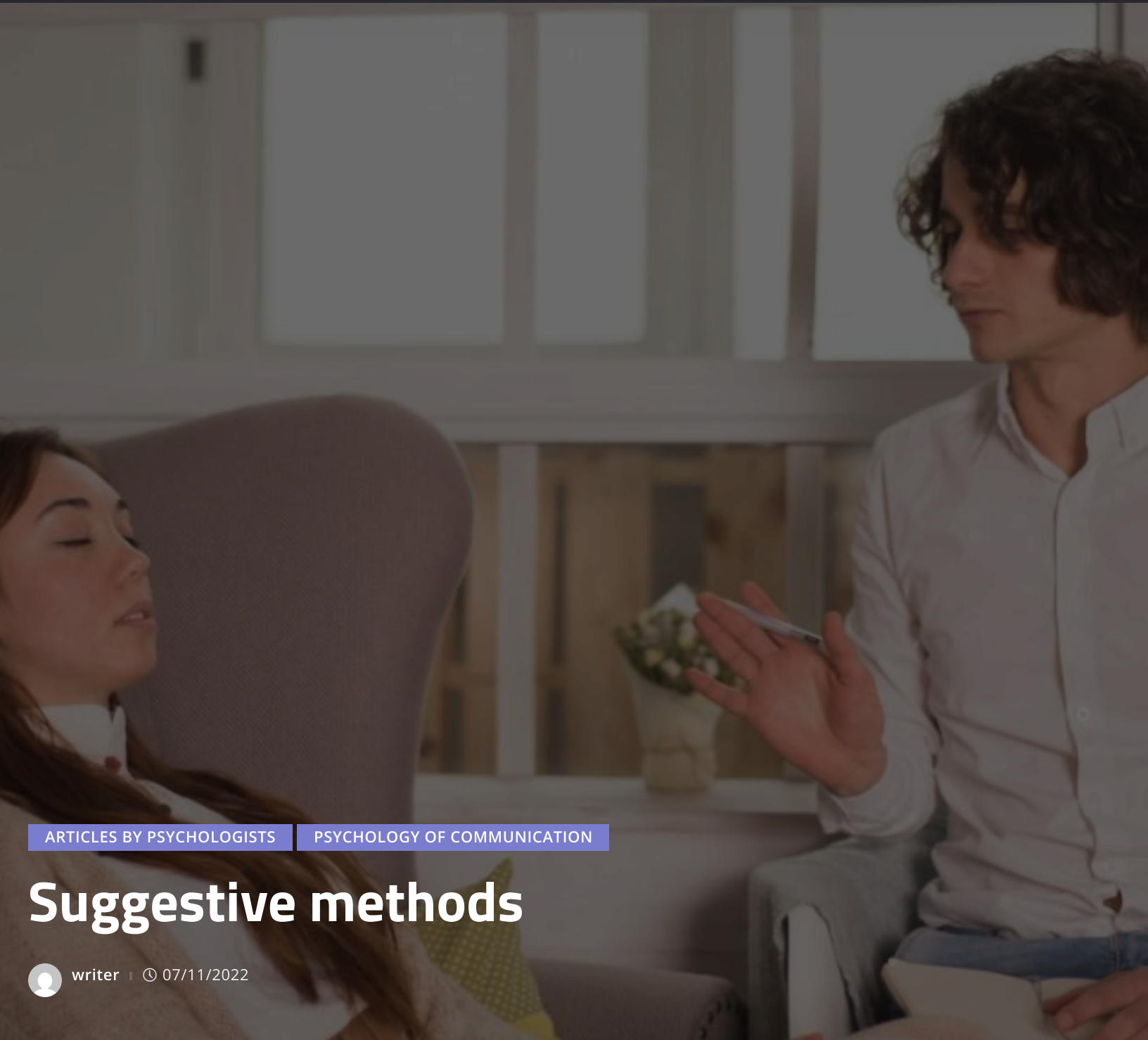


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Suggestive methods



writer | 07/11/2022

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Suggestive methods are various verbal and nonverbal ways of influencing the psycho-emotional state used by psychotherapists in the treatment of their patients as part of suggestive therapy. It is possible to predict how successful

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this approach to treatment will be based on the degree of suggestibility of the patient. And if increased suggestibility is undesirable in everyday life, then in psychotherapy it can be useful and significantly increase the effectiveness of treatment.

There are three main approaches: direct suggestion, suggestion in a state of hypnotic trance and neuro-linguistic programming. Let's look at each of them in detail.

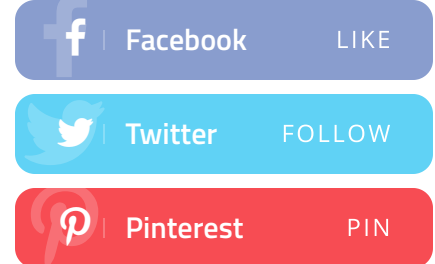
1. Verbal suggestion

This approach is used in the waking state and in a completely clear consciousness. At the same time, he has two options:

- **Direct verbal suggestion.** This is an imperative indication that certain changes must occur, or the consolidation of some mental attitude (for example, Alcohol is poison!).
- **Indirect verbal suggestion.** These are attitudes that are not pronounced directly, but indirectly follow from what has been said or are casually inserted into the conversation so as to imperceptibly inspire the patient with the significance of some factor.

2. Hypnotherapy

There were periods when hypnotic trance was called a revolution in psychotherapy, considering it a "silver bullet" that allows you to solve any problems. Vladimir Bekhterev called hypnosis "an artificially induced and slightly modified dream" that allows you to maintain contact with the hypnotist. At the same time, the hypnotized person enters a passive and very receptive state, which allows him to inspire various useful attitudes with high efficiency.



