

ASCH

2026

**ANNUAL SCIENTIFIC
MEETINGS & WORKSHOPS**

New Frontiers in Hypnosis:
Human Ingenuity, AI Innovation,
and Ethical Boundaries

 VIRTUAL

March 20-22, 2026

The Rhythmic Architecture of Hypnotic Communication

Anita Jung, LPC-S, LPA
Friday, March 20th 3:30 - 5pm ET



Anita Jung, LPC-S, LPA



- Psychotherapist
- President, Central Texas Society of Clinical Hypnosis (CTSCH)
- Executive, Organizing Board, Milton H. Erickson Institute of Austin (MHEIA)
- Past President, American Society of Clinical Hypnosis (ASCH); Approved Consultant
- Past Board Member and Current Newsletter Editor, International Society of Hypnosis (ISH)
- International Presenter and Faculty
- Author of Peer-Reviewed Publications on Hypnosis and Depression, Contributor to the Routledge International Handbook of Clinical Hypnosis, and Creator of Clinical and Wellness Hypnosis-and-Music Audio Recordings
- Recovery Facilitator for The Recording Academy/Grammys' charity organization MusiCares

Disclosures

ASCH and ASCH-ERF jointly provided this program.

No staff or committee members involved in the development, planning or execution of educational content have any financial relationships or conflicts of interest to disclose.

Anita Jung has no significant financial relationships or conflicts of interest to disclose.

Continuing Education & Accreditation Statement

This program has been approved by the American Society of Clinical Hypnosis Standards of Training Committee to be used toward Membership and Certification requirements.

The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) designates this live activity for a *maximum of 57 AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This program is Approved by the National Association of Social Workers (886386995-7390) for 57 continuing education contact hours.

This course is approved by the American Society of Clinical Hypnosis and as such is an approved continuing education course per Florida's AC-Rule 64B-4-6002 American Society of Clinical Hypnosis-ERF is designated as an Approved PACE Program Provider.



The American Society of Clinical Hypnosis Education & Research Foundation Nationally Approved PACE Program Provider for FAGD/MAGD credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement. 10/1/2024 to 9/30/2027. Provider ID#217022



American Group Psychotherapy Association (AGPA) is approved by the American Psychological Association to sponsor continuing education for psychologists and the American Society of Clinical Hypnosis (ASCH). American Group Psychotherapy Association (AGPA) is approved by the American Psychological Association (APA) to sponsor continuing education for psychologists.

Learning Objectives

At the conclusion of this session, participants will be able to:

1. Apply at least two linguistic pacing or phrasing strategies that deepen regulation, enhance resonance, and strengthen the effectiveness of hypnotic communication in medical or behavioral health practice.
2. Identify and practice at least two structured repetition patterns—including the Hypnotic Tihai—to increase memorability, engagement, and unconscious integration of suggestions in medical/clinical communication.
3. Explain the role of the Anterior Cingulate Cortex (ACC) in timing, attention, and expectancy,
4. Describe two ways AI-assisted language tools influence clinical/medical presence, nuance, and attunement.

SECTION I WHY RHYTHM WORKS

Why Rhythmic Hypnotic Language Works

- Engages the subconscious mind for healing
- Regulates emotions and memory processing
(van der Kolk, 2014)
- Reframes traumatic memories, fostering control
- Reduces hyperarousal, dissociation, and intrusive thoughts
(Hammond, 2010)

SECTION II RHYTHM AS A REGULATORY MECHANISM



**Video by Drew Cole with his friend's dog Bailey.
www.DrewColeMusic.com**

WATCH ON YOUR OWN:
<https://youtu.be/KBluUZ4NnZg>

RHYTHM'S Role in Mental Health

- Rhythmic Music Increases Positive Emotion and Reduces Stress

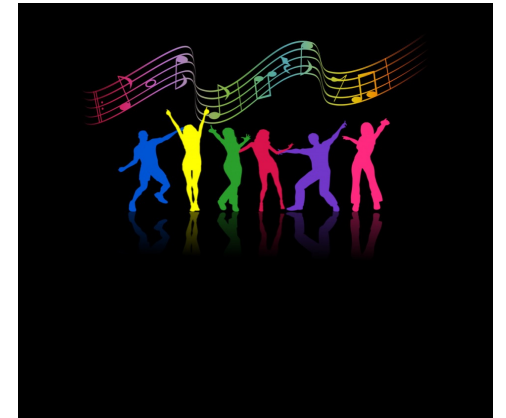
Cook et al. (2019)

