Evocative Approaches to Change
Workshop 3

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Artistry

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Evocative Approaches to Change
Workshop Description:

Clients change by virtue of the experiences they
live. Clinicians can use advanced techniques
including verbal and physical metaphors.
Lecture, demonstration, and practice.

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Educational Objectives

- **Describe the function of metaphor in psychotherapy.**
- **Given a patient, design an experiential approach.**
- Indicate when to use evocative methods
- Describe "orienting toward."

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Evocative vs Informative
Communication

Communication is both Evocative and
Informative

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Evocative Communication
Informative Communication

- Art is evocative communication.
- Evocative communication is required to alter states.
- Science is informative communication.
- We need science to understand facts.
- We need art to address and exercise phenomenology, lived experience (states, including emotions).
- Evocative communication has a grammar that is different from scientific, informative communication.
- If therapists understand the grammar of art, they can apply it to advancing psychotherapy.

Artistic Communication

- Evocative communication
- Conceptual communication
- Experiential communication
- Limbic communication

These forms of communication prompt autonomous responses

Limbic communication

- Animals Use Limbic Communication.
- Limbic Communication Orients Toward
- Conceptual Communication Orients Toward.
- Orienting Toward Elicits States.
- Emotions and States are Elicited Through Para-verbal Communication, Including Sounds and Gestures.
- Concepts are Communicated Para-verbally.
- Sounds and Gestures and Para-verbal communications are Metaphors

When to Use Evocative Communication?

When information and advice fail.
When someone needs to realize a concept.
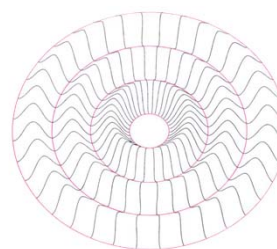When the goal is to change a state.
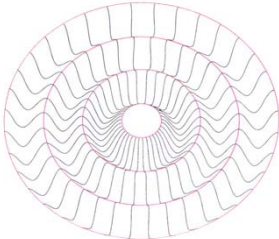
Conceptual Communication

- Milton Erickson was a conceptual communicator.
- Hypnosis is conceptual communication.
- Hypnosis is about changing states
- Therapy can be directed to helping others assume adaptive states.
- To alter states it is necessary to use all output channels of communication: Our palette.

Simple Example:
Graphic

From the other side

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Learning Informatively Versus Learning in Stylized Steps

Spanish
Skiing

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Video clip

An Example of Conceptual Communication

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World Science Festival

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The Structure of Impact:
Heuristics of Implicit Influence in the Movie Clip

- Oriented toward--awaken representations
- Create fascination
- Appeal to the eyes
- Attune
- Be multisensory, multidimensional, and multilevel.
- Move in strategic steps
- Use unreality--make it weird.
- Use movement--keep the eyes moving
- Destabilize—create arousal.
- Influence can be invisible. Use connotation.
- Precision
- Use signals to elicit emotion

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Metaphor

A Foundation of Conceptual Communication.
But, Metaphor is only One Example of Conceptual Communication.
Metaphor can be Used in Any Phase of Treatment
Metaphor is One Way to "Orient Toward."

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Metaphor

> But the greatest thing by far is to have a command of metaphor. This alone cannot be imparted by another; it is the mark of genius, for to make good metaphors implies an eye for resemblances.
>
> (Aristotle)
>
> izquotes.com

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Representation

Representation is the use of signs that stand in and take the place of something else.
It is through representation that people organize the world and reality through the act of naming it

Here is another example:

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Metaphor

- **Metaphor:** a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable:
- **Signification:** The representation or conveying of meaning
- **Figurative language;** Whenever you describe something by comparing it with something else, you are using figurative language.

