SELF-HELP BOKS

Why Americans Keep Reading Them

Sandra K. Dolby

Self Helps Why Americans Keep Reading Them

Tanja Reiffenrath

Self Helps Why Americans Keep Reading Them:

Self-Help Books Sandra K. Dolby,2010-10-01 Understanding instead of lamenting the popularity of self help books Based on a reading of more than three hundred self help books Sandra K Dolby examines this remarkably popular genre to define self help in a way that s compelling to academics and lay readers alike Self Help Books also offers an interpretation of why these books are so popular arguing that they continue the well established American penchant for self education they articulate problems of daily life and their supposed solutions and that they present their content in a form and style that is accessible rather than arcane Using tools associated with folklore studies Dolby then examines how the genre makes use of stories aphorisms and a worldview that is at once traditional and contemporary The overarching premise of the study is that self help books much like fairy tales take traditional materials especially stories and ideas and recast them into extended essays that people happily read think about try to apply and then set aside when a new embodiment of the genre comes along

Must Read: Rediscovering American Bestsellers Sarah Churchwell, Thomas Ruys Smith, 2012-08-02 A unique survey and interpretive history spanning 200 years of the American bestseller
The Myths That Made America Heike Paul, 2014-08-15 This essential introduction to American studies examines the core foundational myths upon which the nation is based and which still determine discussions of US American identities today These myths include the myth of discovery the Pocahontas myth the myth of the Promised Land the myth of the Founding Fathers the melting pot myth the myth of the West and the myth of the self made man The chapters provide extended analyses of each of these myths using examples from popular culture literature memorial culture school books and every day life Including visual material as well as study questions this book will be of interest to any student of American studies and will foster an understanding of the United States of America as an imagined community by analyzing the foundational role of myths in the process of nation building

Brain Culture Davi Johnson Thornton, 2011 Brain Culture investigates the American obsession with the health of the brain Davi Johnson Thornton looks at familiar messages tracing how brain science and colorful brain images produced by scientific technologies are taken up and distributed in popular media She tracks the message that you are your brain across multiple contemporary contexts analyzing its influence on child development family life education and public policy Our fixation on the brain is not simply a reaction to scientific progress but a cultural phenomenon tied to values of individualism and limitless achievement Theorizing Folklore from the Margins Solimar Otero, Mintzi Auanda Martínez-Rivera, 2021-06-15. The study of folklore has historically focused on the daily life and culture of regular people such as artisans storytellers and craftspeople But what can folklore reveal about strategies of belonging survival and reinvention in moments of crisis. The experience of living in hostile conditions for cultural social political or economic reasons has redefined communities in crisis. The curated works in Theorizing Folklore from the Margins offer clear and feasible suggestions for how to ethically engage in the study of folklore with marginalized populations By focusing on issues of critical race and ethnic studies decolonial and

