

***Минуллина Регина Рашитовна***

студентка

***Авдеева Ангелина Юрьевна***

студентка

***Мефодьева Марина Анатольевна***

старший преподаватель

ФГАОУ ВО «Казанский (Приволжский)

федеральный университет»

г. Казань, Республика Татарстан

## **NEURO-LINGUISTIC PROGRAMMING IN THE PRACTICE OF POLITICAL PR**

***Аннотация:*** статья посвящена нейролингвистическому программированию (НЛП) и его значению в практике политического PR. Авторы раскрывают суть НЛП и причины, по которым политики используют их в своей деятельности. Поскольку НЛП тесно связано с психологией и может быть отнесено к манипулятивным технологиям, то НЛП стремится к разработке механизмов, которые могут улучшить эффективность связи. Исследователи дали несколько примеров использования НЛП в деятельности некоторых политиков, таких как Борис Ельцин, Владимир Жириновский и Дональд Трамп.

***Ключевые слова:*** нейролингвистическое программирование, манипуляция, политический PR, психология, избирательная кампания.

***Abstract:*** the article is devoted to the Neuro-Linguistic Programming (NLP) and its meaning in the practice of political PR. The authors reveal the essence of NLP and the reasons why politicians use them in their activities. As it is closely connected with psychology and can be referred to the manipulation technology, NLP tends to develop mechanisms that can improve the communication efficiency. The authors gave some examples of using NLP in the activity of some politicians like Boris Yeltsin, Vladimir Zhirinovsky and Donald Trump.

**Keywords:** *neuro-linguistic programming, manipulation, political PR, psychology, election campaign.*

In 2016, the world experienced a shock – an odious businessman, republican Donald Trump, came to power in one of the most influential states. Despite all the predictions this harsh and sometimes uncontrolled looking man managed to bypass his main competitor – Hillary Clinton. America expected the first female president to appear, but the prophecies about her victory did not come true.

The question that we ask can be formulated as follows: what specific tools has the current President of the United States used in his election campaign? In the focus of the study is the concept of manipulation, namely manipulation through NLP (Neuro-Linguistic Programming). Here this concept is considered in the context of the theory and practice of mass communication.

To begin with, manipulation is a concept that can unite advertising, PR, and all the means that develop a person's sustainable socio-political views and encourage them to a particular political activity. Manipulation in political PR is one of the most popular subjects for debate both in the professional environment and among common people [4].

As a rule, manipulation is viewed as a kind of interaction between people when one of them performing the role of a manipulator consciously exercises control over the behavior of another person, forcing him to act the way the manipulator wants.

NLP is of particular interest for professional activities of politicians and the practice of political PR. In the context of the information society, the effectiveness of any activity, including political relations with the public is largely determined by the successful use of rapidly developing information and communication technologies. Conventionally, techniques and methods of public relations used in the politics are constantly being improved along with the diversification of information capabilities and communication resources.

Despite the fact that primarily techniques and methods of neuro-linguistic programming were applied to the achievement of rather humane and good goals, today this technique is mainly manipulative. As a rule, NLP is a directed influence on consciousness of a person or a group of people to change their behavior. The process of

changing something requires defining the boundaries of morality. In our case we are talking about boundaries of the application of NLP and the moral responsibility of practitioners who master techniques of neuro-linguistic programming.

Neuro-linguistic programming is closely connected with psychology as it investigates methods of influence on a person or a group of people. In order to study and understand the principles of these methods, it is necessary to plunge into the study of the human psyche and find out what the individual thinks, how he regards this or that phenomenon. NLP like any other direction in psychology tends to develop mechanisms that could improve the communication efficiency.

To add to this, NLP is a set of certain behavioral instruments that are able to set hidden mechanisms of the psyche of another person into motion and which are at the heart of his beliefs, attitudes and mental schemes. In this sense, neuro-linguistic programming can be referred to the manipulation technology which allows to «program» a person to what is beneficial to the manipulator.

No doubt that NLP should be in the field of political strategists, however, we should not give a leading role to the neuro-linguistic programming in political communication [1]. For example, during the pre-election races technologies of black PR are actively used. The purpose is not to discredit or destroy the opponent but to make him doubt and throw off balance. Black PR strikes on the main characteristics of the competitor, on painful parts. If this happens, it is highly probable that the attacked person, being in an unexpected and unpleasant situation, reacts disproportionately to it publicly, rather than brings himself into discredits.

Elections are things where the ends justified the means. Only professionals are able to conduct an election campaign effectively because they can work with acquired information and launch well-designed messages and images on-air.

