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ҳамда “Соз номлари” гуруҳларига ажратиб тасниф этиш мумкин:

*Эй мутриби гулузор олиб илкига чанг,  
Қилгил манга “Дугоҳ” мақомин оҳанг,  
Нозингни кам айлагил қилиб созинг қўн,  
Ким айлама созингни, нозингни даранг.*

(56-варақ 1-бет)

*Эй мутриби хуш адо, олиб илкинга уд,  
Ғам дафъин этарга айла жсонбахш суруд.  
Чалиб манга дилкаш «Ироқ» оҳангин,  
Қайгу била ғамни будин эткил нобуд.*

(56-варақ, 2-бет)

*Қилиб сабти танбур муҳокамасин,  
Яна йўнди қонун учун хомасин.*

(65-варақ, 2-бет)

“Девони Мирзо” да келтирилган шеърят лексикаси тадқиқ этилганда, унда бундан-да турли-туман мавзуга онд сўзлар қўлланганлигига гувоҳ бўлиш мумкин. Сирасини айтганда, ундаги ҳар бир мавзувий гуруҳга кирувчи сўзлар шоирнинг индивидуал интеллект сифатида баъзан вази ва қофия эҳтиёжи натижасида, баъзан давр руҳининг иникоси вазифасида, ва базан, замон ҳамда макон қийматини зоҳир қилиш эҳтиёжи туфайли ишлатилган. Шу сабабли мазкур сўзларнинг турли майдон, тип, тўплам, тўда ёки гуруҳларга мансублиги қўлланишнинг окказионал ёки узуаллигини таъминлаган.

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*Наирга проф. Б.Менглиев тавсия этган*

## AN OVERVIEW ON THE HISTORICAL DEVELOPMENT OF SELF-HELP GENRE

Kilicheva M.R. (BukhsU)

**Annotation.** In recent years, self-help books have become increasingly popular around the world. This article provides an overview of self-help literature and the history of self-help genre in general. The phrase “self-help” is defined, as well as a historical review of self-help in its different forms has been analyzed.

**Keywords:** *genre, self-help, self-development, history, psychology, society, mind, literature.*

**Аннотация.** Мазкур мақолада сўнги йилларда жаҳон китобхонлари томонидан катта қизиқиш билан ўқилаётган “self-help” яъни шахсий ривожланиш жанрининг келиб чиқиш тарихининг илмий асослари ёритилган, шахсий ривожланиш адабиётининг шаклланиши таҳлил этилган.

**Таянч сўзлар:** *жанр, шахсий ривожланиш, тарих, психология, адабиёт, жамият, фикр.*

**Аннотация.** В данной статье представлен научный обзор исторических истоков жанра саморазвития личности, который в последние годы с большим интересом читается читателями всего мира. В статье анализируется становление литературы по развитию личности.

**Ключевые слова:** *жанр, саморазвитие личности, история, психология, литература, общество, мысль.*

**Introduction.** In recent years self-help books have gained popularity among book lovers. Self-help departments in bookstores all over the world are brimming with books that promise to teach

readers how to live better and successful lives. Self-help books are often known by other names, such as self-improvement or personal development books. Sandra K. Dolby claims that the phrase “self-improvement” indicates that readers are more proactive in their book selection and reading [4;35]. The terms self-improvement, personal development, and self-help are frequently interchanged in the publishing industry. It's also worth noting that, unlike many other genres, self-help books aren't classified as part of any formal literary canon, but rather as part of the “popular genre of self-help literature”[8;56].

Research methods. The definition of self-help has evolved over time. The Merriam Webster Dictionary defines it as “the action or process of bettering oneself or overcoming one's problems without the aid of others” or “the coping with one's personal or emotional problems without professional help” (“self-help”)[10]. As can be observed, the word currently places a strong emphasis on the individual and their psychological inclinations. The phrase “help to self-help”, which is still used in economics today, relates to the idea of giving people with the skills they need to care for themselves, and initially related to a financial aid plan aimed at assisting a country in becoming self-sufficient. As a result, the initial goal of self-help was for a country to become “economically self-sufficient without the assistance of other countries”[8;59]. However, most people today connect self-help with an individual's control over their “goals, motivation, and resources”, rather than with economics or politics [8;60].