antioppressive methodologies and gender and sexuality studies contributors employ a wide variety of disciplines and theoretical approaches In doing so they reflect the transdisciplinary possibilities of Folklore studies By bridging the gap between theory and practice Theorizing Folklore from the Margins confirms that engaging with oppressed communities is not only relevant but necessary "Right Makes Might" Wolfgang Mieder, 2019-04-04 A powerful and timely addition to the literature of rhetoric and folklore Choice In 1860 Abraham Lincoln employed the proverb Right makes might opposite of the more aggressive Might makes right in his famed Cooper Union address While Lincoln did not originate the proverb his use of it in this critical speech indicates that the fourteenth century phrase had taken on new ethical and democratic connotations in the nineteenth century In this collection famed scholar of proverbs Wolfgang Mieder explores the multifaceted use and function of proverbs through the history of the United States from their early beginnings up through their use by such modern day politicians as Barack Obama Hillary Rodham Clinton and Bernie Sanders Building on previous publications and unpublished research Mieder explores sociopolitical aspects of the American worldview as expressed through the use of proverbs in politics women's rights and the civil rights movement and by looking at the use of proverbial phrases Mieder demonstrates how one traditional phrase can take on numerous expressive roles over time and how they continue to play a key role in our contemporary moment The Oxford Handbook of American Folklore and Folklife Studies Simon J. Bronner, 2019-08-06 The Oxford Handbook of American Folklore and Folklife Studies surveys the materials approaches concepts and applications of the field to provide a sweeping guide to American folklore and folklife culture history and society Forty three comprehensive and diverse chapters delve into significant themes and methods of folklore and folklife study established expressions and activities spheres and locations of folkloric action and shared cultures and common identities Beyond the longstanding arenas of academic focus developed throughout the 350 year legacy of folklore and folklife study contributors at the forefront of the field also explore exciting new areas of attention that have emerged in the twenty first century such as the Internet bodylore folklore of organizations and networks sexual orientation neurodiverse identities and disability groups Encompassing a wide range of cultural traditions in the United States from bits of slang in private conversations to massive public demonstrations ancient beliefs to contemporary viral memes and a simple handshake greeting to group festivals these chapters consider the meanings in oral social and material genres of dance ritual drama play speech song and story while drawing attention to tradition centered communities such as the Amish and Hasidim occupational groups and their workaday worlds and children and other age groups Weaving together such varied and manifest traditions this handbook pays significant attention to the cultural diversity and changing national boundaries that have always been distinctive in the American experience reflecting on the relative youth of the nation global connections of customs brought by immigrants mobility of residents and their relation to an indigenous urbanized and racialized population and a varied landscape and settlement pattern Edited by leading folklore scholar Simon J Bronner this handbook celebrates

the extraordinary richness of the American social and cultural fabric offering a valuable resource not only for scholars and students of American studies but also for the global study of tradition folk arts and cultural practice Ethics of Witness in Global Testimonial Narratives Kimberly A. Nance, 2019-12-09 Inspired by Susan Sontag's examination of the impact of photography of conscience in Regarding the Pain of Others Kimberly A Nance's Responding to the Pain of Others Ethics of Witness in Global Testimonial Narratives takes as its point of departure Sontag's speculation that in combatting human rights abuse a narrative seems likely to be more effective than an image Building on her own earlier research on Aristotelian rhetorical theory and testimony along with other interdisciplinary approaches Nance analyzes the socio literary narratives of Elvia Alvarado Medea Benjamin Peter Dickinson Benjamin Alire S enz Clea Koff Delia Jarrett Macauley Valentino Achak Deng Dave Eggers Uwem Akpan and Alicia Partnoy Each of them she finds confronts a human rights discourse in which words and witnesses have become disconnected from actions Recognizing that the genre s own conventions have become an obstacle to its projects these testimonialists draw on humor irony satire parody and innovative literary techniques alongside strategies rooted in real life organizing in an effort to reactivate the discourse of human rights They seek to persuade readers to exchange a solidarity of sentiment a state Michael Vander Weele calls an aesthetics in which the engine revs but the clutch is never engaged for actual social action Encyclopedia of Women's Folklore and Folklife Pauline Greenhill, Liz Locke, Theresa A. Vaughan, 2008-12-08 From the stone age to the cyber age women and men have experienced the world differently Out of a cosmos of goddesses and she devils earth mothers and madonnas witches and queens saints and whores a vast body of women's folklore has come into bloom International in scope and drawing on more than 130 expert contributors this encyclopedia reviews the myths traditions and beliefs central to women s daily lives More than 260 alphabetically arranged entries cover the lore of women across time space and life Students of history religion and spirituality healing and traditional medicine literature and world cultures will value this encyclopedia as an indispensable guide to women s folklore In addition there are entries on women's folklore and folklife in 15 regions of the world such as the Caribbean Central Asia the Middle East and Western Europe Entries provide cross references and cite works for further reading and the encyclopedia closes with a selected bibliography of print and electronic resources Students learning about history world cultures religion and spirituality healing and traditional medicine and literature will welcome this companion to the daily life of women across time and continents African City Textualities Ranka Primorac, 2013-09-13 The stereotype of Africa as a predominantly natural space ignores the existence of vibrant and cosmopolitan urban environments on the continent Far from merely embodying backwardness and lack African cities are sites of complex and diverse cultural productions which participate in modernity and its dynamics of global flows and exchanges This volume merges the concerns of urban literary and cultural studies by focusing on the flows and exchanges of texts and textual elements By analysing how texts such as popular and canonical fiction popular music self help pamphlets graffiti films journalistic writing rumours and urban legends

