

A REVIEW STUDY ON NEUROLINGUISTIC PROGRAMMING

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ABSTRACT

Neurolinguistic Programming (NLP) emerged as an individual development approach in 1970s and was initiated by Bandler and Grinder. Richard Bandler, was a scientist and Grinder, a linguist. They intended to analyze the mental processes and noticed that when an individual remind about a frightening or crucial moment in a genuine way, the moment being difficult and unfavorable for the individual become smoothen by the positive attitude of a person itself. Bandler brings out that the way of thinking about situation or something else makes all the dissimilarities. This finding was named by Neurolinguistic Programming which acts as a base for individual's excellency and transformation of behaviors and beliefs. Later, they insisted to describe the connection between neurology and linguistics and how that bonding can be used to program an individual's mind, body and behavior.

Keywords: Neurolinguistic Programming, Frightening, Unfavorable, Smoothen, Dissimilarities, Excellency

INTRODUCTION

Neurolinguistic Programming (NLP) is a progress oriented approach. It indicates learning standards as a key for personal change and development. It is believed that people are naturally creative and are capable of a change. According to the capability of the people, it adapts a constructivist position and represents the world. The NLP has a strong attention on understanding the structure rather than the experience. It is deeply interested in construction of people's mind and also it implies that people design their experiences through cognitive process and self-determination.

The NLP depends upon the human character and behavior in connection with the interaction of the surroundings and individuals. Interactions show various characters of humans in biological and reflexive ways. These types of reactions are unavoidable and it is essential during interrogation. It helps to extract the real personality through genuine interaction.

The acronym 'NLP' has burgeoned into various professionals and individuals. Standing for Neurolinguistic Programming, NLP has gained worldwide interest. NLP is seen as a model that contributes to the development of the field of human communication and behaviour. Despite a few provoking debates highlighting its scientifically undemonstrated concept, NLP remains a set of strategies that is believed to be highly effective in both a personal enhancement method and a therapeutic procedure.

Since its first public training seminar in 1975, NLP training is provided to popularly known companies such as NASA, McDonald's and Hewlett-Packard. This is not to mention its wide recognition in public administrative and educational institutions in most parts of the globe including the United States of America, United Kingdom and Asian countries

like Malaysia, Thailand and Singapore. The claimed effectiveness has resulted in growing number of NLP practitioners around the world and this could explain the high commercial value it has.

Nevertheless, NLP is still considered to be virtually absent from the academic realm. This silence suggests a dire need to expand academic practices studying and discussing NLP. Hence, this paper aims at briefly revisiting the history of NLP and describing it as to allow readers to comprehend the nature of its underlying elements. Then, the paper reviews NLP from the perspectives of philosophy and pedagogy thus recommending readers to have a critical dialogue over the discussion.

BACKGROUND OF NEUROLINGUISTIC PROGRAMMING AND ITS FOUNDING THEORIES

Neurolinguistic Programming (NLP) emerged as an individual development approach in 1970s and was initiated by Bandler and Grinder. Richard Bandler, was a scientist and Grinder, a linguist. They intended to analyze the mental processes and noticed that when an individual remind about a frightening or crucial moment in a genuine way, the moment being difficult and unfavorable for the individual become smoothen by the positive attitude of a person itself. Therefore, Bandler brings out that the way of thinking about situation or something else makes all the dissimilarities. This finding was named by Neurolinguistic Programming which acts as a base for individual's excellency and transformation of behaviors and beliefs. Later, they insisted to describe the connection between neurology and linguistics and how that bonding can be used to program an individual's mind, body and behavior.

According to the founders, Neurolinguistic Programming emerged on its belief and universal potential. The NLP insists to help people by guiding them to program their brain process. It offers variety of communication patterns to improve and change individuals by using self-hypnosis. Neurolinguistic Programming is purposefully designed to recognize how verbal and non-verbal communication affects the human brain.

It brings out that the NLP not only claims a better opportunity to communicate with others, but also teaches how to take control over the functions of human brain. It has been popular as a self-program in a psychological way.

STRATEGIES AND TECHNIQUES IN NLP

1. **Visualization:** Visualization is one of the eminent Neurolinguistic Programs that helps to find drastic changes in behavior. It is a powerful technique to regulate anxiety and manage panic attacks by calming the mind and body.
2. **Building Rapport:** Rapport is one of the most important and accessible strategies in the NLP. It is necessary to build rapport for powerful communication. The NLP handles techniques such as mirroring facial, postures and body gestures. Teachers who utilize these techniques achieve a noticeable improvement in communication through this technique. It is important for the teachers to have good rapport with the student as that would develop a positive learning environment.
3. **Meta-Model:** The meta-model is a collection of indicating questions or language form work out to challenge the limits to a speaker's pattern of the world that is generalization, deletion and distortion. The NLP meta-model is based on the verbal patterning and it is easily proposed to detect the beliefs and thinking restrictions of the indicators.
4. **Anchoring:** Anchoring is an important NLP technique which helps to train the mind to shape out a situation into a positive frame of mind or emotion before assigning a conversation.

