



Hacettepe University Graduate School of Social Sciences
Department of Translation and Interpretation

**THE STUDY ON THE PLACE OF TRANSLATED
SELF-HELP LITERATURE WITHIN THE TURKISH
LITERARY POLYSYSTEM BETWEEN THE YEARS
2000-2010**

Sevda PEKCOŞKUN

Master's Thesis

Ankara, 2013

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KABUL VE ONAY

Sevda PEKCOŐKUN tarafından hazırlanan "The Study on the Place of Translated Self-Help Literature within the Turkish Literary Polysystem between the Years 2000-2010" başlıklı bu çalışma, 28.06.2013 tarihinde yapılan savunma sınavı sonucunda başarılı bulunarak jürimiz tarafından Yüksek Lisans Tezi olarak kabul edilmiştir.



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Sevda PEKCOŞKUN

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ÖZET

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Kişisel gelişim edebiyatı günümüzün popüler yazın türlerinden biridir. Kitabevlerinde ve kütüphanelerde hem özgün hem de çeviri kişisel gelişim kitaplarına rastlamak mümkündür. Başlangıçta ABD'den ithal edilen kişisel gelişim kitapları, Türkiye'de şu an geniş bir kitleye hitap etmektedir. Tür, bireylerin karşılaştıkları günlük zorlukları aşmaları için destek ve rehberlik sağlayan bir araç haline gelmiştir. Zaman yönetiminden olumlu düşünceye kadar geniş bir konu yelpazesi olan kişisel gelişim yazınına kitabevlerinde ayrı bölümler ayrılmaktadır. Kitaplar, olumsuz bir durumun üstesinden gelmeleri için bireylere çeşitli yöntemler sunan rehberler konumundadır.

Bu çalışma, 2000-2010 yılları arasında Türkiye'de basılmış çeviri ve özgün kişisel gelişim kitaplarının incelenmesine odaklanmıştır. Kişisel gelişim kitaplarıyla ilgili bilgi içeren veritabanları Ankara'da bulunan Milli Kütüphane ve Dost Kitabevi'nden derlenmiştir. Itamar Even-Zohar'ın Çoğuldizge Kuramı çalışmanın teorik altyapısını oluşturmaktadır ve çalışmada Türk yazın çoğuldizgesi içinde çeviri kişisel gelişim edebiyatının yeri saptanmaya çalışılmıştır. On yıllık süre kapsamında, özgün ve çeviri kişisel gelişim yazını istatistikler ışığında karşılaştırmalı olarak incelenmiştir. Türkiye'de meydana gelen sosyo-ekonomik ve kültürel değişimlere paralel olarak, kişisel gelişim türünün yazın çoğuldizgesindeki yerine ilişkin çıkarımlarda bulunulmuştur.

Çeviri kişisel gelişim yazını, özgün eserlerle birlikte, Türk yazın çoğuldizgesinin şekillenmesinde büyük rol oynamaktadır ve bu rolü gün geçtikçe artmaktadır. Tür, Türkiye'de büyük bir kitle tarafından benimsenmiştir. Bireyler, toplumsal yaklaşımdan ziyade bireysel hayat biçimini benimsemeye devam ettikçe kişisel gelişim edebiyatı çoğuldizgenin merkezinde bulunmaya devam edecektir.

Bu alıřma, Trkiye’de basılan kiřisel geliřim yazınının kapsamlı bir řekilde incelenmesine olanak saęlayan bir literatr taraması sunar. alıřma, aynı zamanda Trk okuyucuların ve yayınevlerinin tercihlerine ıřık tutacak sosyal bir bakıř aıřı getirir. Yazın oęuldizgesinin baęımsız ve popler bir bileřeni olan kiřisel geliřim edebiyatı, yazarlarından karakteristik zelliklerine kadar tm nemli ynleri iine alacak řekilde geniř bir yaklařımla incelenmiřtir. Bundan dolayı, alıřma, Trk yazın oęuldizgesini btn olarak ya da belli bileřenler temelinde ele alacak gelecek alıřmalar iin bir kaynak nitelięindedir.

Anahtar kelimeler: Kiřisel Geliřim, eviri Kiřisel Geliřim Yazını, Itamar Even-Zohar, Ulusal Yazın oęuldizgesi, Kiřisel Geliřim Tr

ABSTRACT

PEKCOŞKUN, Sevda. *The Study on the Place of Translated Self-help Literature within the Turkish Literary Polysystem between the Years 2000-2010*, Master's Thesis, Ankara, 2013.

Self-help literature is one of the popular genres in modern times. It is possible to see both original and translated self-help books in bookstores and libraries. Firstly imported from the USA, self-help books are now read by a vast audience in Turkey. The genre has become an agent that provides support and guidance in order to overcome daily challenges confronted by individuals. With its broad range of subjects from time management to positive thinking, separate bookstands are now allocated to the genre in bookstores. They have become mentors of individuals that offer methods to be applied in order to recover from a negative situation.

This study focuses on the analysis of translated and original self-help genre including books published between the years 2000-2010 in Turkey. Databases which consist of information about self-help books have been retrieved from the National Library of Turkey and the bookstore *Dost Kitabevi* located in Ankara. Polysystem Theory by Itamar Even-Zohar has formed the theoretical background of the study and the position of the translated self-help genre in the Turkish literary polysystem has been tried to be determined. A comparative analysis has been made between original and translated self-help genre based on the 10-year period and supported by statistics. In parallel with socio-economic and cultural transformations experienced in the country, assumptions have been made on the position of self-help genre in the literary polysystem.

It is observed that translated self-help literature, together with original works, plays a major role in shaping Turkish literary polysystem while gaining momentum each day. The genre has been adapted by a vast audience in Turkey. On condition that the people continue to adapt individual lifestyles

rather than the collective spirit, self-help literature will sustain central positions in the polysystem.

This study offers a literature review that enables comprehensive analysis of self-help genre published in Turkey. The study has also a social perspective that it sheds light to the preferences of Turkish readers and publishing houses. An independent and a popular component of the literary polysystem, self-help literature, is dealt broadly including its crucial elements from authors to characteristic features. The study serves as a resource for future studies which will examine the whole Turkish literary polysystem or the components.

Key words: Self-help, Translated Self-help Literature, Itamar Even-Zohar, National Literary Polysystem, Self-help Genre

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INTRODUCTION

Self-help literature is a popular genre in today's world, especially in the developed and developing countries in parallel with socio-economic and cultural requirements. Self-help literature generally regards the "individual" as the sole responsible person of his/her life who has the power to transform negative aspects into desired outcomes. Self-help books support individuals to reach these desired outcomes via offering methods and techniques. This sounds like an attractive and quick way to individuals willing to change defective parts of their lives. People of today's world need optimism in order to cope with daily challenges and the genre is ready to boost optimism and reduce the negativity. Therefore, self-help works become indispensable elements on bookshelves of the modern individual.

Sales figures of self-help books support the popularity of the genre. According to the data retrieved from *dailymail.co.uk*, dated August 2011, publishers have made 60 million pounds between the years 2006 and 2011 in the UK and the worth of the self-help market is more than 10 billion dollars for one year in the USA (<http://www.dailymail.co.uk/femail/article-2026001/Self-help-books-ruin-life-They-promise-sell-millions.html#ixzz2TdmHNBZv>). The popularity and acceptance of self-help genre resulting from the wish of individuals towards changing their unsatisfying lives have led the genre to spread all over the world.

The trend has naturally affected Turkey and self-help genre has become a crucial element of bookstores and libraries all over the country. The USA could be regarded as the original country of self-help genre and main concepts of the genre have been mostly determined by American authors so that translated works occupy great places in the Turkish literary system. English is naturally the most common source language of the books to be translated into Turkish. Mentioning about the concepts and methods which are easily applicable and beneficial for the people all over the world regardless of their different backgrounds, translated self-help books are simultaneously preferred besides the books written by Turkish authors in Turkey. Main key concept in self-help

genre "positive thinking" which gives both original and translated works a similar character is encountered in books regardless of their home country, authors or source cultures.

Self-help literature has a home repertoire in Turkey and also has an inventory of translated works generally from the USA. National literary system belonging to a society cannot be isolated from the changes experienced within the culture. The position of the genre within the literary polysystem shows the expectations and wishes of the Turkish society and reflects socio-cultural, economic, historical, ideological and social transformations that have been experienced by this society.

Changing characteristics of the society have drastic effects on national literature and literary works that are produced or translated. This is also valid for the position of the self-help literature in Turkey. Self-help literature began to appear widely on bookshelves in the 2000s and it is possible to see separate stands allocated to self-help books at bookstores in Turkey now. This trend mainly originated from the USA and spread all around the world, surely to Turkey, the country which is eager to adapt American lifestyle especially in big cities.

Conditions which are required for the adaptation of self-help literature have been established in the country. The genre generally addresses to educated individuals who are the members of working class living in big cities. Self-help books help them to survive in daily life by advising methods to cherish their lives. It is possible to say that the genre in Turkey is mostly directed towards middle class which is eager to cope with daily challenges and lead a more prosperous life.

Self-help genre in the Turkish literary polysystem has occupied a situation both in the centre and periphery since 2000. Turkish readers read self-help books written by original and foreign authors simultaneously such as Üstün Dökmen, Doğan Cüceloğlu and Mümin Sekman; and mostly Northern American authors such as Anthony Robbins, John Gray, Robin Sharma and Og Mandino.

Despite being accepted as a non-literary and non-canonized genre by most literary critics, self-help literature has entered literary polysystem and gradually gained momentum over the years, it has caught the attention from every section of the society and even its efficacy has begun to be discussed in academic fields especially by psychologists.

Aim and Method of the Study

Self-help literature is a significant genre which has particularly gained importance in the 2000s throughout the world. This new genre occupies different positions in the national polysystems. The aim of this study is to analyze and explain the position of the genre within the Turkish literary polysystem in recent years and detect its contributions to the whole polysystem. For the purpose of achieving the objectives, the literary polysystem should be dealt with as a whole and its correlations with other literary systems should be analyzed in a detailed way.

The position of self-help literature, whether original or translated, in the Turkish literary polysystem within the years 2000-2010 is analyzed throughout the study due to the fact that self-help literature in the USA and in Europe and simultaneously in Turkey has gained huge popularity and reached its peak point in the following years beginning with 2000. This means that self-help literature including both original and translated books occupies places at different levels in the Turkish literary polysystem. The catalogue obtained from the National Library located in Ankara which includes the information about original and translated self-help books published between the years 2000 and 2010 has been turned into a database and analyzed in accordance with the Polysystem Theory of Itamar Even-Zohar. The position of translated self-help books within the whole literary polysystem has been tried to be analyzed based on the article entitled "The Position of Translated Literature within the Literary Polysystem" written by Itamar Even-Zohar. Assumptions have been made about the position of translated self-help literature as well as original works within the literary

system in compliance with socio-economic and cultural transformations experienced in Turkey between the years 2000 and 2010.

Another database has also been retrieved from *Dost Kitabevi* located in Ankara including data about original and translated self-help books published within the 10-year period. A bestseller list of self-help books has also been taken from *Dost Kitabevi* in order to determine the position of original and translated works and explain the transfers between central and peripheral positions when self-help literature is taken as an adjacent system within the polysystem which has its own intra-relations and transfers. Another bestseller list including books from all genres has also been obtained from *Dost Kitabevi* in order to detect the position of self-help genre, especially its translated part, within the whole literary system. Available book supplements of a national newspaper, *Radikal*, including bestseller lists for the 10-year period have been taken from the National Library and prepared as word documents. These bestseller lists published for each week have contributed to the assessment of the position of self-help genre within the whole polysystem.

In Chapter I, an introduction to self-help genre is presented. The concepts of self-help and self-help literature are defined. General subjects of self-help literature and a sub-genre of self-help which has original characteristics, Neuro-Linguistic Programming (NLP), are explained briefly. Then, the popularity and spread of the genre throughout the world and the reasons behind this trend are dealt with.

In Chapter II, the historical adventure of self-help genre in the USA and the development of the genre in Turkey are discussed. Both pioneer authors and modern counterparts who are the main actors in the progress of self-help literature are given. The development of self-help genre throughout the years is analyzed with a detailed and diachronic view with the contribution of crucial socio-economic and cultural events.

In Chapter III, theoretical background of the study is explained. Data obtained from the National Library and *Dost Kitabevi* are used to make assumptions

about the position of translated self-help genre in the Turkish literary polysystem. Whether it has reached its objective as introducing the genre to Turkish audience and taking part at high levels or central positions in the national polysystem is discussed. The effects of the self-help genre, with its translated and original components, to the whole polysystem are also underlined. Tables and graphs are shown in order to make the explanations more clear. Driving forces behind the current position of the genre in the polysystem are discussed and predictions about the future position of the genre within the polysystem are made. Analysis of translated self-help literature is strengthened by assessing its position in bestseller lists. The novels including self-help elements are also analyzed in this chapter.

In Chapter IV, self-help genre is dealt with as a whole. The content and style of self-help books are tried to be explained by giving examples from books written by well-known foreign and Turkish authors. Characteristic features of self-help genre are explained in a comprehensive way. These features are also the factors behind the popularity and high acceptance of the genre that they are the main reasons which contribute to self-help books in order to move to the centre of the polysystem from peripheral positions.

Research Questions

The study shall search for appropriate answers to following questions:

- Which positions do translated and original self-help literature occupy in the Turkish literary polysystem?
- Which factors are dominant for the self-help literature, including both original and translated books, to occupy the central position in the Turkish literary polysystem?
- To what extent do the characteristics, culture and choices of the target readers affect the works to be translated or the position of translated self-help literature within the national polysystem?

- How may translated self-help literature shape the centre and periphery of the literary polysystem? In what ways does it affect the original literature?
- What are the main reasons behind the popularity and spread of self-help literature throughout the world in 2000s?
- What are the general features of self-help literature?

Limitations

The catalogue obtained from the National Library and the database taken from *Dost Kitabevi* are used for the determination of the position of translated self-help genre and the genre as a whole in the literary polysystem. Although lots of books are available on those lists and the lists offer a comprehensive and detailed compilation, there could be missing books published within the 10-year period on these catalogs.

Bestseller lists of *Radikal* book supplement taken from the National Library for the 10-year period are on the weekly basis; but, the lists of some weeks are missing. However, available lists are adequate for reaching conclusions towards the position of the genre in the literary polysystem. Moreover, whole bestseller lists taken from *Dost Kitabevi* also contribute to determine the acceptability rate of the society towards translated self-help genre.

CHAPTER 1

SELF-HELP LITERATURE AT A GLANCE

1.1. WHAT IS SELF-HELP AND THE SELF-HELP GROUP

Self-help means “the act or state of providing the means to help oneself without relying on the assistance of others” (Collinsdictionary.com). Individual lies on the centre of the self-help thought and personal capability of assisting oneself determines the achievement of the self-help process. Although *self-help* is the concept that includes the individual and his/her attempts to make life better for himself/herself, external factors may help the individual to get through the process successfully.

The self-help group is one of these external factors that helps the individual in the self-help process. People gather in to share their negative and positive experiences, psychological problems, concerns and seek solutions within the group generally guided by a coach who is qualified in the field of self-help. Groups deal with various issues from anxiety to serious health problems specifically. Personal relations, phobias, depression, mild mental problems are some general subjects that are focused on self-help groups. People seek advice in groups and anticipate from the group to bring recovery and wellness to their lives.

Self-help groups are the components of national self-help organizations and groups work with the aim of finding a solution collectively to individual problems and illnesses (Archibald, 2007: 35). Individuals with similar problems participate in self-help groups and exchange their methods to overcome an unwanted situation. Knowing that other members of the group suffer from the same or similar problem boosts the morale of the individual. As Archibald states,

membership to a self-help group is often limited to the people who suffer from a similar physical or psychological problem and who are in relation to those suffering (2007: 27); for instance, the spouse of an alcoholic man could take part in relevant groups in order to learn how to communicate better with her husband. However, professional and interested groups could participate in self-help groups as provisional members (Archibald, 2007: 27). Therefore, the network expands and other members of the community become informed about a given situation. Although professionals may provide consultation and guidance, deliver speech and connect the group to other resources, groups always function with a member-centered manner (Archibald, 2007: 28) which is the main concept of the self-help nature.

Archibald points out that self-help organizations which are organized by members firstly appeared because of the inadequacy of healthcare services in the USA in the late twentieth century (2007: 4-5). This is not a specific case for the USA. Problems in healthcare services in modern times direct people in other countries to seek their own methods and solutions in order to solve undesired conditions.

Self-help groups in which people share their experiences and personal stories about a certain problem in order to assist themselves and others aiming at overcoming negative situations (Archibald, 2007: 7) deal with a large scale of conditions. Some self-help groups founded in the USA are National Amputee Foundation, Alcoholics Anonymous, Autism Network and Alzheimer's Disease. Besides healthcare issues, there are groups for psychological problems such as divorce and sexual orientation (Archibald, 2007: 25). Websites particular to a specific health problem are available in Turkey which could also be regarded as self-help groups. Two websites on the rheumatoid disease, Ankylosing Spondilitis, are available entitled *kupaAS* (AS hastaları dayanışma grubu; available in <http://www.ankilozanspondilit.com/>) and *ASHAD* (Ankilozan Spondilit Hasta Derneği; available in <http://www.ashad.org/>) in which there are documents, information, videos about the disease and forums where the

patients and parents of the patients share their experiences and ask questions to professionals.

1.2. WHAT IS SELF-HELP LITERATURE

The self-help book is the other agent that assists the individual in continuing his/her self-help journey besides the self-help group. Self-help books could be regarded as the products of an independent genre which has its own content and style; therefore it would be appropriate to use the expression of self-help *literature* or self-help *genre* in order to describe the conglomerate of self-help books.

Self-help literature is a broad genre which has numerous sub-genres. Books on boosting self-confidence, management skills, success, motivation, financial abilities, happiness, positive thinking, communication skills and the books which give advice to overcome anger, stress, depression, obsession, anxiety, fear and addictions are common products of self-help genre.

The author of the self-help book provides guidance for the reader to overcome self-development problems through offering steps and methods to be realized by the reader in order to achieve self-development goals.

1.3. A SPECIAL SUB-GENRE OF SELF-HELP LITERATURE: NLP

NLP is the abbreviation of Neuro-linguistic Programming. Ready and Burton explain the components of the concept as follows:

- **Neuro** relates to what's happening in your mind.
- **Linguistic** refers not only to the words you use in your communication, but also your body language and how you use it.

- **Programming** tackles the persistent patterns of behavior that you learn and then repeat (2010: 1).

As understood from the definition above, NLP is a more complicated sub-genre of self-help literature than other sub-genres mentioned in the preceding section.

The concept of NLP was born in 1970s at the University of Santa Cruz. The founders were Richard Bandler who was a master's student of information sciences and mathematics and Dr. John Grindler who was a professor of linguistics (Ready and Burton, 2010: 11).

Bandler and Grindler began to study people who were good at communication skills and successful in helping their clients. The psychotherapists who they studied were Virginia Satir (Conjoint Family Therapy developer), Fritz Perls (the founder of Gestalt Psychology) and Milton H. Erickson (a pioneer in Clinical Hypnotherapy) (Ready and Burton, 2010: 11). NLP study was based on understanding the secret behind the achievements of successful people.

Skills of linguists Alfred Korzybski and Noam Chomsky, social anthropologist Gregory Bateson and psychotherapist Paul Watzlawick also contributed to NLP studies (Ready and Burton, 2010: 11). It is understood that NLP is a comprehensive study enriched by the professionals from different fields.

NLP could be defined as the science of modeling the human behavior. It focuses on the functions of the mind such as thinking, organizing wishes, fears, objectives and motivation. NLP is a "user's manual" for the mind (<http://www.nlpco.com/what-is-nlp/#ixzz2TH7GDpJX>) advising that the individual should use mind patterns to achieve his/her goals and dreams.

As a sub-genre of the self-help literature, the main goal of NLP is to make positive changes in the lives of individuals by providing guidance in parallel with the general concept of the self-help genre. However, the word "modeling" stands at the core point of NLP. Modeling the thought and behavior patterns of successful people helps to change erroneous points of individual's lives.

Understanding the way of thinking, feeling, behavior and language of individuals and producing desired outcomes form the basis of NLP and NLP offers a methodology for people in order to *model* successful performances of geniuses and leaders (http://www.nlpacademy.co.uk/what_is_nlp/). NLP techniques could be used in many fields in daily life such as personal development, business life and communication.

Below is a part from the book *Unlimited Power* written by Anthony Robbins who is a well-known self-help author using NLP techniques in his works:

Adnan Khashoggi modeled Rockefeller. He wanted to be a wealthy, successful businessman, so he modeled someone who had done what he wanted to do. Steven Spielberg modeled people at Universal Studios even before he was hired. Virtually everyone who has been a great success has had a model or a mentor or teachers who guided him in the right direction (Robbins, 2001: 210).

Robbins underlines the Saudi Arabian businessman Adnan Khashoggi's modeling of American industrialist John Davison Rockefeller in order to reach success and wealth and American film director Steven Spielberg's modeling of people at Universal Studios with the aim of reaching success. Robbins continues as follows:

Now you have a clear internal representation of where you want to go. You can save time and energy and avoid traveling down wrong paths by following the example of people who've succeeded already. Who are the people in your life who can serve as models? There are resources in friends, family, national leaders, celebrities. If you don't know good models, you should make a point of going out and finding some (2001: 210).

The aim of NLP is to facilitate and shorten the period of someone's self-development process. Modeling the lives of successful people chosen by individuals in accordance with their desires and lifelong dreams both prevents taking wrong decisions about their lives and provides a more comfortable process. Robbins calls on the people to search for good models who will guide them in their lives.

1.4. POPULARITY AND SPREAD OF SELF-HELP BOOKS

Readers encounter with a vast accumulation of self-help books in bookstores, libraries and even in hypermarkets. Particular bookstands are allocated to self-help literature where both original and translated books are present. The market of self-help books has become significant and a visible component of a given national literature that the genre has a potential audience from different backgrounds and social levels.

Lifestyles, opinions, judgments of individuals, socio-economic and cultural perspectives inspire literary choices. Literature of a society is shaped by requirements, aspirations and demands of the individuals living in the culture. From this point forth, it would be appropriate to underline that main common reason behind the popularity of self-help books is the "demand" of the individuals.

Modern man needs guidance and advice in order to overcome daily challenges encountered with both in private and business life. Therefore, individuals of today's world seek agents that will help them to recover from imperfect points of their lives and lead a better and more prosperous life. The requirement towards a more successful, relaxing and brilliant life; briefly, a more positive life, directs individuals to read self-help books. That's to say, demand of the individual for more satisfying conditions lie at the bottom of the popularity of self-help genre.

Starker underlines four basic factors behind the power of the genre as cost, accessibility, privacy and excitement (2008: 5-6). These factors contribute to the acceptance and popularity of the genre among readers.

Buying a self-help book naturally costs less than visiting a consultant, psychologist or psychiatrist with the aim of searching through positive answers. While psychological therapies require several sessions costing a lot, price of a self-help book varies between 3 dollars and 20 dollars or 5 and 20 Turkish Liras. Second-hand books with lower prices are also available for potential readers. Besides paperback and hardcover formats, pocket-sized self-help

books are also available with lowest prices. For instance, a famous self-help book written by Ahmet Şerif İzgören entitled *Avucunuzdaki Kelebek* is available both in paperback and pocket-sized formats. Pocket-sized self-help books also contribute to the popularity of self-help genre that they turn into reference books that could be read anytime in anywhere thanks to their minimal sizes.

Other reasons behind huge popularity of self-help books are their vast availability and accessibility to the public. Obtaining a self-help book includes an easier and less complicated process rather than organizing an appointment with a professional who works in the field. Individuals prefer going to the nearest bookstore and buying a self-help book or even ordering online with just one click instead of getting stuck in heavy traffic in order to arrive at consultant's office and sitting long hours in waiting halls. The self-help book saves time for people who lead complex lives in busy cities.

People may feel shy and embarrassed in front of a professional who bombards the counselee with questions about the aspects of his/her life. The individual could hesitate to mention about his/her private, business and sexual life; personal relations and concerns. The self-help book brings more privacy to the reader that even though the author and the reader do not know each other, directions offered throughout the book by the author lead the reader to positive dimensions.

Starker correlates the excitement factor with the selling capacity of the book (2008: 6). Individuals feel excited and enthusiastic about reading a bestseller. A self-help book selling thousands of copies gives the message to the potential readers that it does work. The individual feels that there are other people suffering from similar negative conditions and they seek help from the same agents in order to reach better conditions. Bestseller self-help books as popular works of the literary system attract the attention of the readers and people feel eager to read and get advice from them.

The content and style of self-help books are other crucial factors of their popularity. Since the self-help book is written with a dialogical tone and a lighter

language, the lay person easily understands the concepts mentioned in the book. The self-help book with its standard language is quickly accepted by a vast audience from different socio-economic and educational levels far from professional backgrounds. The self-help book includes similar answers to similar problems such as stress and anxiety confronted by individuals all over the world. Therefore, it uses a global language excluding cultural constraints and translation activities occupy a great place within the self-help market. Translations of self-help books strongly contribute to the huge spread of self-help concept throughout the world.

The man of the modern day leads a busy and hectic life full of challenges and problems. Therefore, individuals rushing between the work and the home do not allocate time to consider upon their problems and appropriate solutions. Therefore, they need quick-fix solutions to be applied which would save time for the course of life. Quick-fix solutions and feasible directions included in self-help books are widely welcomed by potential readers and contribute to the popularity of the genre.

Variety of subjects mentioned in self-help books makes the genre more popular for the readers. The readers have the opportunity to choose the most appropriate book easily among numerous books for a specific problem. A comprehensive scale of subjects varying from diet, finance, personal relations, child rearing, self-confidence to positive thinking, achievement, communication skills and time management embraces potential readers who seek solutions for their specific problems.

Self-help literature including paperbacks and hardcover books is one of the components of the self-help market. TV programs on self-development, radio shows, magazines comprised of self-help articles are other driving forces that contribute to the boosting of the market as a whole. Availability of audio books and quick access to e-books; that's to say, opportunities provided by technological advances are important agents that affect the whole market positively. All components of the self-help market benefit from and support each other.

The figures support the popularity of the self-help market as a whole. According to the 360-page report prepared by Marketdata Enterprises, Inc. entitled "The U.S. Market For Self-Improvement Products & Services", total worth of self-improvement market of the U.S. was 10.53 billion dollars in 2009 and 5.5% increase is prospected till 2014 (<http://www.marketdataenterprises.com/pressreleases/SIMkt2010PR.pdf>). It is understood from the data above that self-help functions as an independent and huge *sector* which directly affects daily lives of individuals. Marketdata research also underlines that 406 million dollars were spent on self-help books in 2009 and estimates it will reach to 854 million dollars in 2014. It is clear that the worth of self-help books will be doubled in 2014 when compared to the statistics of 2009. Self-help literature will boost, flourish and develop day by day in compliance with the demand of the readers.

Sales figures of self-help books are the indicators of the acceptability and popularity of the genre. Specific examples could be given on sales figures. Self-help classic *How to Win Friends and Influence People* written by Dale Carnegie firstly published in 1936 has sold 15 million copies; *The Road Less Traveled* written by M. Scott Peck has sold over five million copies since 1978 (Valiunas, 2010: 85). Authors of self-help books gain big amounts thanks to the preferences of the readers. For instance, Dr. Phil McGraw, author of *Self-Matters: Creating Your Life from the Inside Out* earns 20 million dollars a year from his books (Valiunas, 2010: 85). Sales figures and millions of copies support the assumption that self-help genre addresses to a mass audience who contributes to the genre towards its moving to the centre of a literary system.

The self-help book does not lose its popularity throughout the years due to the fact that basic concepts, main subjects and solutions that are offered in these books do not show great differences regardless of the publishing time of self-help works. For instance, *Think and Grow Rich* written by Napoleon Hill was firstly published in 1937 and has sold over 70 million copies, and continues to preserve its popularity today (http://www.forbes.com/forbes/2011/0411/opinions-rich-karlgaard-innovation-rules-american-religion_print.html). Even though self-

help genre could be regarded as one of the components of popular literature, self-help books are not the ones that lose their effectiveness over time.

Similar examples could be given from the self-help adventure in Turkey. *Avucunuzdaki Kelebek*, written by Ahmet Şerif İzgören and firstly published in April, 2004, has made its 71st edition in February 2012. Another book written by İzgören *Şu Hortumlu Dünyada Fil Yalnız Bir Hayvandır* was firstly published in November, 2002, and its 65th edition has come out in August, 2011. Translated self-help genre also has become popular in Turkey that the 18th translated edition of self-help legend *Men are from Mars, Women are from Venus* written by John Gray and translated into Turkish as *Erkekler Mars'tan, Kadınlar Venüs'ten* has been published by *Altın Kitaplar Yayınevi* in May, 2012.

As mentioned above, translation activities affect the spread of self-help works throughout the world positively. Translations make the book produced in a specific culture available for individuals all over the world. Since self-help books written in different cultures focus on similar concepts, translated self-help books strike chords such as original works. *Living, Loving and Learning* written by Leo Buscaglia selling thirteen million copies has been translated into twenty languages (Valiunas, 2010: 85), *The 7 Habits of Highly Effective People* written by famous author Stephen Covey has sold 15 million copies and has been translated into 38 languages (<http://www.today.com/id/48203718/ns/today-entertainment/t/habits-highly-effective-people-author-stephen-covey-dies/#.UYFI6LUqy1h>). Popular self-help books are translated into many world languages which gives way to the huge spread of the genre. International bestseller *The Secret* written by Rhonda Byrne has been translated into 46 languages and *The Power* written by the same author has been translated into 43 languages (<http://www.theseecret.tv/creative-biography.html>).

Millions of dollars are spent on self-help products every year and they become more and more accessible thanks to the "digital world" today. On condition that the modern man continues struggling with mild psychological problems such as depression or stress and the wish to gain *more* does not lose its popularity, self-help market will continue to perform its mission as to support people towards

the positive attitudes and will gain momentum in the future. Typing "self-help" into Google search engine brings up 50 million results while "kişisel gelişim" brings back over 4.5 million results from Google. It should be underlined that self-help literature occupies a great place in both self-help market and literary systems of different cultures.

Supply and demand chain supports self-help literature to be popular in modern times. It is quite known that men and women of 2000s, especially the ones living in big and busy cities of developed and developing countries, struggle with stress and mild psychological problems. Therefore, it becomes a great requirement for them to read self-help books in order to feel better. According to the Office for National Statistics Psychiatric Morbidity Report published in 2001, 1 out of 4 British people experiences at least one diagnosable mental problem in a year and WHO alarms that 450 million people worldwide suffer from a mental health problem (2001) (<http://www.mentalhealth.org.uk/help-information/mental-health-statistics/UK-worldwide/?view=Standard>). It is quite natural that people suffering from mental disorders will seek advice from different agents and self-help books are the ones to be easily accessed.

