

WHY DOES THE AUTHOR INTRODUCE THE ARTICLE WITH A REFERENCE TO "THE STRANGE CASE OF DR. JEKYLL AND MR.

WHY DOES THE AUTHOR INTRODUCE THE ARTICLE WITH A REFERENCE TO "THE STRANGE CASE OF DR. JEKYLL AND MR. STEVENSON'S NOVELLA "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE" IS ONE OF THE MOST ICONIC WORKS IN GOTHIC LITERATURE AND PSYCHOLOGICAL FICTION. WHEN AUTHORS CHOOSE TO OPEN THEIR ARTICLES OR ESSAYS WITH REFERENCES TO THIS CLASSIC, IT OFTEN SERVES MULTIPLE STRATEGIC AND THEMATIC PURPOSES. UNDERSTANDING WHY THIS PARTICULAR LITERARY REFERENCE IS USED CAN DEEPEN OUR APPRECIATION OF THE ARTICLE'S INTENT, TONE, AND MESSAGE. IN THIS ARTICLE, WE WILL EXPLORE THE REASONS BEHIND SUCH AN OPENING, ITS SIGNIFICANCE IN LITERARY AND CULTURAL CONTEXTS, AND HOW IT ENHANCES THE READER'S ENGAGEMENT.

THE POWER OF CULTURAL AND LITERARY REFERENCES

ESTABLISHING IMMEDIATE CONTEXT AND RECOGNITION

USING A WELL-KNOWN LITERARY REFERENCE LIKE "DR. JEKYLL AND MR. HYDE" IMMEDIATELY SIGNALS TO THE READER THAT THE ARTICLE WILL DELVE INTO THEMES RELATED TO DUALITY, MORALITY, IDENTITY, OR HUMAN NATURE. THIS RECOGNITION CREATES AN INSTANT CONNECTION AND SETS EXPECTATIONS ABOUT THE CONTENT'S THEMATIC FOCUS.

- UNIVERSAL RECOGNITION: THE NOVELLA IS WIDELY STUDIED AND REFERENCED, MAKING IT AN EFFECTIVE HOOK.
- THEMATIC CLARITY: IT HINTS THAT THE ARTICLE WILL EXPLORE COMPLEX HUMAN TRAITS OR MORAL DILEMMAS.
- ENGAGEMENT STRATEGY: FAMILIARITY WITH THE REFERENCE ENCOURAGES CURIOSITY AND INVITES THE READER TO CONTINUE.

CREATING A THEMATIC FRAMEWORK

THE REFERENCE TO JEKYLL AND HYDE ACTS AS A CONCEPTUAL LENS THROUGH WHICH THE ARTICLE CAN BE VIEWED. IT FRAMES THE DISCUSSION AROUND THE IDEA OF DUALITY—GOOD VERSUS EVIL, CIVILIZED VERSUS SAVAGE—AND PREPARES THE READER FOR AN EXPLORATION OF THESE THEMES.

- DUAL PERSONALITIES: THE CONCEPT OF SPLIT IDENTITIES OR CONFLICTING ASPECTS OF THE SELF.
- MORAL AMBIGUITY: THE BLURRED LINES BETWEEN RIGHT AND WRONG.
- PSYCHOLOGICAL COMPLEXITY: THE INNER STRUGGLES FACED BY INDIVIDUALS.

ENHANCING LITERARY AND CULTURAL SIGNIFICANCE

LEVERAGING THE ENDURING LEGACY OF STEVENSON'S WORK

BY INVOKING "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE," THE AUTHOR TAPS INTO A CULTURAL TOUCHSTONE THAT HAS PERSISTED FOR OVER A CENTURY. THIS LENDS CREDIBILITY AND A LAYER OF DEPTH TO THE ARTICLE.

- HISTORICAL SIGNIFICANCE: THE NOVELLA REFLECTS VICTORIAN ANXIETIES ABOUT MORALITY AND SCIENCE.
- SYMBOLIC POWER: THE DUALITY EMBODIED BY JEKYLL AND HYDE SYMBOLIZES BROADER SOCIETAL CONFLICTS.
- TIMELESS RELEVANCE: ITS THEMES REMAIN PERTINENT IN MODERN DISCUSSIONS OF IDENTITY AND ETHICS.

