

THE HISTORY AND TRANSFORMATION OF NEURO-LINGUISTIC PROGRAMMING

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NEYRO-LINGVISTIK DASTURLASHNING TARIXI VA TRANSFORMATSIYASI

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ИСТОРИЯ И ТРАНСФОРМАЦИЯ НЕЙРОЛИНГВИСТИЧЕСКОГО ПРОГРАММИРОВАНИЯ

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Abstract. Neuro-Linguistic Programming (NLP): method of acting on human consciousness and knowledge, linked to an influence at the level of ideology and Ideas about the World concerning the human mind and moral conscience. In many circles of psychologists, there is the conviction of the pseudo-scientific nature of this method or the conviction that its use causes superficial and short-term effects; despite the lack of full support in scientific circles, this notion has already entered the vocabulary of psychology, education, business and various systems of the so-called "self-development", and it continues to be popularized. NLP or neuro-linguistic programming refers to a whole set of techniques (dissociation, reframing) and methods aimed at promoting the personal development of the individual. This article investigates NLP in detail: its principles, its history, its benefits, and the progress of a session.

Keywords: NLP; transformation; root; connection; language; program; concept; frame; criteria; creation; association and dissociation.

Annotatsiya. Neyro-lingvistik dasturlash (NLP): inson ongi va bilimiga ta'sir qilish usuli, inson ongi va axloqiy muhitiga taalluqli dunyo haqidagi mafkura va g'oyalar darajasidagi ta'siri bilan bog'liq. Psixologlarning ko'plab tadqiqot doiralarida ushbu usulning ilmiy tabiati yoki uni qo'llash ehtimoli nisbiy bo'lganligi va insonga qisqa muddatli ta'sir qilish kabi qarashlari ilmiy jihatdan

to'liq qo'llab-quvvatlanmaganiga qaramay, bu tushuncha allaqachon psixologiya, ta'lim, biznes va "o'z-o'zini rivojlantirish–self-development" deb ataladigan turli xil tizimlarning lug'atiga kirib borgan va hozirda NLP ommalashishda davom etmoqda. NLP yoki neyrolingvistik dasturlash — bu shaxsning shaxsiy rivojlanishini rag'batlantirishga qaratilgan texnika va usullarning butun majmuasini anglatadi. Ushbu maqolada NLPning tamoyillari, tarixi, afzalliklari, mashg'ulotning sifatli olib borilishi haqida so'z boradi.

Kalit so'zlar: NLP; transformatsiya; tarix; aloqa; til; dastur; kontseptsiya; ramka; mezonlar; yaratish; assotsiatsiya va ajralish.

Аннотация. Нейролингвистическое программирование (НЛП) — метод воздействия на человеческое сознание и знания, связанные с воздействием на уровне идеологии и представлений о мире, касающихся человеческого разума и морального сознания. Во многих кругах психологов существует убежденность в околонуности этого метода или убежденность в том, что его применение вызывает поверхностные и кратковременные эффекты. Несмотря на отсутствие полной поддержки в научных кругах, это понятие уже вошло в лексикон психологии, образования, бизнеса и различных систем так называемого «саморазвития» и продолжает популяризоваться. НЛП, или нейролингвистическое программирование, относится к целому набору техник (диссоциация, рефрейминг) и методов, направленных на содействие личностному развитию личности. В статье подробно исследуется НЛП, его принципы, история, преимущества и ход сеанса.

Ключевые слова: НЛП; трансформация; история; связь; язык; программа; концепция; фрейм; критерии; создание; ассоциация и диссоциация.

Intruduction. Neurolinguistic programming (NLP) as a form of applied psychology emerged in the early 1970s. NLP is an applied complicated scientific subject created at the junction of linguistics, psychology, cultural studies, and sociology. It offers unique theoretical advancements and practical advice for broadcasting, advertising, and marketing operations. NLP also encompasses the skills and information required for effective interpersonal, business, and communication management. The use of NLP enables the introduction of target consumer and representatives of other contact social group stereotypes of thinking and behavior essential for the purposes of the company, achieving the appropriate psychological reactions and particular actions from them (1, 204).

The word “*neurolinguistic programming*” refers to three categories. The term “*neuro*” stems from the idea that all human activity is the consequence of neurological processes (ancient Greek: neuron, “nerve”). The mind and cognitive functions are studied through neuroscience. Linguistic (Latin *lingua* — language) — focuses on the person's attention on the fact that nervous processes are representative and ordered and are embodied in certain strategies of our everyday language and communication systems. Linguistics studies how a person uses language and what its influence is on the

formation of personality. Programming - Denotes the existence of a defined program for accomplishing the objective and the purposefulness of the influence.

“NLP is the science and practice of achieving personal mastery. Science, as there are certain patterns, tactics, and mastery techniques. Additionally, others can learn this talent from each other. Everyone will be a master in their own right. According to the renowned Russian NLP practitioner A. Lyubimov, “since each individual will put themselves and their personalities into these tactics” (4, 11).

