

المحاضرة الأولى

المادة: لغويات


الفرقة: الثالثة انجليزي – عام

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NEURO LINGUISTIC PROGRAMMING (NLP)

- **The idea of NLP was created by Richard Bandler and John Grinder in California, United States in the 1970s.**
- **NLP's creators claim there is a connection between neurological processes (*neuro-*), language (*linguistic*) and behavioral patterns learned through experience (*programming*), and that these can be changed to achieve specific goals in life.**
- **Bandler and Grinder also claim that NLP methodology can "model" the skills of exceptional people, allowing anyone to acquire those skills.**

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- **They claim as well that, often in a single session, NLP can treat problems such as phobias, depression, tic disorders, psychosomatic illnesses..... ETC.**

NLP IS BASED ON “MODELLING”

- **As NLP studies brilliance and quality-how outstanding individuals and organizations get their outstanding results, it is used to model the behaviors of the other to get a specific class of results.**

NLP STUDIES “EXPERIENCE FROM INSIDE”

- **NLP studies how we structure our subjective experience- how we think about our values and beliefs and how we create our emotional states –and how we construct our internal world from our experience and give it meaning.**
- **No event has meaning in itself, we give it meaning, and different people may give the same event different meanings.**

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- **NLP is more than just a collection of techniques. It is also a way of thinking, a frame of mind based on curiosity, exploration and fun.**




The name "Neuro-Linguistic" brings three areas together:


- **N:** **Neurology** → **The mind and how we think.**
- **L:** **Linguistics** → **How we use language and how it affects us.**
- **P:** **programming** → **How we sequence our actions to achieve our goals.**

WHAT IS NLP FOR?

NLP is a toolbox of attitudes, thoughts and skills. It could be used for:


- NLP gives you success. Whether you are having problems in your family, work or leisure, NLP enables you to change your outlook and vision toward the world as a whole.**


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- **NLP improves communication. You can convert your positive way of thinking into words. When you redefine your thoughts and emotions and effectively communicate and share your perspective with others, then you become more competent verbally.**


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- **NLP unifies your mind, body and feelings. You may be having a lot of trouble putting your plans into action, or learning from your experience. This only means that your mind, body and feelings are not in sync. NLP allows you to create a connection so that all aspects of your existence as a human being coincide and work together towards achieving personal success.**


NLP PRESUPPOSITIONS


- **The meaning of the communication is the response it elicits. The manner and content of reply you receive from the person you are communicating with is what the entire communication meant. You may try to relay a certain message but validation of understanding will only be done once the receiver or the person you're communicating with has replied appropriately.**


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- **There are two communication levels: Conscious and Unconscious. Most forms of communication done by human beings are not only verbal. You may not even notice it but you use a lot of hand and eye movements, facial expressions, posturing, non-verbal cues and body language along with verbal communication. You can add to the tone and mood behind the verbal message you're implying to effectively relay it.**


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- **There are no failures in communication, but only outcomes. If you did not receive the response that you were expecting after communicating with another person, the communication process was not useless or a failure. It only means that the outcome was different from what you intended it to be. This should only encourage you to improve your skills and attitude about communication.**


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- **Rapport is relating to individuals according to their model of the world. Since all people create their own model or representation of the world depending on their understanding of past experiences and the influence of others and the environment, it requires some effort to step into another's model. It means that you have to view the world the same way they do so that you can effectively build rapport and communicate. If you choose to remain close-minded about other people's representation, it may be difficult for you to elicit a desired response**

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- **Resistance reveals the inflexibility of the communicator. If you experience resistance on the part of the person you are talking to, it doesn't necessarily mean that the person is not open to communication. It may be that you are not establishing rapport effectively.**

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- **People have all the resources they need to change. You do not need to acquire new things in order to make you a good communicator, leader or to make changes in your life. You already have all the behavioral, mental and emotional resources inside of you. If you do not recognize this, it only means that you have not yet accessed them properly or realized your true strengths.**

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- **A person's positive worth is constant even when the value of internal and external behavior is questioned. Universally, each and every human being has worth and dignity regardless of their thoughts and actions. However, there are good and bad behaviors which may determine the person's judgment of his worth to himself and his environment.**

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- **All behavior has a positive intention. All behavior is intended for positive outcomes but not every behavior is designed to be carried out in a positive manner. There are several self-preserving mechanisms that aim for personal benefit but the process of achieving that goal is very dangerous for you and other people.**

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- **Good decision-making requires accurate information. Do not immediately rush into action or make a decision before you have acquired full knowledge. You also have to give yourself enough time to calm your excitement since haste and disrupted emotions result in poor judgment and inadequacy of action.**

MODALITIES OF NLP

- **Your five basic senses: visual or seeing, auditory or hearing, olfactory or smell, gustatory or taste and kinesthetic or touch are known as modalities in NLP.**
- **Modalities or representational systems are processed by your brain into your own perspective of the world.**

SUB-MODALITIES OF NLP

- **Modalities can be then broken down further into subjective subdivisions called sub-modalities.**
- **Sub-modalities are very helpful in NLP since they guide you in appreciating the things that you already have.**
- **the use of sub-modalities in the sense that you can distinctly create your own mental imagery of reality and your personal experiences. Each person's brain and level of emotions are unique.**

Visual

Black, White or Color
 Near or Far
 Bright or Dim
 Location
 Size
 Associated / Dissociated
 Contrast
 Framed or Unbounded
 Moving or Still
 Slow/Normal/Fast
 3-Dimensional or Flat

Auditory

Loud or Soft
 Near or Far
 Internal or External
 Location
 Stereo or Mono
 Fast or Slow
 High or Low Pitch
 Verbal or Tonal
 Rhythm
 Clarity
 Pauses

Olfactory

Strong or Weak
 Sweet or Pungent
 Rich or Thin
 Location
 Concentrated or Diluted
 Constant or Intermittent
 Clear or Unclear
 Near or Far
 Moving or Still
 Source: Metal, Liquid, Etc.
 Old or New

Gustatory

Strong or Weak
 Concentrated or Diluted
 Rich or Thin
 Fresh or Spoiled
 Sweet, Sour, Salty, Spicy or Bitter
 Tangy or Clear
 Soft or Sharp
 Fermented or Unfermented
 Alcoholic or Non-alcoholic
 Mild or Strong
 Natural or Processed

Kinesthetic

Strong or Weak
 Large or Small Area
 Heavy or Light
 Location
 Smooth or Rough
 Constant or Intermittent
 Hot or Cold
 Size
 Shape
 Pressure
 Vibration

