

# Contents

|            |  |    |
|------------|--|----|
|            | <i>Introduction</i>  | xi |
| <b>One</b> | <i>Definition and Classification</i>   | 1  |
|            | Definition Attempts  | 2  |
|            | Proverb Markers and Meanings   | 4  |
|            | Origin and Dissemination of Proverbs   | 9  |
|            | Traditional Forms Related to the Proverb   | 13 |
|            | The International Type System of Proverbs  | 16 |
|            | Types of International Proverb Collections   | 20 |
|            | Major Anglo-American Proverb Collections   | 22 |
|            | Various Specialized Proverb Collections  | 25 |
|            | Selected Bibliography  | 29 |
| <b>Two</b> | <i>Examples and Texts</i>  | 33 |
|            | “Big Fish Eat Little Fish”: A Classical Proverb about Human Nature                   | 34 |
|            | “First Come, First Served”: A Medieval Legal Proverb from the Millers                | 43 |
|            | “The Apple Doesn’t Fall Far from the Tree”: A Proverb’s Way from Germany to America  | 52 |
|            | “The Only Good Indian Is a Dead Indian”: A Slanderous Proverbial Stereotype          | 60 |
|            | “Good Fences Make Good Neighbors”: An Ambiguous Proverb of Relationships             | 69 |
|            | “A Picture Is Worth a Thousand Words”: An Advertising Slogan Turned American Proverb | 79 |

|              |   |     |
|--------------|---|-----|
|              | Proverbs from Different Cultures and Languages  | 88  |
|              | Authentic American Proverbs   | 100 |
|              | Regional American Proverbs  | 106 |
|              | Native American Proverbs  | 108 |
|              | African American Proverbs   | 112 |
|              | Selected Bibliography   | 114 |
| <b>Three</b> | <i>Scholarship and Approaches</i>   | 117 |
|              | Proverb Journals, Essay Volumes, and Bibliographies   | 118 |
|              | Proverb Collections and Future Paremiography  | 121 |
|              | Comprehensive Overviews of Paremiology  | 125 |
|              | Empiricism and Paremiological Minima  | 127 |
|              | Linguistic and Semiotic Considerations  | 131 |
|              | Performance (Speech Acts) in Social Contexts  | 133 |
|              | Issues of Culture, Folklore, and History  | 135 |
|              | Politics, Stereotypes, and Worldview  | 137 |
|              | Sociology, Psychology, and Psychiatry   | 139 |
|              | Use in Folk Narratives and Literature   | 142 |
|              | Religion and Wisdom Literature  | 144 |
|              | Pedagogy and Language Teaching  | 146 |
|              | Iconography: Proverbs as Art  | 148 |
|              | Mass Media and Popular Culture  | 150 |
|              | Selected Bibliography   | 153 |
| <b>Four</b>  | <i>Contexts</i>   | 161 |
|              | “A Man of Fashion Never Has Recourse to Proverbs”:<br>Lord Chesterfield’s Tilting at Proverbial Windmills | 162 |
|              | “Early to Bed and Early to Rise”: From Proverb to<br>Benjamin Franklin and Back                           | 171 |
|              | “Behind the Cloud the Sun Is Shining”: Abraham<br>Lincoln’s Proverbial Fight Against Slavery              | 180 |
|              | “Conventional Phrases Are a Sort of Fireworks”:<br>Charles Dickens’s Proverbial Language                  | 189 |
|              | “Make Hell While the Sun Shines”: Proverbial War<br>Rhetoric of Winston S. Churchill                      | 198 |
|              | “Man Is a Wolf to Man”: Proverbial Dialectics in<br>Bertolt Brecht  | 207 |
|              | Benjamin Franklin’s “The Way to Wealth”   | 216 |
|              | Proverb Poems and Popular Songs   | 224 |
|              | Proverbs in Caricatures, Cartoons, and Comics   | 236 |
|              | Proverbs and the World of Advertising   | 244 |
|              | Proverbs as Headlines and Slogans   | 250 |

|   |     |
|---|-----|
| <i>Bibliography</i>                       | 257 |
| Bibliographies                            | 257 |
| Proverb Journals                          | 258 |
| Major Proverb Studies                     | 259 |
| Multilingual Proverb Collections          | 266 |
| Bilingual Proverb Collections             | 269 |
| Anglo-American Proverb Collections        | 272 |
| Regional and Thematic Proverb Collections | 275 |
| <i>Web Resources</i>                      | 279 |
| <i>Glossary</i>                           | 281 |
| <i>Index</i>                              | 285 |
| Names                                     | 285 |
| Subjects                                  | 290 |
| Proverbs                                  | 295 |