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## LITERARY FEATURES OF SELF-HELP GENRE

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**Annotation:** In recent years more people have become eager to read self-help books all over the world. The origin and literary characteristics of self-help genre have been included in this article. Intention of writing self-help books have been introduced and literary features have been analyzed.

**Key words:** self-help genre, historical development, literary characteristics, structure.

Self-help books are written with the intention of instructing its readers on solving personal issues such as improving self mentally, physically, financially. They are considered as nonfiction books which depend on the knowledge from the life experiences of writers, sharing guidance that worked for them personally.

Self-help books, also known as self-improvement books, have been around a long time. The genre's name came from a book published in 1859, a best seller by Samuel Smiles, entitled Self Help. Some people say the Bible is possibly the first and most significant self-help book ever published. [2:68]

Self-help books started becoming popular in the late 19th and early 20th century. It was thought that government should not determine how the society or economy moved, instead the individuals were the most important factors. It relied on them to make their own way to get to the top and reach their goal. For this reason self-help focused on developing their internal strength to use.

Furthermore, in the early 20th century the USA faced the rise in the level of urbanization. It led to incredible growth of competition among population for securing a job or getting promoted. People needed the ability to influence the public or their own personality. This change in society was a reason for the appearance of the most famous

self-help guru in history, Dale Carnegie."How to win friends and influence people " (1936 )was Carnegie's most succesful and influential self-help book in history .

As the 21st century considered the age of pressure more people still feel importance of self-help books. Issues such as work-life balance, social media dedication make the society stressful. So, current self-help books provide integrations for teaching us how to withdraw from pressures and obligations given by society.[3.]

Technically self-help books are considered as non fiction. They belong to the group of memoir or biography books which could also be considered as autobiographical success. The difference between self-help books and fiction can be seen in their plot. Fiction is born of imagination wheras self-help is born from the experience of author's personal life, from his work or research.

Most of the books written in self-help genre are intended to support, motivate people who face various problems and want to solve them. They are all about alterations. The most frequent topics in self-help books are about changes of personality traits, abilities, likes and dislikes, your belief or moral code getting developed financially, bettering their mental health, growing confidence or strengthening relationships.

One of the studies indicates that best-selling self-help books identified four key themes that appeared in the books:

Growth - The category of growth is concerned with self-improvement;

Personal relationships - Personal connections is a category that focuses on intimate relationships, and books in this category offer advice on how to start a good relationship;

Coping- Books in the coping category were discovered to provide advice on relaxation and rest, especially in the context of achieving a work-life balance;

Identity- The ones in the identification category are designed to assist readers in getting to know themselves and provide advice for making smart life decisions.

Communication, child-rearing, fiction, (auto)biographies, student study books, sleep, and depression are some of the less common categories identified in this study [4;99]



According to NY Book editors guidance self-help book structure should be in further steps:

- 1.It should be started with an outline;
- 2.The problem or pain should be explained;
- 3.The solution should be introduced;
- 4.Step-by-step solution should be given;
- 5.Everything up and end on positive note should be tied.

However, self-help books may not be really beneficial for several factors. For example:

- 1.They may not cover everything people want or look for;
- 2.Advice or information might be too broad which leads to confusions;
- 3.Given examples may not be always right;
- 4.The feeling of toxic perfectionism may rise because of overemphasizing self.

Most of the publishers offer the writers to follow the effective rules while writing self help books. For example, Greenleaf bookcreating group makes suggestions to keep the books structured. There should be several sections such as:

- a) Acknowledging the problem and developing a plan
- b) Implementing the plan and overcoming the problem
- c) Following through and sticking with the plan

To summarize, it could be admitted that although self-help readers often suffer from over dependence, lack necessary perspectives or sometimes face opposite results, the number of fans are finding them useful for gaining new knowledge, increasing confidence and having a good support system throughout their life.

#### **REFERENCES:**

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