

CHAPTER 4

FINDINGS AND ANALYSIS

The novel *Yellowface* (2023) by Rebecca F. Kuang is a satirical murder mystery that explores themes of greed, truth, and identity, while also shedding light on the publishing and entertainment industries. The story begins with Athena Liu, a renowned Asian-American writer who has suddenly passed away. On the night Athena Liu died, only June Hayward, a white writer, was invited to Athena's apartment for drinks. Suddenly, Athena choked on a pancake and died. Without realizing it, June took the draft of Athena Liu's novel manuscript. There were no copies, no spoilers, and no one knew about the draft manuscript. Everything was secret, even though the manuscript was written on an old typewriter. June read and tried to edit the contents. Completed each section until it was published. The thief, June Hayward, stole a novel manuscript belonging to a distant friend and published it under her name. However, because June's background was very different from Athena's, she had to start to resemble her. While studying Athena's background, supporting associations related to China, and constantly mentioning her closeness to Athena, she attempts to cover up her lies. To protect her secret, June Hayward reveals her persona while deeply concealing her shadow.

In this chapter, the writer analyzes two parts. The first is an analysis of the persona and shadow depicted in the novel *Yellowface* (2023). The second is an analysis of how the main characters show their persona and shadow in the novel.

The writer collected the data textually and provides analytical arguments, referencing Carl Gustav Jung's theory of Archetypes (1968).

4.1 Persona and Shadow Depicted in the *Yellowface* Novel

June Hayward shows persona and shadow as the main character. June shows her persona to cover up her shortcomings. Starting from her crime of stealing Athena Liu's novel manuscript, her lack of social skills with publishers, and her fear that her biggest secret would be revealed. According to Jung (1968), the persona is the mask that the actor wears. Her pretense characterizes the persona June presents in several aspects, including her ease with publishers, her support for the American-Chinese community, her closeness with Athena Liu, and her responses to fan-reader comments. Meanwhile, according to Jung (1968), the shadow is the aspect of ourselves that we never reveal to the world. The shadow shown by June Hayward is in the form of her greed for fame, to the point of stealing Athena's novel manuscript.

4.1.1 The Persona

A persona is a mask that actors/humans use to make a good impression, convey attitudes, and express emotions to others. According to Jung (1968), a persona is used to cover up one's shortcomings. This occurs because every human being has a desire to appear better. While covering up their shortcomings, they strive to meet others' expectations. Sometimes they have expectations about others' opinions or what they want to hear. Therefore, each

individual/human has their own persona to use in society. Based on this, the writer found several quotes that show the main character's persona in the novel.

The first persona is shown from the quotation, "Bold of you to assume I'm getting royalties at all. I don't say that out loud. If you tell Athena off for being tactless, she gets overly, exaggeratedly apologetic,..." (Kuang, 2023, p. 8) From this citation, we can see that June tries to show her good side. As seen in the sentence "Bold of you to assume I'm getting royalties at all," June shows a skeptical, cynical attitude toward others' assumptions about the royalties she receives. However, the sentence "I don't say that out loud" reflects an attitude and a desire not to openly show her vulnerability or dissatisfaction. This indicates that June tries to maintain her image in front of Athena and to avoid offending Athena's feelings.

Next, "Be happy for her, I tell myself. Just be happy for her, and let her have this night" (Kuang, 2023, p. 9). In the story, June utters this line to herself after Athena recounts her experience meeting the producer of Tiger King. This line shows June's attempt to appear happy, even though she doesn't really want to. In the line "Just be happy for her," it shows how June suppresses her emotions for Athena's pleasure, even though there is clearly a hint of envy or sadness. June puts on a mask of happiness in front of Athena, even though she is actually jealous of her.

Based on the quotations above, June pretends to be happy in front of Athena. According to Jung (1968), the persona serves to express and hide aspects of personality. In this case, as we know, June hides her uncomfortable

side so that Athena feels okay. This pretense conceals June's other side. June presents a positive persona, yet she feels jealous and uncomfortable. This side is used by June to cover up her dark side that feels not enough, as stated in the sentence "Bold of you to assume I'm getting royalties at all." with a calm and supportive action.

