Aphasia

Definition	Difficulty in communication due to brain damage in language areas.
Causes	Typically stroke or tumor.
Broca's Aphasia	Damage to Broca's area leads to hesitant speech and trouble with language production.
BA Symptoms	Difficulty in expressing and understanding language. (**Hesitant speech**)
Wernicke's Aphasia	Damage to Wernicke's area results in difficulties in understanding language.
WA Symptoms	Confused speech, wordiness, and problems with language comprehension.(**Non sensical speech**)
Similarities	Both conditions result in significant impairments in communication abilities.
Language Variability	Aphasia symptoms vary across languages due to grammatical differences.

Neurolinguistic Programming (NLP)

Definition	Neurolinguistic Programming (NLP) is an approach to communication, personal development, and psychotherapy that focuses on the connection between neurological processes, language, and behavioral patterns learned through experience. It suggests that these patterns can be changed to achieve specific goals in life.

Neurolinguistic Programming (NLP) (cont)

Communication Enhancement	NLP techniques aim to improve communication skills, including persuasion, negotiation, and rapport-building.
Personal Development	NLP offers strategies for self-improvement, goal setting, and overcoming limiting beliefs.
Therapeutic Interventions	NLP techniques are used in therapy to address phobias, trauma, and behavioral issues by altering thought patterns and responses.

Richard Bandler: Co-creator of NLP along with John Grinder. Known for developing techniques such as the Swish pattern and Anchoring.

John Grinder: Linguist and co-founder of NLP. Contributed to the development of NLP models, including the Meta Model and Milton Model.

Robert Dilts: Prominent figure in NLP who expanded its applications into areas such as leadership, creativity, and systemic thinking.

Mirror System

Definition	Neuronal network activated when observing actions, facilitating understanding.
Research	Studies show activation in motor cortex areas relevant to observed actions.
Sign Language	Highlights the role of gestures in structured communication.

Mirror System (cont)

Language Comprehension	Mirror neurons play a role in language comprehension, especially in noisy settings.

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Pillars of NLP

Sensory Acuity	Developing heightened awareness of sensory cues such as body language, tone of voice, and subtle shifts in behavior. Utilized to build rapport, understand others' perspectives, and detect patterns in communication.
Rapport	Establishing a deep connection and trust with others through mirroring, matching, and pacing. Facilitates effective communication, persuasion, and building strong relationships.
Outcome Orientation	Setting clear and achievable goals while maintaining flexibility to adapt strategies as needed. Guides individuals towards desired outcomes and motivates action towards their objectives.

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Pillars of NLP (cont)

Behavioral Flexibility	Ability to modify behaviors, thoughts, and responses to achieve desired outcomes. Essential for personal growth, overcoming obstacles, and adapting to diverse situations.
Content vs. Process	Distinguishing between the content (what is said) and the process (how it is said) of communication. Helps uncover underlying patterns, beliefs, and motivations driving behavior.

Hemispheric Specialization

Left Hemisphere	Dominant for language processing, especially in speech perception and understanding.
Right Hemisphere	Plays a role in emotional tone perception, humor comprehension, and abstract language tasks.
Interactions	Both hemispheres work together for interpreting meanings and resolving ambiguities in language.

Neurolinguistics research emphasizes the intricate nature of language skills.

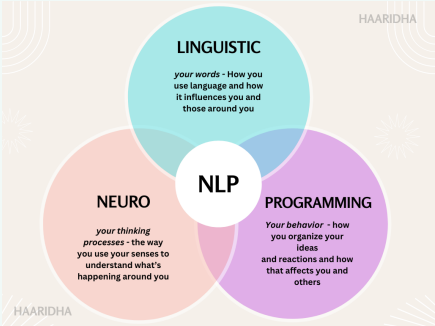
Key Areas: Aphasia, hemispheric specialization, neuroimaging, and mirror system are vital in understanding language processing.

Ongoing Research: Despite progress, there's much to learn about brain regions and their coordination in language understanding.

Neuroimaging Research

fMRI Technique	Detects brain activity, more suitable for language comprehension tasks.
Semantic Processing	Both hemispheres involved in processing semantic information.
Individual Differences	An individualized approach identifies specific brain regions responsible for language tasks.

NLP - venn diagram



NLP Concept Map