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STILYSTIC TECHNIQUES IN EXPRESSING THE MOTIVATIONAL ASPECT OF THE SELF-HELP GENRE ON THE EXAMPLE OF THE BOOK DAVID ALLEN «GETTING THINGS DONE FOR TEENS»

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Abstract

Books on self-development (Eng. self-help books) is a literature that contains tips for developing abilities and skills, achieving success in personal life and work. Today, almost any bookstore will have a dozen of such publications on the shelf with the sales leaders. These include biographies of successful people, collections of exercises for the brain, specially compiled diaries that lead to increase their effectiveness. The main function of such books is to motivate a person. After reading an interesting book on personal development, a person wants to actively act and change his life. This literature is useful to use not only for the purpose of changing your life, but also for the purpose of learning a language.

Introduction

The first books on self-development began to appear in the middle of the 19th century in the UK. The founder of the genre can be considered the Scottish writer and reformer Samuel Smiles (Eng. Samuel Smiles), who has written several works that quite simply and clearly indicate the moral ideals to which every person should strive. These include "Thrift" (English "Thrift"), "Life and Work" (English "Life and work"), etc. In his main book "Help yourself" (English "Self-help") Smiles told the stories of people who have become successful thanks to perseverance and optimism, despite difficulties and obstacles. The direction has spread far beyond the UK and had particular success in the USA. The writer wanted to prove that perseverance in achieving goals is no less important for a successful life than initial conditions. So there was a new genre in literature and a new term. The first self-development book was written in English, and so far most of the self–help literature around the world is English-language books.

Like any other genre of literature, Self-Help has its own distinctive features:

1. Self-development books often repeat the same information, phrase. This is done in order to ensure that in the process of reading a person pays attention to the main aspects and thinks about a certain topic. After all, many people, after viewing the information once, soon forget and do not implement useful tips in their lives (and this is the main goal of this genre).

2. It is very difficult to find a Self-Help book that does not provide an example from the life of the author himself or other people who we have achieved success in a certain area. This shows the person that it is quite possible to achieve what you want, and all that is needed for this is your determination and perseverance.

3. Self-Help literature often uses the urge to act: "Wait! Look inside yourself. Unlock your potential. You are an individual, you can achieve anything you want." Writers use this technique to establish a connection with the reader and influence him through verbal communication.

4. In the works of this genre, the author always speaks only about the fact that the reality. He proceeds from his own practice or from the experience of his close acquaintances. In this he finds similarities with memoir literature.

Discussion

The etymology of the word "motivation", which appears from the Latin motus "movement", then from the movement "move". It can definitely be said that a word can encourage a person to perform this or that action. As we know, speech is one of the most powerful and effective ways to formulate motivation, acts as a regulator in the process of forming and interpreting speech messages. The motivational aspect accommodates all linguistic means for expressing motivation, which allows for the presence of a motivational connection. Motivation can be revealed in language in two ways. In the first case, it is in the language as a “motivational background” accompanying speech, being a product of reflection in the language. In the second case, motivation is embodied in speech in the form of specific linguistic means (phonetic, lexical, syntactic), as if fixing it in the language with the help of certain tools. The process of motivation verbalization occurs in different ways, as well as its interpretation in language. There is a differentiation of concepts such as the description of motivation in the language and its display using linguistic means or specifically taken stylistic techniques. If you read a book and find that the author uses language or narrative structure in an unusual way, probably a stylistic device works here. In view of the information presented, we want to understand in more detail, what stylistic techniques are used in expressing the motivational aspect on the example of a fragment taken from the original version of the book “How to succeed for teenagers: take control of your life in a distracting world” David Allen (Appendix 1).

Stylistic analysis of the fragment of the book “Getting Things Done for Teens: take control of your life in a distracting world”. After reading the book, we decided to take a fragment from it and use its example to conduct a stylistic analysis. Having studied stylistic techniques in general, two directions were of particular interest to us: lexical and syntactic.Traditionally, the authors use various means of expression to create an artistic image. So, studying lexical techniques, in our fragment to reveal a personal emotional attitude to the described, we noticed that the author repeatedly uses epithets (English Epithet).

- *a hidden or not easily recognized danger (secret or implicit danger)*

- *unhealthy habits.*

We have seen that in order to demonstrate the similarities between two different concepts and enhance the characteristics of one of them, comparisons are used (English Simile). The conclusion is obvious: comparisons are an important tool in the motivational aspect, because the mind thinks in images and associations, so comparisons are used to create stronger and more effective descriptions.

- *We all look like chipmunks, but instead of holding nuts, we are holding phones.*

(We all look like chipmunks, but instead of nuts we have phones in our hands).

- *..as a goal of game (as a goal in the game)*

It is also noteworthy that the frequent use of lexical repetitions, where the author focuses on important details, also creates the effect of live speech.

-*Massive digital connectivity. Massive. (Wide digital connection Broad.)*

As a means to enhance the expressiveness of the word and to give speech a generalizing meaning, in our fragment there is a synecdoche (Eng. Synecdoche). It simplifies, reduces and details general concepts.

- *The amygdala is designed to deal with short-term bursts of stimuli, not to be in a constant state of high alert. (The amygdala is designed to cope with short-term flashes of stimuli, not to be constantly on high alert).*

Special importance should be given to metaphor (English Metaphor). The role of metaphor here definitely consists in the fact that with its help the writer conveys a hidden image of objects. A metaphor in the motivational aspect suggests doing something, but it does not offer it at the level of concrete actions, but at the level of symbols. Here a person is already on his own constructs his own unique understanding of the metaphor and acts in accordance with it if he accepts it.