Similarly, there are no positive statistics for Turkey. Ministry of Health has declared in October, 2012, that 2 million 100 thousand people in Turkey suffer from depression. This means that 2.8 people out of 100 have mental problems (<http://www.haberturk.com/saglik/haber/787112-turkiyede-2-milyon-100-bin-kisi-depresyonda>). These statistics strongly underline that people of 2000s greatly suffer from mental health problems generally defined as depression, anxiety and stress. Self-help books become important guides to be relied upon at that point.

According to the information stated in *the Guardian*, a campaign called as "The Books on Prescription" will be launched in May, 2013 in the UK. In the scope of the campaign, general practitioners will prescribe self-help books for people suffering from mild mental health concerns such as anxiety and depression to be borrowed from local libraries (<http://www.guardian.co.uk/society/2013/jan/31/gps-prescribe-self-help-books>).

The example shows the crucial position of self-help books in a nation which enter into the surgeries and local libraries.

Books such as *The Feeling Good Handbook*, *How to Stop Worrying and Overcoming Anger and Irritability* will be some of the books among 30 prescription titles which will be stocked in libraries throughout England to develop the welfare of the nation where 6 million people experience depression and anxiety (<http://www.guardian.co.uk/society/2013/jan/31/gps-prescribe-self-help-books>). Men and women of the modern world need guidance and assistance in order to get rid of negative conditions such as lack of self-confidence, fears and stress. The requirement and desire for overcoming these unwanted situations conduct people to read self-help books. Fostered by the needs of individuals, the popularity of self-help genre gradually increases in parallel with the unsatisfying conditions of modern life.

CHAPTER 2

BRIEF OVERVIEW OF SELF-HELP LITERATURE IN THE UNITED STATES OF AMERICA AND IN TURKEY

2.1. HISTORICAL DEVELOPMENT OF SELF-HELP LITERATURE IN THE UNITED STATES OF AMERICA

History of self-help literature in the USA dates back to the 17th century. Self-help literature in those times has taken its roots from Protestantism and Puritan ideology. Puritans, who were the founders of the first colonies in the USA, believed that as long as people lived in compliance with the wishes of God, God would meet their expectations and individuals were responsible for shaping their lives according to themselves (Starker, 2008: 13). It is possible to say that Puritan faith, suggesting some good values such as hard work, thrift, tolerance, social integrity and community spirit, dominated the genre in the 17th century.

Guide to Heaven written by Samuel Hardy in 1673, *The Practice of Piety* written by Bishop Bayly in 1611 and *Bonifacius: Essays to Do Good* written by Cotton Mather in 1710 could be regarded as the first works of self-help literature that advise people to live their lives according to the values of Puritanism (Starker, 2008: 14). Books falling within the genre of self-help were predominated by religious background and doctrines of Protestant, particularly Puritan movement in that century. It is appropriate to say that self-help literature in the 17th century was developed as an inspirational genre affected by Protestant Christianity and moral values which are also the main concepts of Puritanism. It is possible to come across moral messages in the genre rooted from Puritan tradition

advising people to be hardworking, responsible, humble, sober, thrifty; in brief, to have good moral values.

Benjamin Franklin who was an author, politician, diplomat and a scientist born in 1706 was an important figure in American history and has a crucial place in the development of self-help literature of the 18th century in the USA. Franklin combined the virtues of Puritanism with his experience and the philosophy of the 18th century (Cawelti, 1965: 13). That is to say, self-improvement besides collective and social development suggested by Puritan ideology gained importance.

Franklin wrote *Poor Richard's Almanac* (1732-1757) where he gave practical advice for people to improve themselves using witticism "Early to Bed, and early to rise, makes a Man healthy, wealthy and wise" (Mur Effing, 2009: 129). He published another book named as *The Way to Wealth* in 1757 (Starker, 2008: 15) which could be regarded as a self-help work advising people to live according to high values of individual and social ethics.

Although some works that could be regarded to have self-help content were written in the 17th century, *Autobiography* written by Benjamin Franklin is generally considered as one of the self-help classics (Butler-Bowdon, 2003: 145). Franklin strived to show how to live a noble life with the help of self-assessment and the book suggested a practical way for success (Butler-Bowdon, 2003: 145). *Autobiography* suggested people to live according to thirteen virtues usually known under the title of *The Art of Virtue* created by Benjamin Franklin. These virtues were temperance, silence, order, resolution, frugality, industry, sincerity, justice, moderation, cleanliness, tranquility, chastity and humility (Butler-Bowdon, 2003: 147). Benjamin Franklin was the pioneer author of self-help literature especially in the 18th century. He had a Puritan background; but combined Puritan values with the thought that an individual could learn to live better and reach to "optimal self" through positive steps and transformations which also serves as the main doctrine of modern self-help.

19th century was a turning period for the history of self-help genre in the USA. Although Puritan ideology and religious forms did not lose their importance, individual success and improvement started to flourish through self-help literature.

Andrew Jackson elected as a President in 1828 and re-elected in 1832 was considered as a “self-made man” in the USA who had little education and was deprived of a noble social status (Starker, 2008: 16).

People in the USA experienced important socio-economic changes in Jacksonian period. Urbanization developed, industrialization accelerated and manufacturing facilities increased (Starker, 2008: 16). Needless to say, these transformations encouraged people to live their lives in compliance with the possibilities and requirements of that time rather than only being strict to moralistic and religious values.

Although effects of religious values and Puritan ideals were seen in self-help literature, the genre was more inclined to the definition of self-help theme in modern times within the 19th century than preceding centuries. As a result of industrialization movement, social and economic developments, opening of businesses, new employment opportunities, promotion of city life and similar factors that substantially change the social face of the USA triggered individuals to be more determined and ambitious to have more. These individuals who strived to live in more desired conditions than before naturally needed personal guides promising a better guidance rather than moral guides prevalent in preceding centuries.

In the light of industrialization and economic development, wishes to become wealthy, powerful and to live in a comfortable and luxurious life gained importance. The theme of “rags-to-riches” became a vital point in America.

Horatio Alger was an important name in the history of self-help genre in the 19th century. Alger wrote approximately 107 books for children which were mostly oriented towards “rags-to-riches” theme. His most remarkable books were *Ragged Dick* (1867), *Luck and Pluck* (1869), *Sink or Swim* (1870) and *Tattered Tom* (1871) (Starker, 2008: 19). Alger who was a best-selling author at his time, created heroes at the ages of 12-18 and attempted to teach the importance of hard work, honesty, loyalty, generosity, kindness and neatness according to the values of industry and economy in a didactic tone (Cawelti, 1965: 111-121).

Another important example of “sanctity of wealth” theme was *Gospel of Wealth* (1889) written by Andrew Carnegie (Douglas, 1972: 26). Andrew Carnegie was an immigrant who later became the second-richest man in the American history (https://en.wikipedia.org/wiki/Andrew_Carnegie) Carnegie could be regarded as an important "millionaire" figure for the people willing to reach their personal ambitions and wishes in accordance with the "rags-to-riches" theme.

19th century showed that the theme of self-improvement could not be separated from social and economic changes and could be possible with the combination of moralistic virtues and individual ambitions. With the contribution of "rags-to-riches" theme, self-help genre attempted to teach people to be successful without losing essential virtues of life.

Literature of a country is shaped according to socio-economic and cultural changes experienced in the society. The case of the USA functioned through that theme. Religious and moral guidance that praised *social individuals* rather than *personal ambitions* became inadequate for individuals willing to overcome restrictions built by religious teachings. New America having experienced industrialization, urbanization and socio-economic development needed a new way to be satisfied in daily life.

Second half of the 19th century witnessed an important turning point; New Thought Movement. It was then clearly understood that mere Puritan values

and religious teachings did not offer solutions for the problems of American people (Starker, 2008: 20). People experiencing the development of huge cities, industry and economy realized that they should be powerful, self-sufficient and self-confident in order to survive in that viable and changing order.

New Thought was a movement based on mind power appraising spirit and considering the power of mind as an ailment for the body (<http://www.religionfacts.com/a-z-religion-index/new-thought.htm>). Ralph Waldo Trine, writer of *In Tune with the Infinite, or Fullness of Peace, Power and Plenty* (1897) was one of the representatives of New Thought Movement (Starker, 2008: 21). Orison Swett Marden, another important writer advocating New Thought Movement, wrote *Pushing to the Front* (1894), *Every Man a King, or, Might in Mind-Mastery* (1906) and *Peace, Power and Plenty* (1909) (Starker, 2008: 22). Power of the mind and inner voice rather than external effects were dominant in the concept of New Thought and it was believed that if people learned to use their minds accurately, they could solve their problems easily. Mind power is praised in New Thought and self-creating becomes the core point that an individual could create himself/herself in a brand new status by using his/her natural potential, that is to say, his/her mind in a positive way in order to reach his/her goals.

Schneider and Dornbusch analyze "inspirational religious literature" through the years 1875-1955 in their book entitled *Popular Religion-Inspirational Books in America*. Contents of 46 bestsellers that are wholly written by Americans are examined in the book. Schneider and Dornbusch see 1930s as a crucial period for the genre and state that faith was adequate for salvation of the individual alone by the mid-1930s; however, concept of reason, psychological and psychiatric methods gained importance together with faith after 1930s (1958: 22-3). More secular themes were observed in the genre after 1930s. Love of God and devotedness to faith alone for a better life began to lose popularity especially in the 20th century beginning from the 1930s. It is underlined that socio-economic and cultural changes affect the flow of literature in a given

country. For instance, Schneider and Dornbusch point out that the theme accepting faith as an agent to bring wealth lost its importance in the years of the Great Depression (1958: 33). Personal ambition for gaining wealth and psychological well-being for continuing a more qualified life gained popularity in the depression years (1930s-1940s). The thought as religion or faith alone brings positiveness and inner peace has gradually faded since the 1930s. Making use of the potential of mind for a better life substituted for faith which was seen as an instrument for salvation before. Namely, the effect of religion and faith on self-help began to break in the 2nd half of the 19th century and generally disappeared within the 1st half of the 20th century.

The popularity and the number of self-help books increased in the 20th century. Expectations and wishes of people from their daily lives and their country increased and people began to search for possible ways to reach their dreams. "American Dream" which could be defined as freedom involves the opportunity to reach success and prosperity, and social mobility that could be achieved with the help of hard work (http://en.wikipedia.org/wiki/American_Dream). James Truslow Adams defines American Dream in *Epic of America* (1931) as follows:

The American Dream is that dream of land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement. It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position. (quoted in Mur Effing, 2009: 127).

American people of the 20th century inclined towards a better life with opportunities which would help them to live in a wealthier and more comfortable way. The theme of "rags-to-riches" gained more importance and people regardless of their origin or social status were willing to live according to their lifelong aspirations. People needed applicable formulas for better living conditions.

The Great Depression (1929) resulted in a huge damage in the American economy and by 1932 twelve million people lost their jobs (Starker, 2008: 49). The Depression affected the psychology of people negatively and caused disadvantageous social conditions. While those chaotic times were experienced in America, The Second World War broke out (1939-1945) and affected the lives of millions of people both psychologically and economically.

It is possible to say that beginning from the second half of the 19th century and especially during the 20th century, particularly after the Second World War, being successful meant being wealthy (Mur Effing, 2009: 129). People adopted more materialistic expectations in compliance with capitalist aspirations. Individuals began to attach themselves to money and material goods.

The Empire of Business (1902) written by Andrew Carnegie and *Acres of Diamonds* (1915) written by Russell H. Conwell are two important books considering wealth as a part of virtue (Mur Effing, 2009: 129) in the beginning of the 20th century.

Dale Carnegie, Napoleon Hill and Norman Vincent Peale were the representatives of self-help genre in the United States of America in the first half of the 20th century. Their books became bestsellers throughout the country during a fluctuant and unstable period when American people were experiencing social and economic transformations. Books of these authors were effective as a panacea for Americans in order to solve their daily problems, become successful in business life and gain self-esteem or establish good relations with other people through using their capabilities and inner potential and benefiting from the power of positive thinking. Works of Dale Carnegie, Napoleon Hill and Norman Vincent Peale offered methods, techniques and activities for troubled people to be applied in their lives. It is possible to say that these three authors are the founders of contemporary self-help genre and modern self-help works are based on the system they have created.

Self-help literature has become an independent genre in the first half of the 20th century. The genre began to offer prescriptive guidance for Americans and stayed on bestseller lists for long times. People who had to live active and chaotic lives needed quick and easy solutions for their material and psychological problems; and self-help books were there ready to help. This new independent genre achieved success among American readers during this period. For instance, *How to Win Friends and Influence People* by Dale Carnegie made 250 thousand copies between October, 1936 and February, 1937 (Starker, 2008: 189) which is an important indicator of the popularity of the new genre among American readers at that time.

Time was an era of hardships and changes based on industrial movement. Theme of “success” was very important in order to survive in these new circumstances. People would be self-confident and willing to take risks and establish initiatives. New order also required being in close relationships with others for gaining success and making business. People especially in the business world working for long hours and having little leisure time oriented towards step-by-step solutions to gain success and develop their businesses as well as their relations with counterparts. Dale Carnegie, who was also an important lecturer and public speaker, became an important figure as a self-help author in the United States of America, especially in the first half of the 20th century.

Dale Carnegie, who changed his surname from Carnegey to Carnegie to resemble the famous millionaire Andrew Carnegie, wrote *How to Win Friends and Influence People* in 1937 (Starker, 2008: 63). Carnegie offered quick-fix solutions for daily problems experienced by American people and provided guidance for them to reach more prosperous lives. The book became bestseller in a short time and Starker underlines that 1.5 million hardcover copies and 3.5 million paperback copies were sold by 1956 (2008: 63).

Carnegie offered rules for his readers and advised them to review these rules until they became habits. He also requested people to analyze their relations with other people. Carnegie then provided a diary at the end of the book for readers to write their accomplishments gained with the help of his rules (Starker, 2008: 65). Including the set of easy rules to be followed and fluency of its content and style made it one of the bestsellers of its time. Valiunas states that it has sold at least 15 million copies and is still a top-selling on the Amazon lists (2010: 85). It is clear that the book was written at a time when effects of the Great Depression were heavily felt throughout the country while industrialization and urbanization period had to be developed for the prosperity of the whole nation. People needed to listen advice and apply useful methods in order to survive in chaotic economic situations during socio-cultural transformations.

Carnegie also wrote *How to Stop Worrying and Start Living* in 1948 ([http://en.wikipedia.org/wiki/How to Stop Worrying and Start Living](http://en.wikipedia.org/wiki/How_to_Stop_Worrying_and_Start_Living)). The book includes main techniques to analyze despair, seven ways to achieve a peaceful and happy life. It also contains some true stories on the theme of overcoming despair. Carnegie could be regarded as the most influential author who wrote classics of the genre in the 1st half of the 20th century giving way to the modern self-help literature. He is the pioneer of modern self-help authors due to his style and the content of his books.

Napoleon Hill is another prominent self-help author of the 20th century who provides the technique for reaching wealth and happiness through positive thinking. He wrote *Think and Grow Rich* in 1937 (Starker, 2008: 62). The book became another important bestseller making twenty-eight printings in twenty-one years (Starker, 2008: 25). He uses more or less similar expressions and content with the contemporary genre that he offers formulas as in most modern works such as "six ways to turn desires into gold", "six steps to stimulate your subconscious mind" (Cawelti, 1965: 214). Books praising positive thinking and mind power written in the first half of the 20th century such as the ones by Carnegie and Hill have formed the basis for modern self-help literature. The

genre overlaps and benefits from previous works in order to flourish and develop.

A critical event for the first part of the 20th century is the spread of the thought known as “mind power” and positive thinking. Therefore, psychology and psychiatry became important themes for self-help literature in that period (Starker, 2008: 59). People directed their ways to seek solutions for their problems through their minds and inner voice.

Protestant preacher Norman Vincent Peale is the author using “mind power” as the theme of self-help literature especially for achieving success. Peale who had a religious career and background tried to combine religion and psychology in an appropriate way (Anker, 1999: 103). Norman Vincent Peale opened a breakthrough era in the history of self-help literature and his books influenced lives of many Americans.

Peale published his first book *The Art of Living* in 1938 and second book *You Can Win* in 1939. These works did not sell well; but he wrote his first bestseller *A Guide to Confident Living* in 1948 (Starker, 2008: 104-05). However, Peale gained great reputation among American people with his book *The Power of Positive Thinking*.

Peale wrote *The Power of Positive Thinking* in 1952 and the book held its position on bestseller lists for three years. (Anker, 1999: 121). Content of the book is not difficult to follow and understand. Each chapter includes a general difficulty in human life as disappointment, heartache, failure in professional life and so on and Peale offers some dictums to overcome these difficulties while telling some stories based on the lives of troubled people who have applied his advice and seen the benefits (Anker, 1999: 115). *The Power of Positive Thinking* could be considered as one of the pioneer books of self-help literature within modern times with regard to its style and content.

After the success of *The Power of Positive Thinking*, Peale wrote *Stay Alive All Your Life* in 1957 which again appeared on bestseller lists (Starker, 2008: 105). Rabbi Joshua L. Liebman was also a self-help author who had a religious background working as a preacher like Norman Vincent Peale. His book *Peace of Mind* became an important bestseller which sold 242 thousand copies and by 1956 it sold over a million copies, Liebman like Peale suggested in the case that people looked their inner qualities, they could reach peace of mind (Starker, 2008: 59-60). Emphasis on *mind* was strongly felt through the second half of the 20th century and the theme shows great similarities with self-help genre in modern times.

Cawelti suggests that the books *How to Win Friends and Influence People* (1936) by Dale Carnegie; *Think and Grow Rich* (1937) by Napoleon Hill and *The Power of Positive Thinking* (1952) by Norman Vincent Peale have the same theme: success; and every person has the potential to become successful if he/she uses the inner features of his/her character (1965: 209). The emphasis was on the mind power; that is, using the mind according to wants and wishes from the life brings success. Cawelti also states that these three authors mostly concentrated on material success and gave more importance to inner qualities rather than external things (1965: 211-13). Enriching inner life and carefully listening to inner voice became a starting point to be successful in life. Carnegie, Hill, and Peale made their marks on the self-help scene of the 1st half of the 20th century.

Puritan ideology and values of Puritanism have been prevalent until the first half of the 20th century (Mur Effing, 2009: 129). However, the second half of the twentieth century in the USA has become the process of individualism that has affected every area of the citizen's life. Hard work, communication with colleagues and boss have turned into crucial elements to achieve promotion, and inspiration for living in better standards has become the first requirement for happiness. Therefore, people have chosen to be more introverted and indifferent to social relations which are not in favor of their material interests.

That's to say, Puritan values praising social order have declined and thought of "individualism" has increased and spread.

The emergence of a consumer culture and increasing materialism after World War II encouraged people to become rich quickly and reach all aspirations via easy and quick solutions (Mur Effing, 2009: 131). This process made individualism and selfism more attractive for individuals. Psychologists, Mildred Newman and Bernard Berkowitz wrote a self-help book entitled *How to be Your Own Best Friend* in the 1970s and the book became the bestseller in 1973, selling two million copies by 1977. Its sixteenth printing was published in 1982 and sold three million (Starker, 2008: 121). As understood from the title, the book offered a good example of individualism and selfist ideology in self-help genre produced within the second half of the 20th century.

Another great important book underlying selfist ideology is *Your Erroneous Zones* written by Wayne W. Dyer in 1976. The book achieved a great success and became a bestseller in the years 1976-7 and sold over four million copies in 1978 (Starker, 2008: 124). Materialism, selfishness, individualism and indifference to thoughts and emotions of others in hectic lives have brought self-help genre which claims to bring happiness to one's life to the center both in individual's life and bestseller lists in the USA.

Materialism, consumerism and individualism are the main concepts that have strong relations with each other. As the person becomes more materialist and begins to incline towards consumerism, the situation prominently has been experienced since 1950s in the USA, he/she becomes more "individual" and prioritizes his/her own needs rather than others; briefly, he/she focuses on surviving himself/herself in the first place. When that approach is combined with busy and stressful lifestyles, people feel themselves to be stuck with daily burdens and responsibilities. Therefore, they want to solve problems encountered in daily life with easy and quick steps because of the fact that they are in a complete hurry. Moreover, individuals who have become accustomed to

this method wish to get more and more via the strategies which are offered by someone else as easy and effective methods to be applied by them. Concisely, 1950s could be taken as a period in which socio-cultural transformations have lead people to complex lives continuing in a rush especially in big cities. Harrington states that terms such as rat race and treadmill were derived during the 1950s (quoted in Mur Effing, 2009: 131).

1980s were the years when businesses became larger, people experienced more difficulties at work and became more workaholic. For instance, Duin and Sutcliffe pointed out in their book *A History of Medicine* published in 1992 that heart diseases became the widespread epidemic and caused 30 percent of deaths in developed countries in the second half of the 20th century and relation between heart disease and workaholic individuals was established by the 1980s (quoted in Mur Effing, 2009: 132). Increasing stress, competitiveness in business life, aspirations to want more and more led people to be trapped in their cages which were made of selfishness, individuality and materialism.

People became to be more willing to enrich their physical and emotional lives in the 1980s. Books on health, wealth and diet were as popular as success literature or self-help books on how to enrich one's individual life. For instance, *Craig Claiborne's Gourmet Diet* published in 1980 became one of the bestsellers and *The Scarsdale Diet* written by Herman Tarnower and Samm Sinclair Baker in 1979 sold over 6.5 million copies by 1981 (Starker, 2008: 133-4). Citizens who gradually adapted to the conditions of globalization and urbanization, transformations in their occupational lives and social styles, became more interested in their health and physical conditions as well as ambitions to earn more money as in the case of previous periods.

Starker correlates the boost of self-help works on physical health in the 1980s with the changing character of the American society. While a typical American family of the 1950s includes a working husband, a wife, and children, type of this household has rarely encountered from the 1980s onwards. 1980s was the

time in which single or divorced parents increased, number of working women rose (2009: 139-140), and women obtained economic freedom. Americans began to seek physical advice besides psychological ones from self-help books on exercise, diet and beauty. Being an attractive and healthy person gained the same importance as being happy and relaxed. As mentioned in this study before, socio-cultural changes in a society affect people living in the culture and finally affect literary works which are the products of that culture.

NLP (Neuro-linguistic Programming) should not be excluded from the scene of self-help literature from the 1950s onwards. Two academicians Richard Bandler (mathematician) and John Grindler (linguist) have raised the NLP concept in the 1970s (Muslu, 2011: 138). The NLP generally concentrates on role-modeling of individuals who have achieved something in the course of life. The NLP books differ from general self-help materials as per their more scientific and detailed content; but the NLP books are also written for non-professional audience such as other works falling within the category of self-help literature and a simple language is used. *Unlimited Power* by Anthony Robbins firstly published in 1987 has been written with the NLP concept. Self-help books including quasi-scientific and scientific methods together with the NLP concept have continued to be published in 1990s. For instance, the book *NLP: The Technology of Achievement* based on NLP teaching of Bandler and Grindler was written by Steve Andreas and Charles Faulkner in 1994 (Mur Effing, 2009: 133). With the inclusion of the NLP books into self-help genre heavily in the 1990s, the genre including numerous topics from positive thinking to time management has added a new and different category to its body.

The 1990s was the period when self-help literature reached to an important point and sold millions in the USA. People wanted to develop their inner, daily, social and business lives. Self-help literature came to a point that they were respected as if they were religious works containing doctrines and teachings. They have become the new religion of Americans and then throughout the industrialized world. *Men are from Mars, Women are from Venus* written by

John Gray became a bestseller work in the 1990s and the publisher HarperCollins described John Gray as the best-selling relationship author of all times (Salerno, 2005: 51). Salerno also states that the book has been translated into forty-three languages and became a bestseller even in Bosnia (2005: 51). There was no power to obstruct the huge popularity of self-help literature after the 1990s. Works of self-help literature have begun to appear in the bestseller lists after that time and this fact itself has turned into the biggest evidence of huge acceptance and preference of self-help books by the public.

Self-help literature has been definitely accepted as an independent and comprehensive genre since the 1990s. Modern day could be defined as a busy period in which individuals lead stressful lives and get exhausted both physically and psychologically. Reading self-help books has become a compulsory duty rather than a free-time activity for individuals who wish to get out of the rat race of modern times. The self-help book has entered the lives of individuals, especially of the middle class, as a household to which the individual applies in order to get advice.

Information technologies have drastically developed from the 1990s onwards. The Internet has begun to be widely used in the 1990s and individuals have obtained the opportunity of easy access to information with one click. Materials of mass media have contributed to the development of self-help genre. The process beginning from the 1990s has become a turning point for self-help. TV shows, CDs, websites, videos; briefly, products of visual media have helped self-help literature to gain much momentum. Dr. Laura Schlessinger, the author of *Ten Stupid Things Women Do to Mess Up Their Lives* (1994) and other self-help books following the same formula, who was labeled as the most "preordered author" of Amazon.com began to make a radio program as *The Doctor Laura Show* since 1998 which was ranked as number one of airwaves by *Talkers Magazine* (Salerno, 2005: 45). Mass media broadcasts works on self-help and self-help literature and the products of the other media benefit

from each other, and self-help becomes a huge industry together with all its products.

2000s was the period when self-help industry has boosted with all its components. While Americans have become much more obsessed with self-help genre with lifelong aims of self-improvement, self-confidence and self-reliance, rest of the world, especially the ones embraced the lifestyle of the USA, has been inflicted with the thought of achieving self-reliance through self-help methods. As mentioned above, opportunities provided by mass media have increased the popularity of self-help. *The Secret*, an international bestseller, written by Rhonda Byrne which is now available in many world languages is offered as an e-book and audio book formats. *The Secret* is also available as DVD, and DVD form of the book is being sold all over the world and again available in many languages such as Arabic, Chinese, Turkish, Italian and Russian (<http://store.theseecret.tv/content/DVDLanguages.htm>). People of the 2000s do not seem to put away self-help books and give up following self-help media unless they get out of the hustle and bustle of their lives. Modern day individual who becomes more and more isolated over time will need the products of self-help industry and the industry will boost while offering methods for the individual to survive in his/her life.

2.2. HISTORICAL DEVELOPMENT OF SELF-HELP LITERATURE IN TURKEY

Emergence of self-help literature in Turkey dates back to the 1950s which is a later date when compared to the emergence and popularity of the genre in the USA. Some deep situations have led to this delay affecting the entrance of self-help genre into the Turkish literary polysystem.

Development of the literature in a country is profoundly related to the development of the society itself. Moreover, it could not be expected from an

introverted country that closes her doors to progressive steps and achievements to import new literary genres which have proved their popularity in the rest of the world.

Completion of industrialization period is the first process that is required for a country to keep up with the developments of industrialized countries. This industrialization activity actually began in the beginning of the 1960s in Turkey (Kocaman T., Özaltın İ., Gülgör B., 1988: 1); while the USA started to industrialize in the late 1700s. Turkey has begun to experience social, cultural and economic changes since 1960s with new business opportunities, new areas for employment and investment facilities. Turkey when compared to the USA could be regarded as a baby country which is crawling to catch up with the pace of the USA and Europe in the field of socio-economic developments.

The arguments to support this idea may be developed. For example, 10.344.981 people out of a population of 12.862.754 were illiterate in the first years of the Republic in Turkey and this figure has shown itself as 12.187.323 out of a population of 37.523.682 in the first 60 years following the foundation of the Republic (Kocaman T., Özaltın İ., Gülgör B., 1988: 3). Nobody could expect from a country to enrich its literature, especially its translated literature, where one-third of citizens were illiterate. The ratio of literacy in 1980 reached to 67.45% (Kocaman T., Özaltın İ., Gülgör B., 1988: 6) which is also an insufficient figure for a country that strives to achieve developments in economic and social fields. Literacy is the first criteria to follow advances carried out throughout the world and the main indicator of the developmental level of the related country.

Industrialization has led way to socio-economic transformations within the structure of the country. Turkey was a country mainly based on income from agricultural activities in the first years of the Turkish Republic and 83.75% of people were living in rural areas at that time (Kocaman T., Özaltın İ., Gülgör B., 1988: 90). The beginning of industrialization has affected agriculture and agricultural mechanization, and agricultural machines have taken the place of labor force in rural areas and this fact has given way to immigration from rural areas to big cities in search of employment opportunities. Kongar states that

although agricultural jobs have remarkable places in labor, they are inclined to decline. For instance, while 66.8% of people were working in agriculture in 1970, the figure declined to 53.6% in 1990. On the other hand, the number of people working in technical field has increased as a result of the development of technical jobs within the industrialization period (2011: 530). Industrialization and urbanization have great relation with each other and in the 1960s, urbanization activities have begun in Turkey with the help of developing industries in big cities. The urbanization period has gained momentum year by year in Turkey.

As well as new industries, social facilities such as health, education and cultural opportunities have begun to flourish in cities (Kocaman T., Özaltın İ., Gülgör B., 1988: 91) which have attracted both citizens living in the countryside to migrate to big cities and current citizens of these big cities. Industry has brought sectoral opportunities for the ones migrating to these cities.

According to the statistics, while one-fourth of the population was living in cities in the 1960s, approximately one half of the population lived in cities in 1985 (Kocaman T., Özaltın İ., Gülgör B., 1988: 92). More than one half of the population (65%) was living in cities in 1997 and Turkey entered the 2000s with two-thirds of the population living in cities (Kongar, 2011: 549-50). The effects of urbanization have reflected the lives of the citizens throughout the country, big families have begun to separate because of economic factors, women have begun to participate in labor, educational levels of new generations have increased with the help of huge schooling facilities in the cities. New employment opportunities have emerged especially in the service sector and a middle class has begun to develop in big cities.

Industrialization is the main factor for social transformation in Turkey. This social transformation has gained momentum and intensity through the industrialization period. This period has transformed the production facilities of society, social structure and institutions (Çalık, 1987: 51). Industrialization and its main result, urbanization, have brought about individualization which is a requirement for industrialized societies. Çalık also suggests that “readiness for transformations” and “adaptation for new ideas” are the features which develop

in industrialized societies where developments and institutionalization gain pace (1987: 55). Citizens of industrialized countries begin to transform their life expectations according to their changing lifestyles and look up for ways to adapt themselves to new social changes.

Newly developing countries do not have the necessary background for their new structures and they stay in a socially crucial period. This situation could be summarized as “transition period” (Çalık, 1987: 61). It could be estimated that the transition period of Turkey is directed to the West, European countries and the USA which has been a common case since the Ottoman period, especially after the Tanzimat era (1830s).

