PSYCHOLOGICAL INTERACTIONS
LANGUAGE AND THINKING BASED ON NLP

Abstract. The article studies the influence of language on thinking, the influence of thinking on language, in particular, how language forms thinking and the psychological aspects of this mechanism. The linguistic part of Neuro-Linguistic Programming, one of the relatively new theories, was developed, and the possibilities of using the "magic" of the language were noted. The article also proves with various examples how the language, that is, the words used, can change the essence of the event, the meaning attached to this event, in other words, the impact of the event. It is emphasized that the emotional impact of events corresponds to the means of expression, thanks to which it is possible to control emotions, which is one of the most important factors of self-control.

It has been proven that reframing means replacing a frame corresponding to an experience, event or object with another frame. To do this, this experience or event is reinterpreted, interpreted and placed in another frame. In other words, replacing the meaning given to an event with another meaning is seen as reframing.

It is analyzed that the formation and development of speech and thinking occurs on the basis of interaction and determine each other. Speech is the basis of the form of understanding of objective reality by a person. The subjective perception of objective reality is determined by the language capabilities of a person. Thinking is accompanied by speech, expressed by language, and at the same time they also directly affect thinking. At the same time, the formation of a language, the study of its essence and functions, the relationship between thinking and language, the psychological issues of language have historically been the object of study of psycholinguistics or linguopsychology.

It is noted that the information received is not such, it passes through the "brain filters" of the individual, i.e. “processed” in the brain and put on a certain form, reflected or transmitted to the recipient (the person receiving the information).

Keywords: language, thinking, speech, NLP, emotions, neurons, synapse, self-control.
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ПСИХОЛОГІЧНІ ВЗАЄМОДІЇ МОВИ ТА МИСЛЕННЯ НА ОСНОВІ НЛП

Анотація. У статті вивчено вплив мови на мислення, вплив мислення на мову, зокрема, як мова формує мислення та психологічні аспекти цього механізму. Розроблено лінгвістичну частину Нейро-Лінгвістичного Програмування, однієї з відносно нових теорій, та відзначено можливості використання "магії" мови. Стаття також доводить на різних прикладах, як мова, тобто слова, що використовуються, може змінити суть події, зміст, що надається цій події, іншими словами, вплив мови. Наголошено, що емоційний вплив подій відповідає засобам вираження, завдяки чому можна контролювати емоції, що є одним із найважливіших факторів самоконтролю.

Доведено, що рефреймінг означає заміну кадру, що відповідає переживанню, події або об'єкту іншим фреймом. Для цього цей досвід або подія переінтерпретується, інтерпретується та поміщається в інший кадр. Іншими словами, заміна значення, що надається події, іншим значенням сприймається як рефреймінг.

Проаналізовано, що формування та розвиток мови та мислення відбувається на основі взаємодії та зумовлюють один одного. Мова є основою форми розуміння об'єктивної дійсності людини. Суб'єктивне сприйняття об'єктивної дійсності визначається мовними можливостями людини. Мислення супроводжується мовою, виражається мовою, і водночас вони безпосередньо впливають на мислення. При цьому формування мови, вивчення її сутності та функцій, взаємозв'язок мислення та мови, психологічні питання мови історично були об'єктом дослідження психолінгвістики чи лінгвопсихології.

Зазначено, що отримана інформація є такою, вона проходить через «мозкові фільтри» індивіда, тобто, «обробляється» в мозку і вдається у певну форму, відбувається або передається рецепієнту (людині, яка отримує інформацію).

Ключові слова: мова, мислення, мова, НЛП, емоції, нейрони, синапс, самоконтроль.

Formulation of the problem. The formation of language, the study of its essence and functions, the relationship between thinking and language, psychological issues of language have historically been the object of research in psycholinguistics or linguistic psychology. V. Humboldt was one of the first scientists who conducted research at the intersection of psychology and linguistics.
According to V. Humboldt, who put forward the opinion that "language is a means that forms thinking", intellectual activity is a completely spiritual, deep internal mental process, manifested in speech with the help of sound and perceived through the senses. For this reason, thinking and speech form a unity [1, p. 75, 77].

**Analysis of recent research and publications.** V. Wundt, who is considered the founder of practical psychology, claimed that the structure of relations between parts of the object of general perception plays a fundamental role in the structure of the proposition describing it [2, p. 1].

A.A. Potebnya wrote: "Language exists only as a means (more precisely, a system of means) of changing the form of formation of thought; it is impossible to understand it as an expression of a ready thought" [3, p. 391].