DRAWING PARALLELS TO CONTEMPORARY ISSUES

THE REFERENCE SERVES AS A SPRINGBOARD TO DISCUSS MODERN PHENOMENA SUCH AS MENTAL HEALTH, PERSONALITY

DISORDERS, OR THE PERSONA VERSUS THE TRUE SELF. IT BRIDGES CLASSIC LITERATURE AND CONTEMPORARY DISCOURSE.

- PSYCHOLOGICAL INSIGHTS: UNDERSTANDING INTERNAL CONFLICTS.
- SOCIAL MASKS: THE PERSONAS PEOPLE ADOPT IN DIFFERENT CONTEXTS.
- MORAL DILEMMAS: ETHICAL CHOICES IN MODERN SOCIETY.

STRATEGIC SEO BENEFITS OF LITERARY REFERENCES

ENHANCING SEARCH ENGINE VISIBILITY

USING WELL-KNOWN REFERENCES LIKE "DR. JEKYLL AND MR. HYDE" CAN IMPROVE SEO BY ALIGNING THE ARTICLE WITH COMMONLY SEARCHED TERMS RELATED TO PSYCHOLOGY, LITERATURE, OR MORALITY.

- KEYWORD OPTIMIZATION: PHRASES LIKE "DUALITY OF HUMAN NATURE," "PSYCHOLOGICAL THEMES," OR "LITERARY SYMBOLISM" CAN BE INTEGRATED NATURALLY.
- CONTENT RELEVANCE: THE REFERENCE SIGNALS TOPICAL RELEVANCE FOR SEARCH QUERIES ABOUT GOTHIC LITERATURE OR MORAL PSYCHOLOGY.
- INCREASED CLICK-THROUGH RATES: RECOGNIZABLE REFERENCES ATTRACT MORE CLICKS FROM SEARCH RESULTS.

BUILDING AUTHORITY AND TRUST

CITING CLASSIC LITERATURE DEMONSTRATES THE AUTHOR'S KNOWLEDGE AND CREDIBILITY, ENCOURAGING READERS TO TRUST THE CONTENT.

- ACADEMIC AND CULTURAL CREDIBILITY: REFERENCING STEVENSON'S WORK SHOWS DEPTH.
- ENGAGED AUDIENCE: READERS INTERESTED IN LITERARY ANALYSIS ARE MORE LIKELY TO ENGAGE WITH WELL-INFORMED CONTENT.

SETTING THE TONE AND MOOD

CREATING A MYSTERIOUS OR THOUGHT-PROVOKING ATMOSPHERE

THE REFERENCE TO A STORY INVOLVING SECRET IDENTITIES AND MORAL AMBIGUITY SETS A TONE THAT IS INTRIGUING, POSSIBLY DARK, OR CONTEMPLATIVE.

- MOOD SETTING: EVOKES CURIOSITY AND INTROSPECTION.
- NARRATIVE FRAMING: SIGNALS THAT THE ARTICLE MAY EXPLORE COMPLEX OR HIDDEN ASPECTS OF THE TOPIC.

ENCOURAGING CRITICAL THINKING

BY INVOKING A STORY ABOUT INTERNAL CONFLICT, THE AUTHOR INVITES READERS TO THINK CRITICALLY ABOUT THE SUBJECT MATTER AND THEIR OWN PERCEPTIONS.

CONCLUSION: THE STRATEGIC CHOICE OF LITERATURE IN WRITING

INCORPORATING A REFERENCE TO "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE" AT THE BEGINNING OF AN ARTICLE IS A DELIBERATE STRATEGY THAT SERVES MULTIPLE FUNCTIONS. IT ESTABLISHES CONTEXT, ENHANCES THEMATIC DEPTH, LEVERAGES CULTURAL SIGNIFICANCE, AND BOLSTERS SEO EFFORTS. MOREOVER, IT SETS A TONE THAT CAN ENGAGE READERS EMOTIONALLY AND INTELLECTUALLY. ULTIMATELY, THIS LITERARY ALLUSION ACTS AS A POWERFUL GATEWAY, INVITING THE AUDIENCE TO

EXPLORE COMPLEX IDEAS ABOUT HUMAN NATURE, MORALITY, AND IDENTITY THROUGH A FAMILIAR AND COMPELLING NARRATIVE FRAMEWORK.