Gradual Tempo Reductions and Rhythmic Patterns

- 79 adults with depression
- Music therapy + psychodynamic therapy
- 20 sessions over 3 months
- Expressive musical interaction with therapist
- Rhythm, harmony, melody, dynamics, timbre
- Results: significant improvement in depression, anxiety, and functioning

*No musical background

(Erkkilä et al., 2011)



The SCIENCE OF RHYTHM

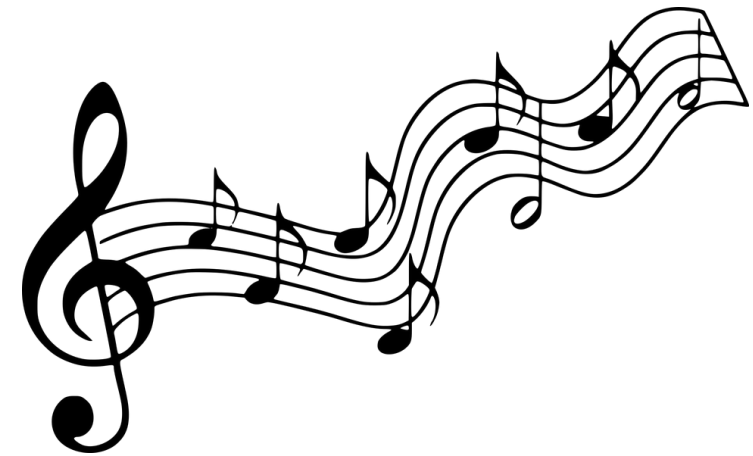
The Impact of Rhythm on Cortical Activity

same group of 79 individuals:

During resting brain activity

- ↑ left fronto-temporal alpha oscillations
- ↑ left fronto-temporal theta oscillations

→ Suggesting potential neuroplasticity and the brain's responsiveness to music intervention



Fachner, J., Maidhof, C., Grocke, D., Nygaard Pederson, I., Trondalen, G., Tucek, G. & Bonde, L. (2019). Telling me not to worry... Hyperscanning and neural dynamics of emotion processing during guided imagery and music. *Frontiers in Psychology* 10(1561). [https://doi: 10.3389/fpsyg.2019.01561](https://doi.org/10.3389/fpsyg.2019.01561)

SECTION III USING RHYTHM IN HYPNOSIS

Where Rhythm Returns, Regulation Follows

- Rhythm Engages the Nervous System for Emotional Regulation
- Synchronizing Rhythm Helps Stabilize Physiological Responses
- Music-based Interventions Support Healing

van der Kolk, B. A. (2014). *The body keeps the score: Brain, mind, and body in the healing of trauma*. Viking.

Using Rhythm in Hypnotherapy

- Hypnotic Suggestions Can Be Embedded In Rhythmic Phrasing
- Repetition and Cadence Enhance Trance States

Yapko, M. D. (2012). *Trancework: An introduction to the practice of clinical hypnosis* (4th ed.). Routledge.

The Role of Breath and Rhythm

- Breathwork Synchronized with Rhythm Regulates Stress Responses
- Exhalation in Rhythm Engages the Parasympathetic Nervous System
- Combining Breath and Rhythm Fosters Deep Relaxation and Grounding

Feldman, G., Greeson, J., & Senville, J. (2010). Mindfulness and emotion regulation: The role of breathing and rhythmic awareness. *Journal of Happiness Studies*, 11(4), 441–457.

SECTION IV INFORMATION vs EXPERIENCE

INFORMATIVE COMMUNICATION ≈

- . • structured
- . • logical
- . • analytical
- . • teaches information

- . Examples: science, mathematics, instructions

EXPERIENTIAL COMMUNICATION ≈

- . • rhythmic
- . • emotional
- . • sensory
- . • state-changing

- . Examples: music, poetry, storytelling, hypnosis



Photo by Anita Jung, 2016

Why Rhythm Creates Impact

Rhythm creates:

- expectancy
- attention
- emotional engagement
- memorable experience

Rhythm shifts state, not just understanding.