The founders of NLP are considered to be American researchers from the University of California Richard Bandler and John Grinder. When R. Bandler was a student at the Faculty of Mathematics, he had a passion for computers and had an admirable interest in audio-video records of lectures given by renowned American psychotherapists Virginia Satir and Fritz Perls. After eventually departing from the theory of psychoanalysis in the 1940s, F. Perls began to formulate novel concepts that later found scientific expression in the “*Gestalt therapy*” technique. One of the earliest psychotherapists, F. Perls developed a set of concepts for somatic, aural, and visual representations. The harmonic reunion of these parts is one of therapy’s ultimate aims, according to F. Perls, who was also a supporter of the notion of personality components. Early in the 1960s, V. Satir began her profession as a psychotherapist in Chicago, concentrating on problems with alcoholics and the homeless. She relocated to California and established the Institute for Mental Research in Palo Alto with John Jackson and Julius Riskin. V. Satir directly met J. Grinder and R. Bandler in 1972 and started working with them right away (7).

R. Bender noticed that by modeling some of F. Perls’ and V. Satir’s conduct, he started to have an effect on others around him. Then, he made the decision to form a student *Gestalt therapy* research group. Later J. Grinder creates the “New Code” of NLP with assistance from a few other researchers. As a result, the earliest models, standards, and procedures of NLP arise in codified form as a result of the collaborative efforts, particularly of R. Bandler and J. Grinder.

According to NLP’s creators, each individual has a preferred way of processing information, which often falls into one of three categories: visual, aural, or kinesthetic. A variety of neurolinguistic programming tools were created by the NLP pioneers and their followers as they explored the mastery of therapeutic efficacy.

“So-called super communicators’ tended to employ three approaches equally rather than concentrate on just one. Additionally, Sally Dimmick observes, “They were able to switch between approaches to adapt to or mimic the communication style of another person” (3, 14).

Results and Discussion. NLP employs both individual and group techniques. There are, according to the method’s creators, more

than a hundred of them. Here is an illustration of a few of the most common methods.

Association and dissociation. Associativity presupposes the presence of internal experience and provides for different positions in relation to the same experience. Dissociation presupposes the indifferent involvement of a person's feelings, "*it is useful to have the ability to step back, looking at oneself from the outside, from a dissociated point of view*" (5).

Categorization is the process of joining informational units into groups according to the degree of generalization within each group. Categorization helps a person structure his thinking and handle a large amount of information.

An individual's future status or experience is represented by the alluring future. A potential future always draws a person in because of its reality, figurative portrayal, and creative force. It establishes a person's motivation for taking particular behaviors in order to achieve the desired goal and provides them with a feeling of the future in the here and now.

Contrast analysis involves comparing and contrasting two processes that have some common elements but different outcomes. For instance, *the calm progress of an official meeting, which yesterday ended in conflict*. Contrast analysis identifies a "*meaningful difference*" or a "*difference that makes a difference*".

Criteria and criterion equivalents. A criterion is a standard that a person uses to evaluate, usually expressed in meaningful words that express abstract concepts such as decency, respect, dignity, happiness, and friendship. Specific forms of behavior, called "*criterion equivalents*" in NLP, determine compliance with a criterion. Often, a behavioral response is idiosyncretistic (unique, individual) and unpredictable; it does not always coincide with the expected reaction.

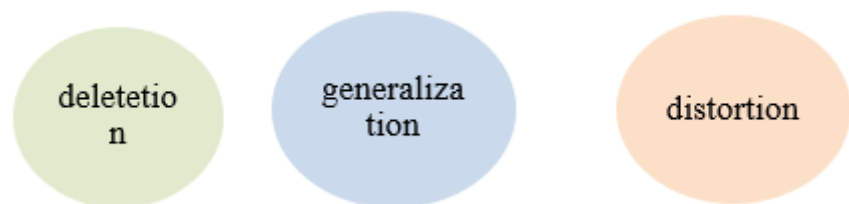
The ecological role suggests the appropriateness of considering the consequences of a particular course of action before a person actually carries it out. If ecology studies the regulation of the influence of organisms on each other and on the environment, then environmental control in NLP provides for the need for a real study of the intended actions of a person, their impact on the entire palette of relationships and many interconnected systems in his life. A person is a system that includes biological, intellectual and emotional subsystems.

Framing. Any frame that delineates the borders of the image draws attention to certain aspects of the image. Any arrangement for our mind can function as a frame. A person may establish the "place" of an event by framing it, which enables him to understand it. By putting an experience or event in a new frame, reframing enables you to modify the meaning of that experience or event. A person starts to view things differently as a result, and a new interpretation of an experience or incident results in new judgments, assessments, and emotions.

Framing technique is illustrated by the phrase: For example, “*If I cannot change the situation, I can change my attitude towards it.*” It is important to look at a problem or event from a different angle, draw conclusions and find positive aspects.

Logical levels act as a way to define structures and patterns and help a person understand which topics are important to him or what is happening. Logical levels give a person an understanding and answer to the questions (2, 102).

