Chapter 18

Corporate Cults:
Corporate Identity and Storytelling in the Context of Archetypal Symbolism

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ABSTRACT

Corporate identity has certain qualities that enable the organization to be known, understood, and noticed. Corporate stories are powerful and permanent narratives that express the corporate identity. Corporate values are presented to target audiences with stories. Archetypes are used in this sense as part of corporate stories. Using Jung's four archetypes, the representation of corporation, its cultural values, and its social implications are addressed in a holistic approach and can be used to reveal the basis of corporate identity. Corporate archetypes create a common consciousness that shapes the target audience perception. In this study, it was attempted to reveal the relationship between the corporate stories, which were created through archetypes of Jung, and the elements of corporate identity. For this purpose, in the context of the study, the relationship between the four archetypes and the elements of corporate identity is examined in accordance with the information contained in corporate advertising.

INTRODUCTION

Organizations have an identity, just as people do. This identity of the organizations shapes the behavior, communication, and all of the written and visual elements of the whole organization. Corporate identity is how an organization looks in its internal and external world. A well-formed identity gives prestige to the corporation, increases its reputation, and is easier to be embraced by the target audience. In business, corporations should have strong identities to compete. In this purpose, they must be able to effectively tell their identities to the public. In recent years, organizations have started to tell themselves by means of corporate stories. The power of storytelling is important in terms of bringing forward catchy messages. Corporate stories are transmitted to target audiences through corporate ads in promotion and adoption

of corporate identity. As per the corporate advertising, it demonstrates the values, philosophy, vision and mission, policy, image and power of the organization and its relation with the stakeholders.

Corporate myths are created in the stories that are created to explain corporate identity to the target audiences. Corporations want to be in an advantageous position by gaining recognition and reputation in the market. In this purpose, they reinforce their stories with myths. Thus, they create catchier narratives. Myths are powerful stories in terms of understanding and telling the human and his/her environment. Similarly, corporations make use of these stories to build their identities on a more solid foundation. The corporate stories created are shaped by the characteristics that make up human culture and human characteristics. These features are called archetypes by Jung. These archetypes have evolved into patterns of behavior for humans over time. As a result, through archetypes, roles are given to individuals and situations, that are passed down from generation to generation. In this sense, archetypes are used as part of corporate stories and can be used to form the basis of corporate identity.

In this context, the four archetypes of Jung, the representation of the corporation, its cultural values and elements of identity are addressed in a holistic approach. Target audience perception is generated through corporate archetypes. Archetypes can be used consciously or unconsciously in corporate stories. But the interest in the subject in recent years reveals the effectiveness of this communication form. In this study, it was attempted to reveal the relationship between the corporate stories, which were created through the theoretical archetypes of Jung, and the elements of corporate identity. For this purpose, in the context of the study, the relationship between the four archetypes and the elements of corporate identity is examined in accordance with the information contained in corporate advertising.

CORPORATE IDENTİTY AND ITS ELEMENTS

Identity is the means of separation from the similar ones or from others. Just as individuals, organizations also have identities that make them different from others and make them known (Bakan, 2009, p. 290). Corporate identity is the personality or image of an organization. Corporate identity can also be reflected in all visual elements. Identity forms the basis for corporal positioning (Güz et al., 2002, p. 226). Corporate identity refers to corporate beliefs, goals and values and is a unique management tool for separating the organization from competitors (Elden & Yeygel, 2006, p. 65). Corporate identity is a concept that has emerged for the purpose of expressing what organizations are. It has certain tasks such as ensuring the integration of employees with their organizations, and differentiating it from competitors outside the organization (Budak & Budak, 2014, p. 162).

Corporate identity has not only physical characteristics, but also internal characteristics and a style. Physical characteristics are the area of activity, residential units, equipment, technological level, and qualification levels of employees. The internal characteristics of the corporation is the organization structure, the way it functions, and its understanding of participative management. As per the style, it is how the organization establishes relations with the environment (Güz et al, 2002, p. 226). Corporate identity creates a whole with these elements coming together.

There are many advantages that corporate identity provides. First, corporate identity functions as a central force, motivating the employees. Second, corporate identity enables employees to adapt to the existing culture with greater sensitivity and to integrate the new culture after acquisition. Third, corporate identity helps corporations attract highly skilled executives. Fourth, through its corporate identity, the stakeholders of a corporation become aware of the business capacity, management power, competitive

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