National literatures have also transitional periods. Countries mostly import literary genres especially from other countries which represent a role model for these developing countries. Literatures of young countries naturally begin to flourish with the contribution of countries which have developed literatures. As for Turkey, importation of Western literary genres has gained pace especially after the 1980s as a result of social transformations experienced in the country.

Self-help literature is an important genre mainly originating from the USA that has been imported to Turkey. This new genre has fit new Turkey especially after the 1980s and gained huge popularity since 2000. The content and style of self-help books have been suitable for new expectations of the Turkish people who have begun to adapt their lives to European lifestyles with long working hours, way of thinking changed towards individualism, career and educational intentions and inspirations for gaining more, living in bigger houses, driving modern cars etc.

The pioneer of self-help literature is Nüvit Osmay in Turkey (Özdemir, 2010: 67). Osmay wrote *İnsan Mühendisliği* in 1983 which was published by Fahrettin Telseren Yayınları (Özdemir, 2010: 89). *İnsan Mühendisliği* mentioning about business life, management strategies, managers, relations of people with colleagues and businesses could be regarded as the first classical of original self-help literature. Osmay attended courses on diction in Carnegie Institute in

1950 and was also the author who invited Dale Carnegie, modern father of self-help genre in the USA, to deliver a lecture in Turkey in the year 1955 (Özdemir, 2010: 93). It is possible to say that pioneer of self-help literature in the west, Dale Carnegie, has inspired Nüvit Osmay who would then inspire Turkish literary atmosphere to produce works in self-help genre. The publication year of *İnsan Mühendisliği* is also remarkable that it was a time when Turkey has experienced new developments in business life such that service sector has gained importance in big cities and Turkey has been transformed from an agricultural country to a country that has taken steps in order to develop herself in sectoral businesses, foreign and domestic trade. Newly-built factories especially in big cities have strived to increase their production rates and employment opportunities have begun to intensify in accordance with the development of factories and as a result of sectoral diversity. *İnsan Mühendisliği* explaining strategies to cope with problems and mentioning about ways to be successful in business life has had the feature of a reference book for the employees and employers who have entered the area of business quite recently.

Sezik categorizes self-help adventure of Turkey into three generations. According to this classification, Nüvit Osmay falls into the category of the first generation and is regarded as the pioneer of the concept of self-help literature in Turkey (2000: 165). Nüvit Osmay inspired by Dale Carnegie has deep influences on other generations and as explained before, self-help adventure in Turkey begins with Osmay's invitation of Carnegie in the 1950s.

Second generation of self-help literature in Turkey is represented by the authors Reha Oğuz Türkkkan and Mustafa Ruşen. Türkkkan and his trainee, Mustafa Ruşen, are the ones who have introduced "speed reading" to Turkish readers (Sezik, 2000: 166). With the contribution of these authors, a new category of self-help genre "speed reading" has begun to be adopted by target readers. Sezik underlines that Türkkkan published his first book in the field of speed reading and learning in 1985 (2000: 166). Reha Oğuz Türkkkan continued his studies in the USA in the field of speed reading and learning, and became one

of the three founders of the technique of Programmed Instruction and took part in the encyclopedia “Who’s Who” published in the USA (<http://www.hizliokuma.com/rot.asp>). Türkkan has approached the field of self-help with his academic background and supported his studies with scientific data.

Türkkan as the pioneer of sub-genre “speed reading” in self-help literature has paved the way for individuals or experts interested in self-help to deliver works in speed reading and books on speed reading have begun to appear on bookshelves since the 1980s. Mustafa Ruşen is the first inspired author studying in the field of “speed reading”. *Hızlı Okuma* written by Mustafa Ruşen has made its 28th printing in 2012 (http://www.idefix.com/kitap/mustafarusen/urun_liste.asp?kid=9593). Today, “speed reading” is a very important issue especially for students studying in our country who compete against time to pass crucial exams such as university entrance exam. Achieving the techniques of speed reading functions in direct proportion to answering more questions in nation-wide exams organized by examination centers under the auspices of the State. Therefore, speed reading books seem to be beneficial for Turkish citizens from different levels and popularity of this sub-genre has resulted from the requirements of the country itself that should be completed by individuals. “Speed reading” is also a requirement for employees and managers in order to reduce intensive workload and keep pace with speedy flow of globalization. Effective speed reading courses and seminars are organized especially in big cities currently in Turkey.

The third generation of self-help literature includes the authors Doğan Cüceloğlu, Oğuz Saygın, Turgay Biçer, Cengiz Eren, Mümin Sekman and Tamer Dövücü (Sezik, 2000: 166-173). Increasing number of self-help authors in the third generation (1990s) shows that self-help literature has gradually been read and accepted as an independent genre in the Turkish literary polysystem by the Turkish audience. Changing socio-economic scene of the country in the 1990s has contributed to the popularity of self-help genre. While the populace has begun to incline towards individualism, they have started to search for and

find ways to enrich their individual lives with the contribution of self-help methods.

Özdemir suggests that Doğan Cüceloğlu is the first author who used the concept of “self-help” in his books after the 1980s (2010: 67). The 1990s is the vital period when the concept of self-help has begun to embrace individuals and self-help books have become reference books for the public seeking assistance for their problems in that period. Cüceloğlu wrote many books for the audience putting “individual” into the centre. His well-known books are *İnsan ve Davranışı* (1991), *Yeniden İnsan İnsana* (1991), *İçimizdeki Çocuk* (1992), *İyi Düşün Doğru Karar Ver* (1993), *Yetişkin Çocuklar* (1994), *İçimizdeki Biz* (1996) and *Anlamlı ve Coşkulu bir Yaşam İçin Savaşçı* (1999) (Sezik, 2000: 30). Cüceloğlu also attached great importance to “effective communication” which could be regarded as an important sub-genre of self-help literature and wrote *İletişim Donanımları: Keşkesiz Bir Yaşam için İletişim* in 2002 and the book made its 40th printing after ten years in 2012 (http://www.kitapyurdu.com/kitap/default.asp?id=66620&sa=118117186#Scene_1). This is a good clue for understanding the increasing popularity of self-help genre in Turkey. Self-help literature has gradually become one of the genres located at the centre of the literary polysystem in Turkey.

Cüceloğlu supports his studies on self-help with a TV program entitled *Doğan Cüceloğlu ile İnsan İnsana*. The program currently displays on one of the national TV channels on Sundays at primetime and hosts celebrities, self-help authors or authors writing on other genres known by the public. Dialogue between partners, education of children, sense of responsibility, limitations that hinder people in their lives and similar subjects are discussed in the program. Self-help programs and self-help literature could be taken as the components of the same aim of guiding people to shape their lives according to some instructions which are seen to be beneficial for enriching their inner and outer lives.

NLP, probably the most comprehensive and broadest sub-genre of self-help literature, has entered into the Turkish literary polysystem in the 1990s. Oğuz

Saygın, Cengiz Eren, Turgay Biçer and Tamer Dövcü have become the pioneers of the approach entitled as neuro-linguistic programming (NLP) in Turkey. While the audience of the USA firstly discovered NLP in the 1970s, Turkish readers have come across NLP at a later date following an approximately 20 years of delay.

The concept of NLP introduced by Richard Bandler and John Grindler was imported to Turkey by the Turkish authors inspired by prominent self-help authors writing books on NLP in the USA. For instance, Oğuz Saygın defines his reading of *Unlimited Power* written by Anthony Robbins as his rebirth in his book *Negatif Limanlardan Pozitif Sulara* (Sezik, 2002: 147). After being inspired by Anthony Robbins, Saygın produced works on NLP. His popular books are *Negatif Limanlardan Pozitif Sulara*, *Değişim Rüzgarları*, *Kişisel Gelişim Stratejileri* and *Hafıza Teknikleriyle Beyin Gücünü Geliştirme, Etkili İletişimin 6 Yolu*, *Hayvanlar Dünyasından Düşündüren Öyküler*, and *Akıllı Hafıza* (Sezik, 2000: 107; <http://www.sayginsaygin.com/>). Books of Saygın on memory techniques could be taken as pioneers of the sub-genre "memory techniques" in self-help literature in Turkey.

Turgay Biçer, another author who has books on NLP, was a trainee of John Seymour who is a pioneer NLP trainer and he studied in the University of NLP located in the USA (Sezik, 2000: 169). After his studies on NLP, he shared his experiences and knowledge with Turkish readers. His books are entitled *Şampiyonluğun Psikolojisi*, *Daha Zeki Daha Cesur*, *Doruk Performans*, *NLP-Kişisel Liderlik* and *Kazanmak Beyinde Başlar* (<http://www.turgaybicer.com/kitaplar.html>). Biçer supported the achievement of his books with his seminars and conferences on NLP.

Sezik states that *NLP: Neuro Linguistics Programming: The New Art and Science of Getting What You Want* written by Harry Alder was translated into Turkish with the efforts of Turgay Biçer and Biçer also undertook the editorship of the book, and the book has become the first published book in Turkish on NLP (2000: 169). These efforts to introduce the Turkish audience to self-help books on the subject of NLP have continued with an increasing momentum and

importation of NLP books especially from the USA has gained pace. NLP works have entered into the literary system of Turkey via translations from English. Translated works then have inspired original authors to produce books on the sub-genre of NLP. Books of national authors on NLP have contributed to the development of NLP literature in Turkey and NLP books have become some of the crucial products of self-help literature encountered in the libraries and on the bookshelves in 1990s and 2000s.

Another author who has contributed to the adaptation of NLP concept in Turkey in the 1990s is Cengiz Eren. Like Saygın and Biçer, Eren conducted studies on NLP and he was a trainee of Richard Bandler, one of two founders of NLP concept (Sezik, 2000: 170). As an author with a certificate on NLP, Eren has a book entitled *İçerik Sizi Düşünmek*. The front cover of the book includes remarkable writing of NLP and its explanation as “Neuro Linguistic Programming” which gives clues about the content.

Tamer Dövücü is also one of the pioneer authors who used the concept of NLP in his books. *Türkiye’den NLP ve Sibernetik Uygulamaları 1* (1999) is the famous book of Dövücü mentioning about the lives of four people coming from different social backgrounds in Turkey. Sezik states that Dövücü was the editor of the journal entitled *Kişisel Gelişim ve Değişim Dergisi* firstly published in February, 2000 (2000: 172). The journal occupies an important place in the history of self-help literature in Turkey, because it was the first journal which regarded self-help as an independent genre and published articles merely on this genre. Despite the fact that *Kişisel Gelişim ve Değişim Dergisi* published by Beyaz Yayınları had a short publication period; it included lots of opinions and writings of experts dealing with self-help and especially NLP.

Mümin Sekman is one of the representatives of the third generation of self-help literature in Turkey. He is the author who is a pioneer in success literature which could be accepted as an important sub-genre of self-help literature. He is among one of the founders of “Kişisel Gelişim Derneği” (KİGEDER) (Sezik, 2000: 59) and his published books are as follows *Ya Bir Yol Bul, Ya Bir Yol Aç, Ya da Yoldan Çekil, Kesintisiz Öğrenme, Türk Usulü Başarı, Başarı*

Üniversitesi, Kişisel Ataleti Yenmek, Çevik Şirketler, Her şey Seninle Başlar, Limit Sızsınız and Her Şey Beyinde Başlar (<http://www.muminsekman.com/>). As a sub-genre of general self-help literature, success literature has great importance in Turkey where population is very large and individuals have to pass many exams for entrance to a new school, getting a good job, requesting a pay rise or a more appropriate appointment. Becoming successful is a main requirement in Turkey of the 2000s when examinations are realized as elimination processes in order to distinguish successful students, civil workers or public personnel from unsuccessful ones. Citizens have to conduct specific studies for exams made throughout the country. This being the case, motivation for achieving success is as important as studying to become more successful than others. Therefore, "success literature" takes a crucial position in such a country like Turkey in which people who feel themselves in a footrace with lots of unfamiliar citizens living all over the country are liable to succeed in many exams to earn their lives.

It is not a coincidence that self-help books on success literature grasp a great success in those educational, vocational and social conditions being experienced in Turkey. According to the official website of Mümin Sekman, where Sekman is introduced as an expert of success, the amount of total print of his all books has exceeded the number of 1.500.000 (<http://www.muminsekman.com/>). This trend will continue with great pace as long as similar conditions continue to be prevalent in Turkey.

Another author that could be incorporated into the third generation of self-help literature is Muhammed Bozdağ. Sezik underlines that Bozdağ is the first self-help expert who broadcast a radio program about self-help on the subject of mental transformation processes of hypnotic prompting (2000: 139). Bozdağ also has a website entitled *yetenek.com* where a subject is determined for each week and columnists write articles for self-help guidance. Bozdağ published his first book *Düşün ve Başar* in 1999 and continued writing books in the 2000s. His other books are *Ruhsal Zeka* (2000), *İstemenin Esrarı* (2003), *Sonsuzluk Yolculuğu* (2005) and *Sevgi Zekası* (2007)

([http://tr.wikipedia.org/wiki/Muhammed Bozda%C4%9F](http://tr.wikipedia.org/wiki/Muhammed_Bozda%C4%9F)) All books have been published by Yakamoz Yayınları, a publishing house which prints mostly self-help books.

The 1990s is a turning point in Turkey when the Turkish audience has become familiar with a different and strange genre advising them to change their lives according to the strategies explained in the books. The familiarity has gained momentum day by day in parallel with transformations within the lives of individuals and changes in many economic and social fields throughout the country.

Turkey has experienced economic, social and cultural changes in the year 2000 and beyond. The new millennium has come with both advantages and disadvantages for the country. The computer technology and information systems have spread throughout the country and widely used especially in the big cities. Use of Internet has become widespread among individuals and people have become very eager to discover the new box of technology which would introduce them to different and numerous worlds. Computers have begun to occupy a huge place in the lives of individuals like the other colorful box, the television. Technological developments in the country, even technology in houses, have resulted in a turning point from unity among people to individualism. Concept of individualism which gained strength in the 1990s has turned into a lifestyle with the contribution of the spread of huge technological advances. Just sending an e-mail has begun to be seen adequate for celebrating an anniversary or any other special day.

Along with new technological achievements, business lives of citizens have experienced drastic changes with an aim to keep pace with the global world and the west. Competitiveness in the business world has substituted for cooperation among employees working in factories or firms. Long working hours, increasing workload and ambition to become more successful and earn more money have dragged people to be more ambitious, motivated and even greedy. All these transformations have weakened the relations generally based on respect and sympathy between families, neighbors, friends or colleagues. Relations among

people have turned into the ones based on mutual interests and making benefits. Populace especially living in the big cities could not find to spare some time with others just for socialization because of their intense lives. That is to say, new flow taking its roots from the 1990s has urged people to be more “individual” and Turkey of the 2000s has become the land of people saying ‘me’ in the first place.

Transformations briefly explained above have caused people to become more isolated from outer life. People have turned to their inner lives and wanted to invest only for themselves, their own wellbeing, business life and comfort. Self-help books are ready to help to render some quick-fix solutions for these people who are in a hurry to gain more success, health, money and inner peace.

These years have come with economic changes and disasters as well as socio-cultural transformations in Turkey. Economic crises of November 2000 and February 2001 have affected private companies, banks, employers and employees; that is to say, the whole country with all components negatively. Economic crises of Turkey in 2000-2001 have caused many adverse results in the lives of individuals. Banks closed the fiscal year with great losses, small enterprises went bankrupt and lots of employees lost their jobs or even could not take their reimbursements back. Sectorial recessions and chaotic economic atmosphere prevailed all over the country.

Effects of economic crises made people to feel themselves in an insecure and unfavorable environment. They began to live with a fear of losing their jobs, going bankrupt or losing money. These fears brought about psychological problems and even sometimes resulted in depression. Dramatic economic changes led the way to negative social relations and people gradually began to lose their hope for the future in that stagnant economic condition of the country.

Slapped by economic crises, employees wanted to find new ways to survive. They wished to apply some methods in order to recover from their negative modes and forget concerns about their current state and future. There could not

be any better solution than self-help books which are cheaper than seeing a psychologist and taking drugs for relaxation.

Self-help literature would be a great ailment for individuals in order to overcome negative effects of economic crises and regain their self-confidence again. People chose to read self-help books with an aim to get rid of their desperate modes and see the future as bright as they want. Books on self-help were put on the shelves of these unhappy people to be read for developing great hopes.

It would not be wrong to say that products of self-help literature have achieved highest popularity in the 2000s. Libraries and bookstores have allocated independent bookstands to the popular new genre. This popularity has urged publishing houses to make translations of global works of self-help literature and this new trend has also inspired national authors to write books that would contribute to enrich the lives of individuals. The 2000s is a period when self-help books have become bestsellers on the lists.

While representatives of the third generation Cüceloğlu, Bozdağ, Sekman and Saygın have continued to publish new books in the 2000s, a strong fourth generation of national self-help literature has appeared. These authors have also become role models of Turkish public as well as their books.

Self-help literature that has gained an important pace in the 2000s in Turkey has been enriched with the works of authors who could be regarded as the fourth generation of self-help genre. Üstün Dökmen is the self-help author who has left his mark on bookstands of stores belonging to self-help literature. As an academician and a psychologist, he analyzes people and their tendencies, relations between individuals and tries to show ways to readers in order to overcome their problems in their social lives. Approaching his audience as if they were his close friends, he reflects this friendship to the books and also attracts people to act in a certain way with his expertly used voice tone and body language.

Küçük Şeyler (2004), *Ladesçi* (2006), *Küçük Şeyler 2* (2006), *Küçük Şeyler 3 Yaşama Yerleşmek* (2008), *Küçük Şeyler 4 Eşitler Evi* (2009) are some of his

books that have achieved popularity. Özdemir indicates that series of *Küçük Şeyler* have made 100 thousand prints for each (2010: 92). Dökmen currently makes a TV program on a national TV channel during the week after lunchtime entitled *Üstün Dökmen'le Küçük Şeyler* in which main areas of self-help are mentioned such as relations between parents and their children, problems of teenagers, stress and motivation etc. The program is enriched with short parodies which is a wise way to attract the attendance of the audience.

Cengiz Erşahin is another self-help author in the fourth generation. Erşahin approaches self-help concept with a different style and he tries to give some guidelines to his readers with the help of stories and quotes. The stories appeal to readers with thematic subjects and interesting endings. Some books of Erşahin are also based on quotes of philosophers, leaders, individuals who are respected by the public. *Başarıya Götüren Sözler*, *Cesaret Veren Öyküler*, *Mevlana'dan Öyküler*, *Sır* and *Kendini Ateşle* (<http://www.cengizersahin.net/kitaplari.asp>) are some of famous books by Cengiz Erşahin. Low price of his books is also the result of their spread and popularity in the country.

The fourth generation has brought diversity to self-help literature. Using power of thought via quantum approach is a brand new subject for the Turkish audience. R. Şanal Günseli has become the pioneer of the opinion and used quantum physics while helping individuals to overcome their problems. His original technique, *technique of quantum thought*, and the books explaining the technique have begun to be seen on bookshelves. *Kuantum Düşünce Tekniği*, *Kuantum Olumlama*, *Özün Sözü*, *Eşruhumun Eşzamanı* and *Kuantum İyileşme* are some of the books written by R. Şanal Günseli (<http://www.kuantumduşunce.com/Rsanal.aspx>). Married to Işık Elçi, a life coach as himself, Günseli has a TV program entitled *Hayata Evet* in which people are connected to the program via telephone lines and explain their backgrounds and problems, and Günseli tries to find appropriate solutions and conducts some applications with the audience on the program about canalizing their thoughts to the direction they have ever wished.

One of the important self-help authors in the 2000s is Nil Gün. She is a trainer in *Kuraldışı Eğitim ve Danışmanlık* which has its own publishing house. Kuraldışı Yayıncılık is a self-help publishing house that sells both original and translated works. Nil Gün has 31 self-help books published by Kuraldışı Yayıncılık. *NLP ile Satış ve Pazarlama*, *NLP-Zihnimizi Kullanma Kılavuzu*, *Yaşam Cesurları*, *Sever* and *Mutluluk Kitabı* (http://www.kuraldisi.net/author_search.php?author_id=4&page=4) are some of her books. She is the author who has revitalized the concept of NLP in the 2000s. She has also become the first female self-help author gaining popularity in Turkey. She wrote books generally targeted to female audience such as *Kaç Kiloya Programlısın-Bilinçaltı Diyeti* and *Pazartesi Rejime Başlıyorum!* (http://www.kuraldisi.net/author_search.php?author_id=4&page=2). Books with different subjects on self-help have added new tastes to self-help genre as a whole.

Ahmet Şerif İzgören is another representative of the fourth generation. Writing on business life, hope and happiness and general self-help issues that would bring easiness and serenity to individual life, İzgören has used illustrations in some of his books that attract the attention of readers. Titles of his books are also very attractive and they give way for the readers to be eager to read the books quickly. Some of his books are entitled *Süpermen ve Uğur Böceği* (2005), *Hıdır Kişisel Gelişiyor* (2006), *Şu Hortumlu Dünyada Fil Yalnız Bir Hayvandır* (2007), *Süpermen Türk Olsaydı Pelerinini Annesi Bağlardı* (2010).

The last self-help author who is popular in the fourth generation is Aykut Oğut. Titles of his books are attractive to the audience as in the case of Ahmet Şerif İzgören. He writes about the “self” and development of “self” like other self-help authors while naturally approaching the events with original explanations. *Evrenden Torpilim Var!* (2009) is the title of the book which has brought Oğut a high popularity in the field. *Bu Ego ları Şişirsek de Mi Saklasak?* is another book written by Aykut Oğut with his wife Esra Banguoğlu Oğut who is an expert in Kundalini Yoga. Oğut also has a book without a title, the front cover of which is a mirror. Oğut explains the reason of this front cover in his website as readers

should look at the mirror and see themselves; therefore they try to find a suitable title for the book they will read (http://www.ayrasehri.com/the_book.php). All these colorful approaches, brand new ideas and innovations have directed self-help literature to a more popular, a contemporary and fresh status.

After the brief history of self-help literature in Turkey, it is quite possible to draw a conclusion that Turkish audience has been generally introduced to the self-help genre in the 1990s even though there were some works conducted by self-help experts or books written by self-help authors until 1990s.

The genre has achieved a great popularity in the 2000s and with the contribution of socio-economic changes within the lives of individuals, self-help literature has been certainly regarded as an independent genre and some bookstands have begun to be allocated for the books on self-help issues.

Popularity of self-help literature has been supported by TV programs conducted by self-help experts who are generally self-help authors at the same time. Self-help authors are also the ones who organize training programs and give certificates to individuals interested in self-help. Authors, moreover, give lectures and seminars, and conduct workshops. Having been optimally benefiting from the developments in technological fields, self-help authors have their websites to introduce themselves, their books and studies. These websites are important channels for people to take information about the new approaches in self-help field generally. It could be estimated that self-help concept with all of its components will continue to be popular among the audience in the future.

When the period of the 2000s is reviewed, it is clearly seen that self-help literature, including both original and translated books, has occupied a remarkable place in the Turkish literary system and become dominant when compared to products considered to be in the scope of high literature. Self-help, the genre regarded as a component of popular literature, has gained popularity

among other genres and gained the acceptance of the Turkish readers on a great scale.

Data retrieved from the National Library supports the fact that original self-help literature produces works in great sums and 910 books under the category of self-help genre have been included into the catalogue of the National Library published between 2000 and 2010. Of the 910 books, while 401 books are the translated ones, 509 self-help books in the catalogue are original ones showing that self-help literature has become one of the crucial and independent genre within the Turkish literary system and the genre is highly demanded by readers. The variety of subjects offered in the genre makes it open for everyone regardless of their educational levels or social backgrounds. Key objective of the genre is to help individuals who have different self-improvement problems and provide guidance for them to overcome negative results. An individual having problems in managing his time or another individual who is not good at social relations may find an appropriate self-help book and try to improve himself in the light of guidance offered by the books. Acceptance and popularity of self-help genre, therefore, relatively originate from the comprehensive scope including different and innumerable subjects dealt with.

A genre cannot continue its existence unless it is embraced by the target society. In other words, existence and popularity of the genre depend on the approach of people living in the culture. People naturally do not prefer reading works of a genre which sounds unfamiliar and irrelevant or indifferent to their lifestyles. It is observed from the explanations about self-help adventure of Turkey that self-help literature in Turkey has currently struck roots into the Turkish literary system.

Timing is an important detail with respect to the entrance and popularity of a genre into a national literary system that socio-cultural, economic, historical and ideological conditions both give clues and data for the new genre and offer a suitable atmosphere for the genre in order to flourish. A literary system is the one including compilation of works produced to be read by target society not to

be worn out on bookshelves. Therefore, a literary genre has the right to be permanent in the system as long as the society permits.

Although the first original self-help book of modern Turkey is *İnsan Mühendisliği* (1983) written by Nüvit Osmay who is regarded as the pioneer of self-help literature in Turkey, widespread emergence of self-help books in Turkey has occurred in the 1990s and the genre has achieved high popularity during the 2000s in parallel with conditions affecting lives of individuals in the country.

A prospect about the future of self-help literature in Turkey could be made in the light of the development of the genre throughout the years. It is certain that Turkey will sustain its position which is quite open for influences from the west, and individuals will also keep the thought of individualism and even be stricter on this matter in the prospective years. Satisfying the desires of individuals will be even more difficult than today that they would like to gain more while living in busy cities with high responsibilities in today's consumerist and capitalist world. Therefore, self-help literature mainly entered into the Turkish system via translated literature will continue to protect its current state and become more influential in the coming years of Turkey where people will need more guidance in order to direct their lives towards positive and correct directions. Self-help literature will be a strong component of the literary system in future having effect on the whole system with the great support of its readers.

CHAPTER 3

THE POSITION OF TRANSLATED SELF-HELP GENRE WITHIN THE TURKISH LITERARY POLYSYSTEM

3.1. POLYSYSTEM THEORY

Itamar Even-Zohar suggests that “semiotic phenomena” such as culture, language, literature and society should be taken as systems not as independent concepts comprised of different elements (1979: 288). These semiotic concepts cannot be regarded as separate from each other when all components of them are considered. The concepts work as systems which correlate with other systems within a given society. For instance, literary works are produced via the language that is used in the society and cultural elements which are dominantly valid and generally accepted in the society naturally affect the products of original literature. The individual and the society lie on the centre of these systems and components of them are completely intertwined.

All systems mentioned above develop and change over time. Language, culture, society and literature are dynamic concepts and they experience transformations due to the contribution of correlations among each other. Culture of a given society may pass through changes and some concepts that would be taken as avant-garde at a time may turn into odd and old-fashioned ones in modern times. As in the world, society in Turkey has gradually become an information society that benefits from lots of electronic products in order to communicate, work, have fun or socialize in modern times. This fact has brought an irrevocable change within cultural structure of the society. Some cultural traditions that were dominantly accepted by the society in the past

slowly disappear or are not used because of conditions and requirements of the new world. For instance, no one could ever claim that feasts authentic to Turkish society are celebrated in a traditional way as in the past. It is possible to say that globalization has resulted in some transformations in individual's life and the individual rejects some cultural norms and old concepts in order to adapt his/her life to requirements of the modern era.

Language itself also experiences transformations according to phenomena and conditions of a given time. For instance, founder of the Turkish Republic Mustafa Kemal Atatürk established the Turkish Language Association within the first years of the Republic to purify Turkish language from the words and expressions of foreign origin. A campaign for creating pure Turkish words was initiated at that time in compliance with the nationalization policy, the need to infiltrate this policy to citizens and draw them away from the doctrines and components of the Ottoman Empire. This campaign was not developed only in the field of language but also in other fields such as technology, economy, law, politics and daily lives of citizens. All these transformations were conducted due to new requirements of the new Republic and the policies which would reinforce the fundamentals of the new regime.

Literature of a society is also affected by the social, cultural, economic and historical transformations, turning points, crises or changing values in that society. An example could be given from dynamics of literature in Turkey. Translated "young adult literature" such as *Twilight Series* written by Stephenie Meyer has gained quite popularity in Turkey since 2005. Components of this genre would have seemed as unfamiliar and unacceptable just 10-15 years before; but fantastic elements, extraordinary creatures such as vampires, unusual lives and relations have currently become more attractive for the target readers. When norms of older times become inadequate for the society, the people choose to move into other alternatives which are in compliance with the changing concepts in the course of time.

The concept of "system" should be assessed on a diachronic level as it is assessed on a synchronic level (Even-Zohar, 1979: 290). Relations between all

systems are dynamic rather than static and semiotic systems are open to different influences in a historical process; therefore “diachrony” of the system cannot be disregarded.

Even-Zohar claims that a semiotic system is an open structure with a heterogeneous kind and therefore should be named as “Polysystem” (1979: 288-290). A polysystem is:

A multiple system, a system of various systems which intersect with each other and partly overlap, using concurrently different options, yet functioning as one structured whole, whose members are independent (Even-Zohar, 1979: 290).

A polysystem then is the whole system of various systems whose components have correlations with components of other systems. Even-Zohar explains the purpose of the polysystem as to underline dynamic and heterogeneous character of the concept which suggests the diachronic aspect (1979: 290). Internal relations within semiotic systems mentioned above, external influences that affect these systems and all systemic relations between different systems contribute to the dynamic structure of the polysystem and all these internal and external relations and influences make the polysystem more heterogeneous rather than homogeneous.

Literary polysystem includes lots of genres and literary works, both original and translated. All these elements create correlations with each other and they also influence each other. These relations make the polysystem stronger and the system begins to contain several different elements over time. While society and its cultural elements change, the components of literature automatically change. These transformations reflect the nature of polysystem and the polysystem is structured thorough semiotic concepts such as culture, language and literature.

Even-Zohar puts forward the word “integration” as the “precondition” for the complete understanding of polysystem; that is to say, children’s literature cannot be separated from adult’s literature or translated literature does not function as an independent genre from original literature (1979: 292). Therefore,

all parts of the polysystem are integrated; when one part of the system is disregarded or dismissed, the chain breaks off and integration could be damaged. It is understood that this concept rejects the perception of the dominance of “high literature” over other literary types such as children’s literature, translated literature and popular literature (Even-Zohar, 1979: 303). No genre should be labeled as non-literature and excluded from polysystem study so that the study will be able to explain dynamic and complex relations within the system on a diachronic level.

It is an acceptable fact that some genres assumed to be “non-literary” ones or appearing outside of the “high literature” may establish a place in the literary polysystem and create intra-relations with other genres. Self-help literature, a genre not included in the concept of “high literature” such as classics; and other types of popular literature as fantastic and detective novels, comics, novellas, whether original or translated, become crucial elements of the polysystem and are incorporated into systemic relations. They address to target audience as if they were the works of “high literature” and are read by the society coming from different backgrounds. Works of popular literature may have influence on each other and then the whole polysystem as per linguistic aspects and content. Popular genres also shed light to and give inspiration for the future of literary polysystem. Therefore, the same importance should be attached to all types, whether “non-literary” or “literary”, for optimal functioning of the polysystem.