From Motion to Experience

Motion within the instrument becomes sound

Sound becomes pattern

Pattern becomes perception

What we hear begins as organized movement



Watch on Youtube by yourself: LEENO https://youtu.be/_X-Ux9SL7bk

SECTION V MODULATING TENSION

Repetition → expectation
Expectation → surprise
Expectation → surprise

Impact is Created Through Tension and Release

- Symphonies
- Movies
- Poetry
- Hypnosis

Repetition → expectation
Expectation → surprise



This Photo by Unknown Author is licensed under CC BY-SA

SECTION VI
THE BRAIN CARES ABOUT TIMING
(ACC = Expectancy Engine)

Prediction Error Sharpens Attention (ACC)

The brain constantly predicts what will happen next.

When expectations differ from what actually happens:

- Attention increases
- The Anterior Cingulate Cortex (ACC) detects these mismatches.

STROOP EFFECT

RED ORANGE PINK YELLOW

BLUE GREEN WHITE BROWN

GREEN RED GREEN BLUE

Anterior Cingulate Cortex (ACC)

Prediction Error → Attention Spike

PURPLE
BLUE
RED

Various studies found in Music and in Hypnosis

Koelsch, S., Vuust, P., & Friston, K.J. (2019). Predictive Processes and the Peculiar Case of Music. *Trends in Cognitive Sciences*, 23, 63-77.
<https://doi.org/10.1016/j.tics.2018.10.006>.

WHEN EXPECTED OUTCOMES DIFFER FROM ACTUAL EXPERIENCES

- attentiveness and responsiveness are heightened
- the anterior cingulate cortex becomes activated



SECTION VII—STRUCTURED REPETITION PATTERNS

USING RHYTHM IN HYPNOSIS



Remember!!!

THE PRACTITIONER MUST
BE TRAINED IN HYPNOSIS



I.

• Rule

of

• Three

- Humans detect patterns quickly
- Three repetitions create expectation
- Expectation creates attention

Used in: graphic design, comedy, storytelling, music, hypnosis



TIHAI

Classical Indian rhythmic structure

- Phrase → Phrase → Phrase
- with brief rests
- Landing on the ONE

Creates expectancy and attention



II. The Hypnotic Tihai: A Precision Repetition Pattern

Phrase

Phrase

Phrase. Dramatic landing on the first word/theme!...

Pause

Transformational Suggestion

Example

- **Notice** your breath.
- Notice your breath.
- Notice your breath, **Notice!** ...
how you can settle into comfort

Resilience

You have handled difficult moments before.
You have handled difficult moments before.
You have handled difficult moments before. **You!,,,**

know how to move through this.

Calmness

Your body has settled before.

Your body has settled before.

Your body has settled before. **Your body!.....**

can settle again.

Competency

- **You** learned how to walk.
- You learned how to write.
- You learned how to swim. **You!...**

Got this!

Competency

- **You**'ve handled difficult moments before.
- You've handled difficult moments before.
- You've handled difficult moments before, **You!.....**

know how to move through this with ease.

CENTRAL TO THE HYPNOTIC TIHAI TECHNIQUE

IS THE **MODULATION OF TENSION**,
A CONCEPT OBSERVED IN:

MUSIC and HYPNOSIS



III. PROSODY

Tone communicates meaning before words do.

Conveyed through:

- duration
- intensity
- pitch

Shaped by contrast:

