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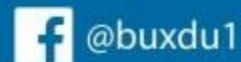


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IDENTIFYING THE “STORY TELLING” ELEMENT OF SELF-HELP GENRE ON THE WORK OF “HOW TO WIN FRIENDS AND INFLUENCE PEOPLE” BY DALE CARNEGIE

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Abstract. *This article examines the history and a significant role of “self-help” genre in modern community, as well as the impact on its readers. The article draws attention to the work of “How to win Friends and Influence People” by Dale Carnegie and analyzes the literary elements which catches the readers’ attention. Greater usage story telling or narration have been studied thoroughly. The analysis of author’s advice and experience carried out in the article helps to understand the literary features of the self-help genre.*

Keywords: *self-help, story telling, genre, popular style, literary elements.*

ОПРЕДЕЛЕНИЕ ЭЛЕМЕНТА «РАЗВЕЩЕНИЯ» ЖАНРА САМОПОМОЩИ В РАБОТЕ «КАК ЗАВОЕВАТЬ ДРУЗЕЙ И ВЛИЯТЬ НА ЛЮДЕЙ» ДЕЙЛА КАРНЕГИ

Аннотация. *В данной статье рассматривается история и значительная роль жанра «селф-хелп» в современном обществе, а также влияние на его читателей. В статье обращается внимание на произведение Дэйла Карнеги «Как завоевывать друзей и влиять на людей» и анализируются литературные элементы, привлекающие внимание читателей. Более широкое использование рассказ и повествование изучено. Проведенный в статье анализ совет и опыт автора помогает понять литературные особенности жанра «селф-хелп»*

Ключевые слова: *«селф-хелп», рассказ, жанр, популярный стиль, литературные элементы.*

DEYL KARNEGINING “QANDAY QILIB DO‘ST ORTTIRISH VA ODAMLARGA TA‘SIR O‘TKAZISH” ASARIDAGI “O‘Z-O‘Z-O‘ZIGA YORDAM OLISH” JANRINING “HIKOYA” ELEMENTINI ANIQLASH

Annotatsiya. *Maqolada “self-help” janrining tarixi, uning zamonaviy jamiyatda tutgan o‘rni hamda kitobxonlarga ko‘rsatadigan ta‘siri tadqiq qilingan. Maqoladagi asosiy e‘tibor Deyl Karnegining “Qanday qilib do‘st orttirish va insonlarga ta‘sir o‘tkazish” asariga va undagi o‘quvchilarning e‘tiborini jalb qiladigan badiiy elementlarga qaratilgan. Asarda hikoya qilish uslubidan foydalanish usullari o‘rganilgan. Asar muallifining boshidan kechirganlarini tahlil qilish pirovardida self-help janrining badiiy xususiyatlari yoritilgan*

Kalit so‘zlar: *self-help, hikoya, janr, ommabop uslub, badiiy vositalar.*

Introduction. A self-help book is one that is written with the intention to instruct its readers on solving personal issues which take their name from *Self-Help*, an 1859 best-seller by Samuel Smiles, but are also known and classified under "self-improvement", a term that is a modernized version of self-help. Mostly they focus on psychology such as romantic, personal or social relationships, how to make development in health or business. They belong to the category of non-fiction books, since they obtain some unique features such as the absence of protagonists and antagonists or pure figment of imagination.

According to Harvard professor Beth Blum the history of the genre goes back to the literature of radical self-improvement societies and the collective do-it-yourself efforts of 19th century British anarchists and socialists. They urged readers to acquire new skills so that they might be of better service to others. Self-help books of that period played a role of “instructional manual” for the working class people who were searching for the cooperative movement. Still, the contemporary industry of self-help books is still booming by adopting “new jargon of well-being, self-optimization, and self-actualization”. It means that they cover wider topics such as public speaking, etiquette, leadership skills, decision making, time management and etc

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Despite the stunning popularity of self-help literature there is some hesitations among scientists whether these books are beneficial or not. For Blum, however, the genre's history also reminds people of a different mode of reading and she wryly notes that "Self-help has no such qualms about its utility." [5;14]

Research methods. Literary, typological and psychological analyses of the self-help genre are the main methods used in this research.