According to dynamic and diachronic character of literary polysystem, Even-Zohar mentions about “hierarchies” within the polysystem or centre-periphery relations; in other words, “dynamic stratification” (1979: 293). It could be assumed that there are dynamic relations between centre and periphery of the polysystem and one genre or a literary work may occupy a peripheral position, and then move to the centre or vice versa. Social, historical, economic and cultural elements experienced by the society affect these systemic relations between central and peripheral positions. Works occupying the central position have the power to shape the whole polysystem. While it is generally accepted that “high literature” mostly occupies the central position and modern, popular

works occupy peripheral strata; that is not always the case. A work of popular literature may move to the centre from periphery over time in accordance with social changes such as a popular novel in self-help character *The Monk Who Sold His Ferrari* written by Robin Sharma. As a self-help work rather than a classic written with high and official language, the book has been translated (2000s) in Turkey and has moved to the central position in the country and has had its influence over the whole polysystem.

Transfers between centre and periphery of the polysystem contribute to dynamism and stratification of the polysystem and these transfers are named as “conversions” (Even-Zohar, 1979: 293). Without these conversions, the system would be dragged to a monotonous and solely synchronic state.

Other two terms indispensable for understanding the concept of polysystem in addition to “centre” and “periphery” are “canonized” and “non-canonized” strata. Even-Zohar, based on the hypothesis of Shklovskij, Russian formalist, claims that socio-cultural differences and people living in a given culture determine the borders of canonized and non-canonized strata (1979: 295). Classical novels and stories, and poems including literary elements such as puns, metaphors, high and official language could be regarded as “high-brow literature” and assumed to occupy the central position of the polysystem. Literary works in the scope of canonized strata are more likely to address elitists living in the society.

Non-canonized strata, on the other hand, are assumed to include works of popular genres or the ones that are not accepted as in the category of “high literature” such as self-help literature, detective novels, children’s literature, thrillers, fantastic and vampire literature. More simple and understandable language free from rich literary vocabulary is generally used in these genres and they reflect the “popular culture” of the relevant time. Non-canonized strata are usually thought to occupy the peripheral position within the literary polysystem and address to general public from different backgrounds, educational, socio-cultural levels.

Even if general thought supports the idea that canonized literature occupies the centre and non-canonized literature occupies the peripheral position, there could be some exceptional situations (Even-Zohar, 1979: 298) based on socio-cultural elements seen in a society and choices of people who are the members of that society. It is witnessed that works of “popular literature” assumed to be the members of non-canonized strata move to the centre due to effects of globalization, sociological changes or hectic life style experienced in cities. People of the society then contribute to non-canonized genres to hold central positions in the polysystem. On the other hand, works within canonized strata have lost their high importance in modern times especially among societies including a remarkable rate of young population. Series of *Lord of the Rings* written by J. R. R. Tolkien which could be regarded as a non-literary work by literary critics has been translated into many languages and moved to the centre of national polysystems as in the case of Turkey.

Even-Zohar mentions about the “petrification” of the canonized strata on the centre when not touched by non-canonized strata and attaches importance to the competition of sub-culture and high or canonized culture for the evolution of the polysystem (1979: 296). Otherwise, the polysystem enters a period of stagnation and even disappears due to the fact that it cannot keep up with the current demands of people who are the members of the same culture.

The group (people in a given culture) that governs the literary polysystem is the main body to move canonized literature or non-canonized literature to the centre. For instance, Divan literature occupied the central position while folkloric literature was in the periphery within the Ottoman literary polysystem (Paker, 1987: 34). Divan literature including Arabic, Persian and Turkish expressions could be regarded as the genre written in a high-standard or canonized language. The genre mostly included poems; but had also works written in prose. Full of rhetoric and high literary elements were used in the genre. While Divan literature occupied the central point in the Ottoman period (until 19th century), folkloric literature written in a plain language and generally expressing

daily lives, sufferings, expectations and happiness of the public stayed in the peripheral position as a non-canonized genre in that period.

The literature developed by western influence dominated the centre of the polysystem following the collapse of the Divan Literature. The system included western literary works that could be assumed to be the canonized strata in their home countries and the works then moved to the centre. Translated western pieces after Tanzimat era (1830s) naturally reflected the inclination of the society towards the western world. Folkloric literature again kept its peripheral position.

A similar fact was true for the first years of the Republican Period. Literary works occupying the central position were either translated world classics such as French classics or novels written by Turkish authors who used official and standard language and contributed to the purification of the Turkish language from foreign elements. Therefore, whether translated or original, the canonized literature occupied the centre in quite harmony with conditions of the country and the society then.

However, when the current state of literary polysystem is put under discussion, a different view appears. Nobody could claim the dominance of the canonized literature over non-canonized one at the present time. Canonized and non-canonized strata with their all translated and original elements currently take place in the Turkish literary polysystem with intra-systemic relations contributing to the dynamism of the system as a whole.

In compliance with sociological changes experienced in society and Turkey's being influenced by external flows mostly originating from the USA and the western countries, "popular literature" generally entering into the literary polysystem by translations has become the crucial element of the system even though its non-canonized character. Canonized literature located on the centre gives its place to non-canonized literary materials when it loses the ability to carry out certain missions decided by the governing group of the system although it has been petrified on the centre for long periods. The series of *Harry*

Potter written by J. K. Rowling has gained quite popularity among Turkish readers even though it falls into the category of fantastic literature and might be excluded by literary critics from the scope of canonized or high literature. The example shows that there are no clear-cut characteristics of a given literary polysystem; to the contrary, it experiences changes and transformations over time in order to obtain certain features which are required in the culture of a given time.

Even-Zohar puts forward two more terms as “primary” and “secondary” models as per innovatory or conservative character of the polysystem. When a literary repertoire with all its components is fully established and no deviation from the system is expected within the system, the system then is referred to as “secondary” and has a conservative character. The system is labeled as “primary” when literary repertoire is open to new concepts and elements and has an innovatory character (1979: 298-9).

Concepts of primary and secondary models are not required to have correlations with canonized and non-canonized strata. It is not always true to correlate canonicity with primary model and non-canonized literature with secondary model (Even-Zohar, 1979: 298). The genre of crime fiction that is generally regarded as the genre of sub or non-canonized literature has offered new literary elements and content which seem to be unfamiliar for Turkish readers. Detective novels have been a little odd for the society due to the fact that Turkey is more familiar with spontaneous crimes more than organized ones. Therefore, translated or original detective novels have become primary types in the system even though they have non-canonized characteristics. Novels of Agatha Christie and Ahmet Ümit simultaneously have participated in the system as famous authors of crime fiction.

Although it is quite possible for primary types to come across the resistance of secondary types, that is to say conservative materials (Even-Zohar, 1979: 299-300); it is understood from the Polysystem Theory that dynamic character of culture and society contributes primary models to take part in the system and

probably be pushed to the centre if innovative concepts are adopted by the system and people of the culture.

A change is experienced within the polysystem when a primary model occupies the centre (Even-Zohar, 1979: 299). New elements such as literary concepts and styles are introduced through primary works undertaking the mission of shaping the centre of the polysystem (Even-Zohar, 1979: 299; 1990: 50). These new components of the system may be exposed to repression of the genres or literary works spread over sub-strata of the system which are in secondary position having a conservative form (Even-Zohar, 1979: 299-300). However, a primary model gradually becomes secondary over time when concepts initially introduced are totally adapted by the society and perceived as somewhat traditional some time later (Even-Zohar, 1979: 299).

Based on the expression above, it is possible to say that self-help literature was completely accepted by the Turkish audience in the 1990s when conditions required to direct people to read the genre were fully established such as individualism and search for inner peace. The concept that is eager to perpetrate individual peace and concept of "me" at first would have been perceived as unfamiliar and unacceptable for the Turkish readers who were accustomed to live in a traditional and collective way. Therefore, self-help literature showing a primary character firstly seemed not to take part in the Turkish literary polysystem. However, self-help literature has been fully adapted today and original authors write lots of books while translated books are intensively seen on bookshelves. The genre may be replaced by any other genre and move to the secondary position after twenty years when the new genre meets new requirements of the society. Both primary and secondary types contribute to the dynamic characteristics of the literary polysystem.

Even-Zohar classifies inter-relations of polysystem into two categories: (1) the one with a comprehensive body belonging to the same community (2) another one either as a whole or its components belonging to the other communities (1979: 300). According to Even-Zohar's model, a national literary polysystem may import or export works in compliance with correlations of the system with

socio-economic, historical, cultural or ideological structure of the society. Therefore, some elements of a national polysystem (e.g. the ones entered into the system via translations) belong to literary polysystems of other communities. The main requirement of this transfer is usually the similar character of cultures which would realize this transfer.

Transfer is realized between literary polysystems which show some similar features as per their content. Socio-cultural similarities and relations play crucial roles in that transfer. Turkish literary polysystem generally import works from literatures of the USA and the UK in today's world. Other important systems in the process of transfer are German and French literatures. Main reasons behind this situation are: (1) Turkey's being in the process of EU membership (2) Socio-economic and political relations between the USA and Turkey, for example being the allies of NATO (3) Convergences which are gradually strengthening between Turkey and Europe in the fields of daily lives, lifestyles, point of views (4) Capitalism and globalization generally originating from the USA and spreading all over the world, especially towards developing countries such as Turkey (5) Adaptation of a European culture by Turkish individuals to obtain a more modern and satisfying life. In compliance with the expressions above, languages which are translated into Turkish within the system are firstly English followed by German and French. If translated literature is taken as an adjacent system in the whole literary polysystem, it is clear that these languages occupy the central position of the system while other literatures such as Japan, African or Latin American literatures stay in the periphery or even not enter into the Turkish literary polysystem due to the fact that there are less socio-cultural, economic or historical bonds between Turkey and those societies to import and export literary works.

Every semiotic polysystem is a component of a larger polysystem (Even-Zohar, 1979: 300). Turkish literary system could be assumed to be in the European literary polysystem. The literature occupies peripheral position in the European macro polysystem. However, European literatures have moved to the centre of the Turkish literary polysystem over time with specific genres such as crime

fiction, fantastic and self-help literature. National literatures establish interrelations with any other literatures which have appropriate features for adaptation and therefore, dynamic structure of the polysystem gains a huge momentum.

Literatures which have a longer background than others or the ones that are prestigious and dominant against others could be taken as source literatures for younger literatures (Even-Zohar, 1979: 302). For example, young Turkish literature of the first years of the Republican period benefited from the experiences of older and fully structured literatures such as French Literature in order to be inspired for establishing a national literature.

The inspiration may be realized not only on the level of a whole literature but also on the level of different genres belonging to a foreign literature. Development of new literary types is experienced throughout the literary history and stronger literatures that have the potential to produce works in new types such as vampire literature or “popular literature” as a whole, influence weak literatures which have not the capacity to render works in specific genres. As previously mentioned, a polysystem functions as a heterogeneous structure developing and transforming itself through intra and interrelations while taking transformations experienced in the society into great consideration. Literary polysystem of a society reflects the characteristics of the society itself; its culture, preferences, structure, historical background, weak and strong points are encoded in the polysystem as a whole.

Even-Zohar puts forward “stability” and “instability” of the polysystem. A system that experiences organized, steady and continuous transformations becomes a stable one; while a system that could not achieve to survive itself over time in the process of stagnation or about to perish is an instable one (1979: 303). The longevity of a polysystem is naturally based on its stable character and it maintains this feature by intra and intersystemic relations and transfers, its desire to develop itself via benefiting from experiences of other relevant literary polysystems. A polysystem which is introverted and shows resistance to change cannot exist within a long time (Even-Zohar, 1979: 303-4). It could be assumed

that an instable polysystem fails to keep up with on-going cultural transformations and demands of the people in the culture.

Literary polysystem does not deal with solely the texts; but it serves as a network of “multi-relations” with the purpose of establishing concepts of literary model and inventory (Even-Zohar, 1979: 305). It is understood from "Polysystem Theory" put forward by Even-Zohar that a literary polysystem, with its dynamic and stratified structure, regards literature as a system with its all components such as original and translated works, literary and non-literary genres, canonized and non-canonized strata. Therefore, the elements of the system should be treated as individual ones; but correlations of them with each other should be assessed in order to have an idea about the polysystem as a whole. Hence, theoretical data could be obtained about the structure of the polysystem and some predictions on the future of the polysystem and its position within a macro-system including other literary polysystems could be made. An integrated and detailed method should be used while assessing the current state of the polysystem.

A literary polysystem includes original literature which generally occupies the centre of the polysystem and the translated literature (Even-Zohar, 1990: 46). Naturally, the genres of a polysystem differ from others according to the society living in a given culture. For instance, while poetry may occupy a current position in a national polysystem, no importance may be attached to the same genre in another polysystem. Even-Zohar states, the items to be produced or translated are chosen in compliance with demands of the society and policies of publishing houses in a given nation (1979: 297-301; 1990: 46). Based on the expression above, the more the society changes, the more the national literature changes. The mission of the literary polysystem is to fill the current gap in literature by producing new models, concepts and works; and to import foreign artifacts via translation with regard to transformations experienced in the society.

A polysystem is a multi-leveled system that has a dynamic character (Even-Zohar, 1979: 304). Based on the expression above, every genre could acquire a

current position in the polysystem if accepted by individuals of the culture. Literary works spread over the whole polysystem and participate into the dynamism of the polysystem on different levels.

3.2. THE ROLE OF TRANSLATED LITERATURE WITHIN THE TURKISH LITERARY POLYSYSTEM

Translated literature occupies a place in national literary polysystems and this place may be whether central or peripheral (Even-Zohar, 1990: 49) according to the conditions and preferences of the target literary system and the target audience. Translated literature should be taken as an autonomous system in a given literary polysystem which takes a specific part in the polysystem while contributing to the system with its own rules and components (Even-Zohar, 1979: 301; 1990: 46). Even-Zohar underlines that there is little research about the position and function of translated literature in the literary polysystem and considers that the role of the translated literature in the polysystem is whether ignored or not even recognized (1990: 45) and he attempts to render translated literature as a specific and individual system in the literary polysystems.

Translated literature whose works are selected by the target literary norms and their capacity of adaptation to the rules, policies and behaviors of the home repertoire may occupy a primary or secondary position in a given polysystem (Even-Zohar, 1990: 46). Nobody may anticipate that a foreign work which appears to be odd for a national polysystem is accepted as a successful work by the target readers.

Translated works selected by the dominant situation that leads to the home polysystem play an innovatory role in this system (Even-Zohar, 1990: 47) and even achieve an active role for shaping the structure of the polysystem and move to the central position of the home system. Even-Zohar states three processes for translated literature to achieve this situation:

- (a) when a polysystem has not yet been crystallized, that is to say, when a literature is "young," in the process of being established; (b) when a

literature is either "peripheral" (within a large group of correlated literatures) or "weak," 1 or both; and (c) when there are turning points, crises, or literary vacuums in a literature (1990: 47).

It is possible for translated literature to take a great position in the literary polysystem when one of the three conditions is achieved or two of them or all of them explained above are achieved.

As inferred from the "Polysystem Theory", national literatures with their all co-systems whether original works or translated literature cannot be distinguished from the home culture, cultural variants, social, economic, historical fluctuations that take place within the history of literatures. No need to say, a home literature always reflects its home culture and its people. Therefore, three conditions stated above have to be considered in relation to and within the context of cultural elements of the target literature that would import foreign works and render them to the target audience.

The literary polysystem of a nation carries the characteristics of the given nation. Original literary works are naturally produced in the original culture and reflect the features of the culture, structure of the society, socio-cultural, economic, ideological and historical transformations experienced in the society. An original literary work is bred by its producer society and no need to say, conditions of home society draw lines or open new perspectives for the prospective work. When the work is completely produced, it takes the mission as serving as a mirror which reflects realities, conditions, transformations and structure of the society as a whole; and takes the responsibility of moving that society forward. For instance, a detective novel slowly takes the reader to crime scene of the story and makes the reader use imagination and wisdom with the aim of resolving what is coming next. A self-help work addresses the readers wishing to change themselves and catch a better life both psychologically and physically. The genre contributes to self-development of the individual so long as it is chosen to be read by the society.

The Turkish literary polysystem has imported foreign works from other literatures over the processes in compliance with the cultural changes seen

across the country over time. For instance, the Ottoman literature has been mostly dominated by the Divan Literature in which Arabic and Persian components are widely seen until the Tanzimat Era (1830s). Expectations for having a more modern and extroverted emperorship wishing to keep pace with the transformations experienced in the western literatures have pushed the Ottoman literature to import works from the western literatures. Paker suggests that Turkish literature in the second half of the 19th century was shaped by the translations from the French literature (1987: 31). Dominance of the French language all over the world in the 19th century, attempts towards westernization in that era within the borders of the Ottoman Empire undoubtedly played an important role for the selection of works to be translated. Recaizade Mahmut Ekrem, the author of the Ottoman times, published his book entitled *Araba Sevdası* in 1889 and he wrote about the admiration and attempts for the imitation of the French culture among high society living within the empire at that time in a sarcastic tone. These changes on cultural background and willingness to adapt to a new culture have possibly affected the accession of new elements into the national literary polysystem at Ottoman times.

It is possible to say that the translation activity has gained momentum during the Republican Period (1923-1950s) in Turkey. Attempts for democratization and the modernization processes, high will to support transformations and revolutions with the contribution of literature have lead the way to translate works especially from western literatures. Translation activities were organized by the state itself through the *Translation Bureaus* and high importance was given to translate world classics. Özgü points out that 104 works in 1944, 129 works in 1945, 154 works in 1946 were translated into Turkish by the *Translation Bureau* and the total number reached to 750 till 1950 (quoted in Yılcıoğlu, 2005: 292). That is to say, translated works have filled the vacuums of newly founded Turkish literature which was deprived of producing original works at that time.

Turkish literature has begun to produce original works since 1950s and Yaşar Kemal, Sebahattin Ali, Orhan Kemal and Kemal Tahir became the prominent

authors of the republican Turkish literature (Yılancıoğlu, 2005: 292). It is a great example to understand the role of translated literature which has the power to shape the national polysystem especially when it is in the process of emergence and needs examples and contributions from other literatures in order to produce original works.

After the 1950s, original and translated works were simultaneously seen in the literary polysystem; however, it is possible to say that translated literature generally occupied the periphery while original literature was present in the center of the polysystem. For instance, Önertoy states, authors educated in village institutes, important institutions of the Turkish Republican history, had dominance over the literary system and life in villages and small towns were mentioned in literary works of this era (1998: 121). Novels of the 1950s generally mention about challenges, harsh conditions and constraints of village life; depict pains, mourning, expectations and anxieties of villagers. The novels were written in pure Turkish and had literary elements such as metaphors and successful depictions. They could be regarded to be in the scope of canonized literature reflecting the realities of the Turkish society which was an agricultural society at that time. Prominent authors of that time such as Orhan Kemal, Yaşar Kemal, Kemal Tahir and Fakir Baykurt (Önertoy, 1998: 121) occupied the central position of the polysystem while fully fulfilling literary demands of the society at that time.

Authors of the 1960s generally oriented their plots towards political, social, economic changes and their effects. Rıfat Ilgaz, Yusuf Atılgan, Mehmet Seyda and Hasan İzzettin Dinamo were some of the important authors of that time (Önertoy, 1998: 124). 1960s was the process of a turning point in Turkey. Urbanization started and immigration from villages to big cities began. Social changes originated from urbanization activities and resulted in crises on the citizen's life. Political changes such as transition to multi-party system, coup d'état, or convergence of Turkey to the USA in political area after Turkey's admission to NATO in 1952 affected the literature of the 1960s. The original

literature was a canonized one as in the 1950s and focused on the society itself sometimes with a critical view.

Önertoy draws the attention to the increasing number of the Turkish authors in the 1970s. Literary works had various plots while they were mostly oriented towards political issues such as political processes of May 27th and March 12th and the social issues as immigration to Germany and the negative effects of this immigration (1998: 126). Literature of the 1970s, as in the case of the 1950s and the 1960s, shows an introverted character and mostly oriented towards domestic issues that prevailed in Turkey during those times. They had the characteristics of a literary work written in official/standard language and inclined to the category of “high literature” rather than “popular literature”. As Önertoy states, Muzaffer İzgü, Melih Cevdet Anday, Oktay Rifat and Adalet Ağaoğlu could be regarded as the prominent authors of the 1970s (1998: 126).

Literature of the 1980s had similar characteristics as of the 1970s and authors continued to express and depict social structure of the society. Nobel Prize-winner Orhan Pamuk published *Cevdet Bey ve Oğulları* in the 1980s and dealt with the social process starting from the 1900s in Turkey (Önertoy, 1998: 130). The Turkish novel as a canonized literature occupied the central position of the polysystem telling about specific issues experienced in Turkey rather than global ones. The main aim was to address to Turkish readers and be accepted by the Turkish society.

Turkish literature did not lose its popularity over the readers in the 1990s; but new literary flows and concepts spreading all over the world have also affected the Turkish literature. Önertoy states that authors of original novels like Nedim Gürsel, Zülfü Livaneli, Ayşe Kulin and İnci Aral continued to produce new works (1998: 132). However, the 1990s was not the only period of “high literature” or “original novels” within the polysystem but also the process of new and contemporary approaches including new genres into the literary atmosphere.

The 1990s is the process when the elements of “popular literature” which are generally not accepted as the works of “canonized” or “high” literature by the

literary critics have been seen in the Turkish polysystem. For instance, crime fiction which could be regarded as a “non-literary genre” has occupied a place in the literary polysystem and Ahmet Ümit has begun to produce detective novels since the 1990s. The author has become one of the best-selling authors while the popularity of the genre has gained momentum in the 2000s.

The literature of the 2000s has similar features as of the 1990s with a more extroverted character. Popularity of new genres has become an inevitable fact due to the developing translation efforts. Fantastic literature has entered into the literary polysystem via translated works and gained importance as a non-canonized genre. *Harry Potter* series written by J. K. Rowling and *Lord of the Rings* series written by J. R. R. Tolkien have been translated into Turkish and simultaneously become popular in Turkey as in the whole world.

The globalization process, effect of advertisement, quick access to information technologies and narrowing borders between countries have contributed to this popularity. Literatures of societies have become open to the foreign effects and new concepts in order to stay alive for long periods in the 2000s.

3.3. EMERGENCE OF THE SELF-HELP GENRE IN THE TURKISH LITERARY POLYSYSTEM

Self-help genre has generally appeared as an important element of the polysystem in the 1990s in Turkey. Social, economic, historical, cultural and ideological transformations experienced in the society have contributed to this emergence.

The 1990s was the process when the inclination of Turkey towards the west gained momentum. People in the society began to adapt western lifestyles with their point of views, clothes, eating habits and thoughts. This inclination was generally seen in big cities. Fast-food restaurants generally originating from the USA became popular and spread throughout the cities and gradually became as preferable as the Turkish traditional food especially among young people.

Their menus were diversified over time and branches of fast-food restaurants were distributed in lots of districts in cities. Individuals who were used to gather among a traditional dinner table with their families or friends adapted a fast-food culture following the 1990s in parallel with their daily lives inclining towards a more hectic style. Globalization is an important factor behind these processes stated above. According to Kongar, the first effect of globalization in the cultural field is towards creating a uniform consumerist culture in the world. Therefore, people are directed to wear same brand trousers, trainers; to eat similar meatballs and to drink the same kind of soda regardless of religious, ethnic origins and languages. Cultural effect of globalization is directed to shape the world as the only market where people adopt similar lifestyles, expectations and consumerist approaches (2011: 684). Kongar also states that Turkey will be influenced by the effect of globalization in political, economic and cultural fields in future and describes the USA as one of the determining factors that will direct Turkey in the 21st century. The USA has had great roles in the shaping of Turkey and the USA has institutionalized its position through the process of globalization (2011: 683). It is understood that Turkey is open and will be open to the effect of globalization and thereby, its architect country, the USA.

Transition to free market economy in the 1980s and increasing importation activities in Turkey contributed to the inclination towards the western culture. This inclination reflected most of the elements in daily life; people, especially the young generation, adapted Western (predominantly American) dressing styles such as jeans, t-shirts and generally casual wear. The American brands rather than traditional fashion became popular among the public due to their casual and comfortable styles.

Subtitled versions of the American-Hollywood films have also contributed to this inclination towards American culture. Clues about daily lives of Northern American people appear in those films within the natural flow of the plot. Hollywood films can also be accepted as the carriers of the given culture and Turkish people who have firstly seemed to be unconcerned, gradually become

accustomed to cultural elements shown in those films which appear to be adjustable for their daily lives in modern times.

Another important element that shows the inclination towards the USA in Turkey is naturally the "language factor". It is quite possible to see the big effect of "English", the official language of the USA, especially in big cities. Even English names are preferred for offices, markets, shops and stores in Turkey. Language and its original culture cannot be separated from each other and effects of the western culture, especially the USA, have begun to be intensively experienced in the cultural and social structure of the Turkish society. If a society is affected by another culture, it is quite natural that the convergence of the cultures is experienced within the field of literature. It is unavoidable that western literature and the literature of the USA have begun to influence original literature in Turkey dominantly in the 1990s and this influence has gained momentum in the 2000s due to intensive social and cultural transformations in the country.

The literature of a given society naturally includes the elements and lifestyle of that society in which it has been produced. It is quite possible to say that self-help literature, the genre that advises people to flourish their lives by using methods mentioned in self-help books, has originated from the USA and naturally includes concepts in harmony with the American lifestyle. Turkey, the country whose social and cultural structures began to experience transformations in the 1990s, has been eager to adapt herself to socio-cultural patterns and literary choices of the USA in today's global world.

The 2000s is the period when the cultures are integrated more easily with the contribution of information technologies. This process functions within a similar way for literatures. Translation activities have gained momentum during the 2000s in Turkey and translations are made mostly from the USA and Europe; self-help literature has become an important genre to be translated according to socio-cultural and economic conditions in the recipient society. Self-help literature has turned into an appropriate and important component of the Turkish literary polysystem in the 2000s due to transformations within the Turkish society and the genre works in harmony with the lifestyles of the

citizens, especially the ones from the middle and upper class that could be defined as “white-collar” section living in big cities of the country such as Ankara, İstanbul and İzmir.

The 2000s is the period in which Turkey has experienced huge social, cultural and economic transformations. The country was shaken by economic crises of the 2000 and the 2001. Liquidity crisis of November, 2000 and exchange rate crisis of February, 2001 dramatically destructed the Turkish economy. Destruction of the economy naturally affected the lives of the citizens and lots of people lost their jobs, unemployment rate increased, some businesses and banks were forced to be closed down. This fact led to psychological problems and people were also dragged to crises in their inner worlds. Hence, self-help literature has served as a support that helps desperate people to search for happiness and serenity in their inner voice.

The 2000s is also the period when urbanization activities have reached its peak point. Capitalist and global movement throughout the world has affected corporations and businesses in Turkey, especially the ones in big cities; work burden on the shoulders of the employees and civil servants has increased and insertion of women into the business world has gained pace. The development of the businesses in compliance with the requirements of globalization has resulted in long working hours and the emergence of a more assertive and ambitious generation. The business world in Turkey has begun to take the American and European counterparts as role models and good management skills for running a business have become the first requirement of leaders and employers while ambitious employees have been in need of productive methods in order to be promoted or to leave their colleagues behind. Abundance of self-help books including beneficial strategies for managing a business or boosting career has resulted from transformations of business life in Turkey since the 2000s. Working people have become more “individual” and “materialist” than before and this process also functions in quite harmony with the content of self-help literature which serves to a “me” generation. The

requirement for reaching inner peace and confidence while surviving in a busy life has directed people to read self-help books.

The 2000s has empowered the social transformations that began in the 1990s in Turkey. People have become more "individual", family ties have begun to loosen; people have become more addicted to television, computers, internet and other products of information technologies. This situation has brought about isolation and loneliness of the individuals. They have become more introverted and self-centered rather than social individuals. While they are overwhelmed by the requirements and responsibilities of daily life, it has become an unavoidable thing to search for positive attitudes and happiness in order to get away from hustle and bustle of the big city and their own lives. Therefore, self-help literature has turned into a reference for people which guides them to develop themselves in their usual and business lives while rendering methodologies for calming down in such complex lives.

The social, cultural and economic transformations have contributed to the emergence and popularity of self-help literature, whether translated or original, in Turkey. Self-help books have served as consultants of people with their basic and simple content and huge availability. It is possible to say that transformations on socio-economic and cultural levels within the Turkish society have paved the way for adaptation of self-help genre by Turkish people who have begun to lead a more "individual" life since 1990s. This trend has gained a huge momentum since the beginning of the 2000s.

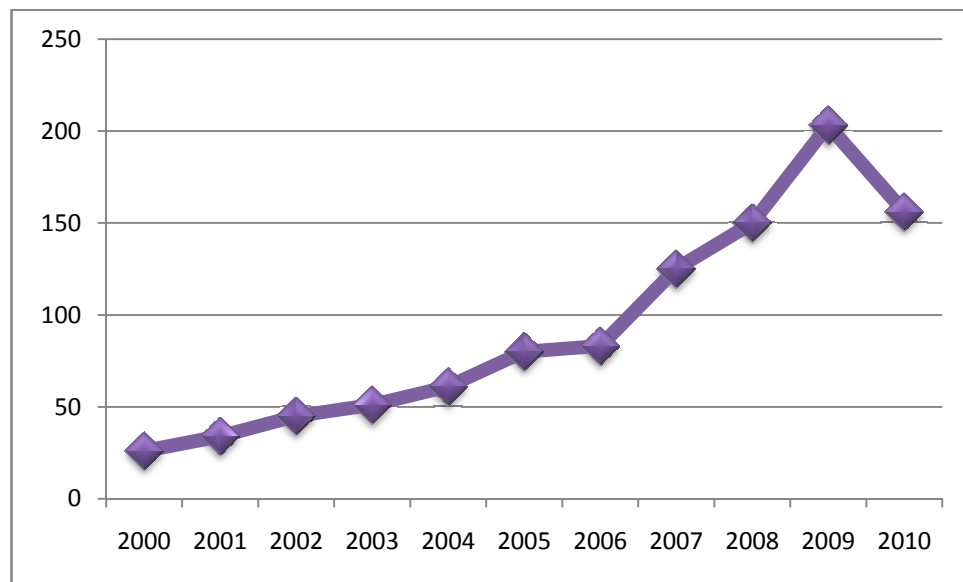
3. 4. THE ROLE OF TRANSLATED SELF-HELP GENRE IN THE TURKISH LITERARY POLYSYSTEM

It is possible to say that self-help literature is not an original genre of Turkish literature. Self-help genre was firstly introduced to the Turkish readers via translations and Turkish self-help authors were influenced by foreign authors studying on this genre. As Sezik states, Nüvit Osmay, the pioneer self-help

author in Turkey met Dale Carnegie in the USA and studied in Carnegie Institute (2000: 165). Self-help literature began to appear on bookshelves in the 1980s. Doğan Cüceloğlu used the concept "self-help" in his books for the first time after the 1980s (Özdemir, 2010: 67). Self-help became a remarkable genre in the 1990s and began to be realized by the readers. The genre has become to be seen in the Turkish literary polysystem since the 1990s with great contribution of translated books. Those translated works strived to fulfill the need for that specific genre in the literary system and to strengthen "weak" points of the system by supporting and fostering it with this brand new genre. Translated self-help books began to be read and to occupy certain positions within the literary system in harmony with cultural, economic and societal changes experienced in Turkey and self-help literature increasingly appeared with its translated and original repertoire in the 2000s. The genre has reached its peak point since the beginning of the 2000s in accordance with the transformations in the society. Self-help literature, firstly due to the contribution of translated works, has become an appropriate type and preferred genre since the last decade in Turkey.