BY UNDERSTANDING THESE REASONS, WRITERS AND CONTENT CREATORS CAN APPRECIATE THE IMPORTANCE OF STRATEGIC LITERARY REFERENCES IN CRAFTING ENGAGING, MEANINGFUL, AND DISCOVERABLE CONTENT. WHETHER DISCUSSING PSYCHOLOGY, LITERATURE, CULTURE, OR ETHICS, REFERENCING "DR. JEKYLL AND MR. HYDE" REMAINS A TIMELESS TOOL TO ENRICH COMMUNICATION AND CONNECT WITH AUDIENCES ON A DEEPER LEVEL.

FREQUENTLY ASKED QUESTIONS

WHY DOES THE AUTHOR START THE ARTICLE WITH A REFERENCE TO 'THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE'?

THE AUTHOR USES THE REFERENCE TO DRAW A PARALLEL BETWEEN THE THEMES OF DUALITY AND HIDDEN IDENTITIES IN THE STORY AND THE SUBJECT MATTER OF THE ARTICLE, ENGAGING READERS WITH A FAMILIAR LITERARY EXAMPLE.

HOW DOES REFERENCING 'DR. JEKYLL AND MR. HYDE' SET THE TONE FOR THE ARTICLE?

IT ESTABLISHES A TONE OF MYSTERY AND PSYCHOLOGICAL COMPLEXITY, SUGGESTING THAT THE ARTICLE WILL EXPLORE THEMES OF INNER CONFLICT AND DUALITY SIMILAR TO THOSE IN THE CLASSIC NOVELLA.

WHAT IS THE SIGNIFICANCE OF MENTIONING 'THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE' AT THE BEGINNING?

THE REFERENCE HIGHLIGHTS THE CONCEPT OF DUAL PERSONALITIES OR HIDDEN ASPECTS WITHIN INDIVIDUALS, FRAMING THE ARTICLE'S DISCUSSION AROUND THIS CENTRAL IDEA.

DOES THE REFERENCE TO 'DR. JEKYLL AND MR. HYDE' IMPLY A DISCUSSION OF MORALITY OR ETHICS IN THE ARTICLE?

YES, IT SUGGESTS THAT THE ARTICLE MIGHT EXPLORE MORAL DILEMMAS, ETHICAL CONFLICTS, OR THE HUMAN CAPACITY FOR GOOD AND EVIL, SIMILAR TO THE THEMES OF THE NOVELLA.

HOW DOES THE LITERARY REFERENCE HELP IN CAPTURING THE READER'S INTEREST?

USING A WELL-KNOWN STORY PIQUES CURIOSITY AND PROVIDES A RELATABLE ANALOGY, ENCOURAGING READERS TO THINK ABOUT COMPLEX PSYCHOLOGICAL OR MORAL ISSUES DISCUSSED IN THE ARTICLE.

IS THE REFERENCE TO 'DR. JEKYLL AND MR. HYDE' MEANT TO SYMBOLIZE THE CONTRAST BETWEEN APPEARANCE AND REALITY?

EXACTLY; IT SYMBOLIZES THE THEME OF DUALITY, WHERE OUTWARD APPEARANCES MAY HIDE DARKER, HIDDEN ASPECTS, ALIGNING WITH THE ARTICLE'S EXPLORATION OF SIMILAR THEMES.

ADDITIONAL RESOURCES

WHY DOES THE AUTHOR INTRODUCE THE ARTICLE WITH A REFERENCE TO "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE"?

IN THE REALM OF LITERATURE AND CULTURAL DISCOURSE, REFERENCES SERVE AS POWERFUL TOOLS THAT HELP AUTHORS

ESTABLISH CONTEXT, EVOKE FAMILIARITY, AND DEEPEN THE THEMATIC RESONANCE OF THEIR WORK. ONE SUCH LITERARY TOUCHSTONE, ROBERT LOUIS STEVENSON'S NOVELLA *THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE*, HAS PERMEATED POPULAR AND ACADEMIC CONSCIOUSNESS FOR OVER A CENTURY. WHEN AN AUTHOR BEGINS AN ARTICLE WITH A NOD TO THIS CLASSIC TALE, IT IS RARELY INCIDENTAL. INSTEAD, IT SIGNALS AN INTENTIONAL EFFORT TO FRAME THE DISCUSSION WITHIN A PARTICULAR PSYCHOLOGICAL, MORAL, OR SOCIETAL CONTEXT THAT ECHOES STEVENSON'S EXPLORATION OF DUALITY, IDENTITY, AND MORALITY.

