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## INTERACTION OF MEMBERS OF POLITICAL PARTY DIVISIONS IN THE CONTEXT OF TRANSACTIONAL ANALYSIS AND ARCHETYPAL APPROACH

**Abstract.** In the process of considering the construction of the new generation of political parties in the context of transactional analysis, it is established that the latter defines stroking and recognition as basic and biologically determined human needs at the level of food needs, breathing or reproduction, the implementation of which can lead to the release of significant amounts of social energy.

It is shown that if the leaders of an existing (or initiators of the creation of a new) political party choose the method of collective work of members of party divisions in a dynamic network, defined by its algorithms, the system exchange of stroking will become an effective means of social self-control, which can guarantee the consolidation of a qualitatively different state of the political party as a social system that was created as a result of the radical structural transformation of the traditional party.

The research conducted gives grounds to assume the existence of a relationship between the manifested Ego-states in each specific situation of interaction and the archetypes of the unconscious activated by the same situations and, at the same time, the values actualized by these archetypes. Thus, the change in the situation

of interaction and its contexts can be considered a trigger for activating the archetypes of the unconscious psyche of participants and at the same time a trigger for switching their Ego-states and, accordingly, a trigger for mutual changes in roles, which allows us to consider the main motivations of members of a new generation of political parties (competitive motivation and recognition motivation) in their relationship.

It is established that overcoming the economy of stroking due to the continuous and algorithmically conditioned exchange of them at the system level by members of different levels of the new generation of political parties with a variable structure: a dynamic network will ensure that these members develop and maintain a stable motivation to participate in the work of party divisions, formed by the basic need to satisfy incentive and structural hunger.

A promising direction for further research has been identified: it should be the consideration of scenarios for the development of political parties in the framework of transactional analysis in the context of the impact on them of the law of 'oligarchization' by Robert Michels.

**Keywords:** transactional analysis, archetypal approach, the new generation of political parties, motivation, stroking, recognition.

## **ВЗАЄМОДІЯ ЧЛЕНІВ ПІДРОЗДІЛІВ ПОЛІТИЧНИХ ПАРТІЙ У КОНТЕКСТІ ТРАНСАКЦІЙНОГО АНАЛІЗУ І АРХЕТИПОВОГО ПІДХОДУ**

**Анотація.** У процесі розгляду побудови політичних партій нового покоління у контексті трансакційного аналізу встановлено, що останній визначає погоджування та визнання як базові та біологічно зумовлені потреби людини на рівні з потребами у їжі, диханні чи розмноженні, реалізація яких може спричинити виділення нею значних обсягів соціальної енергії.

Висвітлено, що у випадку обрання лідерами існуючої (або ініціаторами створення нової) політичної партії методики колективної роботи членів партійних підрозділів у динамічній мережі, визначений її алгоритмами, системний обмін погодженнями стане ефективним засобом соціального самоконтролю, який зможе гарантувати закріплення якісно іншого стану політичної партії як соціальної системи, що була створена внаслідок радикальної структурної трансформації традиційної партії.

Проведені дослідження дають підставу припустити наявність взаємозв'язку між виявленими его-станами у кожній конкретній ситуації взаємодії та активованими такими самими ситуаціями архетипами несвідомого і, разом з тим, актуалізованими цими архетипами цінностями. Таким чином, зміну ситуації взаємодії та її контекстів можна вважати тригером активації архетипів несвідомого психіки учасників і одночасно тригером переключення їхніх его-станів та, відповідно, тригером взаємної зміни ролей, що дає можливість розглядати визначені мотивації членів політичних партій нового покоління (конкурентну мотивацію та мотивацію визнанням) у їх взаємозв'язку.

Встановлено, що подолання економії погладжувань внаслідок забезпечення безперервного й алгоритмічно зумовленого обміну ними на системному рівні членами різнорівневих підрозділів політичних партій нового покоління зі змінною структурою — динамічною мережею забезпечить виникнення і підтримку у цих членів стійкої мотивації до участі у роботі партійних підрозділів, що сформована базовою потребою втамувати стимульний і структурний голод.