The famous Russian psychologist L.S. Vygotsky claims that language performs two functions. Firstly, as a social tool that connects the experience and activities of individual people, and secondly, as a means of thinking. We always think in some language [4, p. 765].

L.S. Vygotsky did not see the connection between thinking and language as passive. He emphasized that this is a dynamic process, a process that constantly moves from thinking to vocabulary, from vocabulary to thinking: “The relationship of thinking to words undergoes functional changes in the process of language. Thinking is not only expressed through words, but also acquires existence" [5, p. 179].

S. Freud also called the connection between language and thinking magic: "Earlier, words were treated as a miracle. And so now. Any person can be made happiest or saddest with the help of words. The teacher conveys all the information to his students with the help of words. A speaker can lead the masses with his words. We always and everywhere express our decisions, judgments and beliefs through words" [6, p. 19].

Our genius poet N. Ganjavi says this about the choice of words in a speech:

If the word is the standard-bearer, the speech is always the winner,

The power of speech is expressed through words...

No one can rise above words

The real wealth of life is in spoken words [7, p. 59].

Specialist in neuroscience, prof. S. Janan claims that words and speech form a way of thinking. The researcher calls the connection between words and thinking "cloud of essence". "Just as clouds constantly change form and change from one form to another, sometimes appearing, then disappearing and taking on a new form, clouds of essence in the brain behave in a similar way. Every time you read, learn, think about the connections between concepts, the corresponding ideas in the brain constantly change like clouds" [8, p. 18].

Austrian philosopher Ludwig Wittgenstein said: "The limits of your vocabulary are the limits of your world."
The purpose of the article is to study the influence of language on thinking, the influence of thinking on language, in particular, how language shapes thinking and the psychological aspects of this mechanism.

Presenting main material.

The connection between language and thinking in the aspect of NLP.

One of the components of Neuro-Linguistic Programming (NLP) is language, that is, words. Although language is a common means of communication between people, the meanings given to words and expressions can vary. In this regard, the same words can be perceived differently by different people. NLP specialists treat language as a magical tool: "The magic is hidden in the language we speak. The web that mystery can weave is already at your disposal - you only need to pay attention to the structure of the words being spoken and direct it to the goal "(R. Bandler, J. Grinder, 1975).

A. Kozhibskyi, the founder of general semantics, believed that the received information is not deformed in a standard way, but under the influence of the way of thinking, inner language and other factors of a specific person. He succinctly expressed this opinion in a way that became one of the basic principles of NLP: "The map is not the territory." This means that our ideas about what is happening are not completely accurate. The brain absorbs and uses any information it receives through the senses, passing it through various filters. For this reason, NLP focuses on three main factors related to the reception and processing of information by the brain:

1. Redundancy.
2. Generalization.
3. Distortion.

The brain forms its subjective map based on these three processes. There are three main causes of redundancy:

1. Separate the essential from the non-essential;
2. Obtaining and summary of information;
3. Perceive only the understandable and abstract from the incomprehensible.

The generalization is made taking into account the relevant information obtained earlier.

Distortions are associated with limitation, uncertainty, inaccuracy, unreliability, interpretation, etc. of existing knowledge about information.

These brain functions can have both positive and negative aspects. In each case, the reality that a "map" is not a "territory" emerges. In other words, it is always a model built taking into account the subjective perception of objective reality. This shows that these "maps" are subjective and somewhat inaccurate. If we take into account that "maps" are also formed by words, then the enrichment of vocabulary and the ability to skillfully use it are of great importance. "Observations have shown that, as a rule, the problem arises in the perception of the speaker, based on abbreviations, generalizations and distortions, and not when it actually takes place.
People who consult a psychologist explain objective reality through their own lens. The problem is not limited or lack of choice. These people simply do not see the opportunities they have. Because it was represented in their models" (R. Bandler, J. Grinder, 1975).

Quality - the adequacy and effectiveness of the application of the thinking map is directly proportional to the richness of the vocabulary and the establishment of the person. From this point of view, it can be said that at the root of all problems lies the limitation of the "map" or its perception as a "territory". M. Hall metaphorically compares a map with a menu, and a territory with a dish: "Naughty, dangerous, pathological or criminal behavior of a person is determined by his "maps" that he uses. The mental state of a person is based on the cards he uses, which is manifested in his behavior and relationships... What can be expected from a person whose card only has the option of suicide in case of the loss of a loved one?.... People turn to the cards formed by themselves in every case and situation. In other words, if their menu is limited to fried or raw snake meat and bread, then of course they will be able to choose only from this list" [9, p. 61].