engage with the problems of citizenship self organisation and survival the collection shows that despite all the problems of Africa its cities continue to engender forward looking creativity and hope The texts collected here belong to several different genres themselves and they are authored by both distinguished and younger scholars based in and outside of Africa The volume explores the textualities emerging from the cities of Senegal Nigeria Ghana Uganda Kenya Zambia Zimbabwe and South Africa Above all it calls for an end to disabling hierarchical categorisations of both texts and cities This book was published as a special issue of the Journal of Postcolonial Writing **Life Advice from Below** Eric C. Hendriks, 2017-07-03 In Life Advice from Below Eric C Hendriks offers the first systematic comparative study of the globalization of American style self help culture and the cultural conflicts this creates in different national contexts. The self help guru is an archetypical American figure associated with individualism materialism and the American Dream Nonetheless the self help industry is spreading globally thriving in China and other seemingly unlikely places Controversy follows in its wake as the self help industry operating outside of formal education and state institutions outflanks philosophical religious and political elites who have their own visions of the Good Life Through a comparison of Germany and China Hendriks analyzes how the competition between self help gurus and institutional authorities unfolds under radically different politico cultural regimes This witty book charms its way through a very serious sociology of the seriously quirky field of self help books Read it for its fascinating pop culture insights and you ll come away with a deep understanding of contemporary sociological theory Highly recommended Salvatore Babones University of Sydney Hendriks finding that Germany rather than China is more resistant to self help gurus offers a powerful corrective to the assumption in much of the globalization literature that the greatest cultural divide is between the Anglo Western European sphere and the rest of the globe Rodney Benson New York University

How Pop Culture Shapes the Stages of a Woman's Life Melissa Ames, Sarah Burcon, 2016-03-15 Contemporary popular culture has created a slew of stereotypical roles for girls and women to willingly or not play throughout their lives. The Princess the Nymphette the Diva the Single Girl the Bridezilla the Tiger Mother the M I L F the Cougar and more In this book Ames and Burcon investigate the role of cultural texts in gender socialization at specific pre-scripted stages of a woman slife from girls to the golden girls and how that instruction compounds over time By studying various texts toys magazines blogs tweets television shows Hollywood films novels and self help books they argue that popular culture exists as a type of funhouse mirror constantly distorting the real world conditions that exist for women magnifying the gendered expectations they face Despite the many problematic conflicting messages women receive throughout their lives this book also showcases the ways such messages are resisted allowing women to move past the blurry reality they broadcast and toward hopefully gender equality

Inventing Tomorrow

Sarah Cole, 2019-10-22 H G Wells played a central role in defining the intellectual political and literary character of the twentieth century A prolific literary innovator he coined such concepts as time machine war of the worlds and atomic bomb exerting vast influence on popular ideas of time and futurity progress and decline and

humanity s place in the universe Wells was a public intellectual with a worldwide readership He met with world leaders including Roosevelt Lenin Stalin and Churchill and his books were international best sellers Yet critics and scholars have largely forgotten his accomplishments or relegated them to genre fiction overlooking their breadth and diversity In Inventing Tomorrow Sarah Cole provides a definitive account of Wells s work and ideas She contends that Wells casts new light on modernism and its values on topics from warfare to science to time his work resonates both thematically and aesthetically with some of the most ambitious modernists At the same time unlike many modernists Wells believed that literature had a pressing place in public life and his works reached a wide range of readers While recognizing Wells s limitations Cole offers a new account of his distinctive style as well as his interventions into social and political thought She illuminates how Wells embodies twentieth century literature at its most expansive and engaged An ambitious rethinking of Wells as both writer and thinker Inventing Tomorrow suggests that he offers a timely model for literature s moral responsibility to imagine a better global future Happy Clouds, Happy Trees Kristin G. Congdon, Doug Blandy, Danny Coeyman, 2014-03-14 An exploration of one of the most beloved and talented artists and painting instructors ever to teach on American television Frontiers in Popular Romance Susan Fanetti, 2022-06-07 In the twenty first century the romance genre has gained a growing academic response including the creation of the International Association for the Study of Popular Romance Popular romance has long been so ignored and maligned that seemingly every scholarly work on it opens with a lengthy defense of the genre and its value for academic study Even the early scholarly works on the genre approach it in ways that while primarily respectful make sweeping generalizations about popular romance its texts and its readers This essay collection examines the position of the romance genre in the twenty first century and the ways in which romance responds to and influences the culture and community in which it exists Essays are divided into six sections which cover the genre's relationship with masculinity the importance of consent historical romance representation social status and web based romance fiction