Визначено перспективний напрямок подальших досліджень — ним має стати розгляд сценаріїв розвитку політичних партій в рамках транзакційного аналізу у контексті впливу на них закону “олігархізації” Роберта Міхельса.

**Ключові слова:** транзакційний аналіз, архетиповий підхід, політичні партії нового покоління, мотивації, погладжування, визнання.

## **ВЗАИМОДЕЙСТВИЕ ЧЛЕНОВ ПОДРАЗДЕЛЕНИЙ ПОЛИТИЧЕСКИХ ПАРТИЙ В КОНТЕКСТЕ ТРАНСАКЦИОННОГО АНАЛИЗА И АРХЕТИПИЧЕСКОГО ПОДХОДА**

**Аннотация.** В процессе рассмотрения построения политических партий нового поколения в контексте транзакционного анализа установлено, что последний определяет согласованность и признание как базовые и биологически обусловленные потребности человека на уровне с потребностями в еде, дыхании или размножении, реализация которых может привести к выделению им значительных объемов социальной энергии.

Показано, что в случае выбора лидерами существующей (или инициаторами создания новой) политической партии методики коллективной работы членов партийных подразделений в динамической сети, заданный ее алгоритмами системный обмен согласованностями становится эффективным средством социального самоконтроля, который может гарантировать закрепления качественно иного состояния политической партии, как социальной системы, которая была создана в результате радикальной структурной трансформации традиционной партии.

Проведенные исследования дают основание предположить наличие взаимосвязи между проявленными эго-состояниями в каждой конкретной ситуации взаимодействия и активированными этими же ситуациями архетипами бессознательного и, вместе с тем, актуализированными этими архетипами ценностями. Таким образом, изменение ситуации взаимодействия и ее контекстов можно считать триггером активации архетипов бессознательного психики участников и одновременно триггером переключения их эго-состояний и, соответственно, триггером взаимного изменения ролей, что позволяет рассматривать основные мотивации членов политических партий нового поколения в их взаимосвязи.

Установлено, что преодоление экономии поглаживаний в результате обеспечения непрерывного и алгоритмически обусловленного обмена ими на системном уровне членами разноразноуровневых подразделений политических

партий нового поколения с переменной структурой — динамичной сетью обеспечит возникновение и поддержание у этих членов устойчивой мотивации участия в работе партийных подразделений, которая сформирована базовой потребностью утолить стимульный и структурный голод.

Определено перспективное направление дальнейших исследований — им должно стать рассмотрение сценариев развития политических партий в рамках транзакционного анализа в контексте влияния закона “олигархизации” Роберта Михельса.

**Ключевые слова:** транзакционный анализ, архетипический подход, политические партии нового поколения, мотивации, поглаживания, признание.

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**Problem statement.** There are more than 350 political parties registered in Ukraine, but none of them can be qualified as an effective and efficient political organization with capable geographically distributed divisions that can develop a comprehensive strategy of the state and its components, as well as form party positions at various levels on current issues and challenges that arise in real-time.

In this context, the task of identifying and using in the divisions of political parties a number of alternative intangible motivations, which would lead to the allocation of members of these divisions sufficient social energy to carry out long, systematic, effective and productive collective activities in the latter.

One of the promising approaches to solving the problem of forming a set of intangible motivations of members of party units is transactional analysis as one of the branches of group psychoanalysis. Its main advantage in comparison with group psychoanalysis itself is, in our opinion, simplicity and accessibility, and most importantly: significantly less subjectivity and variety of interpretations.

**Analysis of recent publications** on the issues and identification of previously unsettled parts of the general problem. For a long time, we have been studying the problems of non-material motivations of members of party divisions within the framework of an archetypal approach [1]. As a result of the research, their key motivation was identified, which in our opinion can be used in party units and which arises to realize the basic as biological need for reproduction in terms of ranking males to identify the strongest of them and allow it to reproduce to survive the population when the environmental conditions change. The use of this motivation in multi-level party units will lead to the continuous allocation of sufficient social energy by members of the latter, which can be accumulated and directed to the implementation of the party's program goals. The destructive effect of avalanche-like allocation of energy for ranking in the process of escalation of interpersonal and intergroup conflicts in party divisions within the framework of our approach is levelled by blocking the possibility of their escalation by the organizational tools developed by us [2].