Then, persona is shown from the quotation "This makes me beam. I want my editor to like me. I want her to think I'm easy to work with, that I'm not a stubborn diva, that I'm capable of making any changes she asks for. " (Kuang, 2023, p. 36). In this sentence, June is trying to please her book editor. She acts as if she's easy to work with, obedient, and not a bother. However, the previous quotation suggests that June feels belittled and dissatisfied with her situation. This is the mask she wears when interacting with her editor. She deliberately displays a friendly attitude and agrees to all of her editor's suggestions without protest to be perceived as a professional writer who is easy to work with.

The following persona is shown from the quotation, "I understand," I say. "My relatives are the same way with my work." "Oh yes?" No, that's a lie; I don't know what compelled me to say it. My folks couldn't care less about what I write." (Kuang, 2023, p. 41). This is a scene where June talks to Athena's mother. Here, June reveals that her family supports her work, but in truth, June's family doesn't care what June does or what her results are. However, to show that June sympathizes with Athena's mother, she lies and says that her family supports her. Here, June uses her masked persona to show

sympathy for Athena's mother and the situation to build her image as Athena's best friend, as if she were a close friend who is just as devastated by the loss as Athena's mother.

Then, the quotation "Well, that's very cool," I say, slightly flummoxed. They're talking like they've already decided to option the novel. What else do I need to say to persuade them? "So what can I help you with?" (Kuang, 2023, p. 97) This is the part where June discusses the novel *The Last Front* being made into a film with Harvey and Justin. From this quotation, it can be seen that June disagrees with Harvey and Justin's offer, so she tries to persuade them to fulfill her wishes. Although June sounds annoyed because Harvey and Justin seem to have their own choices, June still shows her humility by offering what help she can. This is part of her persona, in which June covers up her dislike of Harvey and Justin's choice by belittling every word she says when offering help.

The one after persona is shown by the quotation below:

I flipped the issue open to page twelve, Athena's story, and found my own words staring back at me. ... "I like your story," I told Athena at dinner, holding her gaze, daring her to deny it. I know what you did. ... I couldn't, however, overlook the similarity between the phrases I'd used when describing my pain and the phrases Athena used in her story. ... She's stolen my story. I was convinced of it. (Kuang, 2023, p. 153)

Based on the quote above, by saying "I like your story," June directly praises Athena's story. However, the sentence "I know what you did" shows June's anger towards Athena. Here, it can be seen that June is trying to show her persona, acting friendly and warm towards Athena, even though she really wants to be angry because her life story has been stolen.

Just as everyone has their own persona when interacting with others, they usually strive to please those around them. According to Jung (1968), personas are used both to hide and to reveal one's conscious thoughts and feelings to others. Based on the quotations above, it can be seen that June demonstrates her striving to please others and her sympathy for those around her.

The following persona is shown from the quotation, "I am, after all, currently best known as the person who was at her side when she died. So I play up my connection. I mention her name in every interview." (Kuang, 2023, p. 37). In this sentence, it is clear that June is trying to make herself appear close to Athena. However, in reality, June and Athena aren't that close. However, to maintain a good image in the eyes of readers and fans, she mentions Athena's name in every interview. June does this to keep her public image.

The following persona is shown by the quotation below:

I had barely any followers, so it didn't matter what I was tossing out. But now that I'm drawing attention for my book deal, I want to give off the right impression. I want bloggers, reviewers, and readers to know I'm the kind of person who, you know, cares about the right issues. (Kuang, 2023, p. 54).

From this sentence, it can be inferred that June is attempting to portray herself as a caring person to her fans and readers. However, in reality, June is actually quite indifferent. Here, June uses her persona to project a positive image in the media.

The next persona is shown when Garret meets June and congratulates her, “Congratulations, June,” he says, smiling broadly.” (Kuang, 2023, p. 70) Then, June replied with a thank you. However, June’s attitude did not reflect her true feelings, as can be seen from the following quotation:

I’ve wondered often for the past year what I would say to Garret if I came across him again. I always held my tongue while I was his author; I was terrified of burning bridges, of him spreading the word that I was impossible to work with. I’ve wished I could say to his face how small he made me feel, how his curt, dismissive emails made me convinced the publisher had already given up on my work, how he nearly made me quit writing with his indifference. (Kuang, 2023, p. 70)

This quote proves that June doesn’t particularly like Garrett. Back when she was writing for him, she’d always kept her voice low, often belittled, and ignored. She even imagined harsh words to say when she saw him again. But June chose to respond to Garrett’s congratulations and thanks to maintain her public and professional image. This demonstrates how June maintains a mask of her public persona.