Madsen claims that the term's change from economics and politics to self-management is linked to power upheavals in the 18th century, when The West gave way to industrial societies, and the individual citizen gradually became more significant than territory or the entire population[7;5].

At their essence, self-help books are works that assist readers in solving at least some of their issues and improving their lives. Self-help books, according to Cherry, are all about the self, or “a celebration of the self, or the self as achievement” [3;32]. According to him, reading a self-help book entails taking control because “the fundamental function of reading a self-help book is instantiating an importance of the self” [3;34]. Simultaneously, professional assistance becomes less important. The reader of the self-help book becomes a “active agent” and reading it is a “self-initiated, self-determining action” [3;39].

Results and Discussions. The novels in the self-help literature genre, on the other hand, vary greatly. For example, Amazon.com splits their self-help book area into 28 different categories, ranging from abuse and anger management to happiness and hypnotherapy to stress management and achievement (“Amazon Self-Help”). Various scholars have formed distinct categories for the study of self-help books based on their interests. The University of Calgary's self-help literature research team, for example, researches self-help books in the areas of career success, personal relationships, and health/well-being. Toby Miller and Alec McHoul, popular culture and everyday life writers, distinguish three types of “interpersonal guides” [9;18]. General etiquette books are intended to provide readers with advice on a variety of topics, including courtesy and how to boost one's popularity. “Seeking ‘holes’ in the person in order to reintegrate them into a ‘complete’ person” according to the description of lifestyle books”[9;19].

As these examples demonstrate, self-help books can be classified in a variety of ways, depending on the researcher's goals and interests. However, it is frequently unclear whether books fit under the category of self-help and which do not. Self-help books should arguably not include DIY(Do-It Yourself)/ HTB (How-To Books) and biographies. Personal narratives with specific instruction and advice, on the other hand, should be considered self-help books. Often, a book's title isn't enough to tell you what category it belongs in [6;61]. While some self-help books may appear to be how-to guides, they may in fact fall into a distinct category according to their content. For example, “How to Win Friends and Influence People” by D. Carnegie is a how-to title that focuses on personal growth [6;60] and can thus be considered a self-help book. In light of the vast volume and range of self-help books available, it's also worth considering who the primary readers of self-help literature are.

Self-help book readers appear to be a diverse group of people. There are several factors that are associated with reading self-help books:

- a) general enjoyment of reading;

- b) psychological mindedness;
- c) a stronger self-control orientation;
- d) a higher level of life satisfaction. [9;136]

Furthermore, the ordinary self-help book reader is more likely to presume a link between feelings, thoughts, and actions, and views self-help literature as a means of self-improvement. As a result, self-help literature and its reading might be considered a coping technique that is part of a culture that values individualism [1;347].

There is a gender divide in the readership of self-help literature too. Women, for example, are more likely than men to be enthusiastic about self-help reading [9;136]. Furthermore, scholars, publishers, and writers have long recognized that “self-help reading is a strongly gendered activity”, according to Scott McLean and Brandi Kapell [8;58]. A tendency that may be exacerbated by the fact that self-help books, marketing initiatives, and literature research primarily target women [8;58].

McLean and Kapell discovered two major disparities between men and women in their empirical investigation on the experience of self-help reading. To begin with, there is a distinction between the types of self-help books that women and men read. Women are more likely to read self-help books aimed at assisting them in maintaining and improving interpersonal relationships. Men, on the other hand, are more likely to read books about business and finance. Men and women, on the other hand, read books about careers and health. Second, men and women behave differently during and after reading a self-help book. The fact that women must carry the majority of the emotional effort in interpersonal relationships explains why women are more likely to read literature about interpersonal relationships. “[W]omen have a greater stake in their engagement with self-help books, and thus [are] more proactive, deliberate, and linear in their reading”, the study concludes [8;69].