At the same time, an Irish researcher Iseult Honohan, summarizing the more than two-thousand-year history of Republicanism [3], identified the following four main components of the Republican tradition: 1) the implementation of a special concept of freedom: not to be in the will of another; 2) the presence of civil valour among citizens-common interests above personal; 3) the participation of citizens in determining common living conditions and inappropriate joint actions based on equal access to power of those who care; and 4) society's recognition of the significance and value of individual contributions as the basis for meaningful life together.

In this context, the prerequisite for the implementation of the first component of the Republican tradition in party divisions, we consider the use of the motivation defined by us above, which arises to realize the basic need for reproduction in terms of ranking and which can be considered motivation competition without the possibility of escalation of the conflict, or competitive motivation.

However, we can assume that the prerequisite for the implementation of the fourth component of the republican tradition in party divisions: recognition, is the use of other motivation, which arises to implement another of the basic needs that underlie Maslow's pyramid. Otherwise, the implementation of this component of the republican tradition in political parties would be problematic.

In our opinion, recognition itself, its components and nature are best explored in transactional analysis (TA).

The TA theory was developed by the American psychologist and psychotherapist Eric Bern in the sixties of the last century [4].

The TA is a psychological model that serves to describe and analyse human behaviour: both individually and in groups.

A follower of Eric Bern, Claude Steiner in [5] formulated the TA key premise: 'People by nature are inclined and able to live in harmony with themselves, others and nature. Being suppressed, this tendency continues to exist in a latent form and therefore is always ready to show itself in case the pressure is weakened. And even if it never manages to prove itself in the life of an individual, it will be passed on to the new generation'.

According to Claude Steiner, the TA shifts attention from what is inside a person to what is happening between people. Therefore, from the point of view of the TA, first of all, it is necessary to work with mutual relations between participants of an interaction.

The TA includes structural analysis (analysis of personality structure), analysis of transactions (analysis of verbal and nonverbal interactions between people), analysis of psychological games (hidden transactions that lead to the desired result as gain) and scenario analysis (analysis of individual life scenario that leads to human life) [5].

The structure of personality, according to [4], includes three states of the Self or Ego-states: Father, Child, Adult. The Ego-states are a set of interconnected ways of behaviour, thoughts and feelings as a way of manifestation of our personality at a certain moment.

The Self-states act in turn; therefore, at one point in time, a person can be in one, and only in one state. This state is called executive, as it exercises executive power over the individual. When one of the Ego-states is executive, a person can be aware of what is happening to him, as if watching himself from the side. This feeling usually occurs when the state of the parent or child is executive, while the true self (usually an adult) is watching events without being able to engage.

Each the Self-state is in some sense an adaptive 'body' that helps the Self as a whole to adapt to reality. Each state is specifically designed to solve certain types of problems.

The central concept of TA is stroking, which is a specific form of stimulation of each other [5]. Stroking is vital to a person and therefore the exchange of stroking is one of the most important forms of activity in which people are involved. Stroking can take many forms: from a real physical touch to a short greeting. In a general sense, the notion 'stroke' can be used as a symbol for an act that recognizes the presence of another person [4]. Stroking is used as an elementary component of social action. The exchange of stroking forms an interaction, which, in turn, is an elementary component of communication.

Eric Byrne considered the communication difficulties that each of us faces from time to time to be 'games,' and he considered the way a person lives his life based on a decision he made as a child to be a 'scenario.'

Another important factor that ensures the integrity and continuity of our interdisciplinary analysis concerns the impact of interaction situations

and their contexts on the behavioural choices of participants and is based on research presented in the book [6] by famous social psychologists L. Ross, R. Nisbett.