The next persona can be seen from the quotation below:

Another man asks, in broken English, how I think Chinese Americans should better advocate for representation in the American political sphere. I have no idea what to say to this, so I mutter something about social media visibility, coalition with other marginalized groups, and the disappointing centrism of Andrew Yang, and hope that my rapid English confused him enough that he thinks I’ve uttered a coherent answer. (Kuang, 2023, p. 89).

From this quotation, it can be seen that June does not have the correct answer to the question, but to maintain her public image, she tries to divert the discussion to another topic and hopes that her fluent English will confuse the

questioner. This is one way June covers up her lack of knowledge in front of others.

Afterward, “... but the tiny grandma at my shoulder insists I also try the kung pao chicken and the sesame noodles, so I let her pile helpings of those onto my plate while I try not to gag.” (Kuang, 2023, p. 90) This is when June is having dinner with some volunteers. She doesn’t like the food provided, but June tries to accept it, even though she has to hold back her own vomit. This shows that June uses her persona to please those around her and also to maintain her image as a sociable person.

Then, “Do you come out here a lot?” asks Justin. “Um, yeah, all the time. El Centro is nice. Lots of good seafood places on the waterfront. And the macaron place on M, if you have some free time later” (Kuang, 2023, p. 95). Based on this quotation, June sounds very familiar with the area, as if she frequently visits and understands the situation in Georgetown. However, in reality, June has only ever visited with Athena. The following quotation evidences this: “Actually, no, because everything in Georgetown is fucking expensive, and the students who overrun the neighbourhood are loud, obnoxious, and way too rich. I’ve only been here a handful of times with Athena...” (Kuang, 2023, p. 95) This shows that June is trying to impress the people around her, thus making up for her lack of knowledge about Georgetown.

The following persona of June can be seen from this quotation: “Ailin,” I say. Slowly and correctly, since I feel obligated to say something. “Like

you're ailing, but in Texas." I'm trying to be funny, but apparently this comes off the wrong way as well, because the audience visibly tenses" (Kuang, 2023, p. 119). From this quotation, it can be seen that June tries to make a joke to cover up her pronunciation error and make herself look good in front of the audience. Even though the audience does not really respond to June's joke, she still tries to show her persona. June uses lighthearted jokes to ease the tension and tries to interact with Ailin. The line "since I feel obligated to say something" illustrates June's attempt to appear friendly, even though the audience ultimately misinterprets it.

The next persona is shown by the quotation below:

"Oh, no, it's okay, I'm just trying to make a conversation". I wave my hands in apology. "Sorry, I realize he's probably busy."
 "Yes, we're all quite busy. I am sorry it's a bit quiet in here, but you're going to have to let the waitstaff do their jobs". I roll my eyes. I'm the only customer here; how overworked could they be? "Okay," I say, as dismissively as possible. (Kuang, 2023, p. 172)

The quote above shows June at a restaurant, where she is the only guest, and is trying to strike up a conversation with a waiter. However, another waiter asks the first to leave so he can attend to his duties, saying they are all quite busy with their work. Here, it can be seen that June is trying to present herself as a relaxed and friendly person. The sentence "Sorry, I realize he's probably busy." shows June's friendly attitude towards the waiter. However, June actually feels annoyed and upset at not being served properly, as evidenced by the sentence "I roll my eyes. I'm the only customer here; how overworked could they be?" Then the word "Okay," spoken dismissively, shows a mask of

indifference towards the waiter's attitude. This feigned indifference maintains June's social image of not being easily offended by others' treatment.