From Ethnic to Transnational Tanja Reiffenrath,2014 In the transnational world travel and migratory movements result in new and highly complex human interactions between cultures This study focuses on the personal relationships that emerge as Indian American families make their home in the United States and attempt to cope with challenging cultural differences The analyses of Mira Nair s Mississippi Masala 1991 and The Namesake 2006 as well as Nisha Ganatra's Chutney Popcorn 1999 illustrate how transnational films reinforce but also effectively subvert established cultural practices and the conventions of Hollywood cinema to mediate the influences of the ethnic Series MasteRResearch Vol 8 Subject Media Studies Film Studies India Studies U S Studies Sociology Ethnic Studies

Science, Bread, and Circuses Gregory

Schrempp,2014-11-15 In Science Bread and Circuses Gregory Schrempp brings a folkloristic viewpoint to the topic of popular science calling attention to the persistence of folkloric form idiom and worldview within the increasingly important dimension of popular consciousness defined by the impact of science Schrempp considers specific examples of texts in which

science interpreters employ folkloric tropes myths legends epics proverbs spectacles and a variety of gestures from religious tradition to lend credibility and appeal to their messages In each essay he explores an instance of science popularization rooted in the quotidian round variations of proverb formulas in monumental measurements invocations of science heroes like saints or other inspirational figures the battle of mythos and logos in parenting and academe how the meme has become embroiled in quasi religious treatments of the problem of evil and a range of other tropes of folklore drafted to serve the exposition of science Science Bread and Circuses places the relationship of science and folklore at the very center of folkloristic inquiry by exploring a range of attempts to rephrase and thus domesticate scientific findings and claims in folklorically imbued popular forms Uses of Austen Gillian Dow, 2012-08-21 This book focuses on how Austen's life and work is being re framed and re imagined in 20th and 21st century literature and culture Tracing the connections between Modernist Austen in the early C20th and feminist and post feminist appropriations in the later C20th it examines how Austen emerged as a complex point of reference on the global stage Prenuptial Rituals in Scotland Sheila M. Young, 2019-10-11 The hen or bachelorette party with its groups of visible raucous women on trains planes and in public spaces is ubiquitous throughout the English speaking world The practice of the blackening a unique form of kidnapping and punishment ritual is limited to North Eastern parts of Scotland and to specific sectors of the population Both are prenuptial rituals enacted by women In Prenuptial Rituals in Scotland Sheila Young produces a thorough description of how these two rituals were and are enacted and analyzes the ways these practices have changed through time as a social commentary Young s study provides valuable insights into identity gender social class contemporary attitudes to ritual and what it means to approach marriage in the twenty first century Mental Health in China Jie Yang, 2017-11-10 China s massive economic restructuring in recent decades has generated alarming incidences of mental disorder affecting over one hundred million people This timely book provides an anthropological analysis of mental health in China through an exploration of psychology psychiatry psychotherapy and psychosocial practices and the role of the State The book offers a critical study of new characteristics and unique practices of Chinese psychology and cultural tradition highlighting the embodied holistic heart based approach to mental health Drawing together voices from her own research and a broad range of theory Jie Yang addresses the mental health of a diverse array of people including members of China's elite the middle class and underprivileged groups She argues that the Chinese government aligns psychology with the imperatives and interests of state and market mobilizing concepts of mental illness to resolve social moral economic and political disorders while legitimating the continued rule of the party through psychological care and permissive empathy This thoughtful analysis will appeal to those across the social sciences and humanities interested in well being in China and the intersection of society politics culture and mental health

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