on facts and logic. You can rely on SLEs in critical situations, because they will do everything they can and help in organizing the most difficult cases.

People of this type like rude jokes, humour and do not always consider the feelings of other people. Restrained in the manifestation of emotions, SLEs have a poor understanding of relationships and are therefore distrustful. They prefer not to talk about their personal problems, and do not complain about anything. A polite and attentive attitude from relatives and colleagues is required, as their feelings can be easily hurt.

One of their weak points is intuition. SLEs are not prone to idle dreams, do not trust premonitions and encourage realistic views from others. In music, they prefer a cheerful, uncomplicated motive and a static, repetitive rhythm. Static in music means movement not forward, but in place. We can list these compositions as examples of SLE's favourite music: Vengerov and Fedoroff – *Vladimirskiy Central*; DDT – *Night Lyudmila*; Leningrad – *WWW*; Sasha Dith – *Russian Girls*; Pakito – *Moving On Stereo*; Lyapis Trubetskoy – *Princess*; Catharsis – *Warrior Of Light*; Nikita – *20:12*; Picnic – *Egyptian*; Vladimir Visotzky – *Song About A Friend*; Alexander Rosenbaum – *Waltz-Boston*; Boomer – *Tuk Tuk*; Blind Guardian – *Battlefield*; Teräsbetoni – *Taivas Lyö Tulta*.

1.3.2 Intuitive-ethical introvert (IEI) – Yesenin

IEI women: Galina Belyaeva, Anastasiya Vertinskaya, Chulpan Khamatova, Audrey Hepburn, Marilyn Monroe, Liza Minnelli, Kate Bush, Ekaterina Semanova, Sarah Miles, Irina Saltykova, Bobbie Gentry, Taylor Swift, Anastasia Stotskaya, Mylène Farmer, Geraldine Chaplin, Asie Nur, Ruth Wilson, Aliette Opheim, Amy Ryan, Brittany Murphy, Irina Tsyvina.

IEI men: Harel Skaat, Maxim Galkin, Kurt Cobain, Prince, Sergey Bezrukov, Alexander Yatsenko, Igor Rasteryaev, Valery Leontiev, Pavel Kashin, Mika, Sergei Yesenin, Leonid Bykov, Stromae.

IEI women are coquettish and provocative, dramatic and melancholic. They prefer expensive feminine, sexy outfits, if there is an opportunity to buy things from designers. But even dressing modestly, they are able to bring to their outfit an element of fantasy and romance, for example, by decorating it with a hat or scarf. Having good taste, IEI women do not always pay attention to clothing. The individual details of their attire or accessories may not fit into the overall image and look somewhat unusual.

IEI women do not show much interest in jewellery; they usually prefer discreet small jewellery that fits well with their outfits.

IEI men prefer expensive designer clothes and have a dapper appearance, but they can also dress very modestly and even slightly carelessly. Representatives of IEIs in show business can surprise with their fantasy outfits, bright and unusual, creating a certain stage image. Their outfits, hairstyles and manners can be shocking and somewhat feminine, include colourful ornaments, which emphasizes their subtle, dreamy, soul organization.

Representatives of personality type IEI are usually sluggish and melancholic, prone to doubt and foreboding, to unrealizable dreams and are often immersed in a world of memories of the past. The greatest value for an IEI is the world of their own imagination, emotion and reflection, which they willingly share with close people. IEIs are well-read, observant, love animals and have a caring nature. People of this type have good taste, like beautiful clothes and a rich lifestyle, but do not always know how to achieve it.

Artistic and witty, IEIs like to joke and create a warm, positive atmosphere among friends. People of this type tend to be very sentimental, collect small, beautiful objects of no use or particular value, keep old letters and other items that remind them of the past times and relationships. IEIs usually trust intuition, but they do not always choose to follow it. They like to voice their premonitions as a warning about the future. The disadvantages of an IEI include indecision and an inability to concentrate on achieving a goal. Often scattered and carefree, IEIs do not show enough activity in affairs and in the organization of life. They may keep money in the most inappropriate places with their shopping being done on the spur of the moment.

