

c) *Inter-personal and social relations*

The Words can exercise a beneficial influence in various circumstances of community life. They can be displayed in offices and workshops and they can be especially useful in meetings.

In moments of emotional heat, when tempers are mounting, the chairman may have the word CALM projected onto a screen where all present cannot fail to see it!

MODIFICATIONS AND DEVELOPMENTS

The use of the Words represents the simplest and most elementary application of a general method whereby psychological influences are employed to modify states of mind and to condition human conduct. This is the method of suggestion, or, as it is at present more often euphemistically called, "persuasion". It has been adopted on a vast scale and used skillfully in all forms of advertising.

A few of these techniques are:

- 1) Displays and posters of large size: Advertisers spend huge sums on full-page spreads in newspapers, confident of their bringing a substantial return.
- 2) Suggestive phrases, slogans, etc.
- 3) "Persuasive" and fascinating pictures.
- 4) Persistent repetitions, hammering of a trade name, theme, or slogan.
- 5) Musical themes or extracts that are associated with related words or phrases.
- 6) Rhythmic movements, gestures, and dances that are associated with a message.

These techniques, so widely and effectively used for commercial ends, can and should be systematically

employed for higher and helpful purposes in the various fields mentioned above. It is indeed humiliating to acknowledge how little this is done.

And yet, the organization and execution of widespread and intensive eupsychic publicity campaigns directed towards the individual and collective improvement and the uplifting of humanity should present little difficulty.

Roberto Assagioli

A STAGE OF "KNOW YOURSELF"

Translation by Silvia Trolli

Man is a biological, psychological, relational, transpersonal entity. Man is in search of his own identity, role, meaning, future and evolution. He displays his evolution playing new roles, assuming new ideas, new and more inclusive outlooks on life which come alive through the question: "Who really am I?" "Do I know myself?" "What am I really expecting of my life?" and through the more and more profound answers he receives.

The answer to the "Know yourself" and the "Who am I?" is not very easy, even though we always live in the company of ourselves. A wise man reminds us: it happened the only time he showed hesitation and was forced to keep silent. It happened when he had been asked: "Who are you?". This concept is allied with the memento *Know yourself*, the Greek insignia on the Delphi temple. It unites all human beings of all the times, it encourages them to a careful and deep reflection about one's own nature and the many biological, psychological, relational, transpersonal realities.

The rise of this question in our psyche denotes the activation of a process of Evolution which evokes fleeting and relative answers, which seem temporarily, acceptable and *final*. To this we owe a connection with *the divine dissatisfaction, in search of oneself*. It drove

The "will to risk".
The acceptance of insecurity.

the reader of these lines to approach Psychosynthesis and to go deeper into Assagioli's thinking.

To read, to study, to participate in self-centering groups or in definite subjects are meaningful pegs in order to solve, as best we can, the puzzle of the *Know yourself*, pointed out by Assagioli as the primary task.

"Our first task is to analyse deeply and to know ourselves in order to perceive all our inner parts from the lowest to the higher levels".

Therefore *Know yourself* is the first great admonishment: a long process is required to continue advancing towards the attainment of the knowledge of our inner elements: instincts, sub-personalities, personality, the Ego, the Self. The Consciousness at the centre of the Egg Diagram symbolises the field we aim to enrich and increase with various events on our path of development .

It is important that we commit to disidentifying ourselves from our body, emotions, thoughts, roles, allowing our field of Consciousness, supported by our Ego, to observe all these parts from a higher point of view, not contaminated or involved or embroiled in the twisted and restless inner dynamics.

Little by little the Consciousness frees itself from the meanderings of the personality and, thanks to much effort and rethinking, affirms its real identity.

So a new peg on the puzzle comes into sight. Proceeding on the path of disidentification from the three worlds of personality the Consciousness and the awareness feel disoriented once more.

Systems Theory pushes them to search for the root that brings nourishment to the Ego-Self, so that it could nourish the personality.

Systems Theory asserts that each upper level (Self) includes lower systems (personality etc.) but, at the time, it is held in wider systems.

Each system aiming to survive and develop has to interact by adjusting itself to the principles of the over-system it is inserted in, connected with and on which it depends.

Just as it descends from system to system from the body

to the cell to the electron, in the same way does it rise from system to system, from the cells to the organs, to the body, the emotions, the mind, to the Ego-Self and so on...?

A fish talking to another fish said: "Above our sea there is another sea, where other creatures live and swim, exactly as we live here". The second fish replied: "That is nonsense. You know that any being that left our sea even by a little bit, would surely die. Where are your proofs about other seas and other realities?". And many other fishes echoed his words.

The more the Consciousness, the Ego-Self reveals itself and takes the control of the under-systems of personality, thoughts, emotions, body, the more it can shape and adapt them to its plan, to the purpose it has received from the purposes of the upper-systems it is subject to.

To know yourself, know your personality is the first commitment.

Then we have the *Know your Ego-Self* . After we undertake this second step, we have to open another seal on our book of life.

Having encountered our *Ego-Self* and its expression, for he who is searching for Self, we can perceive a door opening towards that from which the Consciousness receives the purpose it has the duty to reveal to personality.

The path of self-development has no end. For a long time the effort handles the situation, through disidentification to establish our *real identity* as entities guided by the Self.

But the path goes on and we enter a new disorientation: to search for the root that nourishes the Self. The search goes on infinitely.

Yet we have to pay attention not to make the mistake of the mountain-climbers looking for higher holds, instead of having strong points of support for their feet on the level where they are. Then the ruinous fall is bound to happen.