At the stage of preparation for the election campaign the politician's team has to deal with science, and nobody mentions NLP at all. Neuro-linguistic programming has already been applied at the stage of preparation of slogans and debates.

It is worth noting that NLP will not work if it is applied without taking into account all aspects of the situation. It is important to understand that much depends on the social sentiments that prevail in society at the time of the election campaign.

Neuro-linguistic programming followers argue that the use of NLP techniques and tools can greatly influence the outcome of the election [2].

As a typical example of the NLP can be given the slogan of Boris Yeltsin which was used in the elections in 1996 – «Choose by heart». The symbols like «Father of the Nation» and «Russia-specific» attributes (trees, forest, nature) were also used.

Neuro-linguistic programming is characterized by the fact that it is practically invisible, that is not perceived. For example, country leaders often use in their speeches the pronoun «we», when they speak about the contrast of Russian values and values of the rest of the world, which «is sunk in atheism and depravity». Thus, the Russians as if programmed on the chain «Russia-I-we-he (politician)" and unconsciously perceive ourselves as part of a whole construct.

Let us have a look at examples of how NLP was used in political agitation of Vladimir Zhirinovsky. The slogan «Only Zhirinovsky or it'll be worse!" was originally used in propaganda materials on 2012 presidential elections which carried the obvious signs of programming of consciousness that was also visible both in print, in colors and in the emotional message (the direct threat). Later it was replaced by the slogan «Only Zhirinovsky and it will be better!", giving the viewer the opportunity to «breathe out». The second series of posters were made in the same style but with the use of other colors. That is, at the first stage people were frightened and then they were shown the way out of the situation.

Thus, neuro-linguistic programming in political PR can act as a part of the «black PR-campaign» and be directed to libel the opponent, as well as a tool for improving the image and to increase the level of trust.

Now let us move on to the use of NLP in Donald Trump's campaign. In his election campaign at least two basic components can be singled out: content and image. The content of the campaign is understood as follows: Trump's chosen political policy

and his certain plans for solving various issues. The image component refers to the «front» of the campaign that is public statements expressed verbally and non-verbally.

The main slogan of Trump's campaign «We shall return greatness to America» is in itself a manipulation, because its meaning is unclear which is confirmed by numerous debates. Apparently, they are talking about the return of the «Golden Age» of the USA.

However, political PR specialists and linguists notice that Clinton's slogan «Stronger Together» was much weaker than «Make America great Again», as the latter could easily be transformed into convenient abbreviations and hashtags #MAGA, which had played a particular part in Trump's promotion in social networks [3].

Moreover, Donald Trump almost made no statements that could be easily clarified or proposals that were good for an early implementation. So, for example, he promised to build a wall on the border with Mexico, because he believed that migrants cause serious damage to Americans.

It is important to understand that Trump's unambiguous and rude remarks are part of his strategy, and he deliberately instigated as many people as possible to the scandals so here we cannot talk about spontaneity and emotionalism.

It is also worth mentioning the language that Donald Trump used. While meeting his voters he turned to people using a simple language which was understood by everyone. Trump presented simple messages which consisted of only a few points.

Donald Trump's election campaign proves that neuro-linguistic programming allows, first of all, to be remembered by the public. When applying NLP techniques, it is no matter what the person says, the more important thing is how he does it. Having instigated a series of scandals, Trump ensured the fame and recognition of his persona.

It should be noted that the mechanisms of manipulation are not studied until the end, and therefore we cannot say for sure that some manipulative techniques are effective and/or final.

However, as far as NLP is concerned, it is often referred to as «scientific knowledge», which, on the one hand, opens up NLP opportunities for development, and on the other hand – negatively affects the psychological science as a whole. Issues of manipulation in political PR, of course, require further consideration.

### *References*

1. Bolstad R. NLP: The Quantum Leap // NLP World. 1996. – July. – Vol 3. – No. 2. – P. 26.
2. Dilts R. NLP and Self-Organization Theory // Anchor Point. – 1995. – June. – P. 224.
3. Minchenko E., Autopsiya kampanii Hillari: kak pobedil Tramp. Polittehnologicheskiy analiz vyiborov prezidenta SShA. Ch. 1 / Kommunikatsionnyiy holding «Minchenko Konsalting». – M., 2016. – 103 p.
4. Tarasova A.A. The way mass media influence on public opinion / A.A. Tarasova, D.A. Romanova, M.A Mefod'eva // Globalizaciya nauchnyh processov: Sbornik statej Mezhdunarodnoj nauchno-prakticheskoy konferencii (23 iyunya 2016 g, g. Kirov): V 2 ch. Ch. 2. – Ufa: MCII Omega Sajns, 2016. – 146–150 s.