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## ***ПЕРШИЙ КРОК У НАУКУ***

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## POWER OF LANGUAGE MEANS IN THE TEXTS OF HOROSCOPES

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The 21st century is the time of high technologies, development of science, electronic communication and lack of time. Nevertheless many people believe in horoscopes that are supported by no scientific studies. The problem why a lot of us are sure that all that is written in the prediction of astrologers is the truth remains unsolved. We assume that the clue is in the very text of horoscopes. Thus, to conduct the analysis of its linguistic component is of great importance. To do it we have used content-analysis of language means to be seen, read, interpreted, and acted on [1] in the texts of horoscopes. The next one is quantitative analysis that enables coming to summarising results.

In the course of semantic research we have identified 2 groups of words: those representing the inner world of a person (feelings, emotions, thoughts, psychological state of mind) and those referring to the external one (society and wellbeing in this society, economical, material, political, etc. surrounding). In terms of stylistic analysis we have singled out emotionally coloured words, marking psychologically emotional state of mind that is sure not to be left without reader's attention. And morphological investigation comprises the study of grammatical category of mood.

Let us examine the text of the horoscope for 2018 for Crabs:

*Stay confident and new opportunities are likely to come your way. So long as the crab looks on the bright side of life, they are likely to have a pretty good 2018. If you are a single person, then this is the perfect year to find a partner. You will need to step outside of your comfort zone. Do the things you love to meet people with similar passion. Make sure that you speak your feelings and listen to your partner's feelings. You are likely to face a terrible expense near the middle of 2018. You should be able to earn back this money in the last part of the year, so don't worry about it. There will be complications with your friends and family, but it's nothing that you can't handle [2].*

The analysis that comprises all previous-mentioned components is given in the table below:

**Table 1. Comprehensive Analysis of the Text of Horoscope**

Group of words	Quantity	Examples
Semantic analysis		
In terms of the inner world of a person:		
thoughts	1	<i>make sure</i>
feelings	5	<i>passion, love, don't worry</i>
actions	7	<i>to face, can't handle</i>
In terms of the external world of a person:		
time	2	<i>in the last part of the year</i>
relationships	2	<i>your friends and family, a partner</i>
Stylistic analysis		
em.coloured phr.	5	<i>a terrible expense, come your way</i>
Morphological analysis of verbs		
Indicative M.	3	<i>will need to step</i>
Imperative M.	5	<i>stay, do, make sure, don't worry</i>
Subjunctive M.	1	<i>If you are a single person, then this is the perfect year to find a partner.</i>

The content analysis of the text of horoscope has demonstrated that there are much more words that concern the inner world of a person (13 versus 4 in comparison with those of the external one). It may be based on the assumption that thoughts, feelings and emotions are more important than external circumstances. It was also noted that verbs are often used in Imperative Mood due to its strong power of influence. The usage of stylistically coloured expressions is of separate notice: the text of horoscope is rich in phrasal words, figures of speech and set phrases. Taken together, these results suggest that all these language means are aimed at promoting people to believe in horoscopes. To verify the assumption further investigation comprising interviews is needed.

1. Krippendorff K. Content Analysis : An Introduction to Its Methodology / Klaus Krippendorff. – C. : London : Sage Publications, 2004. – P. 18–19.
2. Crabs 2018 Horoscope: An Overview – A Look at the Year Ahead [Electronic resource]/ Available at: <https://www.sunsigns.org/cancer-horoscope-2018/>

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