The next quotation shows the next persona, "I clear my throat. "Good morning." Their heads pop up. They look like startled rabbits. Skylar slams her laptop shut. I stride cheerfully to the front of the room, Starbucks in hand, trying my hardest to keep from trembling." (Kuang, 2023, p. 182) Based on the quotation, this is the part where June enters a classroom where her students are gossiping about a post claiming that June stole *The Last Front*. From this quote, it can be seen that June is trying to maintain her composure, projecting a confident, cheerful persona. The phrase "Good morning," uttered by June as she clears her throat, shows that she is covering up her vulnerability amid the gossip her students are discussing. This shows how June uses her persona to protect her image from public criticism and also to keep the feelings of those around her from being disturbed.

The character we develop through adaptation to the social environment shapes our personality, enabling us to develop a self-character that can adapt to the situation. According to Jung (1968), a persona is a mask worn by an actor who assumes a role and identity projected through a tool installed on the mask's face. As Jung explains, this mask (persona) can cover us and make us look like someone else, as we wish. Based on the quotations above, June shows how she uses her persona to build her public image and maintain it to look good, cover up her shortcomings, use a side that is not herself, and pretend to look classy.

In short, June uses her persona to pretend to be okay in front of others and cover up her indifference and jealousy. June demonstrates her efforts to please others and her sympathy for those around her. This shows how she uses her persona to build and maintain her public image, cover up her shortcomings, use a side of herself that is not her true self, and pretend to be sophisticated to maintain her professional image.

4.1.2 The Shadow

Shadow is the dark side that is usually not accepted in society. According to Jung (1968), the shadow is a living part of the personality whose presence cannot be denied or tamed, like a narrow passage or door hidden behind our backs in the darkness. Based on this, the writer found several quotes that show the main character's persona in the novel.

The first shadow on June can be seen from this quotation "I'm tired, and I'm not having that much fun — jealousy feels worse when you're drunk — but I'm curious to see her apartment, so I say yes" (Kuang, 2023, p. 11). From this quotation, it can be concluded that June shows no interest in Athena's invitation. She even feels jealous of Athena's living conditions. June's jealousy shows the shadow side she tries to hide. As the following sentence says, "— but I'm curious to see her apartment, so I say yes." Here, even though June felt jealous, she did not show it directly; she also felt curiosity, so she agreed to Athena's invitation.

Next, “I know you won’t believe me, but there was never a moment when I thought to myself, I’m going to take this and make this mine.” (Kuang, 2023, p. 24) From this quote, it is clear that June feels no guilt whatsoever. She never even considered taking what was not hers. This shows June’s dark side: the fact that she stole a manuscript from her friend, Athena Liu, and published it under her own name. This was certainly unacceptable in society, which is why June kept it a secret.

Then, “I know Daniella’s email voice well enough by now to tell when she’s irritated. Curt, choppy sentences. She didn’t even sign off. Daniella is pissed. Good. Hot vindication coils in my gut. Candice deserves it—” (Kuang, 2023, p. 57). From this quote, it is clear that June felt incredibly satisfied that Daniella supported her in punishing Candice. June’s dark side, which delighted in seeing others suffer, was a shadow within herself that she tried to hide.

After that, “I want what Stephen King has, what Neil Gaiman has. Why not a movie deal? Why not Hollywood stardom? Why not a multimedia empire? Why not the world?” (Kuang, 2023, p. 101) From this quote, we can see what June’s true desires are. Her desires reveal her greed, a side that her fans may not accept. June reveals her dark side, including envy, an excessive sense of entitlement, and a thirst for validation. Here, June shows her envy of the success of Stephen King and Neil Gaiman. This shadow side of June arises from dissatisfaction with her own limited abilities and considers the success of others as unfair to her.

Next, “The ones that say I stole The Last Front from Athena Liu”.... “No!” My voice flies up in pitch. “No, of course not. I don’t know who’s behind it, I don’t know how this started...” (Kuang, 2023, p. 106) This is the part where someone posts that June stole Athena’s manuscript. Unwilling to reveal her secret, June tries to cover up her lie with another lie. She raises her voice when denying the accusation, showing anger and repressed guilt. Here, June also displays excessive denial, “No, of course not,” and covers up the lie with another lie, reflecting June’s dark side or bad character.

