NEURO-LINGUISTIC PROGRAMMING AND ITS IMPLICATIONS FOR ENGLISH LANGUAGE LEARNERS

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Abstract: This article talks about clinical linguistics and its role in the study of language disorders, the brain mechanisms of speech activity and those changes in speech processes that occur with local brain lesions.

Key words: clinical linguistics, language, communication, language disorders.

В данной статье говорится о клинической лингвистике и ее роли в изучении языковых нарушений, мозговых механизмов речевой деятельности и тех изменений речевых процессов, которые возникают при локальных поражениях головного мозга.

Ключевые слова: клиническая лингивистика, язык, коммуникация, языковые нарушения.

Neuro-linguistic programming is a new field, concerned with people's patterns of behavior and communication. Patterns include not only observable actions in the world but also the thinking processes and the organization of people's states-of-mind as well as their emotions and how well all senses are used to reach a point of attention or concentration. Since its focus is on cresting models of human's excellence, many applications of NLP have been developed. Moreover, NLP diffusion across the globe has been highly documented where leaders and consultants in businesses have turned to the creative and innovative aspects of NLP for inspiration in organizational development, total quality management, team building and strategic planning. However, although there is a strong body of knowledge documenting NLP across the western hemisphere, much less known about the Arab world in this respect. The aim of this paper is twofold: to assess NLP patterns and behaviors as practiced by a sample of UAE employees and managed in order to shed light on current practices in the UAE workplace and to assess the impact of NLP on respondent's behavior and its consequences on the organizations' objectives. Accordingly, a quantitative analysis is applied using a survey questionnaire. Employees and managers from different areas and work environments constitute the sample population. Outcomes of the research are expected to define the workplace environment by defining the dynamics of UAE employees and managers that are believed to play a significant role in contributing to the assessment of the organization's health.

Neuro-linguistic programming (NLP) is concerned with how top people in different fields obtain outstanding results, and how their successful thinking patterns and behavior can be copied. It is concerned with what happening when people think, and the effect of their thinking on their behavior, and the behavior of others. NLP teaches how to communicate, inwardly and outwardly, in a way that can make a difference between mediocrity and excellence, between just existing and really living. NLP is both an art and a science of personal excellence. It is an art, because the way that one thinks and acts is unique to each person, and any description - especially of feelings,

attitudes and beliefs - is bound to be highly subjective. It is also a science because it incorporates well researched methods that can be used to identify the patterns of successful behavior.

Being an energizing science, NLP is now applied in different areas in the world, namely the major three continents: Britain, America and Australia. NLP was looked at to be one way to treat people with disorders, phobias or other mental problems, but eventually it developed to be a science that is applied in different areas, starting with someone's personal life and reaching the corporate life of any organization. Based on that, and considering the progressive UAE business market, this research will provide a general overview of the NLP concept and practices, while shedding light on the current status of NLP awareness in the UAE area, taking Dubai as the main area of research as it mainly includes the largest number of internationally known companies and corporations, in addition to the workforce formed of foreigners from different continents.

Neuro-linguistic programming is believed to be an influential tool that affects the personal and educational life of the learners. It has the potential to improve the quality, develop positive attitudes, provide support to resolve the psychological complications, help to make better decisions, establish effective communication, and foster language learning. As it is emphasized by Garca Tamayo, language learners can use NLP as a psychotherapeutic technique to improve their performance and taka a step towards achievement. One of the main implications of neuro-linguistic programming is its assistance in the field of English language learning.

