

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

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ANNOTATION

Herewith are disclosed various aspects of the psychological impact of stereotypes as a cognitive phenomena of social psychology, analyzed the impact of ways, mechanisms of social and psychological impact on the person.

Keywords: *Psychological Training, Methods Of Psychological Influence, Neurolinguistics Programming, Cognitive Stereotype Symbol, A Metaphor For Interpersonal Relationships, The Psychological Impact Of The Subject, The Object Of The Psychological Impact, Communicative Environment, Infection, Imitation, Persuasion.*

In recent years, one of the most common forms of psychological practice becomes training. Properly planned psychological training, being organized system of special effects, shall contain and use theoretical and academic knowledge, which are under intense psychological impact, is not replaced by any methods of oratorical skill.

In recent years training has become one of the most common forms of psychological practice. As an organized system of special effects its composition contains and uses theoretical and academic knowledge, which are under intense psychological impact can not be replaced by any methods of oratorical skill. Method of group training – is a wide variety of methods of influence on the individual but they all use the principle of training impact factor for the group. A unique component of training increasingly becomes the methods of Milton Erickson. Being half-blind, color-blind, having survived two bouts of polio, he re-learned to walk and do a lot of things, when everything seemed hopeless. Classical education in the field of clinical hypnosis masterfully allowed him to create trance and use it in sessions.

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Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

He used knowledge in the field of clinical hypnosis to help people in healing "incurable" patients. By creating his own school non-legislative, indirect hypnosis, as opposed to the classic settings, he believed that everybody is trance-proned. He liked to say that there is no negipnabelnyh customer, and there is insufficient understanding and a lack of the necessary tools to create a trance. Subsequently these methods have been applied in neuro-linguistic programming. Let's consider the origin of the name of the method. The word "Neuro" says that the method employed in the art neurological processes of perception (through hearing, sight, smell, etc.). The word "linguistics" indicates that the method is based on an essential element of the psyche - the language. The word "Programming" indicates a special way of organizing work of both hemispheres of the brain, thinking about ordering and sensory processes. Marilyn Atkinson (the president of the International Erickson University, doctor of psychology, coaching, the world famous trainer, a student of Milton Erickson, the famous psychologist since 1985) is one of the most active of his followers, teaching and advisory activities in major corporations in the world, is the founder and president of the International Erickson University (Canada) till these days. As conductor of the heritage of Milton Erickson, Marilyn is a main creator of the strategic methods of psychology and author of books of coaching, "LIFE SKILLS: internal dynamics of development", "Achieving the Millennium: a turn-based system", "LIFE IN THE FLOW: coaching," which in 2012-2013 were published in Russian. The method implements in forms such as group discussions, role play, group exercises and solving of specific situations and so on. Video-recording uses in solution of group tasks. A feature of the method is that the search for solutions in situations of group selection lies on the members without any pressure or tips from psychologist. The method is based in the social dimension of the person and a subordinate sphere of public interests, values, rules and norms of behavior. The more the individual is included in the public life the greater influence these factors make on him. The participants acquire communication skills, the ability to deeply understand others, improve the efficiency of their regulatory mechanisms of behavior. Specially designed "Matrix counselor self-reflection", "The Matrix of monitoring the client in the course of work" and "The Matrix monitoring the work of the consultant" can accurately monitoring and awarding the learning process, and therefore effectively correcting it. Also work in constant threes helps to deeply understand of therapeutic trance promotes (the "Client", "consultant", "observer"). For the most efficient use of the active group influence methods using of cognitive stereotypes and symbols for design metaphors, accelerating the process of obtaining the necessary results may be that "magic - wand" that will solve many of the pressing problems in the daily life activity, both in the sphere of family relations and business communication. Properly planned psychological training has in its composition tools of influence, which in its turn contains a metaphor (from the Greek μεταφορά – "transfer", "figurative meaning"), symbols and cognitive stereotypes.

Masterfully constructed metaphor has sometimes much greater impact than test methodology used in its composition signs and symbols from the realm of "rational."

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

The term metaphor belongs to Aristotle, and is connected with his understanding of art as an imitation of life. In all cases there is transfer of meaning from one word to another as an indirect message as stories or figurative expression, using the comparison or figure of speech consisting in the use of words and expressions in a figurative sense on the basis of some kind of analogy, similarity comparisons.

