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LINGUISTIC AND STYLISTIC FEATURES OF THE SELF-HELP GENRE IN XX CENTURY AMERICAN LITERATURE (ON THE EXAMPLE OF DALE CARNEGIE'S HOW TO WIN FRIENDS AND INFLUENCE PEOPLE)

Annotation

This article analyzes the linguistic and stylistic features of the self-help genre in XX century American literature, based on *How to Win Friends and Influence People* by Dale Carnegie. It identifies the common stylistic devices and language patterns used in the text. This analysis highlights that the book is known for its simple language, imperative sentences, direct address to the readers, persuasive and motivational tone. The results show that linguistic and stylistic techniques make the genre more powerful and impressive.

Key words: linguistic feature, stylistic devices, imperative sentences, persuasive and motivational tone, anecdotes.

ЛИНГВИСТИЧЕСКИЕ И СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ЖАНРА SELF-HELP В АМЕРИКАНСКОЙ ЛИТЕРАТУРЕ XX ВЕКА (НА ПРИМЕРЕ КНИГИ HOW TO WIN FRIENDS AND INFLUENCE PEOPLE)

Аннотация

Данная статья анализирует лингвистические и стилистические особенности жанра self-help в американской литературе XX века на примере произведения *How to Win Friends and Influence People* автора Дейл Карнеги. Настоящее исследование выявляет наиболее часто используемые в тексте стилистические средства и языковые единицы. Анализ подчеркивает, что рассматриваемая книга известна своим простым языком, использованием повелительных конструкций, прямым обращением к читателю, а также убедительным и мотивационным тоном. Полученные результаты показывают, что лингвистические и стилистические приемы делают данный жанр более мощным и эффективным.

Ключевые слова: лингвистическая особенность, стилистические средства, повелительные предложения, убедительный и мотивационный тон, короткие истории.

XX ASR AMERIKA ADABIYOTIDAGI SELF-HELP JANRINING LINGVISTIK VA STILISTIK XUSUSIYATLARI (DALE CARNEGIENING HOW TO WIN FRIENDS AND INFLUENCE PEOPLE ASARI ASOSIDA)

Annotatsiya

Ushbu maqola XX asr Amerika adabiyotida self-help janrining lingvistik va stilistik jihatdan o'ziga xosliklarini Deyl Karnegining *How to Win Friends and Influence People* asari misolida tahlil qiladi. Joriy tadqiqot matndagi ko'p uchraydigan stilistik vositalar va til birliklarini aniqlaydi. Bu tahlil shunga urg'u beradiki, o'rganilayotgan kitob o'zining oddiy tili, buyruq undalmalari, o'quvchiga bevosita murojaati, ishonituvchi va motivatsion ohangi bilan taniqli. Natijalar lingvistik va stilistik texnikalar ushbu janrni yanada kuchli va ta'sirli qilishini ko'rsatadi.

Kalit so'zlar: lingvistik xususiyat, stilistik vositalar, buyruq gaplar, ishonituvchi va motivatsion ohang, didaktik qisqa hikoya.

Introduction. Self-help genre, in some sources it may be called like self-development, self-improvement or self-growth, highly focuses on personal development and motivating readers to achieve success. The concept of self-help emerged in the XIX century in American literature under the impact of several circumstances, such as industrial revolution, religious and moral values, immense development of publishing industry and different ideas of individualism. In the XX century this genre became more popular and started to spread over the whole country. Several examples of self-help books appeared in the self-help industry with the help of rapid evolution of publishing technologies. One of the influential examples of this genre of that period is *How to Win Friends and Influence People* written by Dale Carnegie, which provides valuable and practical tips on communication and interpersonal skills, so the current article mainly deals with investigating what stylistic and linguistic patterns contributed and made this

book popular and impressive how language is used to provide useful advices and deliver inspirational messages.

Literature analysis and methodology. The self-help literature is becoming more common among modern readers and is also becoming subject to several research works. Literary scholars such as B. Blum, B. Paltridge, C. Cales and others conducted scientific research and introduced their findings on this subject. Among them, Paltridge investigated the self-help in the discourse while Blum analyzed the elements of this genre mostly based on modernist writers' books. They used several methods to do their research, such as textual analysis, quantitative (corpus) analysis or discourse analysis.

The current study is based on the qualitative, stylistic and linguistic analysis in order to find out the linguistic and stylistic characters of the self-help in XX century American literature. *How to Win Friends and Influence People* by Dale Carnegie was chosen as an object for research as it is considered

one of the most famous works which was filled with diverse units of language. During the analysis the current language patterns and devices will be viewed:

- Direct address to the readers
- Imperative sentences
- Lexical choice
- Motivational language usage
- Repetition
- Anecdotes

Information is based on real examples taken from the chapters of the book and their functional and pragmatic aspects will be reviewed. The main emphasis is on how the language was used by the author and how it affected the readers.