Moharamkhani, Karimi and Ahmadi have investigated the effect of neuro-linguistic programming on vocabulary by learning and after 12 sessions of treatment by swish pattern which is one of the NLP strategies, they have concluded that it has a significant effect of English language learners with different learning styles, consequently, it can be a good choice for English classes. According to the originator of NLP, Bandler and Grinder, swishing is a process by which the pattern of thought which the pattern of thought which leads to undesirable behavior is destroyed in order to be replaced by another favorable behavior. The originators claim that this process necessitates the visualizing a cue which is related to that undesirable behavior. The swish pattern gives a new direction to the brain and the behavior goes after the same direction, so the new wanted behavior is shaped. In this study, the researcher has used swishing elements such as strategy introduction, practice, and feedback and followed these steps: context identification, cue identification, drawing the cue picture, and finally, swishing and testing. As an example, when the teacher wants to teach the word "habit" to the students, he or she asks students to imagine hands of the smoker while smoking cigarettes and doing the bad habit. Then the students are asked to repeat the words 'habit' and 'bad habit'. Then learners should change their mental picture from a smoker to a healthy guy and say the word 'habit' repeatedly. Students are asked to talk about some good and some bad habits they have, and make different sentences with the word 'habit'. In this manner, learners have visualized a specific outcome of a certain situation which leads to a bad habit and should be avoided. The repetitions and visualizations are continued at home after each session and they are discussed in the next session. After examining the results of the posttest, the researcher concludes that the NLP is satisfactory and it can be a very good strategy for vocabulary learning.

Neuro-linguistic programming is based on neurology and communication. it is based on the view that human beings have different learning styles and perceptual preferences which should be taken into account by language teachers. In the process of language learning, learners use their five senses which are called representational systems. They include auditory (for listening or hearing something), visual (for looking and seeing), olfactory (for smelling), gustatory (for tasting), and kinesthetic (to feel internally and externally). One of the responsibilities of NLP teacher is recognizing these features and deciding on optimal teaching solutions.

Based on Pishgaman and Shayesteh, when language teachers pay more attention to these

differences and provide more effective external and internal language atmosphere and apply sensory reach language, they assist language learners to learn in a more productive and easy way[9.3]. More variety in teaching is also another consequence of NLP application in language instruction. It is believed that there is a lead system that should be recognized by the teachers and learners to improve language learning effectiveness. Practitioners claim that language teachers are able to affect the way materials are used by the learners but they cannot affect the way learners store them. What is clear that learners who are aware of their lead system can use expressions in English consciously which are more in harmony with the way they process and store the input. In order to identify the preferred learning style, practitioners suggest more questionnaires which can be used by teachers and learners.

According to Winch eye movement and learner's traits and behaviors (including their verbal and non-verbal communication) are the clues delivered unconsciously and should be taken into account in order to recognize the learner's tendencies. Eye movement is a sign which reveals the way person processes information. Looking right, left, or up is a sign of visual processing while looking either side or down is the indicator of kinesthetic processing, and looking to either side means an auditory style of processing information.

Many scientists and linguists worked and still working in this field of language and there are many successful achievements. For example, Albert Mehrabian, professor Emeritus of Psychology at the University of California, Los Angeles is best known for his publications on the relative importance of verbal and nonverbal messages. His findings on inconsistent messages of feelings and attitudes "the 7%-38%-55% Rule" are well-known which are the percentages relating to relative impact of words, tone of voice and body language while speaking. According to Albert Mehrabian's communication model "7-38-55", only 7% of communication takes place through the words. 38% is made up by tone and voice and 55% of communication takes place through the body language we use. His work was mainly focused on simplification of our communication and he claimed that it is extremely easy with paralinguistic features [1, 8]. As an example, with the help of kinesics - body language, haptics - touch, proxemics - space distancing, paralanguage - vocalic, sign language - audio/visual and chronemics it is super easy to have the conversation we want. Actually, we very often use them in our daily speech but do not pay special attention. In most cases, while talking with someone we do some actions unintentionally and never recognize it. Yet the people looking at us and listening understand it automatically. This is the paralanguage.

Theoretically, the pitch of the voice often sends vital information and it is also considered as paralinguistic feature. According to psychology, speaking very slowly means being excited, speaking loud sends information about tiredness, quick speech symbolizes the feeling of nervous, speaking very slowly and carefully means fright and speaking hesitantly means you are angry. All the mentioned are vocal paralinguistic features. The actions such as smiling, rising our eyebrows, frowning are also forms of information and are called body paralinguistic features. Crossing out arms, scratching our hands (indicates confusion or lack of understanding) are types of gestures.

It is important to mention that 93 percent of communication's effectiveness is determined by body language. Because non-verbal messages communicate with the help of emotions and it is hard to hide and consciously control them. So they are accurate indicators of how people feel.

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