

TRIPLE-CODE MODEL OF IMAGERY

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October 21, 2025

RECOMMENDED CITATION

Mohammed looti (2025). *TRIPLE-CODE MODEL OF IMAGERY*. Encyclopedia of psychology. Retrieved from <https://encyclopedia.arabpsychology.com/?p=15068>

a theory which tries to describe why imagery works in performance enhancement. It recommends three impacts of imagery: (i) the picture itself, an interior feeling which is symbolic of the exterior world and its objects; (ii) the somatic reaction, which is, the psychophysiological reaction to the picture; and (iii) the connotation of the picture, that is unique to the person.

TRIPLE-CODE MODEL OF IMAGERY: "Tomorrow, we are going to discuss the triple-code model of imagery."

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