Contents

	Introduction	xi
One	Definition and Classification	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
Two	Examples and Texts	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



viii Contents

	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
Three	Scholarship and Approaches	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
Four	Contexts	161
	"A Man of Fashion Never Has Recourse to Proverbs":	
	Lord Chesterfield's Tilting at Proverbial Windmills	162
	"Early to Bed and Early to Rise": From Proverb to	
	Benjamin Franklin and Back	171
	"Behind the Cloud the Sun Is Shining": Abraham	
	Lincoln's Proverbial Fight Against Slavery	180
	"Conventional Phrases Are a Sort of Fireworks":	189
	Charles Dickens's Proverbial Language	
	"Make Hell While the Sun Shines": Proverbial War	
	Rhetoric of Winston S. Churchill	198
	"Man Is a Wolf to Man": Proverbial Dialectics in	
	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

Contents ix

Bibliography	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
Web Resources	279
Glossary	281
Index	285
Names	285
Subjects	290
Proverbs	295