THIS ARTICLE EXPLORES THE MULTIFACETED REASONS WHY AUTHORS UTILIZE REFERENCES TO DR. JEKYLL AND MR. HYDE AT THE OUTSET OF THEIR WRITINGS. WE WILL EXAMINE THE SYMBOLIC SIGNIFICANCE OF THE NOVELLA, ITS CULTURAL UBIQUITY, AND HOW ITS THEMES FACILITATE A NUANCED UNDERSTANDING OF CONTEMPORARY TOPICS. BY DOING SO, WE AIM TO UNPACK THE STRATEGIC AND THEMATIC FUNCTIONS OF SUCH REFERENCES AND ILLUSTRATE WHY THEY ARE SO EFFECTIVE IN ENGAGING READERS AND FRAMING COMPLEX IDEAS.

THE CULTURAL AND LITERARY SIGNIFICANCE OF "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE"

A BRIEF OVERVIEW OF THE NOVELLA

PUBLISHED IN 1886, STEVENSON'S *JEKYLL AND HYDE* IS A PIONEERING WORK OF PSYCHOLOGICAL FICTION THAT DELVES INTO THE DUALITY OF HUMAN NATURE. IT NARRATES THE STORY OF DR. HENRY JEKYLL, A RESPECTED SCIENTIST WHO CREATES A POTION ENABLING HIM TO TRANSFORM INTO EDWARD HYDE, A MANIFESTATION OF HIS DARKER IMPULSES. THE NOVELLA EXPLORES THE TENSION BETWEEN SOCIETAL EXPECTATIONS, PERSONAL MORALITY, AND THE UNCONSCIOUS DRIVES THAT LURK BENEATH THE SURFACE.

UNIVERSAL THEMES EMBEDDED IN THE NARRATIVE

THE NOVELLA'S THEMES ARE PROFOUND AND TIMELESS:

- DUALITY OF HUMAN NATURE: THE FUNDAMENTAL CONFLICT BETWEEN GOOD AND EVIL WITHIN INDIVIDUALS.
- REPRESSION AND HIDDEN DESIRES: HOW SOCIETAL CONSTRAINTS CAN SUPPRESS DARKER IMPULSES, WHICH THEN MANIFEST IN DESTRUCTIVE WAYS.
- IDENTITY AND SELF-PERCEPTION: THE STRUGGLE TO RECONCILE DIFFERENT FACETS OF ONE'S PERSONALITY.
- MORALITY AND CONSEQUENCES: THE MORAL DILEMMAS THAT ARISE WHEN CONFRONTING ONE'S OWN DARKER SIDE.

BECAUSE THESE THEMES RESONATE ACROSS VARIOUS CONTEXTS—PSYCHOLOGICAL, PHILOSOPHICAL, SOCIAL—THEY MAKE *JEKYLL AND HYDE* AN ENDURING REFERENCE POINT.

CULTURAL UBIQUITY AND SYMBOLISM

OVER THE DECADES, THE STORY'S ARCHETYPE OF A SPLIT PERSONALITY HAS BECOME EMBEDDED IN POPULAR CULTURE. THE PHRASE "JEKYLL AND HYDE" HAS ENTERED COLLOQUIAL LANGUAGE, SYMBOLIZING THE DUALITY OR HYPOCRISY WITHIN INDIVIDUALS OR INSTITUTIONS. FILMS, TELEVISION, AND EVEN ADVERTISING HAVE APPROPRIATED THE IMAGERY, REINFORCING ITS FAMILIARITY.

THIS WIDESPREAD RECOGNITION MEANS THAT REFERENCING *JEKYLL AND HYDE* IMMEDIATELY EVOKES A COMPLEX SET OF ASSOCIATIONS IN THE READER'S MIND—MORAL AMBIGUITY, HIDDEN DEPRAVITY, OR INTERNAL CONFLICT—MAKING IT A POTENT RHETORICAL DEVICE.