The database retrieved from *Dost Kitabevi* located in Ankara has been used to analyze the position of original and translated self-help literature in the Turkish literary polysystem. *Dost Kitabevi* whose head office is located at Karanfil Sokak in Kızılay has one more bookstore in Kızılay, Konur Sokak and also some other stores located in Kavaklıdere, Bilkent Ankuva, Çayyolu and Eskişehir. *Dost Kitabevi* has been chosen to have been applied due to its popularity among readers from different backgrounds such as academicians, teenagers, civil servants, teachers, children, university students etc; its central location which provides easy access to its services; variety of bookstands from classics to popular literature including both original and translated books; availability of recently published works which contributes to the current analysis of the Turkish literary polysystem and a wide scale of publishing houses that send books to be presented on the shelves.

Dost Kitabevi has a bookstand only allocated to self-help literature, both original and translated; and new books which have been currently published are added to the stand day by day. The database concerning self-help literature taken from *Dost Kitabevi* for this study includes barcode number, author, title, publishing house, full publishing date and publishing year of a given self-help book. The database comprises of 1014 books, both translated and original, which is a huge number for a specific genre such as self-help. The graph below shows the spread of self-help books over the 10-year period:



Graph 1. Spread of self-help books over the years according to the publishing date

The curve of the graph shows increases and decreases of the number of self-help books throughout the 10-year period. It is seen that the number of published self-help books shows increase year by year until the last year included in the study, 2010. Although a decrease of 47 books is presented between 2009 and 2010; that is to say, while 203 books have been published in 2009, the number of published books in 2010 is 156, a stable increase of published self-help books is observed when the graph is wholly evaluated. Therefore, self-help literature seems to stand in a balanced and popular position which is gradually gaining momentum in the Turkish literary polysystem.

“National libraries” reflect the literary atmosphere and the literary choices of the society. A national library is the place where a huge literary database of a nation including lots of genres such as classics, works of popular literature, children’s books is available. One can have an idea about the original and the translated literature of a society while strolling around throughout the library. A national library also includes all original and copied material printed in the country such as newspapers, periodicals, journals, magazines, theses, tables, maps, reports, film posters and similar materials besides literary works. That’s to say, a national library enlightens the history of the nation, turning points and socio-cultural transformations in historical process via literature. Briefly, a national library functions as a miniature version of the nation with all its literary and printed components. A national library is the most official and reliable source that should be trusted while making a social and literary research. Therefore, first and foremost, data retrieved from the National Library of Turkey located in the capital city, Ankara, have been used for this study in order to render the study in a more objective and comprehensive path.

Besides the database including data of original and translated self-help books published within the years 2000-2010 retrieved from *Dost Kitabevi*, another book catalogue has been obtained from the National Library. The catalogue of self-help literature including both translated and original books published within 10 years (2000-2010) in Turkey has been taken from the National Library. The catalogue of the National Library has been specifically chosen to be used in this study; because responsible authorities such as publishers, publishing or printing houses are liable to deliver a copy of each book published or reproduced within the boundaries of Turkey to the National Library in accordance with the scope of the Compilation Law on Reproduced Literary and Artistic Works published in the Official Journal on February 29th, 2012 (<http://www.resmigazete.gov.tr/eskiler/2012/02/20120229-1.htm>). As it is understood from the expression, sending a copy of each published book to the National Library is an official responsibility. Therefore, the catalogue enables a more convenient and detailed study on self-help books published in Turkey.

The catalogue includes information about the book title, author, publishing house, publishing year, total pages, name of the translator and original language of the book if translated, dimensions of the book and location of the book in the library. The bibliography including components mentioned above offers a great database of self-help works published between the years 2000 and 2010 in Turkey. The database also provides a diachronic view for the study and data about the “publishing years” of self-help books make a comprehensive and comparative analysis of self-help literature possible through the years within the 10-year period.

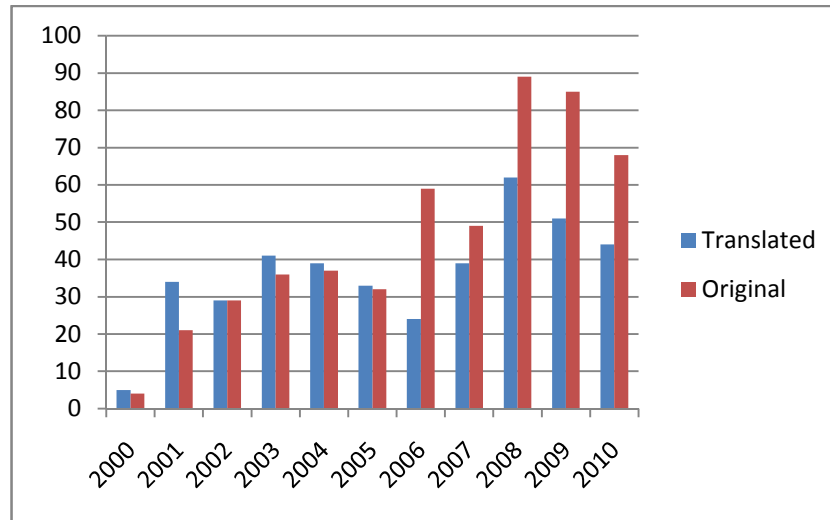
A general overview of self-help bibliography obtained from the National Library affirms that self-help literature, with both original and translated works, occupies a great place in the Turkish literary polysystem and supports the increasing popularity of the genre in Turkey. The study, therefore, not only serves as a translation or literary one but also as a socio-cultural study; after all, translation, literature and socio-cultural perspective function together and cannot be separated from each other. Here is the table that shows the number of original and translated self-help books which have been published between the years 2000-2010 and are available in the National Library:

Year	Translated Books	Original Books	TOTAL
2000	5	4	9
2001	34	21	55
2002	29	29	58
2003	41	36	77
2004	39	37	76
2005	33	32	65
2006	24	59	83
2007	39	49	88
2008	62	89	151
2009	51	85	136
2010	44	68	112
TOTAL	401	509	910

Table 1. Total number of self-help books available in the National Library published between the years 2000-2010

The 10-year period (2000-2010) could be taken as a whole and separated into two parts such as the 1st half (2000-2005) and the 2nd half (2006-2010). It is observed from the data above that the total number of translated self-help books published in the 1st half surpasses original books; however, the total number of original self-help books surpasses the translated books published in the 2nd half of 10-year process.

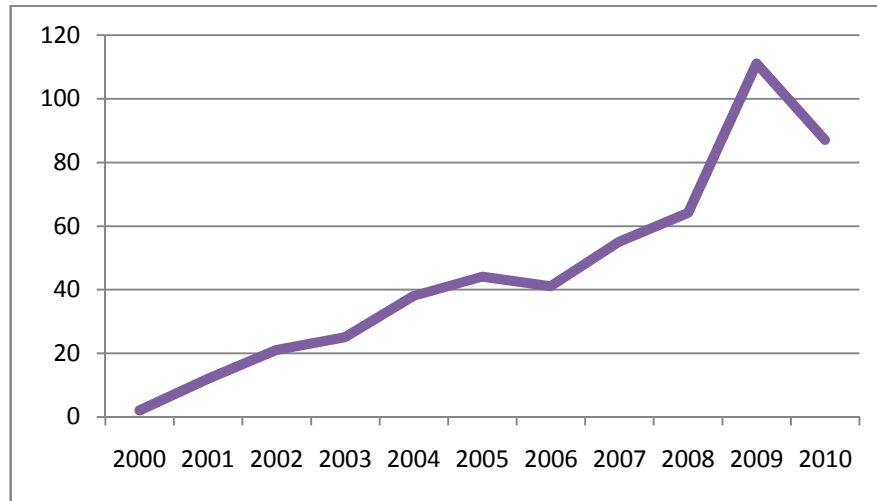
Translated literature fills the current gap in a national polysystem which is in need of new trends in literature in order to flourish. The dominance of translated self-help literature within the 1st half shows that translated strata have strived to fill the current literary gap in the polysystem while serving as a guide and promoter for original authors to render original self-help works in the near future. Therefore, it would be appropriate to say that translated self-help literature has undertaken a huge mission within the structure of the Turkish polysystem as introducing a new genre and preparing a common place for the genre in the polysystem. As seen from the table, translated self-help literature has become successful in realizing its mission due to the fact that total number of self-help books, whether translated or original, which were published in the 2nd half has highly increased. Hence, the certain fact is that self-help genre, which has gained popularity mostly thanks to translated books, has gradually increased this popularity and has highly been accepted by the public. Original authors have probably been inspired from the popularity and high acceptance of the genre experienced in the 1st half that the total number of original self-help books is more than translated ones within the 2nd half. A graph is shown below in order to point out the increasing trend of self-help literature more clearly:



Graph 2. Translated and original self-help books published within the 10-year process

According to Even-Zohar, translated literature fulfills the requirements of a “younger literature” due to the fact that a young literature is not able to produce literary texts in all genres and it benefits from literary products of other literatures (1990: 47). Turkish literature with all its genres cannot be assessed as “very young” although it is younger than the most literary polysystems such as British, French and Russian literatures if literatures of the nations are compared with each other in a macro-system. However, it is quite possible that a literature may be “young” or “developing” in some genres and “self-confident” or “deep-rooted” in others. For instance, original novels occupy a great place in the Turkish literary polysystem written by prominent authors such as Orhan Pamuk and Elif Şafak who have moved to the center of the literary polysystem throughout the years while the polysystem strives to fulfill the inadequacy of itself for the genre of self-help literature which is “quite new” for the structure of current polysystem by importing works from experienced literatures. Translated literature becomes a crucial system of the whole polysystem in that case. As seen from the graph, besides the dominance of translated self-help books in the 1st half, translated self-help books have continued to be published in the 2nd half in remarkable numbers simultaneously with the original works. It points out that translated self-help has continued its great mission of shaping the structure of the literary polysystem in the 2nd half of 10-year process. It is also understood that the number of original self-help books surpasses translated

ones showing that original self-help authors have been inspired by the compilation of translated self-help works published within the 1st half. A graph designed in accordance with the data from *Dost Kitabevi* shows the increasing trend of original self-help literature in the 2nd half of the 10-year period:



Graph 3. The spread of original self-help books within the 10-year process

As understood from the graph above, the number of original self-help books generally increases throughout the period while gaining a pace in the 2nd half (excepting a 3-book decrease between 2005 and 2006; and a 24-year decrease between 2009 and 2010). Original self-help genre has begun to be accepted by the public as if self-help literature was a traditional Turkish genre especially since the year 2005.

The resources of relatively developed literatures may be limited and these literatures occupy a peripheral position in a “literary hierarchy” and they cannot produce the same literary compilation as the other adjacent systems; they may be in need of a “repertoire” which seems to be indispensable (Even-Zohar, 1990: 47). A literature may have “weak” and “strong” points as per literary works in the polysystem. While a given literature opens its literary compilation of original genres which occupy a strong position in the polysystem for exportation, it naturally imports foreign works in order to strengthen its weak points with a character open to innovations and changes. Original self-help literature could be assessed as a “weak” point of the Turkish literary polysystem when it is thought

that self-help literature has come to Turkey many years after the USA and it is expected that this “lack” should be fulfilled by the translated literature including prominent self-help works from experienced literatures in that respect.

Even-Zohar states that the original repertoire of literary polysystem can no longer be acceptable for younger generation when polysystem produces turning points and historical times; translated literature may move to the center even in the central literatures (1990: 48). While the society is experiencing change, the literature changes simultaneously in order to fulfill the desires of that society. Social changes such as long working hours, requirement for being a more ambitious character with the aim of being successful, gaining more or getting promoted, the need of being more “individual” and “materialist” in order to reach long-term goals in today’s more capitalist and global world; economic changes such as economic crisis and turning points; longing for achieving inner peace with a high intention of getting rid of depression resulting from pure economic conditions or the requirement for learning methods in order to survive in such conditions; cultural changes such as ongoing wish of people so as to adapt their lives to Northern American and European styles and the aspiration to enjoy the same standards of living with the counterparts above; historical changes of “world order” as a whole which dictate people to catch up with the pace of change and advise them to find ways and methods for the adaptation of “new” order have influenced the Turkish literary polysystem and translated self-help literature has become an important system of the polysystem. Following the dominance of translated self-help literature in the polysystem, original self-help books have become a great component of the system and have begun to occupy a great place in the polysystem just as translated self-help books.

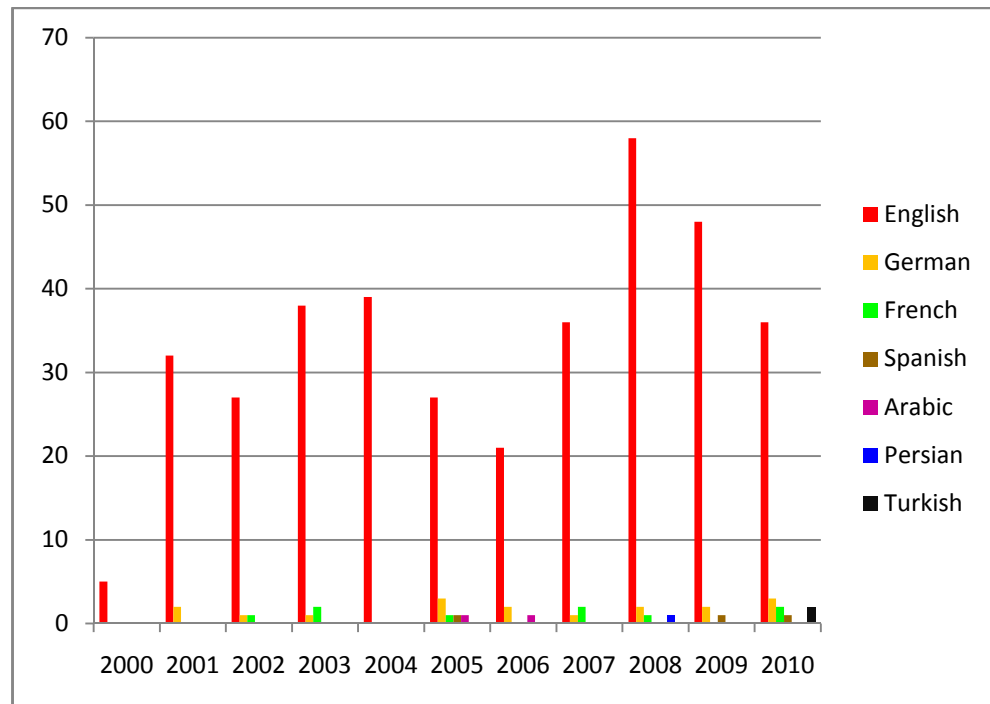
Translated literature does not have to be completely central or wholly peripheral. Some parts of translated literature may be peripheral, while the other may occupy the central position (Even-Zohar, 1990: 49). It is previously mentioned that literary polysystem is stratified and the stratification brings in the polysystem its dynamic character. The same is true for translated literature in the polysystem. Some genres of the translated literature occupy the center,

while others may seem to be peripheral. It is experienced that literary products of “popular genres” mostly imported from the Northern American literature and the European literatures assume the central point while classics from other literatures assume peripheral positions in the Turkish literary polysystem throughout 2000s. As the products of popular literature, self-help books are mostly imported from American and European literatures and naturally translated from English.

The stratification of translated literature may also be observed on the level of “translated languages” besides “translated genres”. Some languages move to the central position while others stay in the peripheral strata. This classification should not be isolated from policies of publishing houses and choices of the Turkish readers. Studying and analyzing the translated languages are the main requirement for understanding the stratification and general structure of the translated literature within the literary polysystem. The analysis enlightens the status of translated literature as an important system within the polysystem and contributes to correlate the translated literature with social processes.

Languages from which self-help literature books have been translated reflect the affinity of the Turkish literary polysystem to other systems. Transfer of cultures is realized by the language and the original language of a book intrinsically carries the characteristic features of its mother culture or land from which it comes. Therefore, analysis of the translated languages gives the clue of “translated cultures” which have been chosen to be incorporated into a national literary polysystem.

There is a graph below showing translated languages of self-help books prepared in accordance with the data taken from the National Library:



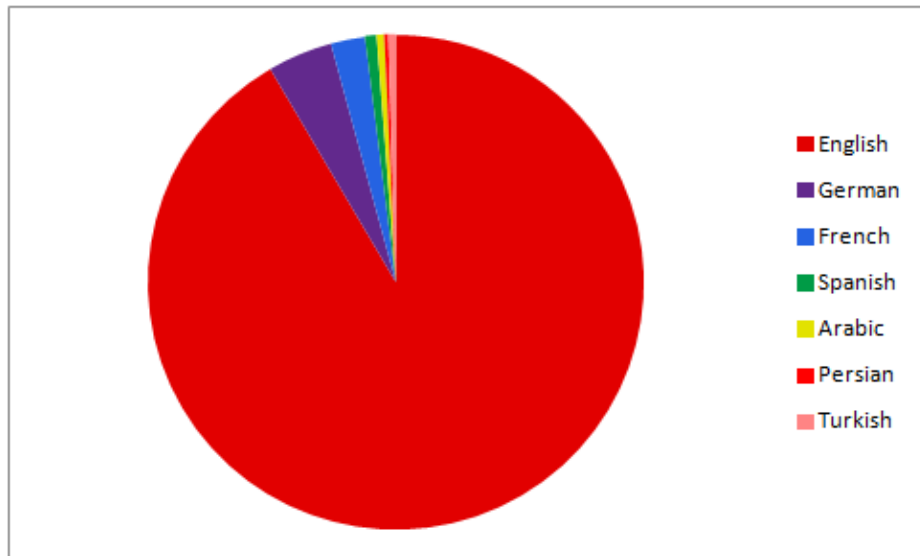
Graph 4. “Translated languages” of self-help books within the 10-year process

The dominance of “English” is seen for all years throughout the graph. English surpasses other languages due to the fact that original country of self-help books that have been translated into Turkish is mostly the USA and other English-speaking countries such as the United Kingdom and Australia. 367 of 401 self-help books have been translated from English and they reach the peak point with 58 books that have been translated from English in 2008 which is followed by 2009 with 48 books the original language of which is English.

English is followed by German with 17 translated books and 9 books have been translated from French. French is followed by Spanish with 3 books while two books have been translated from Arabic and one from Persian language. Translated books from German, French and Spanish reflect the European effect on the Turkish literary polysystem although the number of books translated from these languages is much lower than the ones translated from English. On the other hand, translations from Arabic have probably resulted from the convergences between Turkish and Arabic cultures with regard to cultural and religious grounds. The same reason could be valid for the Persian language

which has been chosen for translation even though only one book has been translated.

Therefore, self-help books translated from English have occupied a central position while the ones translated from German, French, Spanish, Arabic and Persian language have assumed peripheral positions in translated self-help literature within the Turkish literary polysystem between the years 2000-2010. A pie chart is given below in order to make positions of source languages of translated self-help works more clearly:



Graph 5. Source languages of translated self-help books in the literary polysystem.

Two books translated from Turkish attract attention in the catalogue taken from the National Library. It is observed from the list that *Avucunuzdaki Kelebek* written by Ahmet Şerif İzgören has been translated into German as *Der Schmetterling in Ihrer Hand* by Fadime Erdoğan and published by *Elma Yayınları* in 2010. The other book that has been translated from Turkish is *İçimdeki Yolculuk* (translated as *The Journey within Me*) written by M. Fatih Koçak and the book has been translated into English in 2010. No other books translated from Turkish published before 2010 are present in the catalogue.

This shows that 2010 is a turning point when the exportation of Turkish self-help books to other cultures has begun.

Translation of these books from Turkish at least shows the intention of introducing Turkish self-help literature to other cultures. Ahmet Şerif İzgören is the author who has assumed a central position in the Turkish literary polysystem especially in its original self-help stratum. The book *Avucunuzdaki Kelebek* has been probably chosen to be translated due to its popularity among Turkish audience and the expectation of gaining the same popularity among other cultures. The book has been translated into *German* other than English. A reason behind that choice is probably attracting the attention of the Turkish readers, families of whom immigrated to Germany years ago and who were born there. It is known that approximately 3 million Turks are living in Germany at present and using German in their daily lives. *English* has been chosen as the translation language for the other book *İçimdeki Yolculuk* written by M. Fatih Koçak in compliance with the current socio-cultural perspective. Greater part of translated self-help books in Turkey has been translated from English and English could be assumed as the “mother tongue” of translated self-help books which have mostly been originating from the USA.

Translated self-help books from Turkish unmistakably do not assume a central position within the European macro-polysystem where literary works translated from Turkish generally assume peripheral positions. However, translation activities should be accepted as important steps taken in order to introduce the Turkish authors and literary works to the European literary systems.

Data retrieved from the National Library and *Dost Kitabevi* confirm that self-help literature, whether original or translated, occupies a crucial place as a specific genre in the Turkish literary polysystem which is worth to be analyzed. An important reason behind the factor is the increasing interest of the Turkish readers for self-help literature. The interest of the public for a specific genre determines the policies of the publishing houses. Many publishing houses operate on the basis of "supply and demand" chain and have commercial concerns that they attach importance to the preferences of the public and

meticulously select foreign books to be translated while taking thoughts of the society into consideration; after all, literature cannot be separated from the society.

Authors are the main components of the literary polysystem. They are naturally the ones who produce the books following a long preparatory process. Existence of books cannot be possible without authors and therefore, authors, either foreign or national, occupy quite important positions in the literary system supporting heterogeneity and stratified character of the polysystem. Briefly looking at top self-help foreign and national authors should be beneficial for understanding the structure of the Turkish literary polysystem. Self-help authors occupying top ten positions as a whole and top 15 foreign self-help authors as per total number of books which have been published within the 10-year period are shown below:

Name of the Author	Total Number of books
Erşahin, Cengiz	23
Cüceloğlu, Doğan	21
Dökmen, Üstün	20
İzgören, Ahmet Şerif	12
Saygın, Oğuz; Covey, Stephen R.	10
Mandino, Og	9
Tarhan, Nevzat; Gün, Nil; Özer, Kadir; Maxwell, John C.	8
Robbins, Anthony; Carlson, Richard; Carnegie, Dale; Ongun, İpek; Sayar, Kemal; Sekman, Mümin; Toktamışoğlu, Murat	7
Akgündüz, Abdülkadir; Arıkan, Münir; Şanal, R. Schwartz, David Joseph	6
Dyer, Wayne W. Helmstetter, Shad	5
Table 2. Popular authors as per total number of published books	

Name of the Author	Total Number of books
Covey, Stephen R.	10
Mandino, Og	9
Maxwell, John C.	8
Robbins, Anthony	7
Carlson, Richard	7
Carnegie, Dale	7
Schwartz, David Joseph	6
Dyer, Wayne W.	5
Helmstetter, Shad	5
Goulston, Mark	4
Hill, Napoleon	4
Nagao, Tadahiko	4
Niven, David	4
Rama, Swami	4
Sharma, Robin	4
Table 3. Popular foreign authors as per total number of published books	

(Same books published in different years are included)

Foreign and national self-help authors are simultaneously seen on Table 2 (15 national authors; 9 foreign authors) even though dominance of the Turkish authors as per number of books published within 2000-2010 is also observed. However, position of the foreign authors within the Turkish literary polysystem cannot be underestimated that the whole list of foreign self-help authors and the number of books consist of 261 foreign authors and 401 self-help books. On the other hand, the number of national authors seen on the catalogue is 256 with 509 books published within the 10-year period. The popularity level of the national and foreign authors as per number of published books is almost similar.

It is observed from Table 3 that nationality of top 15 foreign authors is generally American except Tadahiko Nagao (Japanese author), David Niven (British author) and Swami Rama (Indian author). It has been mentioned that home country of self-help literature is the USA and the list confirms that the importation of self-help genre is mostly realized from the USA. Even though 3 authors are of origins other than American, source language of books written by all 15 authors shown on the table is completely English which is assumed to occupy the central position as a source language within the whole system of translated self-help literature in the Turkish literary polysystem.

Table 3 includes both classical and modern self-help authors. For instance, Napoleon Hill and Dale Carnegie could be regarded as classical self-help authors who are the pioneers of the genre while Wayne W. Dyer, Robin Sharma and Anthony Robbins are accepted as modern and prominent self-help authors. This is the nature of self-help genre that content of books, whether firstly published in 1950 or 2010, focuses on a common aim as flourishing and facilitating the lives of individuals by offering methods to be applied for the achievement of lifelong goals. Therefore, self-help books are not generally perceived as old or odd as the time passes because they are written for reaching the similar objectives.

Moreover, position and importance of the publishing houses within the polysystem cannot be denied. Publishing houses are the institutions that mediate between the readers and the books. They are the agents which make

books available for the society. Therefore, a literary polysystem consists of translated and original books, different genres, authors, translators, semiotic systems etc. and naturally publishing houses serving as a chain between "production and consumption". Publishing houses are also the channels giving advertisements of published and soon-to-be-published books in written and visual media. The advertisements give the idea about a certain book to the reader and contribute to the dynamic character of literary polysystem. The top ten publishing houses of the self-help books prepared in accordance with the catalogue of the National Library are shown below:

Name of Publishing House	Number of Books
Sistem Yayıncılık	59
Epsilon Yayıncılık	22
Pegasus Yayınları	20
Dharma Yayınları	18
Alfa Basım Yayım Dağıtım	15
Kuraldışı Yayıncılık; Hayat Yayınları	14
Optimist Yayınları; Mediacat Kitapları	13
Boyner Yayınları	12
Varlık Yayınları; Altın Kitaplar Yayınevi	11
İnkılâp Kitabevi	9

Table 4. Top publishing houses of self-help books (only translated)

Name of Publishing House	Number of Books
Remzi Kitabevi	40
Sistem Yayıncılık	31
Tutku Yayınevi	23
Hayat Yayınları	22
Nesil Yayınları	20
Timaş Yayınları	19
Alfa Basım Yayım Dağıtım	18
Kelam Yayıncılık	17
Elma Yayınevi	15
Akis Kitap	13

Table 5: Top publishing houses of self-help books (only original)

Name of Publishing House	Number of Books
Sistem Yayıncılık	90
Remzi Kitabevi	43
Hayat Yayınları	36
Alfa Basım Yayım Dağıtım	33
Epsilon Yayıncılık	29
Dharma Yayınları, Tutku Yayınevi	23
Kuraldışı Yayıncılık	22
Timaş Yayınları; Pegasus Yayınları	21
Altın Kitaplar Yayınevi; Nesil Yayınları	20
Yakamoz Yayınları	18

**Table 6. Top publishing houses of self-help books (original and translated)
(Same books published in different years are included)**

It is clearly seen on Table 6 that the most popular ones among all publishing houses which have published original and translated self-help books are *Sistem Yayıncılık*, *Remzi Kitabevi*, *Hayat Yayınları*, *Alfa Basım Yayın Dağıtım* and *Epsilon Yayıncılık*. Total number of published books of these publishing houses is 231 over 910 books published by all publishing houses seen on the catalogue. Total number of publishing houses is over 200 which is a huge number. It proves the popularity of the genre within the literary polysystem.

Another assumption made from the tables is that attitudes of the publishing houses towards publishing translated or original works are different. For instance, preference of *Sistem Yayıncılık*, a popular publishing house, is towards translated books (59 books) rather than original self-help works (31 books) while publishing original books has been preferred by *Remzi Kitabevi* (40 books) more than translated ones (3 books). *Hayat Yayınları* has published 22 original and 14 translated books; the number of original books published by *Alfa Basım Yayın Dağıtım* is 18 and it is 15 for the translated ones. *Hayat Yayınları* and *Alfa Basım Yayın Dağıtım* have attached similar importance to publishing both translated and original works; the numbers of original and translated books are quite close, while *Epsilon Yayıncılık* has made a preference over publishing translated works (22 books) rather than the original ones (7 books).

The publishing houses which have adapted the policy of publishing translated books are *Dharma Yayınları* (18 translated, 5 original), *Kuraldışı Yayıncılık* (14 translated, 8 original), *Pegasus Yayınları* (20 translated, 1 original) and *Altın Kitaplar Yayınevi* (11 translated, 9 original). On the other hand, *Tutku Yayınevi* (23 original, no translated), *Timaş Yayınları* (19 original, 2 translated), *Nesil Yayınları* (20 original, no translated), *Yakamoz Yayınları* (11 original, 7 translated) and *Kelam Yayıncılık* (17 original, no translated) have made their preference on the behalf of publishing original self-help books.

The tables and the examples above show that policies of publishing houses on publishing translated and original books differ from each other. When the chain of publishing houses is considered, it is seen that a large scale of publishing

houses has directed the attention towards publishing self-help books which is a popular genre among the Turkish society in the 2000s. This is an important proof supporting the idea that current socio-cultural state of the country and preferences of the society strongly affect the policies of publishing houses. Actually, it is the culture and people living in the culture that choose literary conglomerate which would enter into the literary polysystem of a nation.

A literary polysystem is comprised of components explained above as original and translated literary works, authors and translators of books, literary genres, publishing houses and society living in the culture. The components could be likened to the hoops of a chain and when one of the hoops is extracted, the chain scatters completely. Whole elements of the chain (literary polysystem) directly contribute to the dynamism and diachronic character, and future of the polysystem.

Works to be translated for the target society are not chosen randomly. The selection of the works to be translated should be in relation to the target literature and its co-systems (Even-Zohar, 1990: 46). The society living in the culture determines the criteria for choosing the works which will be translated. Works to be translated should be in harmony with the current norms, lifestyles, thoughts and expectations of the current society. The first and the most crucial condition for a literary work to be popular and bestseller is its acceptance by the society.