The following shadow is shown by the quotation below:

I chuckle. I’m curled in my bed, my covers pulled up to my chin. God bless the Eden’s Angel, I think. Elsewhere on the internet, Diana’s rant is circulating among gleeful mobs of Junifer Song haters, but for now, I’m happy to watch Jen and Marnie shit all over Diana’s portfolio. (Kuang, 2023, p. 121)

Based on the quotation above, June shows her dark side. The sentence that says “I’m happy to watch Jen and Marnie shit all over Diana’s portfolio.” shows how June revels in the suffering of others. Not only happiness, but June also shows her resentment towards Diana here. This sentence also shows how June feels that victory is not only success as a writer, but also bringing down people who threaten her position. June shows her desire to insult and defeat opponents. This is a shadow that June has; instead of feeling sympathy, she actually enjoys it when Diana, who criticized her, is insulted by others.

Next quotation, “I will confess, I’m enjoying this a bit. It feels good to know that someone out there also knows as well as I do that Athena was a thief.” (Kuang, 2023, p. 130) This is a narrative where June reveals her

thoughts. From this quote, it can be seen that June expresses her hidden satisfaction when she finds out that someone else knows that Athena is a thief. This shows that June takes pleasure in other people's suffering. As can be seen from her confession, "I will confess, I'm enjoying this a bit." It shows that June enjoys the feeling of revenge against others for their mistakes. Instead of feeling sympathy for Athena, June actually feels happy. This part shows June's personality, which reflects her hidden dark side.

After that, "Instead I have to face them head-on. I'll write about us. Well, no—a fictionalized version of us, a pseudo-autobiography in which I blur fact and fiction. I'll describe the night she died in all its heart-stopping, lurid detail." (Kuang, 2023, p. 197) This quotation is the part when June is fed up with the comments about herself and also the terror from Athena's Instagram account. This disgust leads June to the thought that she wants to control the story of her relationship with Athena. Instead of facing it with honesty, as written in the narrative "Instead I have to face them head-on. I'll write about us. Well, no—a fictionalized version of us," June instead wants to depict and write Athena's death as fictional material and as a tool for entertainment. It is not guilt that arises, but June chooses to take advantage of the situation and consider it narrative material for the idea of the next novel. Here, June's shadow appears as a drive to seek profit by turning guilt into power.

June's shadow is depicted as her stealing a deceased friend's manuscript and publishing it under her own name. According to Jung (1968), the shadow is a person's dark side, which we face with fear, and indicates that

we are the object of unseen forces. The shadow cannot be easily eliminated or neutralized into something harmless. As Jung (1968) stated, the dark side is hidden and isolated, highly selfish, stubborn, callous, and controlling. This can be explained by June's behavior, who feels no guilt for her actions and never even feels she committed the theft.

4.2 Impact of Persona and Shadow on the Main Character in the *Yellowface* Novel

Persona and shadow are aspects of personality that all humans possess. These two aspects are interdependent: the persona is used to conceal the shadow of one's character, while the shadow is what is hidden. Previously, the writer has explained how June's persona and shadow are displayed. It can be seen that the persona that June displays is used to please those around her and to maintain her image as a writer, as well as to hide her bad actions of stealing Athena's manuscript. In this process, there is a clash between the persona she tries to display and the shadow she tries to hide. When the two collide, June has difficulty controlling herself and her thoughts. The writer finds some of the impacts that June receives in *Yellowface* (2023) by Rebecca F. Kuang.

The first impact can be seen from this quotation:

And then I see her. Right there, in the front row, flesh and blood, casting her own shadow, so solid and present that I can't be hallucinating.... She's slouched gracefully against her plastic pull-out chair, pushing her shiny black locks back over her shoulders. Athena. Blood thunders in my ears. I blink several times, hoping desperately she's an apparition, but every time I open my eyes she's still there, smiling expectantly at me with bright, berry-red lips. (Kuang, 2023, p. 63)

From this quote, it's clear that June is experiencing hallucinations. She subconsciously sees a figure resembling Athena, even thinking it's Athena. The following quotation reinforces this explanation:

I'm terrified Athena will appear before me, book in hand. I keep craning my head to search for her green shawl in the line, but she seems to have vanished. Has no one else noticed? Am I the only one who's seen her? (Kuang, 2023, p. 64)

This quote confirms that June has been experiencing hallucinations. This occurs because of the conflict between her shadow side and her persona. June tries to cover up her lies, but because of this, fear haunts her and causes her to experience hallucinations.