Koay Dong Liang collected an interview data and found out the different characteristics of self-help books according to the people's preferences. Some of the readers called them self-help books whereas the others called them motivational books, inspirational books, personal development books and positive thinking books. [5;96] These books are written mostly from the 1st person, in some cases from the 3rd person point of view.

Self-help books along with creative writing manuals, textbooks, therapeutic writing manuals and writing memoirs belong to the "writing advice industry" which is one of the most enigmatic and, until recently, most overlooked areas of literature. Writing workshops are spreading across the globe, both inside and outside universities, and magazines about writing, both for amateurs and professionals, are widely available.

What truly boosted the advice industry is the Internet. The correspondence courses and manuscript advice services of the early days have moved online, as have the self-publishing venues. Amazon's Kindle Worlds, for example, can offer possibilities to publish on Kindle, in print and audio formats, leading to the emergence of what Nick Levey calls a "post-press literature".

At the far end of the academic institution of creative writing, the industry is associated with a commercial genre circuit outside the confines of "Literature," with the formulas of Hollywood storytelling gurus, and with its big brother, the self-help or self-improvement industry.

Advice authors are said to encourage amateurs who lack genuine talent to churn out memoirs, genre fictions, or fan fiction, in the hope of writing the next bestseller, of achieving stardom in a limited niche of the world wide web, or just some peace of mind by unloading their thoughts on paper or a blog. [1;1-2]

Results and discussions. While doing a research Ad Bergsma identifies precisely the sort of self-help books which are sold in greater amount and tries to distinguish this genre from others. He groups mostly sold books into 4 categories:

- 1) Growth
- 2) Relationships
- 3) Coping
- 4) Identity

Furthermore he divided these two groups into two dimensions such as: problem-oriented and personal growth. [2;54-59]

Starker in his research tries to identify the unique features of self-help books by finding similarities and differences between the benefits of psychotherapy and self-help literature. He claims that these books purport to drive the directions for personal well being like a traditional psychotherapy. Hence, they boast easy access, anonymity, are relatively inexpensive and time-saving. [8;63-69]

Self-help books are usually non-fiction books and as these their authors use different techniques to attract and hold their readers' attention. In his book called "Minds made for Stories" Thomas Newkirk gives a description about how authors of nonfiction establish an 'ethos' or a 'persona' that "a reader will stay with". He suggests that not only fiction writing, but all writing, is mediated through the "lense of a narrator, a teller" and that authors have to "shape the reading so that the key ideas are remembered". For this reason, a major aspect that nonfiction writers should focus on in their work is to catch the attention of the reader. In order to achieve this goal, the material should involve "patterning of change". Readers likely pay more attention to the three following aspects in books. First, incidents, facts, language and statements that are surprising and unexpected. Second, outcomes of situations they are particularly interested in, e.g. human consequences of scientific events. Third, variation and everything that is surprising and new. [7; 76-79]

According to Kraus while writing the narration plays an important role both for the individual and society. He asserts that narratives are rarely written down but rather produced verbally when interacting with others or through self-reflection. Narrative researchers usually write the stories out based on interviews. He views narration as an important tool of building social bonds through the affirmation and rejection of collective identities and others. Narration thus becomes a means to manage relations to others by producing an image for oneself as well as for others. [6; 103-111]

Koay Dong Liang in his PhD dissertation claims that stories could be a feature of self-help genre. While doing a research he analyzed the moves in body chapters and admits that he came across quite a number of accounts of sequences of events that could be construed as stories. And in his study he used the term "story"

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as an umbrella term to various types of stories such as “anecdotes”, “recounts”. He considers that “a story” should minimally involve the sequence of 2 events. [5; 76]

Taking Koay, Newkirk and Kraus’s opinions into account it should be admitted that while writing a self-help book an author should have the ability to attract, surprise and make a significant influence on the readers in order to achieve their purposes.

One of the bestsellers of its time “How to win friends and influence people” by Dale Carnegie belongs to the books of self-help genre. According to the categorization of Koay Dong Liang the work belongs to the dimension of Personal growth or growth oriented self-help books. It consist of advice for building and improving positive and successful relationships with people in all areas of life. It is not a book only for making friends, but also as a guidebook which promotes good communication, kindness, and the social skills to foster healthy and productive working relationships.