WHY AUTHORS USE THE JEKYLL AND HYDE REFERENCE AT THE START OF AN ARTICLE

ESTABLISHING A THEMATIC FRAMEWORK

WHEN AUTHORS REFERENCE *JEKYLL AND HYDE* AT THE BEGINNING OF AN ARTICLE, THEY SET A THEMATIC TONE. IT SIGNALS THAT THE PIECE WILL EXPLORE ISSUES RELATED TO DUALITY, HIDDEN ASPECTS OF IDENTITY, OR MORAL AMBIGUITY. FOR EXAMPLE, AN ARTICLE ON CORPORATE ETHICS MIGHT OPEN BY ALLUDING TO *JEKYLL AND HYDE* TO UNDERScore THE DICHOTOMY BETWEEN PUBLIC IMAGE AND PRIVATE BEHAVIOR.

EXAMPLE:

> “MUCH LIKE DR. JEKYLL’S SECRET EXPERIMENTS, MODERN CORPORATIONS OFTEN GRAPPLE WITH THE TENSION BETWEEN THEIR PUBLIC PERSONAS AND INTERNAL PRACTICES.”

THIS FRAMING PRIMES THE READER TO CONSIDER THE TOPIC THROUGH THE LENS OF INTERNAL CONFLICT AND SOCIETAL MASKS.

ENGAGING THE READER WITH A RECOGNIZABLE CULTURAL REFERENCE

USING A WELL-KNOWN LITERARY ALLUSION IMMEDIATELY CAPTURES ATTENTION. THE FAMILIARITY OF THE JEKYLL AND HYDE MOTIF DRAWS READERS IN, PROVIDING AN ACCESSIBLE HOOK INTO MORE COMPLEX DISCUSSIONS. IT LEVERAGES SHARED CULTURAL KNOWLEDGE TO BRIDGE THE GAP BETWEEN THE READER’S UNDERSTANDING AND THE ARTICLE’S SUBJECT MATTER.

CONVEYING COMPLEXITY AND DEPTH

THE REFERENCE TO JEKYLL AND HYDE SUGGESTS A LAYERED, NUANCED EXPLORATION. IT IMPLIES THAT THE TOPIC IS NOT STRAIGHTFORWARD BUT INVOLVES CONTRADICTIONS, CONCEALMENT, OR DUAL ASPECTS. THIS CAN ELEVATE THE PERCEIVED INTELLECTUAL RIGOR OF THE ARTICLE.

FRAMING MORAL AND ETHICAL DILEMMAS

THE NOVELLA’S EXPLORATION OF MORALITY MAKES IT AN EFFECTIVE ENTRY POINT FOR DISCUSSIONS ABOUT ETHICS, LEGALITY, OR SOCIAL RESPONSIBILITY. INITIATING WITH THE JEKYLL-HYDE MOTIF SIGNALS THAT THE ARTICLE WILL DELVE INTO DIFFICULT QUESTIONS ABOUT HUMAN NATURE AND SOCIETAL EXPECTATIONS.

PRACTICAL REASONS FOR THE INTRODUCTION

CLARIFYING THE SCOPE OF THE DISCUSSION

THE REFERENCE HELPS DEFINE THE SCOPE. FOR INSTANCE, IF THE ARTICLE DISCUSSES MENTAL HEALTH, CRIMINALITY, OR SOCIAL MASKS, INVOKING JEKYLL AND HYDE IMMEDIATELY FRAMES THESE ISSUES WITHIN A PSYCHOLOGICAL OR MORAL DICHOTOMY.

ESTABLISHING A NARRATIVE OR ANALOGY

AUTHORS OFTEN USE THE REFERENCE AS AN ANALOGY TO SIMPLIFY COMPLEX IDEAS. FOR EXAMPLE, DESCRIBING THE MODERN INTERNET’S “JEKYLL AND HYDE” EFFECT—WHERE ONLINE PERSONAS DIFFER MARKEDLY FROM REAL-WORLD IDENTITIES—PROVIDES AN IMMEDIATE, RELATABLE ANALOGY.

CREATING A MORAL OR PHILOSOPHICAL CONTEXT

BY INVOKING JEKYLL AND HYDE, THE AUTHOR SIGNALS THAT THE ARTICLE WILL ADDRESS MORAL QUESTIONS, SUCH AS THE NATURE OF EVIL, THE IMPORTANCE OF SELF-CONTROL, OR SOCIETAL INFLUENCE ON INDIVIDUAL BEHAVIOR.