The meta-model identifies three ways that an individual might comprehend his own experience and the information that is presented to him:



- *deletion* — elimination of information;
- *generalization* — the derivation of broad or universal formulations based only on limited data;
- *distortion* — highlighting meaning based on a portion of information and ignoring the rest.

By seeing events from the perspective of the meta-model, we may fill in the gaps in our understanding of the universe, phenomena, etc., challenge unwarranted assumptions, and develop fresh meanings to replace those that have been eliminated or distorted.

Meta-programs act as a pattern for classifying information; as filters, they allow to filter out what is unimportant and pay special attention to the most significant information.

NLP's foundation is modeling, which was developed in response to the query, “*How do they do it?*” You may use modeling to determine how individuals will conduct in a specific circumstance. Modeling facilitates information transfer and serves as the cornerstone of education.

Results-orientation: favorable circumstances. In order for NLP coaching to be effective, a person's goal statement must fulfill a number of requirements. These circumstances are referred to as conditions of excellent form in NLP. A person's goals are better formulated with the aid of result orientation, giving him the best chance of success. Modeling methods example: *If you want to be successful like Steve Jobs, you need to think, dress, talk and act like Steve Jobs. And also surround yourself with people you want to be like.*

Sensory sensitivity is related to the level at which a person attaches meaning to the information coming to him from his senses.

Sensory sensitivity grows as a person's response to his environment does. Being more sensory sensitive helps us live more fully, learn more efficiently, and make a bigger impact on the world.

Submodalities. The five senses in NLP are called “modalities” because each sense represents a mode or way of processing information. Vision involves visual processing. Hearing — auditory, the sensation is kinesthetic, smell — olfactory, taste — gustatory. Along with the above-mentioned main categories, there are so-called *Submodalities*, which contain separate ways of describing or detailing the description within a certain modality.

According to constructivism, neurolinguistic programming posits that an individual is an active producer of his environment rather than only a passive consumer of it. Neurolinguistic programming recognizes the reality of existence beyond our perception, and a person, including with the help of NLP technologies, can and should cognize this reality. “NLP is a hologram. It might appear at it from any angle and build a complete picture” (1, 78).

Numerous important advantages exist for training in neurolinguistic programming, both personally and professionally. There are additional details about some of the main benefits it offers, such as the development of soft skills. Soft skills are the non-technical skills that enable you to work effectively in a team, communicate with colleagues and clients, solve problems, manage time and adapt to changes. They are often called behavioral skills because they reflect how we interact with others and manage our emotions and behavior at work. Furthermore, they are also transversal skills by nature due to their characteristic of being able to be used in several professional fields. Problem-solving is one of the most important behavioral skills. It allows employees to find creative and effective solutions to problems encountered in their work. Critical thinking is also essential for evaluating information and ideas and making informed decisions. Communication is a key behavioral skill that allows employees to convey information clearly and concisely, actively listen to others, and resolve conflicts constructively. Collaboration is also important for working effectively as a team, sharing ideas and knowledge, and achieving common goals.

Through NLP, we may improve our capacity to speak effectively, succinctly, and clearly. We may successfully influence people and resolve issues by comprehending various communication styles and modifying our verbal and non-verbal language. Strong communication abilities, according to studies, enhance coworker interactions and job happiness. For instance, we may improve our mutual understanding and prevent misunderstandings by using rephrasing approaches.

NLP finds applications in many areas of life, whether in the professional, educational or personal context. NLP also can be used in Leadership and Management areas. NLP skills are particularly useful for leaders and managers. By using advanced communication,

motivation and team management techniques, leaders can inspire and positively influence their colleagues, thus promoting a productive and harmonious work environment. For example, using synchronization and calibration allows leaders to better understand the needs of their team and adapt their leadership style accordingly.

Advantages and disadvantages of NLP. Scientific evidence has not been found to support the efficacy of NLP procedures. It is said that the developers of the approach make use of questionable language, mix together ideas, and rely on out-of-date knowledge of the anatomy of the human brain and mind.

NLP is sometimes used by psychologists and psychotherapists to treat phobias and neurotic problems. The scientific community has opposed this strategy. It is unclear how neurolinguistic programming functions in sales and advertising. Instead, the approaches are an effort to increase the impact of the advertising message and draw attention. NLP is unlikely to help a product sell if it is both boring to the audience and genuinely terrible.

Conclusion. NLP is finding success in a variety of industries. The phenomenon is not going away, to sum it up. It charms everyone who is drawn to naive and shallow psychology because it teaches people how to accomplish things without ever wondering about “*why*”, despite the fact that it lacks any actual theory and is extremely simple to learn and put into practice. It attracts everyone who believes it is acceptable to employ a technology without being aware of its theoretical and philosophical underpinnings. Everyone is certain that their thoughts and beliefs are true, which interests me. It is, therefore, not surprising that NLP has invaded the field of continuing education, where critical thinking is as empty as the discipline itself and that it has also affected the world of consulting firms specializing in recruitment. Furthermore, with an emerging theoretical model, there are still many principles to test or refine in order to perfect practices with NLP. Long live the NLP.

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