Results and Discussion. According to the results, there are several important stylistic and linguistic features in the book by Dale Carnegie. The very first thing that readers can easily notice is the wide use of imperative structures in the book. For example, each chapter is named with an imperative sentence, such as

“Do this and you’ll be welcome anywhere”, (Carnegie, 2009, p34)

“If you are wrong, admit it”. (Carnegie, 2009, p72)

Besides that, at the end of each chapter, author gave summarizing advice that for making conclusions in order to turn from theoretical tips to the practical rules and all of them are in imperative tone and structure. For instance,

“Be a good listener. Encourage others to talk about themselves.” (Carnegie, 2009, p 61)

Even Carnegie used imperative structure that consisted of only a word:

“Smile” (Carnegie, 2009, p61)

Here we can the elements of direct address and minimalism also, so the author can speak to the readers directly and can evoke impact on the readers easily. The reader pronoun (you) is mostly used to address directly to the readers. According to the Hyland (2005), there is two types of “you”: the first one will be directed to the specific reader and the second one is for people in general. In some cases, author may use “one” to direct to the general readers. This provides the engagement of the audience and grab their attention.

The author used simple and understandable language consisted of everyday vocabulary. For instance:

“We are interested in others when they are interested in us” (Carnegie, 2009, p38)

The words in the book are not only simple, but also lexically motivational. The words such as “success”, “confidence”, “achievement” were applied frequently and they evoke positive and encouraging atmosphere among readers.

The text contains the clear examples of repetition, where the author used repeated phrases or sentences and parallel construction that was based on the same grammar structure of several word or sentences. In the sentence,

“Don’t criticize, condemn or complain” (Carnegie, 2009, p17),

the sample of repetition was given and it also can be clear example of parallel construction as three verbs used in one grammatical structure, tense and form.

Another striking feature of self-help genre is its persuasive speech and this is what makes this genre different from other literary texts. According to the Brian Paltridge, “... the social purpose of self-improvement books is to offer advice and insights. This implies that authors need to persuade their potential readers that their advice and insights are worth “buying”. We can infer from this statement that persuasion is one of the main elements of self-help literature and this persuasion is based on three components defined by Connor and Lauer (1988):

Rational appeals – which rely on logical reasoning and evident-based. These aims to persuade readers with the help of logic and facts. They are mostly applied with coherence markers, such as conjunctions (therefore, and, however), so they can be connected logically.

Credibility appeals – this component is based on personal experience, empathy towards the audience and knowledge of the subject. In order to convince readers, the author should be knowledgeable, reliable and credible. In Carnegie’s book, the author said that Benjamin Franklin learned to win people over by listening and showing respect to their opinions. This citation shows that the author is aware of historical well-known figures and as a result it made him knowledgeable and credible source.

Affective appeals – tries to convince through evoking emotions and feelings of the readers. This type of appeal makes strong emotional connection between reader and the text. In order to achieve this, author makes use of vivid descriptions, emotional words, rhetorical questions that make the text more impressive. For example:

“Remember that a person’s name is, to that person, the sweetest sound in any language” (Carnegie, 2009, p47)

This sentence encourages readers to love self through emotional patterns.

It should be noted that anecdotes are the things that make the self-help books more powerful, as they are taken from real-life. Anecdotes are brief, illustrative stories about real events that send a moral or emotional message. In the self-help books they are widely used to make abstract advice relatable and memorable for the reader. Carnegie in his book make the simple advice more impressive through stories in real-life and they are significant stylistic tools that connects theoretical advice and practical applications. This provides interest and empathy that audience can easily follow advice if they see it successfully applied in real situations. Anecdotes are given through several elements:

Real life of ordinary people. It shows practical demonstration in everyday life. For example, in the book when the young salesman began to ask questions and actually listen to the customer, he began to close sales effortlessly. Here the author highlights the significance of listening to others – a key principle in interpersonal influence.

Historical figures. Carnegie often demonstrates famous people such as Benjamin Franklin, Abraham Lincoln. For instance, he described that Lincoln never wasted words in condemnation. He expressed appreciation and, by doing so, won many of his critics over. This proves the importance of empathetic communication.

Carnegie’s frequent use of anecdotes demonstrates how specific linguistic strategies matter in social contexts. These patterns are crucial because they offer accurate experiences rather than just list of rules.

Conclusion. The present study has analyzed the linguistic and stylistic features of the self-help genre with a focus on Dale Carnegie’s *How to Win Friends and Influence People*. It is clear that the self-help texts try to make communication with readers directly and mostly reinforce the connections through the pronoun “you”. This language strategy makes the text more practical and authentic for the audience.

The author widely used the anecdotes and brief illustrative scenes in the book. Anecdotes, based on real situations or historical figures, increase the author’s credibility and shows the principles practicality. Short scenes express events in 1-2 sentences that they make the text memorable for the readers. Besides that, rhetoric devices – imperatives, repetition, parallel construction, anecdotes – plays an important

role for fostering productive communication and impressive connection.

In conclusion, Dale Carnegie’s *How to Win Friends and Influence People* reflects the linguistic and stylistic features of the self-help literature through vivid examples. The main duty

of this book is engaging reader’s attention, motivating them and changing their attitude with practical advices. Language patterns in the text serve for communicating effectively with the audience and delivering principles in a memorable way.

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