shower mankind with gifts, but could also turn on mankind destructively. If the positive aspect of the anima image is projected by a man onto a woman, she then becomes highly desirable to him. She fascinates him, draws him to her, and seems to him to be the source of happiness and bliss. A woman who carries this projection for a man readily becomes the object of his erotic fantasies and sexual longings, and it seems to the man that if he could only be with her and make love to her he would be fulfilled. Such a state we call falling or being in love.

Naturally, a woman who carries such a powerful anima projection is pleased, at least at first. She feels flattered and valued, and, though she may be only dimly aware of it, enjoys a feeling of considerable power. The person who carries a projected psychic image from another person does have power over that person, for as long as a part of our psyche is perceived in someone else that other person has power over us.

The woman usually regrets the situation in time, however, as she experiences the disagreeable side of being the carrier of another person’s soul. She eventually will discover that the man begins to suffocate her. She may find that he resents it when she is not immediately and always available to him, and this gives an oppressive quality to their relationship. She will also discover that the man resents any attempt on her part to develop her individual personality in such a way that it goes beyond the anima image he has placed on her, for, in fact, he sees her not as she actually is, but as he wants her to be. He wants her to fulfill and live out for him his projected feminine image, and this inevitably will collide with her human reality as a person. So she may find herself living in his box, fenced in by his determination that she fulfill his projection for him, and she may discover that the shadow side of his seeming love for her is a possessiveness and restrictiveness on his part that thwarts her own natural tendency to become an individual. When she insists on being herself she may find her man jealous, resentful, and pouting. She may also begin to dread his sexual advances, which she begins to suspect, are not functions of the relationship between them, but have a compulsive, unrelated quality to them. Indeed, the two easily wind up at loggerheads regarding sex. The man is compulsively drawn to sexual relationship with the woman who carries his feminine image for him, and feels the relationship is complete only after coitus, when he feels a sense of momentary oneness with her. The woman, on the other hand, wants to work out the human relationship first and then give herself sexually to the man, and many devils whirl around this difference between them.

Moreover, the opposite projection can replace the positive one suddenly and without warning. The woman who at one time carried the projection of the positive anima, the soul image, for a man, may suddenly receive the projection of the negative anima, the image of the witch. All a man has to do is blame her for his own bad moods and suddenly he will see her in this light, and men, unfortunately, are notorious for putting the responsibility for their bad moods on women. Moods in a man, as will be seen, are disagreeable effects that descend on him from his feminine side. Being, as a rule, unenlightened about their own psychology, most men project the blame for these bad moods onto their women, which accounts for the fact that a woman whom a man was once in love with and regarded as a goddess can just as easily be seen by him as a witch. She is then undervalued as much as she was once overvalued.

The same projections are made by women onto men, of course. If a woman projects onto a man her positive animus image, the image of the savior, hero, and spiritual guide, she overvalues that man. She is fascinated by him, drawn to him, sees him as the ultimate man and ideal lover. She feels completed only through him, as though it were through him that she found her soul. Such projections are especially likely to be made onto men who have the power of the word. A man who uses words well, who has power with ideas and is effective in getting them across, is an ideal figure to carry such animus projections from a woman. When this happens he then becomes bigger-than-life to her, and she is quite content to be the loving moth fluttering around his flame. In this way she misses the creative flame within herself, having displaced it onto the man.

The man who receives such projections may often not be worth them. For instance, Adolph Hitler seems to have received the animus projection from the women of his time. He had an archetypal quality when he spoke, and a fascinating power with words. I once asked a Jewish woman friend of mine, who had