The metaphor can be divided for 4 elements:

1. Category or context,
2. An object within a particular category,
3. The process of how this object performs a function,
4. Application of this process to real situations, or crossing them.

In the formation of the subject image of the world, as a rule, there is a sufficiently developed mythological thinking that is inherent in man, and makes it an innate quality. Holistic world can not be understood only with the help of scientific dialectics, rationalist (logical) thinking which is a genetic later form than the mythological mindset that perceives the world holistically (syncretic). And in our times a symbol is a means of such thinking. The symbol can not be explained in terms of rational thinking as it is transcendental. In science, symbol is "reduced to the level of the mark, the simple designation label-hang objects and relationships of the material world ... but that is not a symbol but a dead circuit ... And while the science of sign systems (semiotics) brings to mankind a great and undeniable practical use, it doesn't help us to understand the essence of man. After all the symbol, as a man by nature throughout the syncretic and dialectic, and science, as well as rational thinking in general, by nature antinomic and formal. "[3] The symbol is synthetic in nature. It represents "the indissoluble unity of sense and rational: the image in it is the idea, and the idea – is image, under decomposition for the image and the idea the symbol disappears"

Method of Neuro Linguistic Programming (NLP) – is a way of penetrating the elusive subconscious interlocutor and effective influencing on him through unconscious processes. NLP technology is based on four main practical provisions: on the presence of individual dominant channels of receiving information; on the effect reflex eye movement; on the procedure of "calibration" reactions of the interlocutor; on listener's manipulative imitation interlocutor. The uniqueness of the science of psychology is due to both the subject of scientific knowledge and methods that allow us not only to describe the phenomena, but also to explain them to open their underlying patterns and predict their further development, as well as have an impact on a person's personality.

For the most efficient use of active methods of group cognitive effects of the use of stereotypes may be that "magic - wand" that will solve many of the pressing problems in the daily life and interpersonal relationships, men and women, both in the sphere of family relations and business communication. The concept of cognitive – "cognoscere" in Latin - "to know, to learn," indicates the relation of knowledge, namely, to methods for producing human knowledge and methods of

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

preservation in his mind. Cognitive Methods - are methods of influence on the way people receiving and storing knowledge. Cognitive factors affecting the basic, low-level mechanisms of perception are very important when they come to the affective and cognitive domains in the practice of interpersonal relationships. It is necessary to remember that the most profound knowledge in the field of interpersonal relationships is universal for all people. With cognitive stereotypes, knowing and using this knowledge, we can influence the way people acquire knowledge and further their behavior. If we are able to influence these processes, we almost got the most direct and simple way to influence the behavior of people, because people do certain things, depending on what they know and what they will know about the current situation.

Please note that according to the scheme NV Matyas (Fig. 1) the ratio of the mechanisms of action is constructed in such a way that the motion of the infection to the conviction reduced role, the role of emotions and thought processes of perception and evaluation of the individual outside influences that inextricably links the affective and cognitive domains.

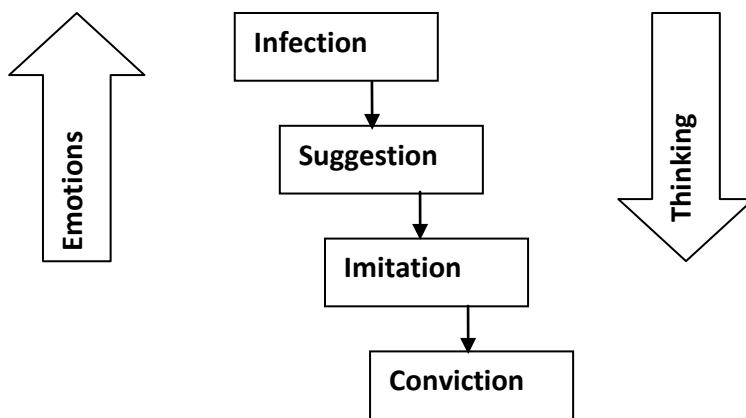


Fig. 1. Value of mechanisms of influence on the person and their relationship to emotions and thinking

These mechanisms of social and psychological impact on the person, in turn, are updated in the course of its individual development (ontogeny). [2]