Self-help literature in its current form is a relatively new phenomenon. Its roots, on the other hand, can be traced back to “wisdom literature” [12;22]. This category includes some of the earliest written works. “The Wisdom of Ptah-Hotep”, for example, was penned in Egypt in 2500BC. Around 1500BC, the “Vedas” were written. The “Bhagavad Gita”, written between 400 and 300 BC, The “Dhammapada”, written in the 5th or 4th century BC, Confucius’ “Analects” (500 BC), The “Tao Te Ching” (5th-3rd century BC), “The Art of War” (4th century BC), “The Torah” (1280 BC), Marc Aurelius’ “Meditations” (2nd century), Marcus Porcius Cato’s “Distichs” (3rd-4th century), The “Bible”, the “Koran”, and the “Consolations of Philosophy” by Boethius (6th century) [12;22].

We can also see some piece of literature from the Middle Ages that could be classified as self-help literature. These were the so-called conduct books or courtesy books, which were either treatises on morals or focused around the lives of saints. They provided directions for individuals to follow in their daily lives. Their message was very practical and centered on ethical behavior. They have a lot in common with self-help literature now in that they haven't got much attention in literary history because they weren't considered literature because their rhetoric was so plain [12;23]. Later, during the Victorian era, guidance books aimed primarily towards women became popular [12;23].

Education on etiquette was particularly essential in the nineteenth century, and many guides on manners and behaviors were created as a result. These publications were in high demand because individuals were insecure and desired to develop themselves at the same time [12;24]. Sermons are also considered self-help literature since they provide a roadmap for personal development. If the sermon's message is applied to one's life, one will be regarded as having high moral standards. Women were frequently encouraged to conduct domestic responsibilities in sermons from the mid-nineteenth century. Frequently, these sermons were collected and published. Rather of portraying personal development as women's emancipation, these literature sought to maintain patriarchy as an irrefutable feature of life [12;25]. As previously stated, it is difficult to determine which works should be classified as self-help and which should not. Mur Effing, for example, claims that all of the examples provided above can be classified as self-help literature, but she also acknowledges that there is no unanimity on what constitutes self-help literature today [12;26].

Mur Effing evaluated self-help books based on the main aims they seek and discovered a shift in goal orientation through time, which “helps us to understand self-help literature as an evolving socio-cultural phenomena” [12;26]. She claims that it was critical to evaluate the underlying culture, as well as its intrinsic belief systems, values, and practices, which are closely linked to the self-help

literature of the period in her research [12;27]. She was able to identify four strands of self-help books in American literature as a consequence of her research, but she adds that none of them has a distinct beginning or conclusion because “they all coexist and overlap at any one time” [12;28].

Conclusion. Self-help books, as can be seen, are a significant reflection of the culture and time in which they were created. Within the genre, trends and phenomena provide additional insight into many elements of the relationships between culture and the self. As a result, self-help books should not be overlooked as a literary form. They are markers of what a society considers significant and worthwhile, and analyzing them provides for a greater understanding of the self, self-making, and being aware of human existence.

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## ЗАМОНАВИЙ ТИЛШУНОСЛИҚДА ЛЕКСИК ИННОВАЦИЯЛАРНИНГ ТАДҚИҚ ЭТИЛИШ ҲОЛАТИ

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**Аннотация.** Мақола замонавий тилшунослик илмида лексик инновацияларни тадқиқ этишга бағишланган. Унда янги лексик бирликларни тадқиқ этишнинг долзарблиги ва зарурати асосланган, муаммонинг ўрганилганлик даражаси ёритилган, келгуси тадқиқотларнинг истиқболли йўналишлари кўрсатилган.

**Таянч сўзлар:** лексика, инновация, тил меъёри, узус, неологизм, окказионализм, стилистик белги, сўз қўллаш, марказ, периферия.

**Аннотация.** Статья посвящена исследованию лексических инноваций в современной лингвистике. Обоснованы актуальность и востребованность исследования новых лексических единиц, освещена степень изученности проблемы, определяются теоретические рамки будущего исследования.

**Ключевые слова:** лексика, инновация, языковая норма, узус, неологизм, окказионализм, стилистический знак (маркер), словоупотребление, центр, периферия.