The authors identified and analysed in detail three main principles of social psychology: a strong determining influence on human behaviour of the immediate social situation; influence on the behaviour of subjective interpretation; dependence of behaviour on the state of the individual psyche and social group as tense systems. They, according to these authors, are the basis of modern social psychology.

The first and, in our opinion, the most important principle is the position of a strong determining influence of the social situation in which a person is direct. It is of most interest to us in this study. According to the authors, this influence often comes from non-obvious or insignificant, at first glance, contexts of the situation, especially such as the presence of certain 'channels' in it that contribute to the manifestation of individual activity. Channel factors are insignificant, at first glance, circumstances that cause a huge behavioural effect, they are stimuli, or 'leading pathways' for the reaction, causing the appearance or preservation of behavioural intentions of particularly high intensity or stability.

The situational approach allows uniting all above presented scientific approaches. On the one hand, it is the interaction situations that determine the activation of the corresponding archetypes in the unconscious psyche of the interaction participants [7]. On the other hand, from the point of view of the TA, according to Claude Steiner

[5], first of all, it is necessary to work with the relationship between the participants of the interaction, which, obviously, arise and are formed in the relevant situations of interaction. And on the third hand, in the process of life of organizations, the same type of interaction situations and their contexts are continuously reproduced, which can be managed by changing the organizational structure and technology of activity [2].

The authors of the book [8], Ukrainian scientists E. Afonin and A. Martynov, considering the challenges facing postclassical forecasting technology, focus on the need for a purposeful change of organizational structures that determine human behaviour and provide social control functions. The authors emphasize that the quality of radical transformations largely depends, on the one hand, on the pace of dismantling the old mechanisms of social control, which with the development of reforms increasingly interfere with the formation of new parameters of various social processes, and on the other: on the speed of creating fundamentally new levers of social control as guarantees of fixing a qualitatively different state of the social system, which finally arose as a result of radical transformation.

In the same context, the American researcher in the field of organizational design I. Adizes [9] believes that to perform actions that solve many problems faced by a business organization in real-time, its managers must have the necessary amount of managerial energy. The sources of this energy, in his opinion, are authority, power and influence. The power of Adizes defines

both the right to make decisions, the right to say 'Yes' and 'No'. This right is officially granted to a person who holds a specific position, regardless of his education and connections. He defines power as the ability to punish and reward. The amount of power an official is endowed with depends on the extent to which we need to work with him and what monopoly he has over what we need. Influence is the ability of an individual, without resorting to authority and power, to motivate other people to action. Usually, it is possible to make an impact with information that convinces people to behave in the desired way.

It is obvious that party leaders are empowered and can have some influence on party members. However, a priori they do not have the power to punish and reward party members by changing the amount of cash payments because if they do, it is not a party, but a party project as a complete analogue of a business organization.

This brings to the fore the task of establishing and involving in the subdivisions of political parties a set of intangible motivations of their members for active gratuitous activity.

**The purpose of the article.** The purpose of this publication is to identify, in the context of transactional analysis and an archetypal approach, key motivations that can compensate for the lack of material motivation among members of party divisions for coordinated collective activities in their composition.

**Presentation of the main research material** with full objectivation of the received scientific results. As part of our research, we have developed, substantiated and presented the concept of

creating and deploying the new generation of political parties [1; 2].

It is based on the management of situations of the interaction of members of a large group in the process of their collective activity with a set of organizational and technological tools that block the escalation of interpersonal and intergroup conflicts. Interaction situations activate the corresponding archetypes in the unconscious psyche of the participants of the interaction, which, in turn, actualize the corresponding values that determine the behavioural choices of these participants. In fact, it is archetypal management of the behaviour of participants in large groups. The basics of archetypal management were presented in her work [7] by one of the founders of the Ukrainian School of Archetypes A. Donchenko.

Our concept involves managing interaction situations with a number of organizational and technological tools that block the escalation of interpersonal and intergroup conflicts, namely: decomposition of goals, objectives and areas of responsibility; brainstorm; methods of work in cross groups; and classic project management. The integration of these tools into one whole is a method of collective conflict-free work in a dynamic network [2].