There is idea that in addition to saving effort, stereotypes perform another function: the system of stereotypes can serve as the core of our personal tradition, the way to protect our position in society. They form an orderly, more or less consistent image of the world. It constructs our habits, tastes, abilities, satisfaction and hope. The stereotypical image of the world may not be complete, but it is a way of peace, which we have adapted to. In this world people and objects occupy the space assigned and act as they are expected. It is not surprising that any change of stereotypes is perceived as an attack on the foundations of the universe. This attack on the foundation of the world, and when we are talking about serious things, it is not so easy to assume

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

that there is some difference between our own world and the world in general. The system of stereotypes is not just a way to replace the huge diversity and disorderly to the orderly presentation of the reality of it, reducing and simplifying the way of perception [1]

In interpersonal relationships of men and women forming the image of the world usually takes place by means of the typical cognitive representations of life and virtually everything that surrounds a person that is his environment, is also a communicative environment.

G.A. Berulava in the monograph "The role of stereotypes of mental activity in the development of the personality," writes: "It is characteristic that in the psychology of constructive alternativizma A. Kelly, which is often seen as an alternative to behavioral psychology, in fact formulates that a person looks at the world through the transparent stencils or patterns, and then tries to fit them accordingly to the realities that make up the world. This tuning is not always productive, but entirely without such templates the world appears so indistinguishable uniformity as that man is not able to find it in any sense. Even a poor tune to the reality more useful than their absence. These templates Kelly calls the personality constructs. Constructs, as a way of interpreting the world is the central concept of his theory. It is not the imprint of the world, but a certain model of the world that a man constructs in his mind. The concept of "reflection" is not applied here, because the reflection is passive process, but construction process is an active one. Constructs allow a person opportunity to build their strategy."

Building strategy is much easier using a group of active methods of influence cognitive stereotypes. For example, consider a family legend, in which main characters play a role in cognitive stereotypes of men and women. Helping to adapt to the realities of the modern world, this legend is very important for the practice of interpersonal relationships and is used as the transparent stencils or patterns in my family and was adjusted to the realities that make up the modern world. In modern world, we - people who think with words and so the language is directly related to the way people are perceiving and assimilating knowledge. Natural languages are very rich and flexible, the same information can be presented in many different ways, and therefore legend has no dialogues, it applies only actions that affect the actions of the protagonists. In addition, each episode forms the unique cognitive factors affecting the meaning of information. Carefully choosing words for the submission of information, we can make more probable particular reaction to it. In this case, without altering the actual content of the information, the legend conveys the entire meaning and knowledge of the field of interpersonal relationships, which people got in the earlier prehistoric period. A special role in this plays figurative language - metaphors, similes and figures of speech. It's important that it's impossible to completely get rid speech or the written text off the figurative component, because this factor affects the perception of the world's image. Perception – is a very complex mechanism and it has its own laws. The deepest laws of life are universal, not only for all people and even for animals. The leading place in the legend concerns factors affecting the basic low-level mechanisms of perception, which in their turn influence the creation of personal constructs in the field of

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

interpersonal relations "man-woman". There are several types of cognitive factors that are important in the practice of interpersonal relations "man-woman". I represent them in the order given in the legend.

LEGEND

Chapter 1, Selection

Imagine for a moment that we were in the past, on the bank of a wide river, quiet flowing of the river is adjusting body and soul peace. Imagine yourself back to where our ancestors used to live, the ancient people, and in this magnificent kingdom of nature suddenly see a silhouette of a Woman....

Looking at the reflection of trees in the mirror of the river, passing clouds, enjoying the beauty of nature, birds singing, admiring herself in the reflection of the river, she involuntarily smiles, remembering something good in my life. And to express her admiration for a while, she holds out her hands to the sun, feeling the warmth of his with her fingertips and is aware of how beautiful and calm, when the warmth and tranquility reign around.

Since its tortuous path between high cliffs, and then calmly and majestically spill at the foot of a large mountain, river gives life to all living beings that inhabit at her shores. The sun is shining, birds are singing - nature comes back to life after a dream of a summer night. A breeze rustles the crown of majestic trees. World presents the beauty of all living beings.

From the author:

If we were in the distant past of our ancestors, who could be imagined as a beautiful woman? Maybe someone saw himself; someone saw his half, which is on a life, maybe one that will just come into your life?

Meanwhile, out of the forest where a tree leaves little thicker women are watched by two pairs of eyes. These are also the representatives of the human race, both are represented the male half of it.