It is so clear that translated self-help genre constituting the core point of this study is absolutely accepted by the Turkish society and has become a “bestseller” genre in the country. The list obtained from *Dost Kitabevi* is composed of 1014 self-help books in total for the 10-year period. Number of translated books (514 books) surpasses the number of original works (500 books). It shows that translated self-help genre has a remarkable place within the Turkish literary system and translated self-help even occupies a bigger place on bookshelves of a prominent bookstore, *Dost Kitabevi*. Preferences of the public contribute to the decision-making process of bookstores while choosing books to sell. It shows that translated self-help is read and preferred

by potential Turkish readers. This makes the position of the translated genre stronger and broader within the polysystem.

Self-help genre with its style and content stays as a literary genre functioning in parallel with the structure of the Turkish society in modern times. This popularity and huge acceptance by the public seem to be in progress in the following years when the Turkish society will most probably keep an “individual-oriented” lifestyle which resembles a rat race in chaotic and busy cities. Translated self-help literature has been adapted by the Turkish society and the genre has achieved long-term positions in bestseller lists. Individuals have got accustomed to self-help genre, both original and translated, and are willing to obtain methods and solutions explained in the genre for their daily problems and they seem to do so in the near future.

3. 5. THE NOVELS WITH SELF-HELP CHARACTER

Self-help books are generally written with a simplified language in order to be fully understood by the readers and the genre offers methods to be applied by the readers. The self-help book is organized in such a way that the reader lies at the centre of the content and the advice is directly given to the reader. Below is a part from *The Key to Living the Law of Attraction* by Jack Canfield and D. D. Watkins:

So, if you have been holding onto feelings of anger, fear, resentment, or betrayal, now is the time to let them go. Release those old thoughts and patterns of behavior, and start living in the present (2008: 32).

As understood from the example, *the Key to Living the Law of Attraction*, as many other self-help books, is the book in which the content focuses on guiding readers to achieve specific goals by rendering clear and quick-fix solutions. However, the contents of some books occupying positions in the literary polysystem are organized towards a fictional character and they give self-help messages to be taken into consideration by the reader throughout the story of

the protagonist. The protagonist and his adventure of self-development become the theme of the book. The reader puts himself/herself into the protagonist's shoes and witnesses his/her self-improvement process throughout the content. The book could be written with the first person narrative and the protagonist expresses his/her self-development process; or third person narrative in which the author expresses the life of the protagonist who is generally an unhappy person seeking positivity and hope to cherish his/her life. The reader is included into the content as an observer who derives lessons from the life and experiences of the protagonist.

Such books could be regarded as fictions in the polysystem including literary elements of popular novels. However, they consist of lots of self-help messages and elements. It is possible to state that these works are in hybrid type and could be called as "fictional self-help". These works reflect the interrelations between the different levels of the literary polysystem proving the heterogeneous and complex character of the system. This fact underlines that no genre in the polysystem is immune from the effects of others and is able to function as a fully independent part within the system. Fictional self-help has become an important component of the Turkish literary polysystem in recent years while bringing an innovative and hybrid character to the polysystem.

Fictional self-help has entered the polysystem and even occupied central positions in the system thanks to its primary character.

A striking book in the scope of fictional self-help is *The Monk Who Sold His Ferrari* written by Robin Sharma. The book has been translated into Turkish as *Ferrari'sini Satan Bilge* by *Goa Yayınları*.

The protagonist of the book is Julian Mantle who is a successful attorney. Mantle draws the profile of the modern man busy with materialistic thoughts such as gaining more money, prestige and comfort. After a heart attack, Mantle decides to listen his inner voice and sells his assets and flies to India in order to seek spiritual insights. He meets a Himalayan guru, Yogi Raman, there and Raman gives advice to Mantle who is in search of some answers that will

cherish his life. The book is organized through seven virtues such as Master Your Mind, Follow Your Purpose, Practice Kaizen, Live with Discipline, Respect Your Time, Selflessly Serve Others and Embrace the Present (Sharma, 1999: 198). Below is a part from *the Monk Who Sold His Ferrari*:

"In the fable, the garden is a symbol for the mind," said Julian. "If you care for your mind, if you nurture it and if you cultivate it just like a fertile, rich garden, it will blossom far beyond your expectations. But if you let the weeds take root, lasting peace of mind and deep inner harmony will always elude you. (Sharma, 1999: 41).

The part above has been taken from Chapter Seven entitled *A Most Extraordinary Garden*. Mantle talks with his friend John who is the storyteller throughout the book. Mantle shares his wisdom with John after he has learnt it from India. It is mentioned about the power of mind, one of the key elements in self-help books, in the example; but the content is offered in an expressive tone in accordance with the characteristics of a literary work such as a novel. Story-telling method brings the book a fictional character although the book could be regarded as a self-help work offering advice to the readers. However, these self-help messages are encoded in the process of the content unlike traditional self-help works which give advice and methods in an understandable, quick, direct and clear way.

Fictional self-help addresses to the imagination of the reader and the reader is fascinated by the flow of the story while grasping self-help messages to be used in daily life. The genre serves both as a fiction and self-help literature. This hybrid form attracts the attention of the readers especially the ones who find general self-help works simple and non-creative. *The Monk Who Sold His Ferrari* has become an international bestseller thanks to its well-established content. The book has entered bestseller lists in Turkey as *Ferrari'sini Satan Bilge* in June, 2005 and has kept its high position in bestseller lists for ten months according to the book supplement of *Radikal*, a national newspaper, published each week. There is no week when *Ferrari'sini Satan Bilge* has not occupied a position among top ten best-selling books in Turkey for approximately a year which is the great success of the translated book.

It is observed that *Ferrari'sini Satan Bilge* has entered into the literary polysystem of Turkey as a translated fictional self-help and occupied a certain position. Being in the central position of the polysystem, the book has been preferred and adopted by Turkish readers. This proves the interaction between the genres occupying different positions within the literary system. The interaction here is realized between the fiction and the self-help genre. This trend in the centre of the polysystem has continued for some time with other books of Robin Sharma.

The Monk Who Sold His Ferrari is followed by *Discover Your Destiny with The Monk who Sold His Ferrari* and *The Saint, The Surfer, and the CEO*. These two books are also written in a fictional manner carrying the self-help character.

Discover Your Destiny with The Monk who Sold His Ferrari which is a sequel book of *The Monk Who Sold His Ferrari* tells about the story of Dar Sanderson who is a prestigious man; but deprived of happiness in his life. Sanderson meets Mantle, who has become a monk then, and Mantle helps him to reach inner peace and comfort.

The Saint, The Surfer, and the CEO is the story of Jack Valentine who is an unhappy person like Sanderson. He has bad experiences and after he has had an accident, a strong coincidence takes place and he meets his father as a roommate in the hospital who has been lost for a long time. He leaves a letter to Jack and some plane tickets. Following his father's advice, Sanderson travels throughout the world and finds three mentors: a saint, a surfer and a CEO. Valentine learns lots of things to enlighten his life thanks to the meetings with these three teachers.

The protagonists of fictional self-help are generally unhappy people leading desperate lives and they all want to make a change in their lives. They are directed by a mentor or mentors towards a positive path. On the other hand, the mentor becomes the author of the self-help book while the protagonist is the

reader in common self-help literature. The creativity and astonishing stories in fictional self-help break the ordinary character of the self-help genre.

Discover Your Destiny with The Monk who Sold His Ferrari has been translated into Turkish as *Koza Kelebeği Bilmez* by Goa Yayınları. An interesting title for Turkish edition which has the potential to attract the attention of the readers is chosen. Both *Ferrari'sini Satan Bilge* and *Koza Kelebeği Bilmez* have occupied highest positions in bestseller lists and the books have entered the lists together within the following months January and February in 2006.

The Saint, The Surfer, and the CEO translated as *Ermiş, Sörfçü ve Patron* published by Goa Yayınları has also become a bestseller work in 2006 especially in May and June. The years of 2005 and 2006 could be regarded as the ones when translated fictional self-help books have made their marks on the literary polysystem. It is possible to say that Turkish audience has been firstly introduced to fictional self-help thanks to the works of Sharma and these translated works have fulfilled the requirement of the polysystem for inspirational and innovatory books.

The other book written by a self-help author with a fictional character is *Ladesçi*. The book has been written by Üstün Dökmen, a prominent psychologist and author, who has wrote the series of *Küçük Şeyler*. The book tells the story of the fictional character Cemil Uslanmaz, the protagonist, and focuses on social relations which are based on deception and gives social messages. Being a self-help author within the polysystem, Dökmen turns to the genre of fiction with his book *Ladesçi* proving the hybrid and dynamic character of the polysystem which is shaped by the desires of potential readers. *Ladesçi* has taken its position in bestseller lists with the books of Sharma.

The trend of self-help fiction continues to prevail in the Turkish literary polysystem after the year 2010. *L'homme Qui Voulait Etre Heureux* written by Laurent Gaunelle has been translated into Turkish from French as *Mutlu Olmak*

İsteyen Adam in November, 2012 by *Pegasus Yayınları*. The book tells about the dialogues between unhappy Julian, who is on a vacation in Bali, with the Master Samtyang. Master Samtyang gives messages to Julian throughout the book towards the power of thought which shapes the lives of individuals. For instance, Master Samtyang tells Julian that the experiences which an individual have had in his life are just rooted from the beliefs of the individual (Gounelle, 2012: 28). Therefore, it is possible to say that the book is based on a self-help thought; but renders it in a fictional way. It could be predicted that fictional self-help will continue to affect the literary polysystem in the following years with its both literary and self-help content.

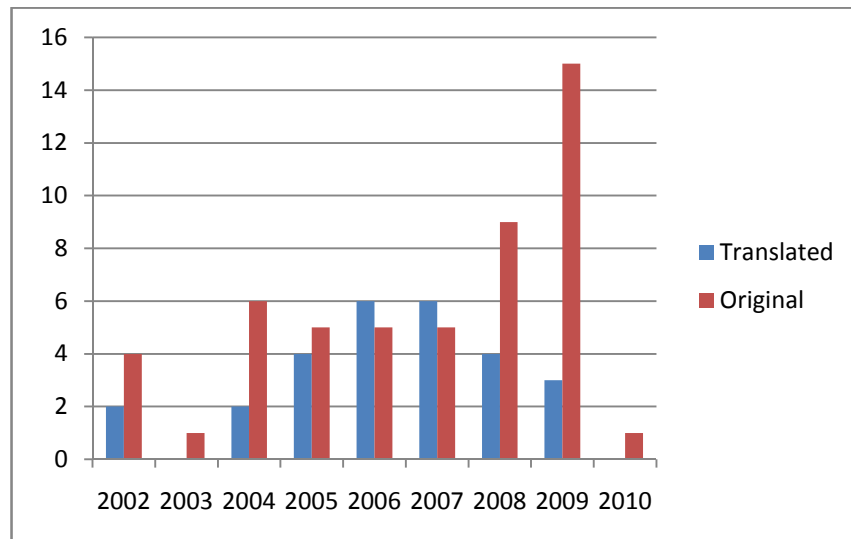
3. 6. SELF-HELP BOOKS AS BESTSELLERS IN THE TURKISH LITERARY POLYSYSTEM

Bestseller lists compiled by the publishing houses, newspapers, magazines or newspaper supplements give clues about the choices of the society, popularity of the genres as specific systems within the literary polysystem, central and peripheral positions of the books and the publishing houses in the literary system. Increasing or decreasing trends in the system experienced in relation to the preferences of the society may also be analyzed by observing the bestseller lists through a diachronic view.

Briefly, literary preferences of the people in the culture strongly affect the the literary system, the structure of which is generally shaped by socio-economic and cultural processes. It is the society that goes through these processes and therefore the body that has dominance on a given national literary system. Bestseller lists work as catalogues which contribute to the understanding and the analysis of preferences of the society and reflections of these preferences to the center and periphery of the literary polysystem and on the polysystem as a whole. These lists are also helpful for examining the influence of other literatures on a given literature, because these lists naturally include works of

translated literature, sales figures of which are high enough to carry the works to these lists.

A National newspaper, *Radikal*, publishes a supplement each week entitled *Radikal Kitap Eki* which includes top best-selling books in Turkey. Available book supplements of *Radikal* have been obtained from the National Library for this study. Each supplement contains top ten bestseller books in Turkey. However, the bestsellers have been categorized as *fiction* and *nonfiction* since February, 2007. Self-help books have been included into nonfiction category since this date. It is possible to see both translated and original self-help books in these lists; but the intensity differs between the years. Below is the graph that shows how many self-help books appear on bestseller lists as per the years:



Graph 6. The figures of best-selling self-help books as per the years

Data for the years 2000 and 2001 are inadequate and bestseller lists for only two weeks are available for the year 2010. Therefore, only one self-help book appears on the lists for 2010. The data for the year 2010 have been tried to be completed with the bestseller lists of www.kitapyurdu.com which includes top 100 bestseller books for each year (<http://www.kitapyurdu.com/kampanya/coksatanlar.asp?yil=2010>). General assumptions could be made in compliance with the available data.

Although, original self-help books have the dominance over translated books, translated self-help genre occupies remarkable places in bestseller lists. It is possible to assess bestseller books as being on the central positions of the polysystem due to the fact that these lists are organized through sales figures of published books and compiled from different publishing houses throughout Turkey. The literary system cannot be regarded as an irrelevant part of the society itself. Bestseller lists are in close collaboration with the preferences of the audience; because they are the readers who carry some books to higher positions via buying these books. Hence, bestseller books reflect the choices of the readers and the lists are shaped by dominant socio-cultural atmosphere in the country.

According to the data for the year 2002, self-help books on relationships have been mostly preferred by the readers to be read. Original works *Erkekleri Kullanma Kılavuzu* and *Kadınları Kullanma Kılavuzu* by İlhan Uçkan and translated work *Erkekler Dile Gelse (If Men Could Talk)* by Alon Gratch appear among the six bestseller self-help books for the year 2002. The beginning of the 2000s may be regarded as the emergence period of the genre in bestseller lists. Due to their interesting and fluent content, books on relationships are good agents in order to introduce self-help genre to the Turkish audience. The readers who have been striving to recover the negative effects of the 2001 economic crisis, may have probably chosen to cherish their social relations with others, especially with their spouses. *İletişim Donanımları* is another original work written by Doğan Cüceloğlu that takes place in the lists of 2002. The book focuses on the relations of the individual with others at work, in family and the whole society. These books may have offered assistance for the people who have been depressed and have had negative impacts to others because of the complex situation experienced in the country after the crisis. It is a striking fact that translated and original books on relationships have simultaneously occupy central positions during the following weeks showing that Turkish readers have not seen translated works as foreign or odd; but have chosen books to be read according to their content.

Appearance of self-help books has been prominently observed in bestseller lists since 2004 and the year 2005 has been a turning point of the self-help adventure in Turkey. Books of Dale Carnegie translated into Turkish as *Dost Kazanma ve İnsanları Etkileme Sanatı* (*How to Win Friends and Influence People*) and *İşten ve Yaşamdan Zevk Almanın Yolları* (*How to Enjoy Your Life and Your Job*) have become bestseller books in 2004. It is seen that the prominent author Dale Carnegie's books have been read and preferred after a more than 50-year lapse since their first publishing in the USA thanks to their contents which do not lose validity throughout the years. Carnegie's books as bestsellers in the Turkish literary system show that translated self-help literature has the potential to move to the centre of the whole polysystem and even to threaten the central position of original works regardless of their genres.

Books of Akın Alıcı entitled *Hayata Yön Veren Öyküler* and *Hayata Yön Veren Sözler* have occupied important places. This fact proves that biographical anecdotes and quotes from successful individuals have taken the attention of the reader. *Mevlana'dan Altın Öğütler* written by Ziya Elitez has also become a bestseller in 2004 reflecting cultural and religious factors which affect the dynamism of the whole polysystem.

As stated above, the year 2005 has become a turning point for the self-adventure of Turkey. Self-help genre has been totally accepted as an independent genre with its translated and original components. *The Monk Who Sold His Ferrari* (translated into Turkish as *Ferrari'sini Satan Bilge*), an international bestseller, written by Robin Sharma has become an important bestseller in the lists of 2005. The book has appeared on the lists for many consecutive weeks. As a translated fictional self-help book, the book has achieved to occupy higher positions in the lists (more than 30 weeks) proving that translated self-help literature has the chance to occupy central positions within the polysystem. The prominent original self-help authors Mümin Sekman (*Her Şey Seninle Başlar*), Üstün Dökmen (*Küçük Şeyler*) and Doğan Cüceloğlu (*Mış Gibi Yaşamlar*) have also appeared in higher positions on these lists. The year 2005 gives a clue for the general condition of translated self-help literature

within the literary system. Translated self-help has been adopted and embraced by Turkish readers such as they were the original works of the Turkish culture. Translated works have appeared simultaneously with original ones on the lists. It is understood that translated self-help genre, as seen in the case of *Ferrari'sini Satan Bilge*, could move to the center in order to complete inadequate parts of the polysystem.

Sharma's effect on the Turkish polysystem has continued in 2006. Besides *Ferrari'sini Satan Bilge*, *Ermış, Sörfçü ve Patron* (*The Saint, The Surfer, and the CEO*), *Koza Kelebeği Bilmez* (*Discover Your Destiny with the Monk Who Sold His Ferrari*) as fictional self-help books and *Sen Ölünce Kim Ağlar?* (*Who Cries When You Die?*) as a self-help book have occupied top positions on bestseller lists. Turkish readers have been introduced to "fictional self-help" with the contribution of Sharma's books and the books have filled current gaps within the polysystem with their innovative and primary character. *İstedığınız Kişiyse 8 Dakikada Nasıl Evet Dedirtiniz?* (*How to Get Anyone to Say "Yes" in 8 Minutes or Less!*) written by Kevin Hogan has also occupied important positions in the lists. The book fits with the needs of the Turkish readers who want to achieve *more* in *less* time while leading fast and chaotic lives. Another remarkable work is *Kokoloji* (*Kokology*) written by Isamu Saito which has appeared on bestseller lists for a long period in 2006. The book is organized through games which help the reader to know himself/herself better. It should be underlined that such translated books as *Kokoloji* which do not have original equivalents as per style and content have a higher chance to move to the center of the polysystem. Books of Üstün Dökmen (*Ladesçi* and *Küçük Şeyler 2*) and Doğan Cüceloğlu (*Başarıya Götüren Aile* and *Mış Gibi Yaşamlar*) have also appeared on the lists; but Robin Sharma, with four books, has become the author who has supported translated self-help to move towards the center of the literary polysystem in 2006.

Bestseller lists of non-fiction category for the year 2007 generally include political books and self-help books together. Boosting of political books on these lists could be resulted from the general elections of 2007 and its preceding

period. Political sensibilities of people generally increase during election periods and socio-political atmosphere in the country indispensably affects the current state of the literary polysystem. Although books with political contents have had higher positions in 2007, self-help literature has appeared on the lists together with these books. An international bestseller, *The Secret* by Rhonda Byrne has appeared as the first best-selling book through following weeks in 2007. Moreover, *Liderlik Bilgeliği (Leadership Wisdom)* by Robin Sharma, besides *Sen Ölünce Kim Ağlar*, has appeared on the lists.

Another striking fact for the year 2007 is that two books with the same title have entered the lists. These are *Çekim Yasası* written by Nil Gün and *Çekim Yasası (The Law of Attraction)* by Ester and Jerry Hicks. Translated *Çekim Yasası* has appeared for longer periods than original *Çekim Yasası* on the lists. The plot of *The Secret* is also based on the law of attraction. It shows that the concept “the law of attraction” has been the central theme of bestseller self-help books in 2007 and the books to be read are chosen in accordance with this theme regardless of their foreign or Turkish origin. With the contribution of *The Secret*, translated self-help has kept its central position within the polysystem. *Ferrari'sini Satan Bilge*, the popular bestseller for the years 2005 and 2006 and *The Secret*, another translated bestseller for the years 2007 and 2008 have played important roles for shaping the literary polysystem and original self-help books have become to appear intensively on the lists in 2008. It is possible to say that translated self-help genre has achieved a great mission as contributing to the introduction of self-help genre to Turkish readers.

Books with political contents have gradually disappeared from the lists giving way to self-help genre in 2008. This reflects the ideological transformation of the country. The effect of liberalism which puts freedom of the individual on the center of the politics has become the determinant factor of decreasing number of political books and increasing number of self-help books. Yazıcı Yakın and Balamir Bektaş state that self-help books offer a new form for “the concern of self-development” and these books could be regarded as the indicators of post-capitalism and the authors describe the first premise of the self-help literature

as the ideology of liberalism which advocates the thought that realization of self-improvement is related to one's looking after his/her own benefits (2009: 12-13).

As mentioned throughout the study, self-help focuses on the individual and strives to change the life of the individual in a positive direction which is in parallel with the liberalist thought. In accordance with the changing scene of the society, self-help books have intensively appeared on high levels within the literary system in 2008. Books of Mümin Sekman (*Her Şey Seninle Başlar, İnsan İsterse, Limit Siziniz*) have become bestsellers together with *Yaşama Yerleşmek* written by Üstün Dökmen and *Moks* by Ahmet Şerif İzgören. Although translated self-help books have taken part in the lists as *The Secret* by Rhonda Byrne and *Mükemmelliğin Rehberi (The Greatness Guide)* by Robin Sharma, huge numbers of original self-help books have had the dominance over translated ones in 2008. When bestseller lists are taken into consideration as the components of the whole polysystem, it is observed that translated self-help genre was very effective until 2008 and this effectiveness has begun to lose power since the beginning of 2008 due to the majority of original books written by prominent Turkish authors. This means that the level allocated to self-help genre within the polysystem has been largely filled with original self-help books. This trend has continued in 2009 with a great momentum.

Evrenden Torpilim Var by Aykut Oğut, *Küçük Şeyler 4 'Eşitler Evi'* by Üstün Dökmen have appeared for long periods on bestseller lists of 2009. Sekman's books *Her Şey Seninle Başlar* and *Limit Siziniz* have also taken place on the lists of 2009 such as the previous year. *Kuantum ve Kur'an* written by R. Şanal Günseli has occupied higher positions on the lists. Günseli is the author who deals with the quantum thought in his books. The Quantum Thought may be regarded as a sub-genre of self-help literature and the bestseller book combines quantum with the Holy Book of Muslims, Koran, showing the influence of religion on bestseller lists in the country in which majority of people are Muslim. In general, original self-help books have dominated translated self-help in 2009.

According to the data obtained from *kitapyurdu.com*, a huge online bookstore in Turkey, self-help books have continued to occupy great places within the polysystem in 2010. As in the year 2009, the dominance of original self-help books is observed in 2010. Mümin Sekman has entered bestseller lists with his three books; *Her Şey Seninle Başlar*, *Ya Bir Yol Bul*, *Ya Bir Yol Aç*, *Ya da Yoldan Çekil* and *Limit Sizsiniz*. It is possible to conclude that original self-help books have greatly occupied central positions on bestseller lists since the year 2008. That's to say, self-help trend, which was firstly seen to be unfamiliar to the Turkish society, introduced itself to the people via translated works and directed Turkish authors to produce self-help works. Original self-help works are now being read by the majority of the readers and self-help authors continue to write new books.

Diet books and the books on alternative medicine are not categorized as self-help works in the catalogue obtained from the National Library and in the database taken from *Dost Kitabevi* which are used in this study. These books are not accepted as self-help in the Graph 6 shown above in order not to break off the coherence of the whole study. However, a brief note could be written down about these books. Diet books and the books on alternative medicine are written for improving physical health which is a component of the self-development process of oneself. These books include diet methods or herbal remedies for health problems, programs for staying young and losing weight by positive thinking. Psychological and physical health cannot be separated from each other and both of them have roles in the self-improvement process of the individual.

Such books have been spread throughout all bestseller lists. Some of these books and their best-selling years are as follows: *Yaşasın Hayat* (2003), *Hafifleyin Gençleşin* (2004) by Osman Müftüoğlu, *Ayurveda: Sağlıklı Zayıflamanın Yolları* (2002), *Doğanın Şifalı Elleri* (2005), *Bitkisel Sağlık Rehberi* (2008-2009), *Bitkisel Kürler Rehberi* (2009) by İbrahim Adnan Saraçoğlu, *Şifalı Bitkiler* (2008-2009) by Ahmet Maranki, and translated books entitled *Siz: Kullanma Kılavuzunuz (You: The Owner's Guide)* (2005), *Siz: Diyettesiniz (You:*

On a Diet (2007) and *Siz: Genç Kalın (You: Staying Young)* (2008) written by cardiologist Mehmet Öz and anesthesiologist Michael F. Roizen.

Two important conclusions could be drawn from the alternative medicine, diet books and the books that give advice for a healthier life. First of all, diet books generally appear on the lists after May; that's to say, summer months which are coming, and alert people to lose weight and these books become bestsellers in those periods. Naturally, the literary polysystem cannot be isolated from the requirements and wishes of the society. Secondly, books on herbal remedies are of Turkish origin due to the fact that Turkish audience is familiar with eastern remedies and herbal therapies. This proves that cultural elements of the society play crucial roles within the structure of the whole literary system. The book *Ruhsal Gelişim* written by Ender Saraç, the medical doctor having books on diet, has taken place in bestseller lists of 2007. This shows that physical and psychological self-help cannot be separated from each other as seen in the example that Saraç combines recovery of body with the well-being of mind. Therefore, books on physical health could be included into the genre.

In general, it is possible to encounter with books in bestseller lists falling within the category of self-help genre within the 10-year period. Appearance of translated self-help books cannot be underestimated. There are some situations that translated self-help works leave original books behind as in the case of *The Secret*. Number of original books has surpassed translated works on the lists for the years 2008, 2009 and 2010 proving that self-help genre has been generally accepted as an original genre. The role of translated self-help genre cannot be denied in the process of introduction and spread of the genre throughout the country and its appearance on the Turkish literary polysystem.

Another conclusion derived from bestseller lists is that the source language of translated self-help books is totally English which is the most dominant source language of translated self-help genre in Turkey.

It is also observed that international bestsellers such as *The Secret* and *The Monk Who Sold His Ferrari* have also become bestsellers in the Turkish literary

polysystem. The effect of advertisements of international bestsellers should not be underestimated that advertisements always contribute to the movement of certain works to the centre of the polysystem.

A *bestseller* list including the best-selling self-help books has also been obtained from *Dost Kitabevi* in February, 2013, including books which have been published between the years 2000 and 2010. Books are listed according to their sales figures regardless of their publishing years. The list includes 266 books and top ten books are shown in the table below:

AUTHOR	NAME OF THE BOOK	PUBLISHING HOUSE	PUBL. YEAR
MÜMİN SEKMAN	HER ŞEY SENİNLE BAŞLAR	ALFA	2005
RHONDA BYRNE	THE SECRET	BUTİK	2007
ÜSTÜN DÖKMEN	KUÇUK ŞEYLER-3 YAŞAMA YERLEŞME	REMZİ KİTABEVİ	2008
MÜMİN SEKMAN	LİMİT SİZSİNİZ	ALFA	2008
CENGİZ ERŞAHİN	STRES KENDİNE GÜVEN MÜCADELE	TUTKU YAY.	2007
MÜMİN SEKMAN	KİŞİSEL ATALETİ YENMEK	ALFA	2001
AHMET ŞERİF İZGÖREN	ŞU HORTUMLU DÜNYADA FİL YALNIZ BİR HAYVANDIR	AKADEMİ ARTI	2002
CENGİZ ERŞAHİN	GERÇEK SİR	TUTKU YAY.	2007
AYKUT OĞUT	EVRENDEN TORPİLİM VAR	DHARMA	2009
DAVID J. LIEBERMAN	AKLINDAKİNİ OKUYABİLİRİM	KORİDOR YAY.	2007

Table 7. Top 10 bestseller self-help books listed by *Dost Kitabevi* (published between 2000-2010)

As explained before, translated self-help books simultaneously occupy a position together with the original self-help works within the Turkish literary polysystem. Full list of the bestseller self-help books confirms this hypothesis and it is possible to see this conclusion on top ten books shown above (8 original books; 2 translated books). Self-help books that claim to operate as agents in order to flourish the lives of individuals in many important fields such as spiritual, psychological and physical grounds mostly include general concepts and global methods to be understood and applied by the readers.

Therefore, the Turkish readers easily adapt to translated works as well as the original books the aim of which are quite similar when considered as a whole.

It is observed from the table that Mümin Sekman, a best-selling Turkish author, has three books over top ten books on the list. This proves the success of the author within the self-help atmosphere of the Turkish literary polysystem. The book *Limit Sizsiniz* which was published in 2008 has been translated into English as *Unlimit Yourself* by Feyza Howell and the book has been published by *Alfa Yayınları* in 2010 (http://www.rob389.com/default.asp?PG=UDE11TR&MMM00_ITEM_CODE=9786051062785&MMG00_CODE=11). Main reasons behind the translation of the book into English are most probably the popularity of the book and fame of the author among the source culture. It is expected from the book to reach a similar popularity in other literary polysystems. Translation of the book also underlines the attempt to introduce Turkish self-help literature to other literary systems. It is explained on Section 3. 4 of Chapter 3 in this study that 2010 has become the year when translations of Turkish self-help books have been made. The publishing year of English version of *Limit Sizsiniz* is also 2010. Translation activities from Turkish to other languages, especially into English, seem to gain momentum in the following periods.

As seen from the table 7, when self-help literature is considered as an independent component of the literary polysystem which has its own system with central and peripheral levels, it is seen that original and translated self-help appear simultaneously on the central position. It is observed that original works have left behind translated ones within the centre. However, it should be underlined that total number of best-selling translated works is remarkable. When the whole list is examined, it is seen that the number of translated books is 113, while it is 153 for original books. It shows the remarkable effect of translated self-help literature on the system of the genre as a whole.

Top 50 best-selling self-help books include 12 translated works and 38 original works. It is possible to see the importance of translated self-help books in every

segment of the list. Authors of these 12 translated self-help books and their translated works are shown below:

Sequence	Name of the Author	Title of the Book
2nd	RHONDA BYRNE	THE SECRET
10th	DAVID J. LIEBERMAN	AKLINDAKİNİ OKUYABİLİRİM
15th	JOHN IZZO	ÖLMEYEN ÖNCE KEŞFET.GER.5 SIR
16th	DAVID J. LIEBERMAN	HERKESE HER İSTEDİĞİNİZİ YAPTIRIN
31st	GARY CHAPMAN	BEŞ SEVGİ DİLİ
36th	SUN TZU	SAVAŞ SANATI
42nd	MARY MITCHELL	İLK 5 DAKİKA
43rd	AMARGI HILIER	BEYNİN GİZLİ GÜÇLERİ
45th	MICHEL DE MONTAIGNE	MUTLULUK VE YAŞAMA SANATI
46th	LOUISE L. HAY	POZİTİF GÜCÜN BÜYÜSÜ
47th	SAM HORN	TONGUE FU-SÖZLÜ DÖVÜŞ SANATI
49th	RANDY PAUSCH	SON KONUŞMA

Table 8. Best-selling foreign authors and their works within top 50 self-help books

The list shows the crucial position of translated self-help within the whole system including translated and original self-help books. Rhonda Byrne, David J. Lieberman and John Izzo are the self-help authors who take attention on the individual system of self-help literature as per their position on higher levels.