The next impact can be seen from this quotation:

My heart races; my breaths are shallow. My brain buzzes so loudly that I can hardly hear my own thoughts, and I feel a tug at the base of my skull, like I'm withdrawing into and then away from my body. I can feel a panic attack oncoming—no, not oncoming, peaking; I've been low-key suffering an attack for the past hour, and I'm only now in an environment private enough to experience the full range of symptoms. My chest constricts. My vision fades to a pinprick. (Kuang, 2023, p. 64)

This is the excerpt where June returns from a book signing at a bookstore. From the above quote, it's clear that June, who previously experienced hallucinations, is now experiencing unnecessary fear. Physical symptoms such as a racing heart and shallow breathing indicate a fight-or-flight response from the nervous system. This is evidence that June is experiencing internal conflict. Her fear causes temporary panic, stress, and even trauma.

The further impact can be seen from the following quotation:

I try taking a walk, to lose myself in details like birdsong and splattered sunlight and wet patches left by the rain on the cement, but the world outside

feels so insubstantial, irrelevant, like a video game environment that's still buffering. (Kuang, 2023, p. 112)

From this quote, it can be seen that June is experiencing dissociation, where she feels the outside world feels foreign and unreal. This shows the inner conflict that June experiences, which makes reality feel slow or irrelevant. June also seems to experience emotional detachment, symptoms of depression, or excessive anxiety due to what she experiences. When her lies begin to be exposed, June also experiences trauma or stress disorders that make her unable to judge what is real and fake.

The following impact can be seen from this quotation:

I can't eat. I want to eat—I'm starving all the time, and I keep ordering huge, hot, greasy delivery meals of pizza or pasta bowls, but the moment I start to chew, my thoughts begin to spiral again about my impending professional implosion, and then I can't take another bite without gagging. (Kuang, 2023, p. 112)

Based on the quotation above, it can be concluded that June is experiencing mental distress that makes it difficult for her to eat. She tries to swallow her food but fails because her thoughts are constantly distracted by fear. June fears that her secret will be revealed and her career will be ruined. This indicates that June is experiencing psychological stress or excessive anxiety, which is one of the symptoms of stress or depression. Signs of June's stress or depression are also evident in the following quotation:

I can't sleep. I lie awake every night until the sun comes up, feverishly refreshing various threads and accounts to see who's retweeted or responded to what, composing imaginary responses in my head, then composing imaginary rebuttals to the backlash to those responses. (Kuang, 2023, p. 112)

Based on the quotation above, June suffers from severe insomnia due to her obsessive anxiety about comments on social media. She is constantly fixated on online activities, making her constantly check threads and accounts until sunrise. June's condition continues her previous disorder of difficulty eating, indicating chronic stress that worsens her physical and mental condition. June's anxiety and panic stem from the fear of monitoring the public's reaction to the destruction of her career. As a result, she tries to formulate responses and rebuttals to the accusations against her. This shows a form of anxiety where the mind is trapped between the person she tries to present and the shadow she tries to hide.

The following quotation shows the impact:

As her mentor, I'm happy for her, but I also feel a spike of anxiety every time Emmy shares her good news. i'm afraid she'll catch up to me, that her book deal will inevitably involve an advance bigger than mine, that she'll sell film rights to a production company that will actually sell it to a studio, that her fame will then overshoot mine, and that the next time we see each other at some library event she will merely greet me with a cool, superior nod. (Kuang, 2023, p. 144)

This excerpt depicts June's anxiety when her student, Emmy, shares good news with her. Here, June's persona clashes with her shadow. She is actually unhappy with Emmy's good news, but also has to be happy because Emmy is her student. This creates a conflict between June's persona and shadow. The tension arises between the shadow she tries to suppress and the persona (image) she projects in front of Emmy, causing June to experience extreme anxiety. As June's narration says, "but I also feel a spike of anxiety every time Emmy shares her good news," June, as a supportive mentor to her student (persona), must force her to emerge, suppressing her envy (shadow) toward Emmy, who is approaching success, which

hides deep within her. This causes a surge of anxiety to emerge when confronted with the good news of Emmy's success.

