

The pursuit of happiness and successful translation : how to effectively translate Sanaciones Milagrosas, a self-help book, for the U.S. market



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Abstract
Until recently, there has been little research on “self-help” books – not to mention the translation of this type of literature. However, today, the importance of the self-help industry is undeniable. In the United States sales reached \$11 billion in 2013 (Schulz 2013), while in Latin America one in five books sold belongs to the self-help category (Papalini 2007). An important point to keep in mind, however, is that “what we call selfhelp or self-improvement literature is not a monolithic genre.

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We address these questions in the most popular session: the final, three-hour lecture titled “The Algebra of Happiness.” In the session, we examine success, love, and the definition of a life well lived. In May 2018, we posted an abridged version on my YouTube channel. The video was viewed by over 1 million people in the first ten days. Except for the last part, I was hugely successful. By senior year, most of my friends were getting their act together, focusing on grades, grad school, or getting a job. As no good deed goes unpunished, I rewarded the vision and generosity of the regents of UC and California taxpayers with a 2.27 GPA. Reading most of those self help books with a fake British accent isn't going to help you. Sean from CrossFit will however. So will Randy from Reno. The pursuit of happiness. How are we supposed to find happiness? Through good works and helping people? By finding religion or discovering the joys of downshifting? Whatever strategy you choose, where you live might make a difference. The latest global analysis of happiness and satisfaction levels shows that the most 'satisfied' people tend to live in Latin America, Western Europe and North America, whereas Eastern Europeans are the least satisfied. It is not the first time such international league tables have been drawn up. What is new is how experts and politicians are taking Having more money provides relief for the person rather than happiness because of their ability to obtain new possessions. Giving is better than receiving is a commonly used phrase that shows the generosity among different people; however, when it used as an argument debating happiness, it is proven to be too vague to fit the modern day definition. A recent study by Elizabeth Dunn and Michael Norton explains that the “most satisfying way of using money is to invest in others...donating to a charity...buying lunch for a friend” (Can Money Buy Happiness?). Because happiness is based on an individual's perspective, a person's outlook on what makes them happy may vary from someone else's. Happiness is something compared to everyone else; some people appear happier than others.