- abrupt vs. smooth
- sustained vs. punctuated

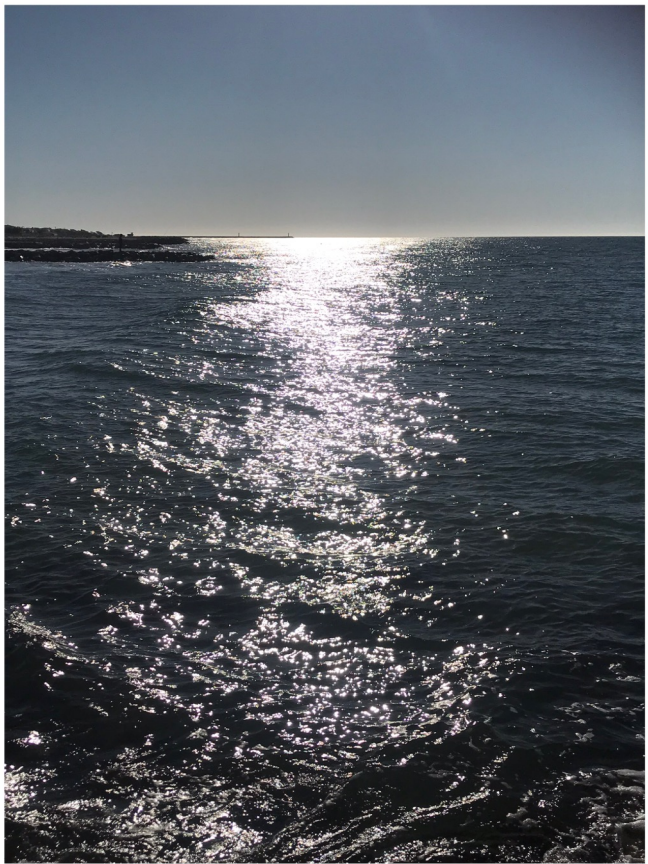
Train Your Instrument – Your Voice

- Rhythm
- Prosody
- Timing
- Silence

PROSODY IN PRACTICE

THE BREEZE AT DAWN HAS SECRETS
TO TELL YOU.
DON'T GO BACK TO SLEEP.
YOU MUST ASK FOR WHAT YOU
REALLY WANT.
DON'T GO BACK TO SLEEP.
PEOPLE ARE GOING BACK AND
FORTH ACROSS THE DOOR SILL
WHERE THE TWO WORLDS TOUCH.
THE DOOR IS ROUND AND OPEN.
DON'T GO BACK TO SLEEP.

Rumi



What is the Primary Intent of Tone Modulation?

The practitioner's modulation of tone, inspired by the nuances of non-verbal elements in music and subtle shifts in verbal delivery, enables them to **offer suggestions with increased confidence and authority, potentially amplifying the impact of hypnotic suggestions.**

Jung, A. (2024). Hypnosis and Integrative Aspects of Music. In Linden, J. H., De Benedittis, G., Sugarman, L., & Varga, K. (Eds.). The Routledge International Handbook of Clinical Hypnosis. Taylor and Francis Group.



Remember!!!

SECTION VIII — PRACTICE

VIII. AI, Rhythm, and Clinical Presence

Large Language Models (LLM): What AI Can Do — and What Only Clinicians Can Do

- LLMs organize patterns in language.
- Clinicians bring rhythm, timing, and presence.
- Hypnotic communication depends on:
 - rhythm
 - pause
 - expectancy
 - moment-to-moment attunement

These emerge from one nervous system responding to another.

LLM Reflective Homework Prompts

1. Name the Situation

- Start with a short description of the moment or pattern you want to understand.
- Example: When I avoid practicing even though I want to improve...

2. Ask a Deeper Question

- Move beyond the surface story.
- Questions may explore assumptions, emotions, or hidden motivations.
- Examples:
 - What might I be overlooking?
 - What part of me is trying to protect something?
 - What fear or belief is shaping this behavior?

LLM Reflective Homework Prompts

3. Add a Perspective Shift

Encourage reflection from a different angle.

Possible lenses:

- Ericksonian – If this behavior were trying to solve a problem, what might it be accomplishing?
- Parts (IFS) – What parts of me are involved?
- Cognitive (CBT) – What thought or assumption may be shaping this?
- Systemic / Family – Is this a pattern I learned in relationships?
- Ericksonian – If this behavior were trying to solve a problem, what might it be accomplishing?
- Values (ACT) – What action would align with the person I want to be?

Goal:

Generate insight—not immediate solutions.

What Must Remain Human

- AI can generate language — humans generate presence
- AI can model patterns — humans sense when to land on the one
- AI supports content — rhythm, cadence, and impact depend on the clinician's voice

Clinical implication:

- Maintaining rhythmic structure in delivery preserves nuance, attunement, and therapeutic impact in an AI-assisted world





