

**AN ANALYSIS OF SELF-HELP GENRE ON THE EXAMPLE OF “ HOW TO WIN FRIENDS
AND INFLUENCE PEOPLE” BY D. CARNEGIE**

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Mekhriniso Kilicheva Rajabovna

Doctor of philosophy in philological sciences, associate professor

Shakhnoza Sharopova Shavkatovna

2nd year master student of English literature, BSU

Abstract: *This article looks at the genre of "self-help," its history, its importance in today's society, and its effects on readers. The article highlights Dale Carnegie's "How to Win Friends and Influence People" and examines the literary devices that grab readers' interest. Increased use of narration or tale telling has been well researched. The article's analysis of the author's counsel and experiences aids in understanding the literary elements of the self-help genre.*

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

Introduction. A self-help book is one that is produced with the goal of guiding readers through personal challenges. The phrase "self-help" originates from Samuel Smiles' 1859 best-selling book *Self-Help*, but it is now used to refer to books that are updated versions of self-help, which are called "self-improvement" books. Their primary areas of interest are psychology, including romantic, personal, and social relationships, as well as business and health development. They are classified as non-fiction novels because they have some distinctive characteristics, such the lack of heroes and antagonists or the fact that they are purely imaginary.

Professor Beth Blum of Harvard University claims that the writings of radical self-improvement groups and the group do-it-yourself endeavors of British anarchists and socialists in the 19th century are the origins of the genre. They exhorted readers to learn new abilities so they might help other people more effectively. During that time, self-help books served as a sort of "instructional manual" for working-class individuals looking to get involved in the cooperative movement. Despite this, the self-help book market is still growing today thanks to the adoption of "new jargon of well-being, self-optimization, and self-actualization." This indicates that they address a wider range of subjects, including time management, decision-making, public speaking, manners, and so forth.

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; p-14]

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

Self-help books are a part of the "writing advice industry," which is one of the most mysterious and, until recently, most ignored genres of literature, along with creative writing manuals, textbooks, therapeutic writing manuals, and writing memoirs. Writing workshops are becoming more and more popular worldwide, both inside and outside of academic institutions, and writing-related journals are readily accessible for both professionals and amateurs.

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;p1-2]

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 2 groups into 2 dimensions such as : problem-oriented and personal growth. [2; p54-59]

Starker in his reasearch 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,anonymy, are relatively inexpensive and time-saving. [8; p63-69]

Self-help books are typically non-fiction, and as such, their writers employ a variety of strategies to grab and hold the interest of their readers. Thomas Newkirk describes how nonfiction writers create a "ethos" or "persona" that "a reader will stay with" in his book "Minds Made for Stories." He contends that writers must "shape the reading so that the key ideas are remembered" and that all writing is filtered through the "lense of a narrator, a teller." To capture the reader's attention is therefore a crucial goal for nonfiction writers to pursue in their writing.

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; p76-79]

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; p103-111]

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" 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; p-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.

"How to Win Friends and Influence People," one of Dale Carnegie's best-selling books at the time, is in the self-help category. Koay Dong Liang's classification places the work under the category of growth-oriented self-help books or personal growth. It offers guidance on creating and enhancing fruitful and fulfilling connections with people in all spheres of life. This book serves as a handbook that encourages kindness, effective communication, and the social skills necessary to build wholesome and fruitful professional connections in addition to being a book for making friends.

When the events and background of the book are examined, it becomes clear that the book's significance to society is what made it popular. During the rapid urbanization era, individuals required strong interpersonal, communication, public speaking, and leadership abilities to attract employers. And Carnegie's collection of tips helped him go around the community.

According to Starker, self-help books are unusual in that they are time-saving, affordable, and anonymous. At the time, society saw these qualities in all of these works because it was marketed in large quantities, resulting in mass consumption.

It is written in the first person, either from the author's point of view or narrative. The book's tone and atmosphere are just as upbeat, hopeful, and psychologically inspiring as he said when discussing the frequent use of anecdotes. Since it falls within the non-fiction genre, a clear antagonist or protagonist is absent. However, concepts like positive, altruistic self-interest and negative, pessimistic selfishness could be seen as two opposing viewpoints at odds with one another. Furthermore, rather than between the characters as in fictional works, considerable conflict, climax, and foreshadowing can be involved through abstract thoughts or opinions.

Even though it's a non-fiction book, Koay pointed out that one of its key features is the use of attention-grabbing stories. Analyzing the stories might help one spot many literary strategies used in the book, like personification, metaphor, hyperbole, and allusion.

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's 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 colors 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 Koay's findings the sequences of several events could be faced while reading "How to win Friends and Influence People". The author mainly focuses the readers' attention on 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 a 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; p81-86] 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 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.

Conclusion. Overall, it should be mentioned that self-help writers attempt to create books that are reader-oriented by telling tales, presenting assertions and quotes from numerous well-known figures, and showing a series of related events or happenings. By adding color to their work or speech and assisting them in reaching their goals, they frequently make a big impression on readers. They must persuade the readers to follow their advice and give them the "correct" perspective on the world. The authors must possess the skill of a "impressive storyteller" in order to meet the objectives.

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