Let's watch these two men closer: one is hung with primitive tools of hunting: bow, arrows, spear, which is held by a strong hand, mining slung over his shoulder and a small bunch on his belt. He is young, but there is wisdom in his eyes, the experience and the power of knowledge and the spirit of the warrior. The other also has a bow and arrow, but his eyes fixed on the woman, as the prey that is easy to get. In his eyes cold calculation and passion are shown. He quickly looks on a woman to mine hunter. And it is clear that he is interested in women, too: in the long searching for prey in the forest he starved, because of the lack of interest in the

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

observation and hunting success is not always smiled him. But knowing how much effort and joy gave him pleasure, anticipating the excitement comparable only to hunting, he quickly assesses the situation and also directed to women.

From the author:

Again we look closer at these lovely representatives of the male half of the human race. Who do we recognize? Someone saw himself, someone his soul mate with whom one goes on, and someone a person who just comes into your life.

Let's go on our journey into the world of primeval virgin nature. In this world, a person could use only those skills and talents he possessed with, which raised it to a higher degree of development. In this world people acted, obeying only his heart and stir the soul, step by step, getting experience.

Worlds of Influence

Energy of sight reached its goal. The woman turned and stared back toward the woods.

Two male silhouettes came from leaves almost simultaneously. One of them was hung with the extraction and moved slowly, while the other was approaching much faster toward the woman.

What thoughts guide their actions: first, **Warrior-Hunter**, under the weight of production was thinking about how it was happy in his home from such a wonderful creation. For the first time feeling he was not previously familiar attended his heart, he first thought about how to protect Woman which is so open to all, so tender and inexperienced.

The other one is free - traveler, trying to get ahead of the first one, knew as his agility, touch affected women. Many times he got pleasure from the sweet relationship ahead of experienced hunters, many times its beauty and ability to please give superiority over them.

And now, moving faster, he imagined much joy and how hunter would get back down from Woman, if it will overtake her first.

Approached a woman, he began to stare intently at her, stroking his hair. **The Woman** looked at him with interest too: "Who are you?" –her eyes said, and free traveler put a hand on her waist firmly. A warrior-hunter, watching this scene, knew what was happening, but today decided not to concede. He cried furiously! It was for the first time he defended his love for a woman and expressed hate to the opponent. The first time his feelings, emotions, fear of losing merged. He

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

knew that if he allows free traveler to take possession of this woman, there will be irreparable, and his future will be doomed.

No one expected such reaction. Warrior – Hunter's cry made everybody turn round. Free traveler, slightly retreating, removed his hand from the woman's waist, but continued to hold her by the arm, dragging.

Warrior - Hunter realized that his cry startled the one which was his dream, and he pushed her into the hands of an opponent! The decision flashed through his mind, and he came closer, looking into the eyes of a woman, he put production at her feet.

The woman stared the Warrior - Hunter and on his rival Free Traveler...

Free traveler gripped her arm firmly, anticipating the joy of victory and knowing that moments of struggle would pass, its need only to wait a little time for an experienced hunter retreated. Despite the complexity of their situation, woman still trying to free her hand to make a decision on her own. Their hearts pounded chests like a thousand hammers, throbbing temples and disturbing thought. All of them froze for a moment, catching his breath, unable to continue the conflict. The tension reached the limit...

Warrior Hunter realized the desire of women to free and coming closer, he released his grip of power fingers Free Traveler, freeing her from the influence of the opponent. Free traveler stepped back, not daring to continue the battle for the "production", knowing the power of the spirit of the Warrior-hunters.

The woman, freed from the influence for the first time was between two strong representatives of the male half of humanity, it was the first situation of choice: Which of the two men to choose and which of two men she wants to inspire and to go next in life, who can become her hero?

So, in what way a woman should independently determine the only one to go further in life? Turning her head to the side of the free traveler and looking into his eyes, she remembered feeling his touch, gentle hands, and warm hands, soft and tremulous interest. But inexplicable anxiety struggled frightened bird in her heart; she did not know the cause of this feeling.