J. O'Connor noted 3 main questions related to the function of language:

a) Man conveys the impact of events and experiences using his language abilities. A person with a categorical view comes into contact with the world through words. He takes these categories as real and ignores the fact that they are formed by subjective experience.

b) The reality presented through language ceases to be a complete reflection of real reality. Human understanding of reality is only a part of real reality. The world beyond man is wider and brighter. In other words, people form their perception of reality based on personal experience and capabilities.

c) A map (thoughts) is not a territory (event or experience).

When expressing real experience in words, there may be 3 limitations:

1. An event described in any language is not conveyed in its entirety, but only within the limits of the language. This is due to language limitations. Because of the war, the event is not described in full, but is transmitted with certain restrictions.

2. A person assumes that others have the same vocabulary and way of thinking as he does. As a result of this error, she is unable to say much of what she should be saying, thereby preventing her from fully and correctly informing others.

3. A person completes the semantic differences and deep meanings of the words used in the information transmitted by other people, according to his map of reality. The similarity of the spoken language leads to the similarity of the meaning given to the event.

The truth is that through speech, reality is subject to certain distortions. Reality can be fully described using speech [10, p. 172].
According to A. Robins, words both describe events and form feelings about them. By changing the expressions used when describing an event, you can change the effect of that event: “People with a poor vocabulary have little opportunity to recount events. Those who have a rich vocabulary have different colors with which they can paint this event..." [11, p. 142].

It is certain that the sentences "I hate it", "I don't like it", "I don't like it very much" or the sentences "I'm starving", "It would be good if I ate a little" will not evoke the same emotional state. If we pay attention, we will see that the intensity of the emotion is directly proportional to the emotional impact of the word. Let's compare the emotional impact of the following examples:

example 1.
"It was the happiest day of my life."
"It was like I was flying in the sky that day."

example 2.
"We are kind to each other."
"We talk and listen to each other."

example 3.
"When I heard that, I mounted the demon horse."
"I felt sick when I heard that."

example 4.
"As if hot water was poured over my head."
"To be honest, I was worried about that."

The first two examples of content are positive, and the following - negative.

Because the way a word is expressed affects the intensity of an emotion, in the second sentences of the first and second examples, the impact of the expression was enhanced by the use of metaphors such as exaggeration and simile. On the other hand, the following examples with a negative essence used relatively weak emotional words in the second sentences to reduce the impact of the negative emotion. Thus, the effect of the event is determined by the means of its expression. The methodological basis of the NLP technique was formed precisely on the basis of these influences.

Reframing.

The perceptual form of experience given meaning is called NLP framing. This means that in the process of perceiving any event, a person actually frames it. After that, a person approaches similar events from the perspective of this framework and his behavior is determined accordingly.

Reframing, on the other hand, means replacing a frame that corresponds to an experience, event, or object with another frame. To do this, this experience or event is reinterpreted, reinterpreted and placed in another frame. In other words, replacing the meaning given to an event with another meaning is perceived as reframing. Below is a wide-format picture:
If you look at just the fish on the left in this picture, you'll see that it's just a small fish.

If we expand the frame a little, we will notice that the fish in the first picture is actually running away from the fish that is going to eat it. Two values can be given here:

A) Concern for the life of the fish and the desire to save it;
B) That a big fish must eat a small fish to continue its life accept the truth.

Then, looking at the frame from a slightly wider point of view, it becomes clear that not only a small fish is at stake. The big fish is also about to be eaten by a bigger fish, and it unconsciously tries to eat the small fish.
The situation with the fish is an important example of a one-sided approach to issues, looking only from one's point of view, which expresses the influence of language on thinking and the process of thinking on language. From this point of view, reframing is one of the effective methods that allow a person to have a broader formal vision and make choices in a wider field. Reframing can be applied through thinking as well as through language, i.e. expression.

**Conclusions.** We can summarize all of the above with the following conclusions:

1. The formation and development of language and thinking takes place on the basis of interaction and condition each other.
2. Language is the basis of a person's form of understanding of objective reality. Subjective perception of objective reality is determined by a person's language capabilities.
3. Thinking is accompanied by language, expressed by language, and at the same time they directly affect thinking.
4. The received information is such that it passes through the "brain filters" of the individual, i.e. "processed" in the brain and put on a certain form, reflected or transmitted to the recipient (the person who receives the information).
5. By changing the expressions used in describing any event, you can change the impact of that event. Therefore, the style of expression should be chosen according to the desired emotional state.
6. The emotional impact of events corresponds to the means of expression. This indicates the ability to control emotions, which are the most important factors in a person's self-control.
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