Here is another table that shows the top ten best-selling authors as per their number of published books within the 10-year period:

Name of the Author	Total Number of Books
NİL GÜN	13
CENGİZ ERŞAHİN	10
ERDAL DEMİRKIRAN	9
MÜMİN SEKMAN	9
AHMET ŞERİF İZGÖREN	7
MUHAMMED BOZDAĞ	7
ÜSTÜN DÖKMEN	7
DOĞAN CÜCELOĞLU	6
KEVIN HOGAN	6
TONY BUZAN	5

Table 9. The authors and number of best-selling books on the list

The table shows that Nil Gün has 13 books on the bestseller list of self-help books becoming the first author who has sent books to the list with the highest number. Kevin Hogan and Tony Buzan as foreign authors have books on the list. It is possible to say that foreign authors have achieved to enter into the bestseller list with more than one book. This shows that Turkish readers give approval to foreign authors and read their several works.

The number of publishing houses which publish bestseller self-help books is 74. Alfa Basım Yayın (27 books), Kuraldışı Yayıncılık (17 books), Butik Yayınları and Koridor Yayınları (15 books for each), Tutku Yayınevi (14 books), Remzi Yayınevi and Yakamoz Yayınevi (13 books for each), Akademi Artı Yayınları (11 books) and Pegasus Yayınları (10 books) are leading publishing houses within all publishing houses selling bestseller self-help books.

Another bestseller list including books from all genres has also been obtained from *Dost Kitabevi* in April, 2013. The list is organized in accordance with the sales figures of the books regardless of their publishing years. The books are listed beginning with the top bestseller book. The list totally includes 547 books in total and offers an analysis of the position of translated and original self-help literature within the national literary polysystem for the 10-year period. The whole list includes novels, fantastic literature, self-help literature, crime fiction, children's literature, political books etc. There are 47 self-help works (7 translated and 40 original books) over 547 works from various genres. The list strenghtens the assumption that self-help literature, with its both translated and original components, occupies a remarkable place in the Turkish literary polysystem. Below is the table showing top best-selling 20 authors and books:

Name of the Author	Title of the Book	Publishing House
ELİF ŞAFAK	AŞK	DOĞAN
ADAM FAWER	OLASILIKSIZ	APRIL
HANEFİ AVCI	HALİÇ'TE YAŞAYAN SİMONLAR	ANGORA YAY.
JOHN LLOYD	CAHİLLİKLER KİTABI-1	NTV
TURGUT ÖZAKMAN	DİRİLİŞ-ÇANAKKALE 1915	BİLGİ YAYINEVİ
MÜMİN SEKMAN	HER ŞEY SENİNLE BAŞLAR	ALFA
KHALED HOSSEINI	UÇURTMA AVCISI	EVEREST
SERDAR ÖZKAN	KAYIP GÜL	TİMAŞ
ADAM FAWER	EMPATİ	APRIL
PINAR REİSOĞLU	İNGİLİZCE TÜRKÇE DİL HAPI	KURMAY DAĞITIM
YAŞAR NURİ ÖZTÜRK	ALLAH İLE ALDATMAK	YENİ BOYUT
UĞUR GÜRSOY	FIRAT-1	MÜREKKEP YAY
TURGUT ÖZAKMAN	CUMHURİYET-TÜRK MUCİZESİ	BİLGİ YAYINEVİ
ORHAN PAMUK	MASUMİYET MÜZESİ	İLETİŞİM
NO AUTHOR	İNGİLİZCE KELİME KARTLARI	KORİDOR YAY.
AHMET ÜMİT	BAB-I ESRAR	DOĞAN
RHONDA BYRNE	THE SECRET	BUTİK
ILGIN OLUT	NEVA	DOĞAN
STEPHENIE MEYER	ALACAKARANLIK-1	EPSILON
KHALED HOSSEINI	BİN MUHTEŞEM GÜNEŞ	EVEREST

Table 10. Top 20 bestseller books over 547 books from all genres

Her Şey Seninle Başlar and *The Secret* occupy certain positions among top 20 bestseller works. The list could be regarded as a reflection of the whole polysystem in Turkey. That is to say, translated self-help genre and original self-help literature assume central positions which should not be underestimated. Since bestseller lists reflect choices of the people, self-help literature as a whole not only occupies important levels in the polysystem, but also has the potential required to become a best-selling genre. No need to say, translated self-help genre assumes crucial positions on the whole polysystem and bestseller lists showing that translated self-help has become an indispensable part of the Turkish literary polysystem within the 10-year period.

CHAPTER 4

GENERAL OVERVIEW OF SELF-HELP LITERATURE

Self-help genre adapts an individual-oriented approach that focuses on offering advice for a more prosperous and better life. Self-help books may have different contents from techniques for speed reading to ways of persuading or influencing people in daily life. The main question word, answer of which is searched through self-help books is: “How to”. “*How to* become more successful, healthy, wealthy, positive or happier” constitutes general theme of the genre. *How to* boost your career, *how to* communicate better with others, *how to* improve conditions of your daily life, *how to* decorate your house in order to feel more comfortable, *how to* earn more or double your income, *how to* be more creative and productive in business life, *how to* reach inner peace and feel better, *how to* improve your physical health by taking measures are some of *how to* questions, appropriate answers of which are stated in self-help books.

Another key word besides *how to* is “self” within the process of analyzing self-help genre. Self-help literature concentrates on *self*; that is to say, the individual. The individual achieves lifelong aims only if he passes through a *self*-improvement or *self*-development process and methods for achieving a complete *self*-improvement process are available in self-help books. The individual ought to change his/her erroneous aspects with the contribution of self-help books and then he/she reaches a more satisfying life. The motto of classical self-help literature could be as “Make a change in yourself for a much better life”.

Self-help genre, firstly originating from the USA, has spread all over the world and a self-help industry in which millions of dollars are circulating among bookstores, publishing houses, authors and readers has emerged. The

popularity of the genre increases in parallel with transformations of the society itself and self-help books deal with various topics from marriage, physical health, child rearing, happiness, inner peace to career, wealth, running a business, time management and communication with the aim of touching the lives of individuals coming from different backgrounds. Analyzing the characteristics of the genre may reveal the reasons behind that popularity and contribute to understand the genre more clearly in a complete view. Here is a brief overview of characteristic features of self-help books within a general view.

4.1. TEXT-TYPE OF THE SELF-HELP GENRE

Katherina Reiss classifies text types as informative, expressive, operative and audiomedial texts (quoted in Munday, 2008: 72). Self-help literature falls within the scope of informative texts as per characteristics of the genre. First of all, the content of the self-help book is more important than its style that a content-focused approach is followed throughout the book. Main aim of the author is to render the message to the target readers. A plain language rather than an aesthetic language is used while expressing facts. The self-help book focuses on informing the reader about *how to* cherish his/her life and develop positive attitudes. Therefore, the form is of secondary importance when compared to the content leaving the genre out of the concept of expressive texts.

It is highly noticeable that self-help books are written to affect the readers to act and behave in a certain way described in the book. "Appealing" or "persuading" the readers in order to take positive responses is a crucial mission of self-help books. The book is full of techniques, ways and methods which should be applied by the reader in order to recover his/her life. *Steps* form the main components in lots of self-help books and the author uses dialogical and effective language in order to motivate the reader to take steps mentioned in the book with the intent of the completion of his/her self-development process. Therefore, self-help books carry the characteristics of the operative texts which

are written to address the reader to behave according to the directions offered in the book expressed in a vocative tone.

There is not a strict requirement for a text to carry the characteristics of one text type merely; the text may include features of different text types; and therefore, Reiss mentions about hybrid types (quoted in Munday, 2008: 73). Self-help literature could be regarded as both informative and operative genre striving to inform readers about approaches that would bring a better life in general while to inspire them to make things positive in their lives in compliance with the expressions written in the book.

Self-help books also show the features of audiomedial texts and thanks to the digital opportunities, audial and visual versions of self-help books are now available. An international bestseller *The Secret* (2006) written by Rhonda Byrne has been produced as a film preceding the book. DVDs of *The Secret* are spread to be watched by the audience willing to know *The Secret*. Audiobooks of self-help products are highly available such as *Awaken the Giant Within* written by Anthony Robbins. Searching for “self-help audiobooks” from Amazon.com shows over 11 thousand results. Self-help TV shows and radio programs also contribute self-help genre to gain an audiomedial style.

4. 2. GENERAL THEME OF THE GENRE

Self-help books serve as therapists offering cures for physical and psychological problems. The genre focuses on the general themes such as happiness and success which are important components of the individual's life. The content of books may change in compliance with socio-cultural and economic transformations experienced in the society; but the main concepts stay the same. Dolby underlines that authors of self-help books choose to keep beneficial patterns written in the past; but methods mentioned in newer books differ (2005: 14). A beneficial theme which is underlined in many self-help books is absolutely the process of positive thinking.

It is mentioned in this study that self-help literature was firstly developed under the effect of religion, that's to say, the effects of Protestant Christianity and Puritanical movement almost until the second half of the 20th century. More secular themes have begun to appear mostly from the 1980s in the USA. However, key themes have been never changed whether the genre has a religious and traditional or a modern content. Norman Vincent Peale who is accepted as the father of the concept "positive thinking" served as a pastor. His book *The Power of Positive Thinking* became a bestseller in 1952 (Anker, 1999: 101) and achieved great success. Another author Rhonda Byrne wrote *The Secret* in 2006 and the book has become an international bestseller within a short time. Despite a nearly 60-year gap, similar expressions appear in the books:

The essence of the secret lies in a change of mental attitude. One must learn to live on a different thought basis, and even though thought change requires effort, it is much easier than to continue living as you are (Peale, 2003: 16) (first edition in 1952).

Your current reality of your current life is a result of the thoughts you have been thinking. All of that will totally change as you begin to change your thoughts and your feelings (Byrne, 2006: 71).

Quotes from Peale and Byrne mention about the power of thoughts and support that when an individual changes his thought pattern positively, his life simultaneously changes towards a positive direction. *Positive thinking* itself is one of the classical and important themes of self-help literature which builds the basis for self-improvement process and it is the most preferred theme of self-help books in order to prepare readers to pay attention to the advice written in the book and begin taking steps by using methods to reach a more effective and satisfying life.

As understood from the example above, topics dealt with in self-help books serve as timeless concepts and they do not lose validity over time. It shows that self-help genre has its own specific and fixed subjects which form the basic content of self-help books regardless of their different publishing times.

4. 3. CLASSIFICATION OF SELF-HELP BOOKS AS PER THEIR CONTENTS

Starker classifies self-help books according to their *dimensions of content* and the dimensions are *anecdotal versus informational, prescriptive versus descriptive* and *closed versus open system* (2008: 9-10). A self-help book may carry only one of these dimensions or some of them as a hybrid form.

Self-help books tend to use anecdotal language in order to support messages and the content. Anecdotes strengthen recommendations compiled in the books and make statements of the book more clear and acceptable. Self-help books heavily use short stories that have a theme in accordance with the content and biographical anecdotes obtained from the lives of people who succeed in business life, political arena or spiritual life. A self-help book may use anecdotes from the life of a political leader to a Buddhist monk. The main criteria for choosing these individuals are generally their unusual but positive lifestyles and these people are generally the prominent people having had an unlucky background such as a difficult childhood or poor physical health; but they are also the people who have achieved great success in some parts of their lives. Key reason for using anecdotes is encouraging readers to take positive steps regardless of disasters and misfortune experienced in life. It should not be forgotten that the first aim of a self-help book is to keep up the motivation and will of readers to behave in a more positive way. Anecdotes contribute to the rendering of the book as a more creative and striking work via maximizing eagerness and excitement of the reader.

Malcolm Gladwell mentions about Christopher Langan who is accepted as "the smartest man in America" whose IQ level is 195 (<http://palscience.com/science/the-worlds-top-8-smartest-people/#.UYOxYrUqy1g>) in his book entitled *Outliners* published in 2008. Desperate background of the American genius in which he has confronted by uncomfortable situations and disappointments is followed by his success story which includes his putting forward the theory of "The Cognitive Theoretic Model

of the Universe" called as "CTMU". Then, Gladwell asks the question "What does the story of Chris Langan tell us?" and make some expressions (2008: 103-110). An anecdotal part is given below in order to underline the anecdotal content of the self-help book:

Chris Langan's mother was from San Francisco and was estranged from her family. She had four sons, each with a different father. Chris was the eldest. His father disappeared before Chris was born; he was said to have died in Mexico. His mother's second husband was murdered. Her third committed suicide. Her fourth was a failed journalist named as Jack Langan (Gladwell, 2008: 103).

Authors of self-help books prefer mentioning about biographical anecdotes especially the ones including the theme of success in the books in order to give the message that no one is privileged and individuals suffer from similar levels of negative aspects in their lives. However, it is possible to become successful in life if true steps are taken.

Authors also use fables which could also be regarded as anecdotes in order to boost the effect of the message. Oğuz Saygın tells about animal stories in his book entitled *Hayatın içinde Kişisel Gelişim* firstly published in 2008 to make the content more attractive to the reader:

Once upon a time, the fox hurried to hide behind a tree when a big-horned bull came up. A wolf which saw the fox hiding from the bull asked sarcastically: "Hey, are you afraid of the bull?". The fox answered unperturbedly: "Not so; but he has horns while I have a mind..." (Saygın, 2010: 199).

Informational self-help books carry the characteristics of informative texts in general. They use a referential language and focus on the content that transmits prescriptive advice for readers. Statistics, questionnaires realized in the public rather than abstract arguments or positive stories are heavily preferred in the informational self-help books. Starker states that tangible data and facts are used in the content of informational books (2008: 9). Content of these books is mostly oriented towards improving physical skills of readers more than developing themselves spiritually. Informational self-help book is written to help the readers to facilitate their lives with practical directions and

tips that could be applied to the similar conditions and problems. While anecdotal self-help books strive to flourish personal development of oneself cherishing “individualism” and individual success in every part of the life, informational self-help book tends to assist individuals to develop their physical lives. Starker suggests that books written for repairing an automobile or applying medical emergencies at home are informative while books about making friends or expressing anger are anecdotal (2008: 9). Examples could be increased. The books about being positive, becoming successful in business life, good communication, influencing people, meaning of the life, ways of enjoying life rather than carrying it as a burden on the shoulders, knowing yourself; realizing your erroneous and good points use anecdotes for supporting their methods and advice while books about gardening, cooking, diet, make-up, yoga, feng-shui and memory techniques could be accepted as informational ones. However, general understanding of the people on self-help genre is far from the informational dimension.

As we increase the level of magnification, we see that each tentacle is like the branch of a tree, radiating from the cell centre or nucleus. The branches of the brain cell are called dendrites (defined as 'natural tree-like markings or structures'). One particularly large and long branch, called the axon is the main exit for information transmitted by that cell (Buzan, 1994: 27).

Above is an example cited from *Mind Map Book* written by Tony Buzan and co-authored by Barry Buzan. The book generally focuses on showing readers the potential of the brain and encourages them to take steps in order to reach the freedom of mind (Buzan, 1994: 16). As seen from the example, informational self-help book includes terminological content relevant to the topic; but terminological knowledge is given in clear and understandable way so that the lay person could easily grasp the informational content.

Self-help books mostly have a prescriptive character rather than a descriptive one. A self-help book could resemble a prescription written by a physician. The physicians write down names of the drugs and their appropriate dosages to be administered after listening to the complaints of a patient. The prescription says that “if you take drug X two times a day, this will contribute to your recovery” or

“unless you take the necessary drug with appropriate dosages, you should not expect a cure for your health problem”. Self-help books operate in a similar way. Most of them are written in a didactic tone and they prescribe steps to be taken by the readers in order to reach the aim mentioned in the book. The self-help book offers several tasks to be realized by the readers and gives recommendations to change their aspects of life positively. The book establishes an authority over the reader and expects the reader to adhere to the methods introduced by the book and completely implement the missions underlined in the whole content in order to achieve a better life. The book arranges methods, ways, techniques and strategies to be applied by the reader and the reader should *do* what the book says in order to reach lifelong objectives.

She **needs to** take responsibility for having contributed to her problem by giving more and letting the score get so uneven. She **needs to** treat herself as if she has the flu or a cold and take a rest from giving so much in the relationship. She **needs to** pamper herself and allow her partner to take care of her more (Prescriptive tone; obtained from *Men are from Mars, Women are from Venus*, Gray, 2012 : 206).

Blanks are also encountered in self-help books to be filled by the reader. These practices dominate the process of self-development and draw the reader into the content. Canfield and Watkins ask the reader in their book *The Key to the Living the Law of Attraction* to write down goals on blank parts itemized from 1 to 101 titled as *My 101 Goals* (2008: 90-99) and advise the reader to review his/her own list of 101 goals every week in order to make the Law of Attraction to function and bring necessary conditions for the achievement of goals ordered in the list (Canfield and Watkins, 2008: 88). Theoretical knowledge is supported by practices which makes the book more amusing and readable. The self-help book dictates the reader to do something in order to recover one part of his/her life and uses a language that if the reader does what the book wants, his/her life will be flourished. Prescriptive character may be one of the reasons behind the popularity of self-help genre.

Besides the prescriptive tone, a self-help book may carry descriptive characteristics that offer alternatives for readers to opt for in order to achieve his/her wishes. The tone of the descriptive self-help book is lighter than the prescriptive one. Starker regards descriptive self-help books as educational which makes the reader freer to choose the best alternative among various ones (2008: 9). Descriptive self-help works leave an area for the reader to think about the techniques mentioned in the book and assess them with individual criteria. That is the individual who knows himself/herself and his/her characteristic features the best; therefore the individual knows which method is more appropriate for him/her in order to reach positive results in life. Below is an example taken from *The 7 Habits of Highly Effective Families* written by Stephen R. Covey:

No one will ever really understand your situation, your uniqueness-the rocks and baggage you carry or the idealism you hope for. You can take from this book what you will, what feels right for you. Some story or example might hit home and you will be able to stand back, stand apart and look at your own life and gain insight or perspective (descriptive part obtained from the Foreword written by Sandra Merrill Covey).

Descriptive books give the floor to the reader to write down his/her own story of self-development in the light of the guidance offered by the author.

The content of the book could be both prescriptive and descriptive; that is to say, it could dictate only one method to be applied for a particular aim or provide various alternatives for the same objective.

Starker defines the closed system as the one offering a *self-contained* philosophy and open system as a philosophy that encourages the readers to gain more information from elsewhere (2008: 9-10). A particular part of self-help books seems to claim that all answers for a specific problem are available in the content. The author also seems to be determined and confident enough that he/she has dealt with all the necessary concepts and problems. The author also feels sure that he/she has underlined essential points and applications in the book to be taken into consideration by the reader. The self-help book characterized by a closed system functions as a *complete* guide for the process

of self-development and gives a subliminal message to the reader that there is no need to learn new concepts or to apply different aspects for the self-improvement process.

You may find that you can recall some memories as 'clear as crystal', whereas others seem as cloudy as muddy water or as elusive as a butterfly on the wing. But by the time you have finished reading this book, you will be able to remember everything you wish to with stunning clarity, because you will have the tools to use your mind and memory more efficiently and powerfully than ever before (Buzan, 2006: 7)

The example above is taken from the introduction part of *Brilliant Memory: Unlock the Power of Your Mind* written by Tony Buzan. Informational self-help works are more inclined to show the characteristics of closed system books.

The self-help book characterized by an open system, besides, is open to new developments, concepts and transformations (Starker, 2008: 9-10). An open system embraces other methods written in various sources and adapts an innovatory character rather than a conservative type. Open system does not claim to include all possible solutions for problems of self-development; but serves as a guide which stimulates people to seek for different advice from other media. Open system also includes several references to other self-help authors, life coaches, spiritual leaders, medical doctors etc. Therefore, the reader feels free to search through other sources with the aim of accessing new recommendations and information. *The Secret* written by Rhonda Byrne could be regarded as a self-help book characterized by an open system; because it includes quotes and anecdotes from self-help gurus all over the world such as Joe Vitale, Bob Doyle and Jack Canfield. An individual having read *The Secret* feels ready to search for new data as a result of the guidance by *The Secret*. On the other hand, most of the self-help books about memory techniques seem to be more mechanical and empirical that they fall within the scope of the closed system philosophy.

In Charles Haanel's book, *The Master Key System*, written in 1912, he gives twenty-four weekly exercises to master visualization (More important, his complete *Master Key System* will also help you become the master of your thoughts) (open system, obtained from *The Secret*, Byrne: 2006: 81).

4. 4. GENRE ANALYSIS OF THE SELF-HELP BOOKS

Analyzing the genre of the self-help books could be helpful for understanding the works as the products of an independent genre which has its own style and characteristics. Firstly, most of the books in self-help category seen on shelves in bookstores should be separated from professional and physiological books. Although they could naturally include scientific and empirical data, self-help books are mainly far from a complete professional background written with a specific jargon which could be solely understood by the experts in the field.

The self-help book addresses to the lay person who seeks advice for completing his/her self-development process. Due to the fact that the target readers of the genre are lay people, language used in self-help genre adapts itself to them. The language is readable and amusing in self-help books in order to attract readers who come from various backgrounds. Self-help books use a *global language* that enables an average person to understand the relevant content. Literary choices and styles of an American and Turkish self-help author seem to be quite similar that both of them use a simple language, an interesting tone, anecdotes, lots of examples and methods that could be easily applied by the readers. Self-help genre comprises of non-professional works generally offering practical solutions for non-professional audience. The genre could be regarded as nonfiction (Dolby, 2005: 38) focusing on real people and real things. That's to say, self-help genre is a type in the literary polysystem eager to be present in real lives of individuals. The genre concentrates on daily life and challenges experienced by the reader.

Being willing to give up some of the things you love in order to focus on what has the greatest impact isn't an easy lesson to learn. But the earlier you embrace it, the sooner you can dedicate yourself to excellence in what matters most (obtained from *How Successful People Think* by John C. Maxwell, 2009: 22)

You begin loving your job when you add knowledge, sympathy and creativity in it. If you still do not love your job even when you add all these things, you should think that a job which you could love is always available somewhere. However, if you still say "I do not like it, too", you can migrate to a village and feed calves.

However, everyone should turn and ask "Why does such a man feed calves?" when they see how successfully you do your job.

Do not laugh (obtained from *Şu Hortumlu Dünyada Fil Yalnız Bir Hayvandır*, İzgören, 2011: 56).

The structure of self-help genre, both for its content and style, falls absolutely into the category of "popular literature" which is the product of popular culture. The genre has no relation with classical literature or high literature that is accepted as a complete literary genre which has classical works written with deep metaphors, depictions and a high language including words, phrases and explanations not commonly used in daily language. High literature keeps its position throughout the years within the literary system and classics are timeless works which are read by consecutive generations. On the other hand, self-help literature, within the scope of popular literature, is the genre of modern times that is valid only if socio-cultural and economic conditions of the society allow. Therefore, self-help literature should be open to modifications and transformations required by the changing scene of the society. Even though main concepts mentioned in the genre do not change over the years, the genre should adapt a contemporary and innovatory character and authors should know inclinations and expectations of the society well in order to be avant-garde in a literary polysystem.

Self-help books include quick-fix solutions for mild psychological problems. Therefore, methods to be applied by the reader are explained in a simplified manner and tone. Methods are generally offered as step-by-step programs and the genre assures the reader of reaching self-development by applying these programs completely. The genre sometimes tends to give the particular steps as items (1., 2., 3., etc.) in order to strengthen its didactic tone, simplify and clear the steps to be applied and to ensure that the reader does not miss a consecutive step within the whole context. *Itemization* is used in particular parts of self-help books.

1. Upon returning home find her first before doing anything else and give her a hug.

2. Ask her specific questions about her day that indicate an awareness of what she was planning to do (e.g., "How did your appointment with the doctor go?").

3. Practice listening and asking questions.

4. Resist the temptation to solve her problems - empathize instead. (obtained from "101 Ways to Score with a Woman" in *Men are from Mars, Women are from Venus*, Gray, 2012: 195-6)

Itemization in self-help books offer steps and methods in an organized and clear way that readers feel confident about taking necessary steps for their self-improvement process.

An important aim of the self-help genre is to keep the attention of the readers alive while reading the whole book. Therefore, self-help books use bold or italicized explanations through the pages. A given explanation on the page mostly appears as one sentence or two sentences which have been chosen from the content of the whole page. The explanation is put on a striking part of the page such as the bottom or the centre and offers key points to be taken into consideration by the reader. It could be framed in order to be more attractive. The specific explanation also enables the reader to repeat the remarkable part of the page retrieved from the content. Repetition always accelerates the learning process. Og Mandino mentions about seventeen rules to "live by" in his book entitled *A Better Way to Live*. The book consists of two parts and while the first is allocated to the experiences of Mandino, the second part includes seventeen chapters. A rule appears at the beginning and end of each chapter in a frame; that is to say, the rule of a given chapter is repeated for two times on striking points and framing system helps the reader to focus on the given rule much better.

Mottos are indispensable components of self-help genre. They are derived in accordance with the content of the book and offered to the reader in order to be easily remembered in daily life. These mottos always serve as the summary of self-help message to be given throughout the book. Mottos could include powerful expressions and rhymed tone in order to be easily memorized and remembered by the reader within the course of life. These mottos break the

ordinary appearance of the book and bring a lively character to the content. Dr. Wayne W. Dyer uses precise and concise expressions in compliance with the content through the pages of his book *Change Your Thoughts Change Your Life*:

Don't lose touch with your root (Dyer, 2007: 124).

Think small (Dyer, 2007: 301).

Become a master anticipator (Dyer, 2007: 305).

Catchy expressions may easily turn into lifelong mottos of the reader. The reader remembers and repeats the expression whenever necessary and it facilitates and accelerates the process of self-development.

Illustrations often strengthen the effect of expressions. Drawings and pictures appearing on self-help books contribute to the true perception of messages by the reader. Visualization makes the reader more interested in the content and facilitates the internalization of concepts via visual objects. Drawings make the self-help book more amusing and draw the reader into the scene through an interesting manner. Tables and diagrams supporting written content also make the book more acceptable and creative.

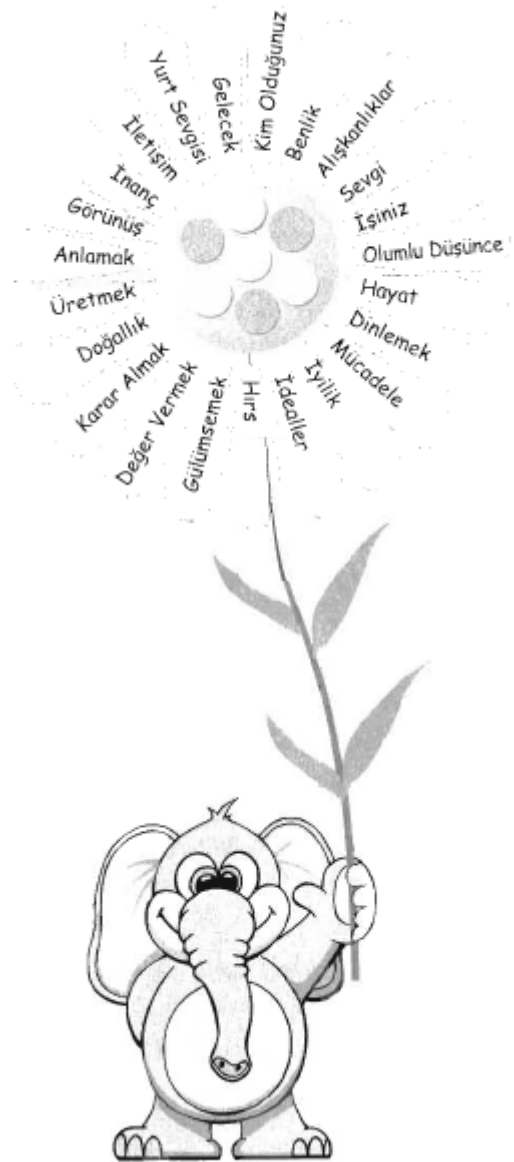


Figure 1. A sample illustration from *Şu Hortumlu Dünyada Fil Yalnız Bir Hayvandır* (İzğören, 2011: 223).

It has been pointed out that self-help genre addresses to lay person and it is far from being academic or professional. Tone of self-help genre is dialogic and friendly. The author introduces himself/herself as an ordinary person experiencing ordinary problems in life and strives to build a relationship with readers in order to be more effective in their lives. The author slowly gives the

message that the reader is not the only person experiencing a specific problem; but lots of people all over the world suffer from a similar problem and there are ways for getting rid of that unwanted situation. Dialogue between the author and the reader of the self-help book is a crucial criterion for the success of the book within the literary polysystem. The author talks about his/her life, unfortunate experiences, and his/her dialogues with counselees if he/she is a life coach or consultant on a specific field. Authors often use autobiographical anecdotes, anecdotes from dialogues with friends or individuals. They choose lifelong experiences as anecdotes and naturally knowing the fact the author of the book has gone through similar experiences and learnt how to overcome negative situations gives extra motivation to readers to be attracted to the books. Anecdotes from the life of the author are often used in self-help genre in order to keep dialogic and sincere tone alive throughout the book.

I remember once leaving for a holiday with my wife. As we drove off in the car and could finally relax from a hectic week, I expected Bonnie to be happy that we were going on such a great holiday. Instead she gave a heavy sigh and said, "I feel like my life is a long, slow torture." (obtained from *Men are from Mars, Women are from Venus*, Gray, 2012: 190-1)

The author approaches the reader as a friend and wishes to become a member of household with the aim of making his/her work a full reference book for the reader. The author uses a plain and sincere language embracing the reader. The self-help book is generally written with an informal style in order not to destruct the bond between the author and the reader. Therefore, the reader accepts the author as one of his/her friends giving advice for self-improvement problems and that's why, confidence is developed between them. The author may ask questions and the reader tries to answer them.

So what are you feeling now? Take a few moments to think about how you feel. If you're not feeling as good as you'd like to, focus on *feeling* your feelings inside and purposefully lift them (obtained from *the Secret* by Byrne, 2006: 35)

Dialogue and good conversation between the author and the reader are strongly felt throughout the book. The reader feels more confident, ready and

eager to apply necessary steps to his/her life when he/she does not feel alone and sees that the author is there to help.

The self-help book gives duties to be fulfilled by the reader. Duties are generally offered in short sentences and written in an imperative form. The reader is unwittingly involved in the content realizing tasks given by the author and writes the story of his/her own self-development process. Duties could be either scattered throughout the book or given in a consecutive order. As well as independent duties, step-by-step ones developing from the beginning are included in the genre.

