HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

THE PSYCHOLOGY OF SUCCESS IN THE PROTAGONIST'S CHARACTER

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doi:https://doi.org/10.5281/zenodo.23910034

Abstract: This article examines how a protagonist overcomes fear and loneliness in extreme situations, as well as the processes of psychological adaptation and intrinsic motivation. Drawing on the research of V. Frankl and D. Kahneman, it discusses willpower, stress resilience, and decision-making. Through a comparison with Jack London's "To Build a Fire," the article also explores how the human psyche functions under crisis conditions and identifies factors that contribute to success.
Keywords: love of life, protagonist's character, psychology of success, survival instinct, psychological adaptation, intrinsic motivation.

Аннотация: В данной статье исследуются преодоление героем страха и одиночества в экстремальных ситуациях, его психологическая адаптация и внутренняя мотивация. Опираясь на исследования В. Франкла и Д. Канемана, рассматриваются сила воли, стрессоустойчивость и процессы принятия решений. Кроме того, посредством сравнительного анализа с произведением «To Build a Fire» раскрываются механизмы функционирования человеческой психики в кризисных условиях, а также факторы, способствующие успеху.
Ключевые слова: Любовь к жизни, Главный герой, психология успеха, инстинкт выживания, психологическая адаптация, внутренняя мотивация

Studying the protagonist's character in literary works makes it possible to analyze important aspects of the psychology of success. Such an analysis demonstrates how essential it is for a person to manage their own responses in difficult and challenging circumstances and to perceive the situation accurately. In particular, under extreme conditions, a protagonist's ability to overcome fear, maintain emotional balance, and adapt to the circumstances emerges as an important factor in achieving success.

The psychology of success in the protagonist's character is expressed primarily through goal-oriented thinking, strong willpower, and psychological adaptability. Analyzing these qualities through a literary character makes it possible to shed clearer light on various aspects of the human psyche.

The protagonist of Jack London's "Love of Life" is a vivid literary example of how the human psyche functions under extreme conditions. Hunger, cold, physical exhaustion, and loneliness—all the hardships faced by the protagonist—put his psychological stability to a severe test. It is precisely under these difficult circumstances that the key traits defining the psychology of success in his character become clearly apparent: willpower, psychological adaptability, intrinsic motivation, and the survival instinct.

At first, the protagonist, having found himself in an extreme situation, experiences intense fear and despair. Nevertheless, he does not passively surrender to these feelings. Instead, over time, he begins to understand and assess the situation and to adapt to the conditions in which he finds himself.

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Psychological studies indicate that when people encounter stressful circumstances, they initially experience a strong emotional response; at the next stage, they begin to develop conscious strategies for adapting to the situation [2, pp. 45–47].

The protagonist's psychological state also demonstrates that this process unfolds through successive stages. His cautious movements, efforts to conserve his strength, and attempts to find food reveal his goal-oriented thinking. Since he has no opportunity to rely on external assistance in the difficult circumstances he faces, he depends primarily on his own inner capabilities and resources. According to Viktor Frankl, even in the most difficult conditions, a person who is able to preserve a sense of meaning in life can continue struggling without losing psychological stability [1, pp. 104–106]. For the protagonist, life itself becomes the ultimate source of meaning, and his powerful desire to survive determines his actions.

The balance between instinct and conscious thought also plays an important role in the protagonist's character. He does not simply surrender to instinct; rather, he consciously assesses the situation and makes careful decisions. This becomes even more evident when the story is compared with Jack London's "To Build a Fire." In that work, the protagonist ignores the signals of instinct and relies solely on his intellect, which leads to his death [3, p. 65]. In "Love of Life," by contrast, the protagonist succeeds in surviving because he is able to harmonize instinct and conscious reasoning.

According to Daniel Kahneman's theory of decision-making, effective decisions under conditions of intense stress emerge from the interaction of conscious analysis and intuitive judgment [2, pp. 112–114]. This process can also be observed in the protagonist's behavior. He assesses the situation accurately, takes the existing risks into account, and makes appropriate decisions on that basis. As a result, he manages to avoid dangerous mistakes and act in accordance with the circumstances.

This demonstrates the protagonist's high level of psychological adaptability. His profound love of life further strengthens his mental resilience. Although his physical capabilities continue to weaken, his ability to preserve his inner strength emerges as one of the important indicators of the psychology of success. This suggests that even under extreme conditions, a person may avoid psychological collapse and instead undergo a process of psychological change and development by drawing on inner resources.

Thus, through the example of the protagonist in Jack London's "Love of Life," the article highlights how the human psyche manifests itself under extreme conditions, how intrinsic motivation becomes stronger, and which psychological factors contribute to success. The work reveals the connection between literature and psychology and serves as an important source for examining human behavior, psychological resilience, and strategies for survival in difficult circumstances.

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