

**ТИЛ, АДАБИЁТ, ТАРЖИМА, АДАБИЙ
ТАНҚИДЧИЛИК: ЗАМОНАВИЙ
ЁНДАШУВЛАР ВА ИСТИҚБОЛЛАР**

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Тўплами

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Бухоро

асосий масала тўн ва унда “рамзи субҳоний”нинг акс этиши билан боғлиқ фикрларга эътибор қаратсак, Бобо Фароқнинг киртиқ тўни ёриқларидан нур тарала бошлагани ва Ҳофиз таъкидлаганидек, “Анал - Ҳақ”ни мушоҳада этган одамнинг жуббаси (тўнида)да рамзи субҳонийнинг зокир бўлиши – айни бир масала саналади.

Анал - Ҳақ тасаввуфда тавқид билан бергалликка эътиборга олинган тушунчалардан бўлиб, катор мутасаввиф ва шоирлар унга алоҳида эътибор қаратган. Айниқса, бузук ҳақиқонос мутасаввиф Мансур Ҳаллоқ жоқил шарнат пешволари, сиёсат жаллодлари ҳукм-фармойиши билан дорга осилгандан сўнг Шарҳ тасаввуф алабётида дор севгиси ёки дор иши деган тушунча пайдо бўлди. Шу жумладан, Ҳофиз Хоразмий ҳам ўз шеърларида Мансур Ҳаллоқнинг ишқ бобида зришган даражаси ва унинг юксак киймати тасвир қилган.

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SELF-HELP GENRE: FACTORS AND GENDER READERSHIP

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Self-help books are often known by other names, such as self-improvement or personal development books. 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].

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”) [6]. As can be observed, the word currently places a strong emphasis on the individual and their psychological inclinations.

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].

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. [5:136]

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 [5:136]. Furthermore, scholars, publishers, and writers have long recognized that "self-help reading is a strongly gendered activity", according to Scott McLean and Brandi Kapell [4:58]. A tendency that may be exacerbated by the fact that self-help books, marketing initiatives, and literature research primarily target women [4:58].

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 [4:69].

People were increasingly familiar with Eastern religions which gave them fresh insights on how to live their lives. They learnt about a variety of techniques and experiences that did not always include the five senses, and a new sense of inner serenity evolved [8:73]. Society's rising interest in Eastern religions has affected self-help literature.

Happiness and success are said to be dependent on a person's physical, emotional, mental, and spiritual balance, according to models of mind/body, medicine, and treatments, as well as self-help strategies based on them [8:77]. Many people seek spiritual advice and experience from New Age and Eastern religious groups, which they cannot obtain in regular churches [8:77].

Self-help books, as can be seen, are a significant reflection of the culture and time in which they were created. 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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