If the occurrence and history of the book is studied it became popular because of its pivotal role in society. People in the period of fast urbanization needed a good job offers, communication, public-speaking and leadership skills to grab the employers’ attention. And Carnegie was able to navigate the community with his collection of advice.

As Starker mentioned about the uniqueness of self-help books being anonymous, inexpensive and time saving this work was considered having all these features by the society at that period. Because it experienced mass consumption by being sold in vast numbers.

It is written from the first person-narration or from the perspective of the author. The tone and mood of the book is as optimistic, uplifting and psychologically motivational as he mentioned about the frequent usage of anecdotes. As it belongs to the group of non-fiction genre, there is not a precise protagonist or antagonist. But the ideas such as optimistic benevolent self-interest and pessimistic negative selfishness might be considered two opposing views fighting against each other. Furthermore major conflict, climax, foreshadowing can be involved through the abstract notions or opinions, not between the characters as in the fictional works.

Although this book belongs to non-fiction genre one of its important feature as Koay mentioned is the usage of stories that attracts readers’ attention. By analyzing the stories one may come across different kinds of literary devices, such as metaphor, hyperbole, allusion or personification throughout reading the book.

For example, in the following passage metaphor is used artistically *“Beginning with praise is like the dentist who begins his work with Novocain. The patient still gets a drilling, but the Novocain is pain-killing.”* The author wants to indicate that the conversation among people which starts with calling a person name and giving him a praise is similar to the situation where one may come across during a visit to the doctor.

“Do you ever stop to think that a dog is the only animal that doesn’t have to work for a living? A hen has to lay eggs, a cow has to give milk, and a canary has to sing. But a dog makes his living by giving you nothing but love.” In this example personification is used by the author to add colour to his speech.

Although many historical and fictional names and events are mentioned in the text, they are always explicated fully rather than existing unexplained as mere allusion.

“Jim applied this lesson, and his customer was so happy he named his first-born son after him!” *“Rebecca impressed her boss so much that he wrote her a check for one million dollars on the spot!”* *“Frank did such a good job at the meeting that one of his clients bought him a Ferrari, and another one offered him his daughter in marriage!”* -in these conclusions (a slight exaggeration) a hyperbole is used to impress the readers with great results. The reader may find stunning and unexpected events like these examples as Newkirk mentioned in his book about incidents, facts and consequences.

Due to Koays findings the sequences of several events could be faced while reading “How to win Fiends and Influence People”. The author mainly focuses the readers attention only one theme (not getting your way versus getting your way), but by giving several stories, events from the life of various people as an example. He tries to illustrate his point.

Thus, we should consider story telling as crucial factor in the self-help books according to Koay’s idea. To persuade readers that the solutions they recommend are effective, they construct their message as being popular and include stories of people who are “successful” as a result of following the authors’ advice. Like children’s literature, self-improvement authors tell stories for pedagogical purposes. In self-improvement books, stories illustrate the message that readers can improve their lives. Although self-improvement authors have a different message from preachers, both use stories for illustrative purposes.

Constructing themselves as experts, authors of self-improvement books present their advice in the body chapters. [5;81-86]

So does Carnegie. In the very first chapter, just a few pages in, after first explicating through example, Carnegie writes: “Criticism is futile” and “Criticism is dangerous.” This observation or assertion foreshadows

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the fundamental principle that underlies all the specific advice to come: in order to successfully influence another, one must above all else make that other person happy about being influenced.

Furthermore he gives some advice according to Bernard Shaw's remark, "If you teach a man anything, he will never learn." by claiming that Shaw was right. Learning is an active process. In order to master the principles studying in this book, one should do something about them. Rules should be applied at every opportunity. Otherwise they will be forgotten quickly. Only knowledge that is used sticks in one's mind.

As it was mentioned above the illustration of the author's purpose is given through "a successful person's" story, Bernard Shaw.

Conclusion. Overall, it should be noted that, by narrating stories, claims and quotes of many well-known people, by displaying several similar events, or sequence of incidents self-help authors intend to write reader-oriented books. They tend to have much impact on readers by making their writing or speech colourful and help them achieve their targets. They need to convince the readers about their advice and provide them with the "right" worldview. To achieve the goals the authors should have the ability of an "impressive storyteller".

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