In cases where decisions and actions need to be made, IEIs can often decide not to intervene, but rather wait and see what happens next. Consequently, IEIs often overlook valuable opportunities. People of this type may like fun music and lyrics with humour as well as a little dramatic and melancholic, dreamy music. An example of IEIs' favourite songs would be this music list: Pavel Kashin – *Snowflake*; Grigory Leps – *Shore*; Flëur – *Repair*; Viktor Tsoi – *Cuckoo*; Yegor Letov – *Eternal Spring*; Tori Amos – *Winter*; Soundtrack Gladiator – *Now We Are Free*; Kate Bush – *Running Up That Hill*; Anadel – *Remember Me*; Nirvana – *The Man Who Sold The World*; Tove Lo – *Habits (Stay High)*; Mylène Farmer – *Libertine*; Grimes – *Genesis*; Escape the Fate – *Gorgeous Nightmare*; Liza Minnelli – *Cabaret*; She Wants Revenge – *Tear You Apart*; Prata Vetra – *Maybe*; Sigur Ros – *Svefn-g-englar*; GACKT – *Miserable*.

1.3.3 Intuitive-logical extrovert (ILE) – Don Quixote

ILE women: Aušra Augustinavičiūtė, Cate Blanchett, Zhanna Aguzarova, Tatiana Mukhina, Theresa May, Margaret Thatcher, Anna Politkovskaya, Valeria Novodvorkaya, Ann O'Sullivan, Louise Lloyd.

ILE men: Pyotr Mamonov, Boris Johnson, Alexey Shindin, Pierre Richard, Igor Weisband, Ozzy Osbourne, Yuri Shevchuk, Grigory Reinin, Dmitry Bykov, Louis de Funès, Mark Zuckerberg, Nikolai Levashov, Alexander Shirvindt, Roman Nikolsky, Dmitry Bulatov, David Rockefeller, Salman Rushdi, Leonid Agutin, John Lennon, Steve Jobs, Lev Landau, Albert Einstein, Egor Letov.

ILE women look after their appearance and try to look spectacular and expensive, complementing the outfit with an originally knotted scarf or an unusual hat. They often wear well-styled short hair. Their decorations are not necessarily expensive, but large enough to be noticed and successfully complement their outfit. ILE women in show business can sometimes afford the most unusual and imaginative outfits to emphasize their uniqueness.

ILE men are unpretentious in clothes, do not wear jewellery but can emphasize the uniqueness of their nature with an original hat or glasses. They prefer a free and somewhat youthful style of clothing that allows them to wear open-collared shirts and grow their hair.

Talented theorists, writers and lecturers, ILEs belong to the community of scientists, researchers and inventors. ILEs are always on the lookout for something new, unusual and unique. By studying a wide range of information and using it to explain a multitude of phenomena, they transform the collected knowledge into scientific theories using their programme function – intuition of insight. ILEs are able to see the hidden potential of phenomena and find the answer to any question.

Their shortcomings can be attributed as excessive self-confidence, the inability to evaluate the real state of things, and subjectivism and superficiality in judgement. Occasionally ILEs fight with windmills – ideas that are not consistent with their value system. ILEs are sociable and likeable, and can talk for hours about their interests. They interrupt the opponent in mid-sentence and widely use scientific terminology in speech.

ILEs find it hard to understand how others may feel towards them and do not particularly like moralizing. They enjoy the most public admiration and appreciate when other people take the load of routine tasks from their shoulders, and provide care and comfort on a day-to-day basis. Favourite music of ILEs is diverse, often cheerful, including classical music and metal, for example: Talking Heads – *Psycho Killer*; Disco Crash – *Song About Eggs*; Alisa – *Kibitka*; Agatha Christie – *Two Ships*; Bare Naked