Truly to sing,

that is a different breath

Rainer Maria Rilke

Steps to Success



Remember to have fun with your new learnings

Steps to Success

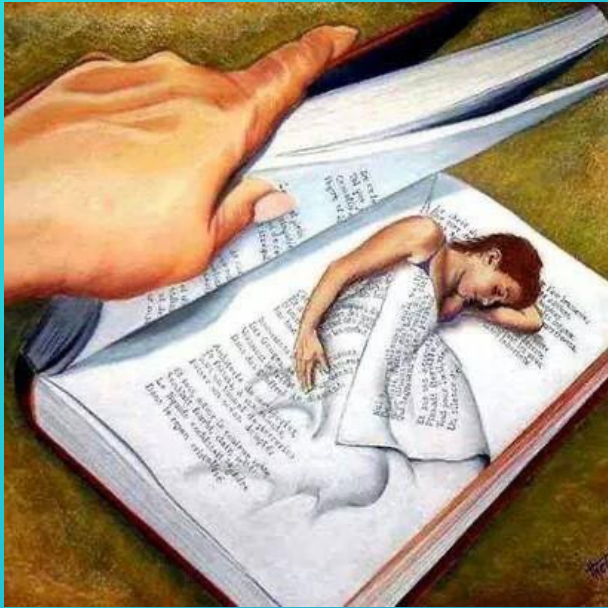
Maybe you can YOU CAN COMMIT TO:
Slowing the rhythm of your voice
Repeating what matters with intention



to
Enhance Resonance,
Regulation, and
Therapeutic Impact

Steps to Success

Formulate 2 Hypnotic Tihais or Repetition Patterns
that YOU CAN COMMIT TO

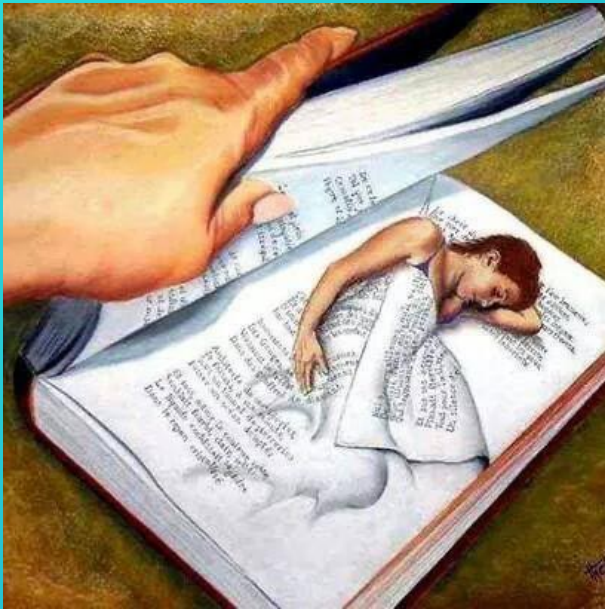


as a way to expand
hypnotic repertoire

Write one IDEA on each piece of paper in front of you.

Steps to Success

Perhaps, you can commit to the following:
Pause one beat longer. Notice where attention goes.
Question your expectancy.



Write one IDEA on each piece of paper in front of you.

**because this is how the brain
decides what comes next.**

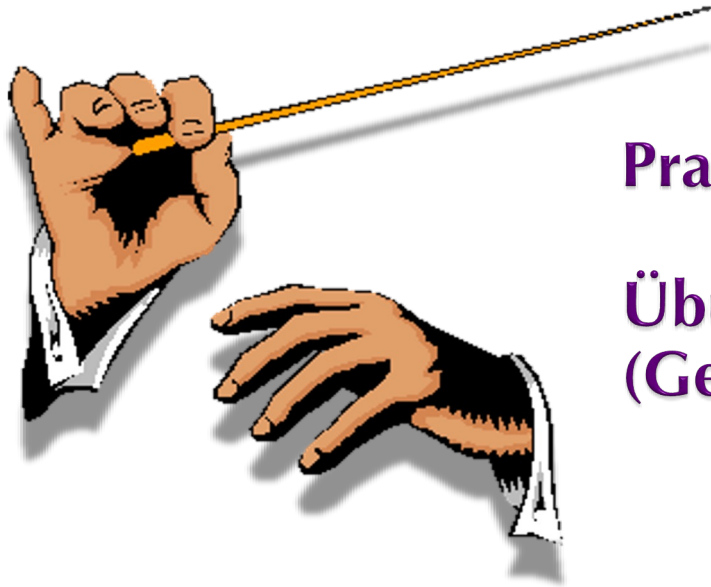
Steps to Success

Lastly, maybe you can commit to the following:

- Notice where attention goes
- Let nuance lead before language
- Staying present



to Support Clinical Presence in your Work
(independent of technology use)



Practice creates the Master

**Übung macht den Meister
(German Saying)**

Contact Information

Anita Jung

anitajung.therapy@pm.me

www.JungWellnessInstitute.com