The further impact can be seen from the following quotation:

I've tried to block her out and push through, to write in spite of and to spite her. But it's in those moments that her laughing grows louder, her taunts meaner. My doubts only ever intensify. Who am I to imagine I can achieve anything without her? (Kuang, 2023, p. 146)

Based on the quote above, June is trying to overcome her doubts about writing. The more she tries, the deeper her doubts become, leading to anxiety that affects her writing ability. Here, June questions her own abilities. This is due to a fear that continues to haunt her: the fear of revealing her secret, the fear of Athena's imprint.

The following quotation that show the impact to the main character, "My dinner crawls up my throat. I run for the bathroom. It's nearly half an hour of panicked breathing and mental exercises before I'm near calm enough to approach my phone again." (Kuang, 2023, p. 203) This is the part when June receives a message from Athena's Instagram account. Here, June experiences a shadow conflict reaction, shown by extreme panic upon receiving a message from Athena. The sentence "My dinner crawls up my throat" shows the response of anxiety experienced by June due to her guilt towards Athena as a physical symptom that her persona has been trying to suppress. Then the sentence "nearly half an hour of panicked breathing and mental exercises" shows a reaction of emotional conflict to control her shadow. This shows how June experiences a conflicting reaction between her persona and shadow.

The next impact shown by the quotation below:

Suddenly my eyes flash up to the window. My breath halts, and my hands clench before my brain catches up to what I'm seeing: Athena, dark curls loose over her shoulders, draped in that same emerald-green shawl she'd worn to my book launch. Her eyes glimmer with amusement. Her berry-red mouth forms a jagged hole in her face. She's laughing, jeering at the sight of me with Geoff. She lifts a hand to wave. I blink, and then she's gone. (Kuang, 2023, p. 207)

This is the part where June meets with Geoff, Athena's ex-boyfriend, to find out who sent her a message from Athena's Instagram account. Here, while talking to Geoff, June suddenly sees a figure that looks like Athena, then it suddenly disappears. Athena's appearance signifies the shadow inside June that exploded due to her guilt towards Athena. Then the scene "I blink, and then she's gone" shows that June is hallucinating. And here, June tries to maintain her persona and image of Athena in front of Geoff. This indicates that the persona she is trying to build conflicts with the hidden shadow that threatens, resulting in perceptual disturbances and hallucinations.

The following impact is shown by the quotation below:

I dream of Athena every night. I see her last moments: her wide panicked eyes, her fingernails tearing at her skin, her feet drumming against the floor. Powerless, helpless, literally voiceless. She works her mouth, desperate to make me understand. But no words come out, only a series of awful, strained gurgles, until her eyes roll up to the back of her head, until her convulsions dwindle to a faint twitch. (Kuang, 2023, p. 210)

Those are the tame dreams. Worse are the dreams when she's reanimated. She comes magically to life, but this time she's not the same. There's a scarlet glinting energy in her eyes, all the fury of the underworld, and vengeful delight twist her lovely face as she leaps up, arms out, reaching for my neck to return the favor (Kuang, 2023, p. 211)

June experiences nightmares every night, causing her to experience sleep disorders. These dreams are part of Athena's repressed shadow, surging out, where Athena's guilt, fear, and fantasies of revenge emerge in terrifying forms, making the dreams feel vivid. In a dream considered light, June sees Athena in her final moments, as the narration states: "I see her last moments: her wide panicked eyes, her fingernails tearing at her skin, her feet drumming against the floor," suggesting June's guilt for failing to save Athena. And "powerless, helpless, literally voiceless" suggests the shadow of death that continues to haunt June. Then, in a more severe dream, it shows fear and fantasies of revenge against those who stole Athena's manuscript. As a result of the persona continuing to suppress the shadow, nightmares continue to occur as a form of personality conflict or an unbalanced soul.

The impact felt by June, as explained in the quotations above, is that she, who tries to keep her shadow hidden behind her public persona, experiences conditions ranging from mild to extreme stress. According to Jung (1968), when two personalities clash, this can lead to inner turmoil. The conflicting persona and shadow collide, causing the persona to struggle to suppress the shadow. This often leads to symptoms of inner conflict. This condition is characterized by hallucinations, a refusal to eat or drink, insomnia, and excessive anxiety.