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Metaphor

- Metaphor strengthens the message.
- We can say things in metaphor that cannot be stated in other ways.
- Metaphor is a way of being effective, not correct.
- Metaphor "gift-wraps" concepts
- Metaphor is novel and leads to neurogenesis.
- Metaphor makes things memorable.
- Metaphor is parallel communication that activates a search for personal meaning. "This is that."
- Metaphor prompts realizations.
- Metaphor prompts arousal
- Metaphor elicits autonomous response

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Literary Metaphor

Shakespeare

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Romeo and Juliet

- ROMEO: But, soft! what light through yonder window breaks?
  It is the east, and Juliet is the sun.

- **"Juliet is the Sun"→ metaphoric state of the therapist.**

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Tess of the d'Urbervilles
Thomas Hardy

"And as each (of the country girls) and all of them was warmed by the sun, so each had a private sun for her soul to bask in—some dream, some reflection, some hobby, at least some remote and distant hope by which, starving to nothing, still lived on as hopes will."

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Metaphor and Simile

The metaphor states a fact or draws a verbal picture using comparison.
A simile would indicate you are like something—it is an analogy
A metaphor is stronger -- it says you are something.

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Types of Metaphor

- Verbal
- Non-verbal
- Spatial metaphor
- Tonal metaphor: sounds
- Gestural metaphor
- Postural metaphor
- Extended metaphor
- Sculpting.
- Living metaphor (using objects)
- Hypnosis as metaphor
- Systemic metaphor
- Contextual metaphor

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Using Metaphor in Treatment
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- Using metaphor in garnering rapport, assessment, goal setting, intervention, and termination.

- How to approach with metaphor. Goal setting with sculpting? Describing a system with metaphor

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Minuchin Example

PsychotherapyVideo.com

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Clips MHE and Minuchin

Yeah.

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Clips MHE and Minuchin

I don't remember.

Milton Erickson

Two examples of the use of metaphor

Erickson video clip circa 1976

Clips Erickson February 1978

Clips MHE and Minuchin

Extended Metaphor
Shakespeare: As You Like It.

All the world's a stage,
And all the men and women merely players.
They have their exits and their entrances,
And one man in his time plays many parts,
His acts being seven ages.

Cases of Extended Metaphor

- Cynthia
- Pennsylvania Psychiatrist
- Alcoholic couple.

Being Metaphoric

Being Metaphoric is a "state."
It needs to move from working memory
to procedural memory as soon as
possible.

Recognizing and Anchoring States.

Possible Categories for descriptions

- Emotion
- Behavior
- Thought
- Perception
- Relationship
- Physiology
- Context
- Qualities (intensity)

- Attitude
- Imagery
- Temporal orientation
- Memory
- Energy level
- Posture
- Gestures
- Sequences

Demonstration and Exercises

Goal Therapist States
Being Metaphoric
Being Experiential

Exercise A:

- **Role-play anxious or depressed patient→**
- **Start with normal empathy.**
- **Reverse roles.**
- **Discuss.**

Exercise B:

- **Role-play anxious or depressed patient continues→**
- **Empathize with analogies: "It is just like…".**
- **Perhaps use colors and shapes as analogies, or a building.**
- **Reverse roles.**
- **Discuss.**

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Recursions

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Exercise C:

- **Role-play anxious or depressed patient continues→**
- **Empathize with metaphor: "You are a _____".**
- **Use recursions.**
- **Reverse roles.**
- **Discuss.**

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Attunement

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Exercise D:

- **Nonverbal Metaphor: Role-play anxious or depressed patient continues→**
- **Empathize with a nonverbal metaphor:**
- **"It is just like…".**
- **Add Attunement**
- **Reverse roles.**
- **Discuss.**

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Strategic Development

Framing/Bumpers
SIFT

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Exercise E:

- **Metaphoric Sound + Strategic Development.**
- **Role-play anxious or depressed patient continues→**
- **Empathize with a metaphoric sound: "It is just like…".**
- **Use Strategic Development. Framing; Bumpers.**
- **Reverse roles.**
- **Discuss.**

Sculpting

Exercise F

- **Role-play anxious or depressed patient continues→**
- **Suggest a solution by sculpting**
- **Get out of the chair**
- **Reverse roles.**
- **Discuss.**

Being Experiential

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