EXAMPLES OF CONTEMPORARY USAGE

IN PSYCHOLOGY AND MENTAL HEALTH

AUTHORS OR RESEARCHERS MIGHT START AN ARTICLE WITH THE JEKYLL AND HYDE REFERENCE TO DISCUSS DISSOCIATIVE IDENTITY DISORDER OR THE CONCEPT OF THE “SHADOW SELF,” EMPHASIZING THE INTERNAL STRUGGLE BETWEEN DIFFERENT FACETS OF PERSONALITY.

IN POLITICAL AND SOCIAL COMMENTARY

COMMENTATORS MIGHT REFERENCE THE NOVELLA TO HIGHLIGHT HYPOCRISY OR DOUBLE STANDARDS—SUCH AS POLITICIANS WHO PRESENT VIRTUOUS PUBLIC IMAGES WHILE ENGAGING IN UNETHICAL BEHAVIOR BEHIND THE SCENES.

IN BUSINESS AND CORPORATE ETHICS

ARTICLES EXAMINING CORPORATE SCANDALS OR ETHICAL LAPSES OFTEN BEGIN WITH THE JEKYLL-HYDE ANALOGY TO UNDERSCORE THE DISCREPANCY BETWEEN A COMPANY'S OFFICIAL STANCE AND ITS ACTUAL PRACTICES.

THE EFFECTIVENESS OF THE REFERENCE: WHY IT WORKS

UNIVERSALITY AND RECOGNIZABILITY

THE STORY'S THEMES ARE UNIVERSAL, TRANSCENDING CULTURES AND GENERATIONS. THIS UNIVERSALITY ENSURES THAT THE REFERENCE WILL RESONATE WITH A BROAD AUDIENCE.

IMMEDIATE CONTEXTUALIZATION

USING A CULTURALLY EMBEDDED METAPHOR LIKE JEKYLL AND HYDE ALLOWS AUTHORS TO COMMUNICATE COMPLEX IDEAS SUCCINCTLY. INSTEAD OF LENGTHY EXPLANATIONS, THEY RELY ON THE READER'S FAMILIARITY WITH THE STORY'S CORE THEMES.

DEPTH AND SUBTLETY

THE REFERENCE INVITES READERS TO THINK MORE DEEPLY ABOUT THE SUBJECT. IT SUGGESTS THAT BENEATH THE SURFACE, THERE ARE HIDDEN LAYERS—MIRRORING THE NOVELLA'S EXPLORATION OF UNSEEN FACETS OF HUMAN NATURE.

EMOTIONAL AND MORAL ENGAGEMENT

THE NOVELLA'S MORAL QUESTIONS EVOKE EMOTIONAL RESPONSES, MAKING THE SUBSEQUENT DISCUSSION MORE COMPELLING AND THOUGHT-PROVOKING.

CONCLUSION

IN SUM, WHEN AN AUTHOR BEGINS AN ARTICLE WITH A REFERENCE TO THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE, IT IS A DELIBERATE RHETORICAL CHOICE THAT SERVES MULTIPLE PURPOSES. IT ESTABLISHES A THEMATIC FOUNDATION ROOTED IN THE EXPLORATION OF DUALITY, MORALITY, AND IDENTITY. IT LEVERAGES CULTURAL FAMILIARITY TO ENGAGE THE READER AND CONVEY COMPLEX IDEAS EFFICIENTLY. IT ALSO SIGNALS THAT THE DISCUSSION WILL PROBE BENEATH SURFACE APPEARANCES, EXAMINING THE HIDDEN, OFTEN CONFLICTING ASPECTS OF HUMAN NATURE OR SOCIETAL BEHAVIOR.

THIS LITERARY ALLUSION'S ENDURING POWER LIES IN ITS ABILITY TO ENCAPSULATE PROFOUND PSYCHOLOGICAL AND MORAL DILEMMAS WITHIN A SIMPLE, MEMORABLE METAPHOR. WHETHER ADDRESSING PERSONAL PSYCHOLOGY, SOCIAL HYPOCRISY, OR ETHICAL AMBIGUITY, REFERENCING JEKYLL AND HYDE PROVIDES A RICH, LAYERED CONTEXT THAT ENHANCES THE DEPTH AND ACCESSIBILITY OF THE ARTICLE. AS SUCH, ITS STRATEGIC USE AT THE BEGINNING OF A PIECE IS A TESTAMENT TO THE NOVELLA'S LASTING INFLUENCE AND ITS UTILITY AS A TOOL FOR NUANCED, COMPELLING COMMUNICATION IN CONTEMPORARY DISCOURSE.

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