1. Take responsibility to understand. Don't blame her for upsetting you. Start again trying to understand.
2. Breathe deeply, don't say anything! Relax and let go of trying to control. Try to imagine how you would feel if you saw the world through her eyes (obtained from *Men are from Mars, Women are from Venus*, Gray, 2012: 153-4).

Self-help authors frequently prefer using quotes of qualified and experienced self-help professionals such as life coaches, philosophers, psychologists and authors. *Quotes* strengthen the power of concepts mentioned in the book. By this way, the author offers evidence from pioneers in the relevant field and supports his/her own ideas and conclusions.

"I'm not an answering machine, I'm a questioning machine. If we have all the answers, how come we're in such a mess?" (A quote from Douglas Cardinal in *How Successful People Think* by John C. Maxwell, 2009: 81)

Tests and questionnaires for readers could be included in self-help books. The reader is asked to answer the questions and assess himself/herself in accordance with directives organized by the author. Dr. Daniel Amen draws the reader into the content of the book and requests the reader to write down answers for questions on blank parts. He also asks the reader to test himself in some parts of the book. Amen offers a questionnaire to the reader who is asked to rate himself/herself from 0 (never) to 4 (very frequently) for each expression

listed. Here is the a part of a questionnaire from *Change Your Brain, Change Your Body* by Amen:

Please rate yourself on each of the symptoms listed below using the following scale.

0	1	2	3	4
Never	Rarely	Occasionally	Frequently	Very Frequently

_____ 1. Trouble sustaining attention or being easily distracted

_____ 2. Struggle with procrastination until I “have” to do something

_____ 3. Lacks attention to detail (Amen, 2012: 257).

As mentioned before, self-help literature could be regarded as the genre falling within the scope of popular literature. However, some literary components scattered throughout the book may appear and revitalize the plain structure of the book. These literary elements function in harmony with the content of self-help book. Dr. Wayne W. Dyer, American self-help author, uses verses in his book *Change Your Thoughts Change Your Life* bringing creativity and elegance to the book. Below is the 40th verse out of 81 verses of the book:

Returning is the motion of the Tao.

Yielding is the way of the Tao.

The 10,000 things are born of being.

Being is born of nonbeing (Dyer, 2007: 194).

Verses of the book generally refer to Taoism, one of the teachings of Chinese tradition. As understood from this example, self-help is the concept that lifts the boundaries and combines East and West in order to offer ways for self-improvement.

4. 5. CREATIVE NATURE OF THE TITLES OF SELF-HELP BOOKS

Names of self-help books are crucial components that should be analyzed in order to understand self-help genre completely. Titles give clues about the character and content of the self-help book. Title of the book appearing on the front cover is naturally the first remarkable sign to be taken into consideration. A brief and general categorization could be made according to the titles of self-help books.

Numbers on the title of the book are widely used in self-help books. Numbers on the title make the book more attractive and amusing for the reader, and underline methodological and mechanical character of the self-help book. *100 Simple Secrets of Happy People* written by David Niven and translated into Turkish as *Mutlu İnsanların 100 Sırrı* in 2001, *100 Simple Secrets of Great Relationships* written by David Niven translated as *İnsan İlişkilerinin 100 Sırrı* in 2004, *Six Value Medals* written by Edward De Bono translated as *6 Değer Madalyası* in 2007, *50 Rules-Kids Won't Learn in School* written by Charles J. Sykes translated as *Okulda Öğretilmeyen 50 Kural* in 2009 are a few examples of usage of numbers on titles of self-help books (See the Appendix).

The target audience of self-help books is generally comprised of the members of the middle class who have long working hours and a hectic lifestyle. Many do not have even enough time for seeing a psychologist for their psychological problems. They need recipes that include quick-fix solutions to improve their lives and ready-made formulas to be easily applied within the current flow of the day. Hectic lifestyle, requirements for quick-fix solutions and step-by-step content of self-help books are reflected on the title. *NLP in 21 Days* written by Harry Alder and translated as *21 Günde NLP* in 2001, *Brain Building in Just 12 Weeks* written by Marilyn Vos Savant and translated as *12 Haftada Beyin Geliştirme* in 2006, *7 Günde Hızlı ve Etkili Okuma Sanatı* written by Adil Maviş and published in 2007, *The Science of Influence: How to Get Anyone to Say Yes in 8 Minutes* written by Kevin Hogan and translated as *İsteddiğiniz Kişiye 8*

Dakikada Nasıl Evet Dedirtirsiniz? in 2006, *How to Make People Like You in 90 Seconds* written by Nicholas Boothman and translated as *90 Saniyede İnsanlara Kendinizi Nasıl Sevdirebilirsiniz?* in 2007, *21 Adımda Hedef 12 Kendinizi Keşfe Var mısınız?* written by Halit Ertuğrul and published in 2009 are a few titles of self-help books representing easy and quick methods included inside. Such titles also make the reader feel that he will certainly reach or have something good in a short period of time by reading the book. The feel of certainty and positiveness about coming days contributes to the success of self-help genre throughout the world (See the Appendix).

Titles of self-help books sometimes represent the didactic and imperative tone of the genre. The title prepares the reader to the content of the book that would give tasks to the reader with the aim of reaching a certain goal. *Dare to Win* written by Jack Canfield and translated as *Başarma Cesaretini Gösterin* in 2000, *İyi Düşün, Doğru Karar Ver* written by Doğan Cüceloğlu and published in 2001, *Get Out of Your Own Way* written by Mark Goulston and translated as *Kendi Yolunuzdan Çekilin* in 2001, *Keşke'lere Takılmayın* written by Mustafa Şahin and published in 2009, *Manage Your Time to Reduce Your Stress* written by Rita Emmett and translated as *Stresinizi Azaltmak İçin Zamanı Yönetin* in 2009 are a few examples that emphasize prescriptive content of the self-help book which dictates the reader to apply methods in daily life (See the Appendix).

Some titles of the self-help books underline dialogic and friendly style of the content. The title includes a question and makes the reader think about an answer for the question. It also gives the message that the answer to this question is available in the book and that is the reason for you to buy and read it. *Öğrenme Beyinde Nasıl Oluşur?* written by Bülent Madi and published in 2006, *How to Have a Beautiful Mind?* written by Edward de Bono and translated as *Güzel Akıl Nasıl Edinilir?* in 2007, *Başarı Bir Sihir midir?* written by Ali Bozgedik and published in 2009 are few examples of titles comprising of a striking question drawing the attention of the reader (See the Appendix).

Authors of self-help books tend to choose interesting titles for their books in order to offer the book in a more amazing and amusing manner. Interesting titles show informal character of the self-help book in which the author and the reader become friends and develop an informal dialogue. These titles arouse curiosity about the book rather than giving some tips about it. *Magnet People* written by Roger Fritz and translated as *Mıknatıs İnsanlar* in 2002, *Eat that Frog!* written by Brian Tracy and translated as *Ye O Kurbağayı!* in 2002, *Şu Hortumlu Dünyada Fil Yalnız Bir Hayvandır* written by Ahmet Şerif İzgören and published in 2002, *Hıdır Kişisel Gelişiyor* written by Ahmet Şerif İzgören and published in 2006, *Ping- A Frog in Search of a New Pond* written by Stuart Avery Gold and translated as *Ping-Yeni Bir Göl Arayan Kurbağa* in 2007 are few examples among interesting titles of self-help books (See the Appendix).

It is mentioned that a great part of self-help books aims at promising inner peace. People living unsatisfactory lives search for psychological support and new formulas in order to get rid of the black parts of their lives and achieve serenity and comfort. Some titles, therefore, include spiritual and abstract words such as *secret* and *magic* with the intention of attracting the reader positively towards reading the book. Such titles convince the reader that he would reach that desired magic via reading the book. The style of the book becomes more assertive and effective with such supernatural words. *Öğrenmenin Büyüsü- NLP ve Çoklu Zeka Uygulamalarıyla* written by Hüseyin Öztürk and published in 2005, *The Secret* written by Rhonda Byrne and translated into Turkish in 2007, *Secrets of Success* written by Sandra Anne Taylor and translated as *Başarının Sırları* in 2008, *İstemenin Esrarı* written by Muhammed Bozdağ and published in 2009, and *Alchemy of the Heart* written by Michael N. Brown and translated as *Kalbin Simyası* in 2009 are few examples of the usage of abstract and powerful words on the titles of self-help books (See the Appendix).

CONCLUSION

Translated self-help literature has generally entered into the Turkish literary polysystem in the 1990s. The 2000s has become the years when translated self-help books have occupied certain places in the polysystem. The main conclusion derived from this study is that translated self-help works have simultaneously assumed positions together with original works within the polysystem. It is possible to say that Turkish readers prefer reading both original and translated self-help genre.

It is underlined in the study that self-help genre firstly originated in the USA and has been imported to the other parts of the world via translations. That is to say, self-help is not a genre specific to the Turkish literary polysystem. The key reason behind this fact is that the traditional Turkish society has been accustomed to living with their families and friends rather than the thought of "individualism" that puts the individual to the centre of life.

The Turkish society has begun to experience drastic changes on socio-economic and cultural levels since the 1980s. These changes have gained momentum in the 1990s with the increasing pace of industrialization and urbanization processes. Big cities have become more crowded and people have begun to be more isolated from each other because of the unsatisfying conditions of their business lives and increasing work burden on their shoulders. On the other hand, expectations from the life and the ambitions towards *gaining more* in life have increased. The 2000s is the period when people have become more *individual* and turned into their inner worlds in order to satisfy undesired aspects of their lives. Self-help books which advise people to think positively enrich their contents with methods and techniques that would contribute to the self-development process of the individual. The genre has entered into the lives of people who suffer from negative conditions in their lives.

It is clearly observed that the dominance of self-help literature has begun to be felt on the literary polysystems since 1990s throughout the world. Turkey is one of the countries to have been affected by the self-help concept and to have exported books mainly from the USA. Social, economic and cultural atmosphere of Turkey in the 1990s and the 2000s has set the ground for the acceptance and development of translated self-help literature. Responding to the demand towards self-help books directed by the Turkish readers, whose socio-cultural lifestyles have begun to show similarities with Northern American people, has probably been the main objective of publishing houses behind choosing to translate self-help works intensively today.

Translated literature may obtain the opportunity to enter the polysystem and even move to the centre when a national polysystem is in need of new genres due to the current conditions prevailing in the society. Self-help literature was firstly introduced to the Turkish literary system by the works of the foreign authors such as Dale Carnegie, Norman Vincent Peale and Napoleon Hill who are also pioneer self-help authors throughout the world. Style and content of self-help literature would have been regarded as strange or odd for the society living in Turkey during the 1950s, 1960s, 1970s and even the 1980s, because "individualism" which could turn into "egoism" in some occasions may have become unacceptable for the Turkish culture which seemed to be "oriental" rather than "Western" before the 1990s. However, socio-cultural, economic and ideological changes have encouraged the thought of "Westernization" in many fields of daily life and people have begun to read self-help books written by the foreign authors; then, this has become the process followed by the original authors and Turkish authors have been inspired and encouraged by foreign fellows to write original works.

It could be conveniently stated that timing of self-help translations is well organized that the individual of modern Turkey was in need of overcoming dead-ends in his/her private, business and social life when he/she was introduced with self-help genre including lots of quick-fix solutions for problems

encountered in daily life. It could be underlined that translated self-help genre has seemed to reach its aim when bestseller lists are also reviewed.

Translated self-help literature has assumed a crucial role within the Turkish polysystem. According to the data of the National Library, the number of translated self-help books surpasses the number of original works published between the years 2000 and 2005. This means that translated self-help literature has filled the current gap in the literary system between the years 2000-2005. On the other hand, the number of original self-help books has increased in 2006-2010 surpassing the number of translated ones published within the same period. It is possible to say that translated self-help genre has inspired original authors to produce Turkish self-help works between the years 2006 and 2010. In other words, translated self-help literature has realized its mission as shaping the structure of the polysystem in the first half of the 10-year period and has become the driving force for national authors to write more self-help books. The important effect of translated self-help books on the literary polysystem is also supported by the remarkable position of translated self-help genre on bestseller lists.

Source culture of translated self-help works is mainly the USA and the most common source language of the genre is English. English is followed by German and French as source languages; however, as the most dominant one, English occupies the central position among source languages of translated self-help books in the Turkish literary polysystem.

Another conclusion derived from the study in the light of examined data is that self-help literature, with its original and translated components, has gained popularity and high acceptance over the years that publishing numbers of books have generally increased year by year with a great momentum. This shows that self-help literature has offered answers for specific problems of individuals such as stress, lack of self-confidence and poor communication skills. Publishing houses, which function on the basis of supply and demand chain, prefer publishing self-help books, both translated and original, in order to meet the demands of the potential readers. It is seen that preferences of publishing

houses differ towards publishing translated or original self-help books. For instance, while *Sistem Yayıncılık* has predominantly preferred publishing translated books, *Remzi Kitabevi* has mostly published original works. The publishing houses have contributed to the variety of genres in the polysystem and its multi-leveled structure by publishing self-help books with great numbers.

As publishing houses, authors of self-help books are other components of the literary system who offer books to the polysystem. The most remarkable Turkish authors whose books have reached a vast majority of people in Turkey are Mümin Sekman, Üstün Dökmen, Cengiz Erşahin, Ahmet Şerif İzgören, Aykut Oğut and Doğan Cüceloğlu in the 10-year period. The prominent foreign self-help authors whose works have been preferred by the target readers are Rhonda Byrne, David J. Lieberman, John Izzo, Gary Chapman, Kevin Hogan, John Vitale and Robin Sharma. These authors occupy the central positions among the authors of self-help genre who have written books between 2000-2010.

Although self-help genre could be regarded as the product of popular literature, main concepts in self-help books such as positive thinking do not change over time. The main aim of self-help books is to teach people how to change their thought patterns and to adopt positive attitudes in order to reach a more satisfying life. For instance, the book *How to Stop Worrying and Start Living* written by Dale Carnegie, one of the founders of modern self-help genre, was firstly published in the 1940s. According to bestseller lists of *Dost Kitabevi*, Turkish version of the book which has been translated as *Üzüntüyü Bırak, Yaşamaya Bak* still appears on the bestseller list including self-help books published within the 10-year period. The book comes as the 67th among 266 self-help books supporting that thanks to their general concepts and content, well-organized self-help books do not lose their popularity regardless of the publishing time and dynamics of the target culture.

Self-help literature, with all its components such as the authors, translators and publishing houses, has become an indispensable genre of the Turkish literary polysystem with the great contribution of the potential readers in the society.

Self-help literature as a special genre that brings some new models and innovations to the polysystem has taken central roles within the literary polysystem. Bestseller lists prove these central roles that although self-help genre has entered into the Turkish literary polysystem at a later date than many genres such as classics and popular novels, an original self-help book *Her Şey Seninle Başlar* written by Mümin Sekman and translated self-help book *The Secret* written by Rhonda Byrne have occupied places among the top 20 bestseller books over 547 books including all genres published within the 10-year period in Turkey.

It is observed that self-help books, whether original or translated, show similar characteristics. Step-by-step character and easy solutions offered for specific problems fit with the lifestyles of the individuals in modern times who lead busy and complex lives. Although the life is seen as a complicated process in which the people struggle with lots of negative conditions confronted by in every aspects of the life, many people have ordinary lives spent between the work and home. Self-help books come as supporters at that point and advise people to use their thoughts in order to change their way of living. The people of the modern day find this concept amusing and see it as an agent to change their ordinary lives. This lies behind the popularity of the genre as a whole.

Self-help books address to the lay person far from professional background and the content and style of the self-help book are organized in accordance with this concept. Therefore, self-help books include quotes from prominent people in the relevant field, anecdotes from successful people, mottos which could be easily remembered by the potential readers and amusing illustrations. The content is offered in a sincere and dialogic tone. The reader sees the author as one of his/her friends showing him/her the right direction. Self-help books are comprised of elements that strike chords in order to draw the reader into the content; because *the reader* lies on the centre of the self-help literature who has the capacity to change his/her own life. These approaches increase the popularity of original and translated self-help books.

The genre naturally has an innovatory character, different and unusual content when compared to the Turkish classical literature and other literary genres in the polysystem. The innovation brought by the self-help literature to the national polysystem with its both content, tone and style has resulted in its moving to the "primary" position of the polysystem which is generally referred to the centre of the system. Innovatory features of the genre, whether translated or original, are also the main reasons behind the status of the genre on the bestseller lists. Even though new trends could be firstly perceived as unusual or unacceptable by the society and inappropriate for conservative types of the polysystem, they become a crucial component of the polysystem in the process of time as long as they comply with the preferences of current readers. This has become the case for self-help literature which is now an inseparable part of the Turkish literary polysystem.

Thanks to the similar features of original and translated books, translated self-help literature seems to be as familiar as the original books to the target audience. Therefore, translated self-help genre has the chance to occupy central positions together with the original literature. Some predictions for the future of the polysystem could be made in accordance with the current state of translated self-help books in the Turkish literary polysystem.

No culture is immune from the influences of others in today's global world. Convergences between cultures have gained momentum and thanks to the opportunities of information technologies, people have access to the other cultures more easily. As one of the results of this convergence between cultures, translation activities have increased in recent years.

It would be appropriate to say that the inclination towards individualism and American and European lifestyles in the following years will be in progress in Turkey. This fact necessitates translation of works which will fill the current gaps in the target literary polysystem. Self-help genre, originating from the USA, will be among the genres to be translated in compliance with the current needs of the Turkish society. Most probably, people will continue to adopt more individual and isolated lifestyles in which they will try to cope with increasing work burden

and weakening relations with colleagues, family members and friends. In accordance with negative situations encountered, demands from the life will increase and the people of the modern world will continue to read self-help books in the following years. Popularity of translated self-help will continue to develop and these books will be perceived as life coaches of the individuals who seek advice to recover themselves and their lives.

Consequently, this study has contributed to the determining and understanding the position of original and translated self-help literature within the Turkish literary polysystem while analyzing the effects which have had influence on the place of self-help genre among the genres within the polysystem. The study has also offered contributions to the Translation Studies by examining a specific genre, translated self-help literature within the polysystem, in the light of the article "The Position of Translated Literature within the Literary Polysystem" written by Itamar Even-Zohar. The study could shed light especially for future studies which will analyze self-help literature and the development of the genre in Turkey.

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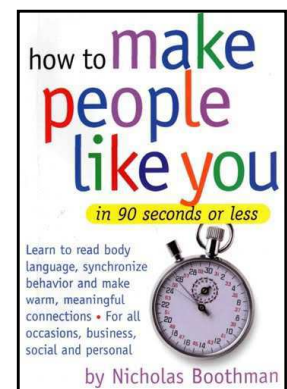
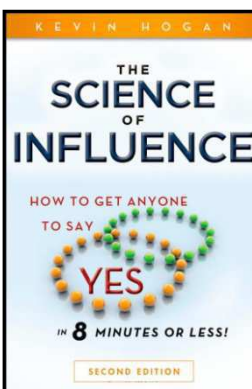
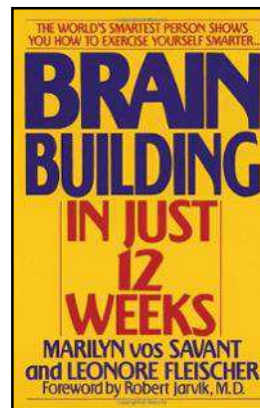
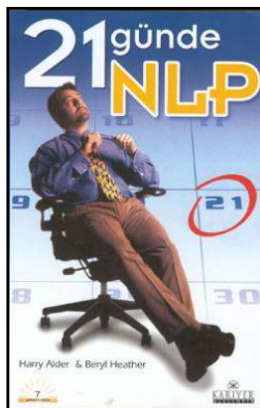
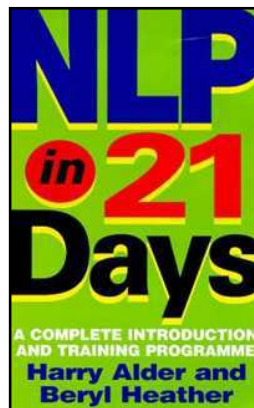
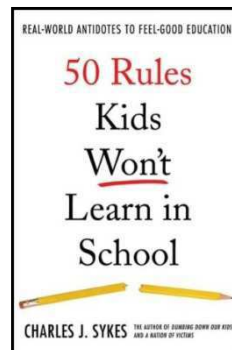
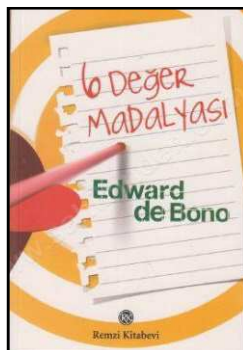
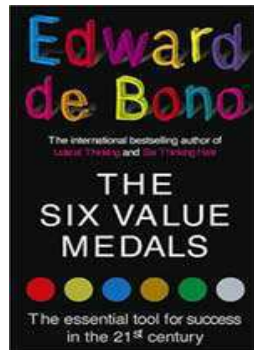
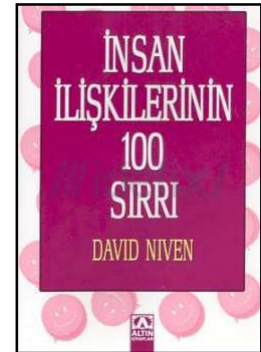
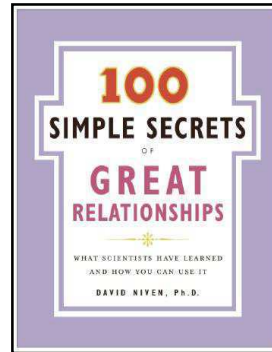
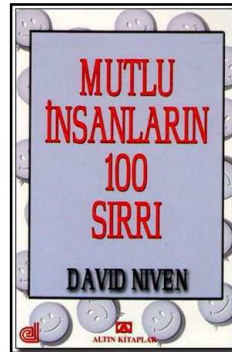
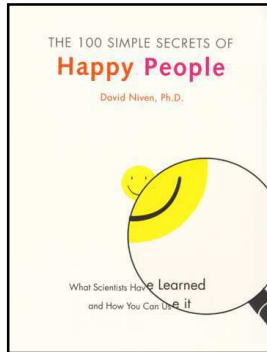
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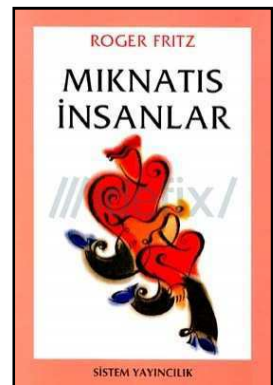
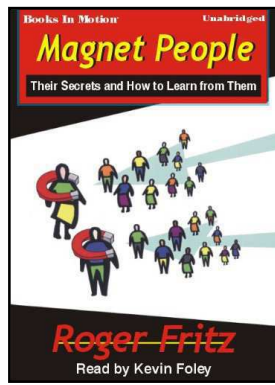
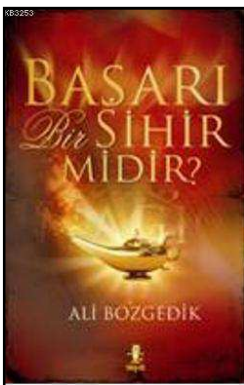
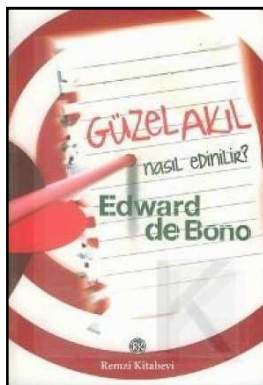
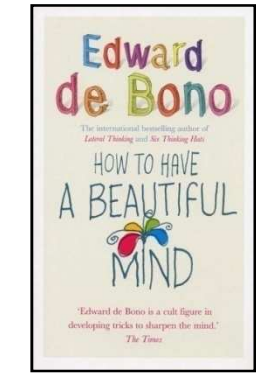
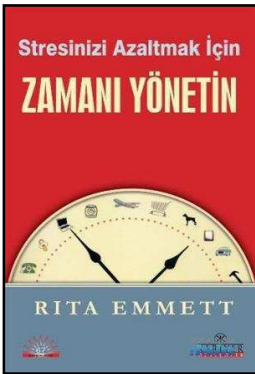
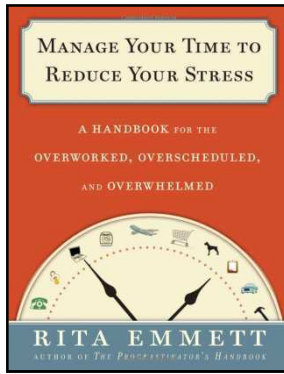
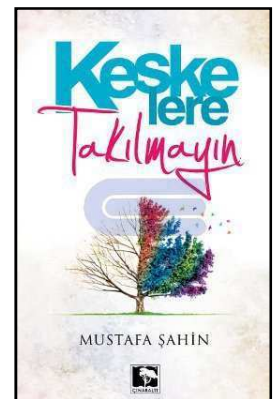
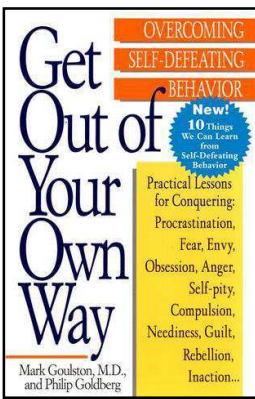
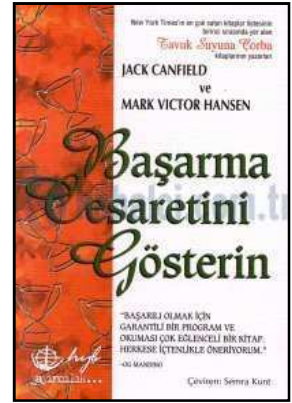
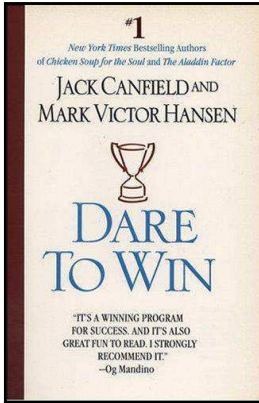
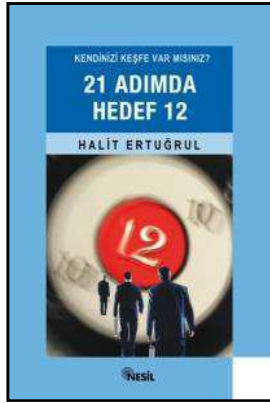
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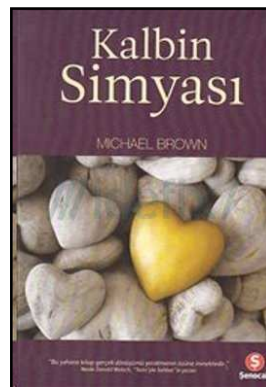
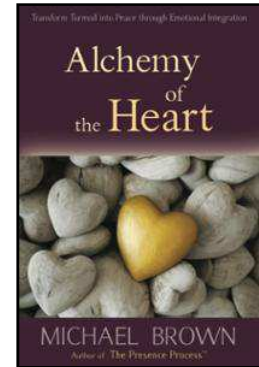
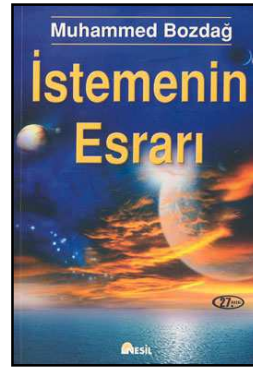
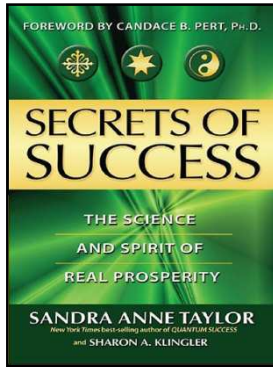
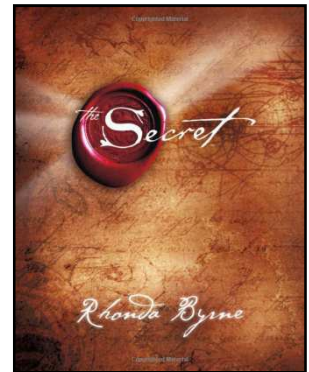
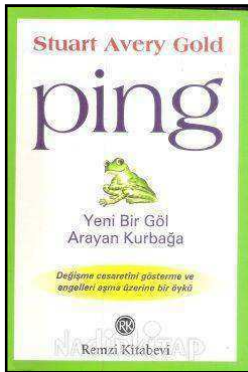
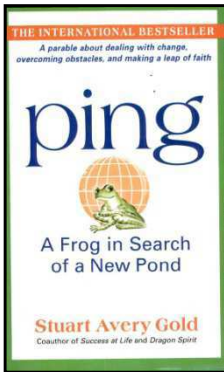
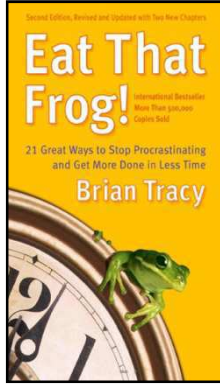
[http://www.rob389.com/default.asp?PG=UDE11TR&MMM00_ITEM_CODE=9786051062785&MMG00_CODE=11.](http://www.rob389.com/default.asp?PG=UDE11TR&MMM00_ITEM_CODE=9786051062785&MMG00_CODE=11)

APPENDIX

Front covers of self-help books mentioned in Section 4.5 of the Chapter 4:







ÖZGEÇMİŞ

Kişisel Bilgiler:

Adı Soyadı: Sevda PEKCOŞKUN
Doğum Yeri ve Tarihi: İZMİR / 17.01.1987

Eğitim Durumu:

Lisans Öğrenimi: Hacettepe Üniversitesi/Edebiyat Fakültesi
İngilizce Mütercim Tercümanlık Bölümü (2005-2010)
Yüksek Lisans Öğrenimi:
Bildiği Yabancı Diller: İngilizce
Bilimsel Faaliyetleri:

İş Deneyimi:

Stajlar: T.C. Sanayi ve Ticaret Bakanlığı
Avrupa Birliği Koordinasyon Genel Müdürlüğü (4 haftalık çeviri stajı), 2009

Projeler:

Çalıştığı Kurumlar: T.C. Maliye Bakanlığı
Bütçe ve Mali Kontrol Genel Müdürlüğü
Sözleşmeli Mütercim-Tercüman (Mart 2011-
Mayıs 2011)
T.C. Yaşar Üniversitesi Fen-Edebiyat Fakültesi
Mütercim-Tercümanlık Bölümü
Araştırma Görevlisi (Ekim 2011-devam)

İletişim:

E-Posta Adresi: sevda.pekcoskun@yasar.edu.tr

28. 6. 2013