5. **Swish Pattern:** Swish pattern is a Neurolinguistic Programming technique which is positioned with visualization and that helps the practitioners to relate positive emotions with a negative situation. By using this pattern, the NLP practitioners can change emotions like anxiety, nervousness and fear into positive ones.
6. **State Management:** State management is an important Neurolinguistic Programming (NLP) technique. State management means control the state or situation. This technique actively controls over the emotional and mental status of an individual. It stands as a fusion of the mind and physiology of the body which forms a complete Neurolinguistic state of consciousness.

POSSIBLE SOLUTIONS TO OVERCOME THE PSYCHOLOGICAL ISSUES BY USING NLP

1. Reframing is the technique that the teacher can handle by relating to personal experiences and makes it tangible for the learners.
2. Reframing can also be used to constitute artificial circumstances to be used in the classroom contributing to the students with an enormous collection of learning opportunities without the need of material support.
3. Anchoring techniques that make contact between what one sees, hears and feels apart from emotional states.
4. It is also important for teachers to re-establish rapport or repair it during times when response of the students is lacking, when the class is tired or getting bored.
5. The NLP can support learners to catch up the optimum levels of anxiety-free states with the help of some relaxation techniques. At the time of challenging situation, learners are asked to take a deep breath to reduce the impact of their negative emotions on the human body.

OBJECTIVES OF THE STUDY

1. To analyse neurolinguistic programming and its theories.
2. To study about strategies and techniques used in Neurolinguistic programming.
3. To analyse the solution to overcome the psychological issues by using neurolinguistic programming.

REVIEW OF LITERATURE

Harry Alder (1992) conducted a study on model for personal success. To examine the individual holistically and to model the internal as well as the external behavior associated with personal effectiveness. Techniques With Orthodox Training And Development Program. A new cognitive approach to management science. Search for excellence should begin in the world of individual. "we are what we think."

Prezas, Raul Roberts (1995) investigated a study on the effect of NLP on state – trait anxiety and academic performance using self-hypothesis. To determine the relationship between random groups of student, who are treated with rational stage Directed hypothesis and a control group which did not receive any treatment. State – trait anxiety inventory rational stage directed hypnosis –A form of NLP. Self – hypnotic relaxation techniques insured both empowerment and a sense of control on the part of the participants there was a significant difference in the post text anxiety levels in both the state and trait anxiety subsets.

Cook. Donni Chandler (1995) revealed the study on effects of teaching mental imagery as a reading comprehension & meta cognition strategy. To focus on the mental imagery instruction and the effect of metacognitive awareness of imagery on reading comprehension. Oral Interviews, Written And Oral Retelling. Mental imagery instruction was most beneficial for student to improve the reading comprehension, by improving the visualization of what was being read and it increased the elaboration of picture found while reading. It also had a positive effect upon the affective domain of the student.

Zigh – Terasa Stephanie (1997) conducted a study on resolution of ambiguity in english language episodes; the achievement of minimum global energy state in boltzmann machine neural network architecture. To use neural networks for the resolution of ambiguity in episodes (multi – sentence texts telling a story) and to construct stories which are challenged by a higher level of organization that occurs in strings of sentences. Back Propagation, Recirculation, hopfield memory model and boltzmann machine neural network architecture. Ambiguous sentences are investigated not ambiguous stories, the stories have been associated with well-defined scripts or plans and networks effectiveness was compared. Boltzmann machine was found to provide the highest rate of ambiguity reduction than the Hopfield memory model.

Burow (1998) revealed a study on information processing and selective attention in short term visual memory: Psychophysics and models. To investigate the representational characters of multiple items in memory, cognitive process involved in visual episodic recognition and attentional regulation of vision-memory interaction and to test various possible underlying cognitive processes that could give rise to memo metric function in recognition memory task. Recognition Memory Task. A neural computational model i.e., expanded biased competition model stimulates how memory noise occurs in competitive interaction of vision and memory and it provides an integrative account of short-term visual memory addressing the psychophysical, cognitive and neural computational aspects of stvm.

Annacraft (2001) investigated a study on NLP and learning theory. To explore the relationship between NLP and other strategies and theories to and to examine the dissonance between individuality in learning and experiential learning. NLP remains as asset of strategies rather than a theory or model and these internal inconsistencies need to be addressed with the learning theories of our age.

RESEARCH METHODOLOGY

In the present study secondary data was used.

FINDINGS

1. Self – hypnotic relaxation techniques insured both empowerment and a sense of control on the part of the participants there was a significant difference in the post text anxiety levels in both the state and trait anxiety subsets.
2. Neurolinguistic Programming positive effect upon the affective domain of the student.
3. To provide the highest rate of ambiguity reduction than the Hopfield memory model.
4. It provides an integrative account of short-term visual memory addressing the psychophysical, cognitive and neural computational aspects of stvm.

CONCLUSION

Neurolinguistic programming (NLP), intended as methods of influence and communication, was created by observing and categorizing assumed expert psychotherapists' behaviours in the 1970s. Since then, NLP has been offered not only as a way to treat a variety of physical and mental health issues, maximize human potential and improve interpersonal interactions, but also as a method to increase the effectiveness of criminal interviews and interrogations. However, research has consistently failed to find support for the basic premises of NLP. In lieu of NLP, empirically-based communication and negotiation methods (including active listening and verbal and non-verbal behavior matching and mimicry) should be used as a means to build rapport and trust between parties.

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