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FEATURES OF NLP APPLICATION IN THE COMMUNICATION PROCESS

Neuro-linguistic programming (further – NLP) is a branch of practical psychology and a method of personal growth that can help you achieve unprecedented success in your career and personal life. There exists an oppinion that it is just the hypnosis, zombification and the method of extracting money from gullible people. While others consider it a set of psychological techniques that allow you to influence people's thoughts and behaviour. In other words, it is about programming a person with the help of language and non-verbal signals: gestures, facial expressions, and voice tones. NLP is based on the idea of a connection between neurophysiology, language and human actions. These three components are reflected in the name of the technique.

Neuro-linguistic programming originated in the late 1960s at the University of Santa Cruz in California, USA, by Richard Bandler, a programmer and psychology student, and John Grinder, a linguist and psychology professor, who became interested in why some people can be successful in certain fields and activities while others cannot [1].

Bendler and Grinder argue that human success depends on how people think, perceive and interact with others. The basic ideas of NLP are that speech and nonverbal cues have a profound effect on human behaviour and beliefs, and that these behaviours and beliefs can be changed by changing the way we speak and use nonverbal cues.

It was stressed that NLP is a set of techniques and tools designed to improve communication and personal development. Here are some NLP techniques that can be useful in communication.

1. Calibration: it is the process of observing and analysing another person's verbal and non-verbal communication in order to connect with and understand their state, mood, thoughts and feelings: e.g. breathing. Breathing patterns can tell you a lot about a person. A change in breathing usually indicates a change in internal state. When you start to observe breathing patterns, pay attention to which part of the body shows the most noticeable breathing movements, i.e. whether the person is breathing through the chest or the abdomen. You can also note changes in breathing rate, depth, and evenness. If the person's breathing changes during the conversation, try to identify what thoughts/feelings are changing with it. You may find that changes in breathing patterns are almost always signals of a change in internal state. When you learn how to calibrate these changes, you will have answers to your questions before the other person even responds verbally. State calibration means that you can recognise certain states of a person by their non-verbal cues.

2. Modelling: this is a technique of studying and imitating successful patterns of behaviour and language of other people. Using this technique can help you improve your communication and achieve success in various areas of life. We can safely say that modelling is the foundation of NLP. The NLP methodology began with the modelling of the behaviour of prominent psychotherapists. Later, modelling became an effective mechanism that allows you to identify, copy and describe the secrets of success. The model works when it can be used to teach another person and get results comparable to the original. NLP language models allow you to use words and phrases that help build trust, ensure effective influence, and help avoid conflicts.

3. Representational systems: this is a technique for determining how a person perceives the world. We rely on our senses to obtain information about the outside world. There are numerous sensory receptors in the human body. Apart from these nervous mechanisms, we have no other way of receiving information about the world around us. In fact, all of our experience is formed on the basis of visual, auditory, gustatory, tactile and olfactory sensations (these five sensory modalities are the most important, although there are others besides them). In NLP, we call these modalities representational systems. When analysing individual skills, we find that their functioning is related to the development and programming of basic representational systems. All our experience is formed on the basis of visual, auditory, gustatory, tactile and olfactory sensations.

4. The Anchor Technique: we all remember Pavlov's experiment with his dog from a school biology textbook. Its meaning is that if you turn on the light at each feeding, then after a while the animal's saliva will be released to the light (signal) even in the absence of food. This is how a conditioned reflex is developed – the body's response to a repeated action. In NLP, a conditioned reflex is called an anchor. To use it in a manipulation technique, the desired conditioned reflex is formed artificially. You can anchor yourself or another person. The anchor can be either positive or negative. Signals are divided into sound, visual, kinesthetic, etc. For example, you want to be associated with a supportive person. Ask them about a sad episode in their life and casually put your hand on their shoulder. This will be a kinesthetic anchor. Usually, the anchoring process needs to be repeated several times. In other words, you need to create a group of anchors. As a result, you will be associated with support and compassion in the person's subconscious. You can also set an anchor for yourself. For example, on the feeling of joy. Wait for the moment when your emotions are at their peak and smell a perfume or listen to a good song. Repeat this several times. As a result, it will be enough to turn on the chosen song to feel a surge of joy.

5. Setting up a rapport: techniques for joining and mirroring

How do you establish rapport? How does a person communicate on an unconscious level? Surprisingly enough, establishing rapport on an unconscious level is simple: you become like the other person. When people look, talk and move in the same way, they tend to like each other. If you hang identical pendulums attached to an elastic wire on the wall, they gradually synchronise their oscillations. Apparently, nature loves it when the physical world comes into a state of harmony. We can also establish rapport with people if we act like them and use a process called joining or mirroring. Mirroring is the ability to

reproduce another person's language and nonverbal cues to build a trusting and effective connection.

Thus, the usage of NLP techniques can help people improve communication, become more effective at work, achieve personal development and increase self-esteem.

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