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Susceptibility to hypnosis (hypnability) also differs greatly from person to person, in addition, it strongly depends on the nervous state. It is difficult to hypnotize a well-rested person, and it becomes very easy to put someone who is tired and has not slept for a long time into a trance. In addition, the depth of hypnosis can also be different and even change right during the session. Accordingly, the power of suggestion is different, and the therapist must clearly understand this.

For effective treatment with the use of suggestion , three elements are necessary:

- rational conversation with a waking patient;
- suggestion in a state of hypnotic trance;
- teaching patients the proper use of autosuggestion.

In a state of hypnosis, the patient is inspired with attitudes aimed at eliminating certain symptoms and their causes. Hypnotherapy is used in the treatment of some neurotic disorders, dissociative disorders, somatoform disorders, alcoholism, drug addiction and other addictions. It is important to understand that improper use of hypnosis can lead to serious negative consequences, so only qualified doctors should use it.

3. Neuro-linguistic programming

Uninitiated people associate this technique with hypnosis, and many experts are skeptical. Despite its ambiguous reputation in professional circles, neuro-linguistic programming is considered as one of the approaches of suggestive psychotherapy. Its essence lies in the fact that the right attitudes are created in people's minds by selecting the right words when communicating. In other words, due to the correct formulation, the therapist

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“programs” the patient to improve his mental state.

Areas of application of suggestion

In everyday life, we constantly encounter various forms of suggestion, are exposed to it and apply it without even realizing this fact. Our perception of the surrounding reality is almost entirely based on various installations obtained precisely by suggestion. For example, we like some people very much, and others cause antipathy, we respect and trust some of them, and we don't take others seriously.

Most often, we cannot explain in any way how we liked a new acquaintance, why he aroused respect and trust in himself. And very often it turns out that such people simply have the gift of suggestion by nature. They can use it consciously or unconsciously, but in any case it is very effective, because this gift helps to be more successful, find friends, build relationships and always get their way.

As we found out above, some suggestion-based approaches are used in psychotherapy. But this is far from the only area of professional activity in which suggestion is appropriate. It is widely used in marketing and advertising, because the target audience needs not only to be informed about the product, but also to be persuaded to buy it. In addition, various political forces are actively using suggestion to attract as many electorates as possible to their side.

Conclusion

Suggestion is a method of persuasion based on instilling the necessary attitudes into the consciousness of the interlocutor, listener or

patient imperceptibly. It can be used both for the benefit of the person it is aimed at (for example, to improve the mental state of the patient or the treatment of addictions), and can be used for selfish purposes (to inspire the interlocutor with beneficial thoughts and emotions).

The key feature of suggestion is that it tries to “bypass” logic and critical thinking. Therefore, it is usually aimed at feelings and emotions that make a person immediately draw conclusions, instead of thinking. He must accept the attitudes imposed on him without subjecting them to critical reflection and without comparing them with the knowledge he already has.

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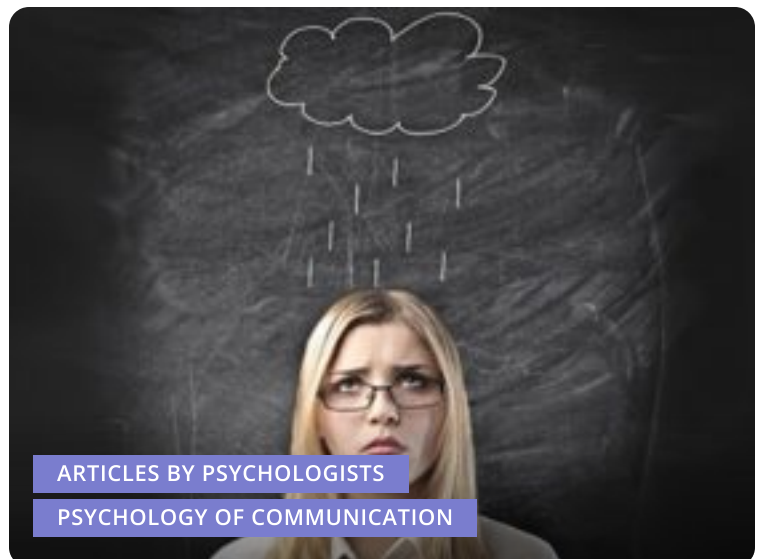
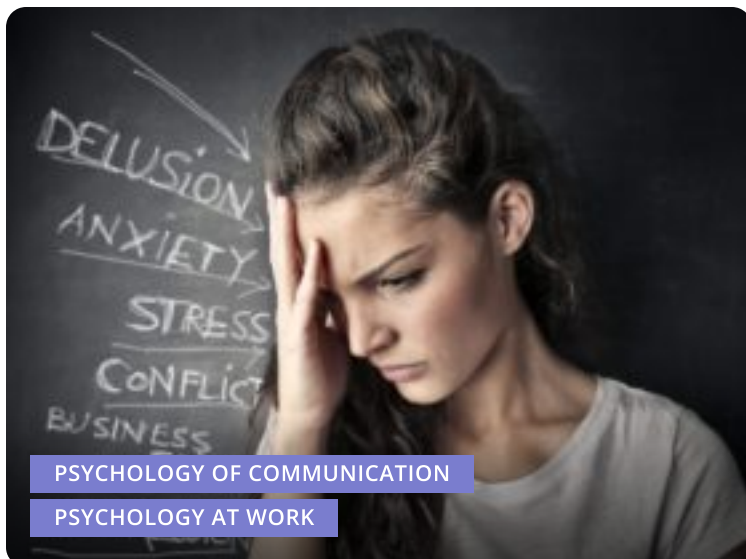
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