On the other side a warrior-hunter stood, and then she remembered the cry, wild cry that tore her mind. Looking into the eyes of this man, she wanted to submit, to hide, to escape ... Thoughts flashed in her mind: for what the man warned her, what he wanted to achieve with his cry? She suddenly realized that she doesn't want to run away from him and his look was so open that it's frightening. Production thrown by Warrior - Hunter at her feet, spoke for itself, and, raised it, she felt this burden's load, and realized how much effort is spent on hunting in the wild forest. Keeping production in hand, she suddenly realized that the food will now be in her cave.

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

Remembering his father's eyes, she was mentally transported to a cave, thinking that hunting for him is harder every day. She knew how much knowledge and skills necessary for hunting and all these is in the man who now stands in front of her, and now that the protection, respect and love await her in the future and how well that today Warrior Hunter met in her way. The whole family will be glad to production. The joy from the thought that the warrior-hunter just decided problems issues a warm twinkle settled in the hearts of women.

How little time we need to make decisions that affect the entire course of life. After little thinking, she put her hand in the hand of the Warrior – Hunter. This unexpected decision caused his heart beat faster, a little taken aback from the experience in such a short period, feeling tenderness and warmth of a woman's hand, he understood what value he had. His dream come true, and the way now seemed easier and more joyful. The woman first time felt reliability, support, protection, respect, understanding and dedication; she believed in her choice and made sure that she is trusted.

Together, man and woman had gone away along the bank of the big river. Woman show him the way to her native village, and led him to the parental home.

The choice was done. Choice ... How many times in life shall we do a choice. How to make sure that the choice was right to feel the joy of made decisions? It's simple: Only the heart will tell the right decision.

Consciousness of people and entire societies is always under the influence of several paradigms or social myths. Getting information from the world, people are gradually conceptualize it and converted first into a smattering, and then into the deep knowledge pertaining to the deepest beliefs and principles of human rights. Naturally, the greatest impact on people causes deep beliefs and they will find themselves directly linked to existing social paradigms and social myths. That is, information is acquired by people as long as it would be laid on this or that social paradigm or a myth. It is clear that if we had the opportunity to change the paradigm in the community or the myths, we could make a very strong and deep impact on the perceptions and behavior of people. Fortunately, such profound impact on cognitive factors as the paradigm and social myths is almost impossible - they live and develop in the collective consciousness for its own laws. However, realizing the existing people's paradigms and purposefully addressing offered information on the "landing" in this or that paradigm, we can control people's attitudes to large segments of their life experience.

For the rapid development of market relations from the sphere of production allocated to the sphere of business - communication or business communication. Over the last 10-15 years of psychological training has become one of the most common forms of psychological practice. Often different forms of psychological training in ordinary consciousness are opposed to the

Psychological Training: Effect of Cognitive Stereotypes and Symbols as Part of Metaphors for Interpersonal Relations in the Sphere of Family Relations and Business Communication

theoretical, academic knowledge, as knowledge does not provide a direct practical benefit. As a member of modern society, I want to take initiative and provide a wide range of readers a family legend, which will be useful to anyone who grew up in a family where there was no positive experience in the sphere of interpersonal relations "man - woman". This legend can be used as a coaching tool for the most effective psychological trainings and active group and individual methods of influence in order to obtain a positive emotional experience and adaptation in the same field.

However, I believe that as sooner the reader is familiar with our family legend as sooner will be redemption against the harmful illusions, in the field of interpersonal relations "man-woman", supported by some "modern" ideology and newly appeared "engineers of human souls" among which are the stars of show business, journalists, and other members of our society, which by their ignorance, misunderstandings discredit, trample and spit, praised the entire world culture family shamelessly promoting debauchery. Lacking moral experience that a person can get only in strong relationships society degrades taking a life "without obligation" as a model of relations. Alas, these principles of "life without obligation 'and' free morality" mercilessly trample themselves ideologues similar views on life. Maybe that's enough to write books with provocative titles such as "The Family, and how to survive in it?" and it is worth considering how to survive outside the family, the latter spiritual strength, outside of which the person turns into a defenseless egoist-alone?

In the next four articles I will explain the rest of the head of the family legend concerning other important factors affecting the perception of the world in my family, and I hope that soon the interpersonal relations in the sphere of "man - woman" will stop being amusing toy and the eternal object of discontent subjects of this sphere.

Of course, in this article it is impossible to cover the entire range of processes occurring in the sphere of interpersonal relations "man - woman", but I hope that this material is at least will generate debate and discussion.

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