The failure to initiate and carry out the escalation of interpersonal and intergroup conflicts by members of party divisions in the process of collective work in conditions of fierce competition of ideas will cause continuous and persistent activation of these members, who are motivated to complete the ranking process, which is an integral part of the natural need for reproduction.

Thus, our concept is based on the statement proved by the authors [6] that human behaviour is largely determined by the situations of interaction and their contexts. At the same time, the author [7] argues that activated by situations of interaction archetypes of the unconscious psyche actualize in the conscious values corresponding to these archetypes, which determine the behavioural choice of participants in the interaction. However, transactional analysis is based on the fact that the behavioural choice of the participants in the interaction at any given time determines one of the three Ego-states: Father, Adult or Child. At the same time, the diagnosis of the actual state of Self of the conscious part of the psyche is carried out based on visible or heard features of human behaviour.

The transactional analysis considers each state of the Self as a certain adaptive 'organ' that helps the Self as a whole to adapt to reality [4]. At the same time, the archetypes of the unconscious psyche, namely the unconscious, its interaction with the conscious and their cumulative influence on human behavioural choice can also be considered as evolutionarily formed mechanisms of adaptation of biological beings to environmental conditions [1; 2; 7].

All this gives grounds to assume the existence of a relationship between the manifested Ego-states in each specific situation of interaction and the archetypes of the unconscious activated by the same situations with the corresponding values actualized by them. This relationship well explains the mechanism of rapid switching of Ego states in the process of interaction-when the participant of interac-



tion with an interval of seconds can choose different behavioural reactions, which are based on completely opposite foundations. The same mechanism also well illustrates the instantaneous mutual change of roles of the Saviour, the Persecutor and the Victim in games of salvation, the consideration of which occupies an important place in the transactional analysis [4; 5].

Thus, the situation of interaction and its contexts can be considered a trigger for the activation of the archetypes of the unconscious psyche of the participants and at the same time a trigger for switching their Ego-states and mutual change of roles. Managing this trigger will allow you to introduce an appropriate type of social control over the behaviour of interaction participants, the level of rigidity of which will be directly determined by both the selected management tools and who and how they were chosen and implemented.

Claude Steiner in [5] defined the game as a sequence of interactions between people, which, firstly, is a sequence of transactions that have a beginning and end, and secondly, contains a hidden motive, i.e. a psychological level that differs in content from the social, and, thirdly, gives a win to both players. The reason that a person plays games lies in the presence of winnings. To understand why people generally seek to communicate with each other, it is necessary to postulate the existence of some driving force, such as gasoline. To do this, there are motivational concepts of stimulus hunger, structural hunger, and positional hunger in transactional analysis. Games satisfy the hunger of all three species, and the pleasure of games

is associated with the presence of winnings in them.

Eric Byrne formulated the concepts of stimulus hunger and stroking [4]. Stroking is a specific form of stimulation of each other. Since stroking is vital to man, the exchange of them is one of the most important forms of human activity. According to Byrne, although a person can survive by receiving a 'minimum rate' of stroking, a lack of stroking is harmful to both the physical and emotional state of a person, and therefore it is one of the main driving forces of human behaviour. Stimulus hunger is quenched by stroking or confession. The need for stroking is more important than the need for recognition. Stroking can be positive or negative, depending on whether it carries positive or negative feelings.

At the same time, C. Steiner in [5] notes that stroking is a unit of recognition. This suggests that recognition in the context of the fourth component of Republicanism [3] is carried out within a certain process consisting of a corresponding sequence of stroking. If this is true, then this process can be controlled, set its parameters, intensity and consistency with the help of appropriate organizational and technological tools.

In work [4], speaking about stimulated hunger, Eric Byrne suggests that there is a biological chain that leads from emotional and sensory deprivation through apathy to degenerative changes and death. In his opinion, in this sense, the feeling of sensory hunger should be considered the most important state for life. Commenting on this, Claude Steiner believes [5] that a person needs stroking in the same way

as food to survive, and this has not yet been sufficiently emphasized. Therefore, he emphasizes that stroking is just as necessary for the preservation of life as satisfying other primary biological needs for food, drink and shelter. In his opinion, as well as the named needs, the need for stroking, being unsatisfied, leads to the death of the individual.