- *This sensation of there simply being 'too much' is an indicator of the pitfall called overload. (This feeling of "excess" indicates a trap called "overload").*

- *You don't need more genius. You need less resistance. (You don't need more genius. You need less resistance).*

Also, we noticed that the author skillfully uses Personification, transferring the properties and qualities of a person to inanimate objects and abstract concepts, thereby creating a brighter picture in the reader's imagination.

- *Overload can sneak up on you. (The reboot may take you by surprise)*

- *The situation will lead to an increased feeling of overwhelm and stress. (The situation can lead to stress and a growing feeling of overexertion).*

In addition to lexical techniques, the author constantly refers to syntactic techniques. In order to convey the most important thoughts to the reader, the author uses anaphora. We believe that with its initial repetition, the anaphora perfectly emphasizes speech emotionality and places a certain emphasis on the utterance.

- Many young people are so immersed in this connectivity that they're not even aware of it. Many carry their phones at all times and sleep with them at their bedside. (Many young people are so involved in the virtual world that they don't even realize it. Many people always carry a phone with them and put it next to them when going to bed).

- How long is your Snapchat streak? How many Instagram followers do you have? How many likes on your picture? (How long is your Snapchat stream? How many Instagram followers do you have? How many likes does your photo have?)

We noticed that rhetorical questions repeatedly occur in the text. It is with their help that the writer draws the reader's attention to certain points, and also causes him to express an emotional statement or denial.

- Do you know what it is? (Do you know what it is?)

- Given that power, what does the next decade, your adult future, have in store? (What is the next decade, your adult future?)

While reading the book, it is impossible not to notice the author's appeal to the gradation (English Climax), that is to the stylistic reception with increasing or the descending meaning of the meaning of words or expressions. It creates more a vivid image, and also allows you to focus on specific moments.

- Distraction is powerful, and, if you're not careful, it can consume hours, days, weeks, months, even years of your life. (Distractions are very strong. If you will not fight them, they will steal hours, days, months and even years of your life from you).

In addition to rhetorical questions, the author often asks a question in the narrative, thereby involving the reader in the essence of the presented speech.

- Do you know what it is? Massive digital connectivity. Massive. (Do you know what it is? Large-scale network connectivity. Large-scale).

Incentive proposals deserve special attention. We dare to note that there are a huge number of them in the book. The purpose of any motivation is an incentive, and it is the incentive sentences that play the game with the reader. They ask, order, advise and even beg. It is the incentive sentences that contain the will of the speaker.

Try this: *Take out your device. Shut it off—don't just put it to sleep; shut it down completely. Now pause for a few minutes. (Try this. Take your mobile device. Turn it off — not just put it into sleep mode, but turn it off completely. Take a break for a few minutes).*

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During the analysis, we drew attention to the fact that the writer refers not only to stylistic techniques, but also to graphic ones. Thus, italics often appear in the text, with which the author focuses the reader's attention on a certain point, but at the same time does not argue with the main text.

- *Did your phone interrupt you? (Did the phone distract you?)*

- *If you have experienced any one of them, you are normal. (If you know them, you're an ordinary person).*

In the fragment, as in the book as a whole, the use of bold font is found in almost every paragraph. Unlike italics, this graphic technique highlights the keywords as much as possible, and thereby attracts the reader to the thought of the entire utterance.

- *You'll need to protect this ability from constant distraction. (You will have to protect yourself from constant distractions).*

- *To do so, we will show you how to reach and maintain what we call the ready state. (We'll show you how to reach a state of readiness and keep it).*

Opening the book, from the very beginning, you can see a huge number of different graphs and diagrams. We believe that with their help, the author better conveys information to the reader, presenting it in a concise and understandable form. The book also contains an abundance of illustrations. They allow the reader to better perceive and remember the information received, and also convey the emotional atmosphere of the work, because a person thinks in images.

Conclusion

The 21st century is a time when people are simply drowning in a huge amount of information. We can find out absolutely everything, because all the necessary resources are freely available. Because of this, many people lose their way, cannot decide how to act, who to become and in what field to develop. In this case, self-development books come to the rescue. They direct people without giving them clear instructions and without telling them how to do the right thing in a given situation. Books suggest doing something not at the level of concrete actions, but at the level of symbols. Moreover, the decoding of symbols and meaning the content as a whole is completely at the mercy of the reader. In almost any bookstore, you can find dozens of books on self-development on completely different topics. Despite the fact that such works have many authors, in general, writers use similar techniques to motivate a person. To find out exactly what techniques writers use, we decided to read and analyze the contents of the book on self-development "Getting Things Done for Teens: take control of your life in a distracting world" David Allen. After reading this work, we concluded that the authors books of the Self-help genre use unusual ways of storytelling, namely, they use a lot of stylistic techniques in their speech, thereby verbally influencing a person and encouraging him to act. In addition to

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stylistic techniques, the writer also turns to graphics. Thus, it improves the reader's perception of information. We believe that we have confirmed the hypothesis of our project with the above. It turned out to be very interesting to work with this topic. Works of the genre Self-help are the books that I can confidently recommend to everyone for review.

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