That is, Claude Steiner refers to the need for stroking to the primary biological needs that underlie the Maslow pyramid and to meet which the individual can allocate a sufficient amount of energy.

In our opinion, the lack of stroking and recognition is very often a factor that leads people to politics, where they hope to satisfy their hunger for stimulation.

As Eric Byrne points out in [10] the Section on stroking, stimulation control is a more effective means of manipulating behaviour than punishment. Thus, stroking becomes an effective means of social control, which can guarantee the consolidation of a qualitatively different state of the social system in the event of its emergence due to radical transformation, as pointed out by the authors of work [8].

As a result of our research, we developed and proposed the concept of radical transformation of existing political parties, as social systems, into the new generation party [2]. We are talking about the construction of political entities: organizations with collective subjectivity, which by definition cannot impose social control from the outside, but the initiators or leaders must at the start, among other things, choose organizational tools for social self-control of members of different levels of party

divisions. It is obvious that these tools must continuously reproduce at the system level the relevant situations of interaction, which will ensure the constant and unconditional stroking of each other by party members.

We highlight the key types of stroking that occur in the process of the collective work of members of party divisions in a dynamic network [2].

These include the expression of their own ideas, which will certainly be heard, recorded and become mandatory for presentation in cross-groups at the next stage of collective work; presentation of the position of the previous group by each of its members in the groups formed at the next stage for a certain fixed time, as well as the opportunity to be heard and heard when discussing the positions represented by other participants; presentation of the final position of the profile group at the plenary session; submission of a report on the results of the implementation plan assigned to the project team operational objectives.

Thus, at all stages of collective work in a dynamic network, each participant at the system level is forced to intensively exchange stroking with other participants, which allows overcoming the lack of stroking, which, according to Claude Steiner, is felt by most people [5].

Their deficiency in everyday life, according to this author, varies from moderate to extreme. Since people are forced to live in conditions of lack of stroking, their search takes a lifetime except for sleep. The need to allocate your time to get the maximum possible number of stroking is the cause of structural hunger.

At the same time, a person or group of people who have managed to reject the economy of stroking, gain control over the satisfaction of one of their most important needs, which, according to the same author, belongs to the needs of the basic level.

### **Conclusions and prospects for further researches.**

1. In the process of considering the construction of the new generation of political parties in the context of transactional analysis, it is established that the latter defines stroking and recognition as basic and biologically determined human needs at the level of food needs, breathing or reproduction, the implementation of which can lead to the release of significant amounts of social energy.

2. If the leaders of an existing or initiators of the creation of a new political party choose a methodology of collective work of members of party divisions in a dynamic network, defined by its algorithms, the system exchange of stroking becomes an effective means of social self-control, which can guarantee the consolidation of a qualitatively different state of the political party as a social system that was created as a result of the radical structural transformation of the traditional party.

3. The conducted researches suggest that there is a relationship between the manifested Ego-states in each specific interaction situation and the archetypes of the unconscious activated by the same situations and, at the same time, the values actualized by these archetypes. Thus, the change in the situation of interaction and its contexts can be considered a trigger for activating the archetypes of the unconscious

psyche of participants and at the same time a trigger for switching their Ego-states and, accordingly, a trigger for mutual changes in roles, which allows us to consider the main motivations of members of the new generation of political parties (competitive motivation and recognition motivation) in their relationship.

4. It is established that overcoming the economy of stroking due to the continuous and algorithmically conditioned exchange of them at the system level by members of different levels of the new generation of political parties with a variable structure: a dynamic network will ensure that these members develop and maintain a stable motivation to participate in the work of party divisions, formed by the basic need to satisfy incentive and structural hunger.

A promising area of further research should be the consideration of scenarios for the development of political parties in the framework of transactional analysis in the context of the impact of the law of 'oligarchization' by Robert Michels on them.

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