



IPRPD

International Journal of Arts, Humanities & Social Science

Volume 01; Issue no 02: July 10, 2020

The Contrastive Rhetorical Organization of Horoscopes in English and Russian from two different websites

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Received: 20/05/2020

Accepted for Publication: 01/07/2020

Published: 10/07/2020

Abstract

Horoscopes are in fact the astrological diagrams that show the position of the Sun, Moon and the main planets. They also comprise of the astrological aspects between these elements. Undoubtedly, horoscope is considered one of the most interesting articles in which attention of people from all over the world is captured. There seems to be a rhetorical organization prevailing in any piece of writing assisting to them to overcome successfully difficult reading. This study attempts to identify rhetorical organization, at the level of macrostructure, and linguistic features commonly used in English articles as well as in Russian horoscopes. The study also aims to contrast Move Order in horoscopes of both languages. The research uses qualitative as well as quantitative methods. The corpus encompasses weekly horoscopes in English for 12 zodiac signs for the period from 12/04/2020 to 18/04/2020, and weekly horoscopes in Russian language, also for 12 zodiac signs for the period from 13/04/2020 to 19/04/2020 that results in 24 Horoscope articles. The findings elucidate the template adapted from the framework of move analysis by Swales (it also was mentioned in the previous study) and found respectively five moves forming a typical sequence in a horoscope. Objectively, this study sheds some light on the process itself, how horoscope articles are systematically constructed.

Keywords: Monologic, Fairly seriously, Zodiac sign, Discoursal

Introduction

The focus of contrastive functional rhetoric is first of all on stretches of language known as texts. A text is understood here as a complete monologic turn by a single speaker/writer, thus excluding the interactive element of receiver response. This definition matches the view taken by van Dijk (1977: 3), who likewise takes a text to be a unit of monologue discourse. We are therefore abstracting away from the sense in which all texts can be regarded as dialogic, as involving interaction with an implied reader. Prototypically, texts are thus stretches of written language, where receiver response occurs, if at all, after a distinct time interval. Single turns of spoken language can also be considered as texts on this definition. Texts are thus formal units, parallel to the notion of a sentence. Defined as complete units, texts come in an enormous variety of lengths, ranging from three-volume novels to the description of ingredients on a soup packet. (Chesterman, 1998:151)

The texts that undergo analysis in this study from rhetoric perspective are horoscopes. People's personality may be affected by what they read in horoscopes, even though that information is invalid. In spite of this, most people claim not to take astrology seriously. For example, Bauer and

Durant (1997) in a survey of just over two thousand British people, found that while 44% of respondents said they read a horoscope or personal astrology report ‘often’ or ‘fairly often’, only 6% claimed to take what it said either ‘seriously’ or ‘fairly seriously’. Few surveys have asked whether people alter their behavior according to what they read in horoscopes. Gorer (1947) found that 5% said they followed advice in horoscopes, 18% occasionally did so, and 77% said they never did. In a study by Miller (1983), fewer than 2 % of college graduates said they changed their behavior because of horoscopes

“Your Zodiac sign, or star sign, reflects the position of the sun when you were born. With its strong influence on your personality, character, and emotions, your sign is a powerful tool for understanding yourself and your relationships. And of course, your sign can show you the way to an incredible life. Each of the zodiac signs is also associated with a planet, called its ruler. This planet exerts a stronger influence over a given sign than any other planet. It affects how your zodiac sign interacts with others, approaches life, and forms relationships. The corpus of the study consists of 24 weekly horoscopes in English and Russian.”

Problem of the study

The problem can be formulated as:

1. What is the rhetorical organization of horoscope (identifying moves) prevailing in both languages (English and Russian), correspondingly taken from different websites?
2. What are the linguistic features commonly used in English and Russian horoscopes?
3. Contrastive Move Order in horoscopes of both languages.

Aims of the study

The aims of the study are:

1. To find out the types of Moves in horoscopes of two different sites as well as in two different languages.
2. To find out and elucidate the linguistic features commonly used in English and Russian horoscopes.
3. To contrast the Move Order in horoscopes in two languages from two different sites

Research Methodology

1. Method of Collecting Data

The data in this study were collected using the library research method. The corpus of the study consists of 12 weekly horoscopes in English from a website <https://www.ganeshaspeaks.com> for 12 zodiac signs, such as *Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius, Pisces* for the period from 12/04/2020 to 18/04/2020, and respectively 12 weekly horoscopes for 12 zodiac signs for the period from 13/04/2020 to 19/04/2020 in Russian language, such as *Овен, Телец, Близнецы, Рак, Лев, Дева, Весы, Скорпион, Стрелец, Козерог, Водолей, Рыба* from a website <https://www.chita.ru>, via Google without consideration of writers.

2. Method and Technique of Analyzing Data

The data in this study were analyzed qualitatively and quantitatively. There are some steps in analyzing the data in this study. The first step was identifying moves in each of the horoscopes and categorizing them in accordance with commonly found moves in horoscopes based on the framework of move analysis by Swales and finding respectively five moves forming a typical sequence in a horoscope. The second step was describing linguistic features of the moves. And the next step of the analysis was finding out Move frequency in each horoscope in both languages (English and Russian) from two different websites and showing the analysis of data on the table. The final step was identifying Move Order in each horoscope.

Theoretical Framework

1. Overall rhetorical variation

Significant attention should be taken to different sections of a RA as a genre in the related academic community. The importance of RAs has been increasing in recent years due to existing a very huge amount of information being transferred in the academic world. Successful publication in the international community necessitates the scholars to acquire awareness of move variation in text structure.

Overall rhetorical variation within a specific discipline, applied Linguistics in this case, cannot be ignored. Up to now discourse analysts have been studying RAs either across disciplines or just one section of RAs within a specific discipline. Swales (1981) proposed a move analysis approach within the general field of English for Specific Purposes (ESP). His main purpose was to think about the needs of advanced non-native English speakers, who learn to read & write RAs. Also he tried to help NNS professionals to publish their articles in English. Later on Swales' framework was revised and extended by other scholars such as Pho (2008b).

2. Background

Genre analysis using rhetorical moves was originally developed by Swales (1981) to describe the rhetorical organization patterns of research articles. Its goal is to describe the communicative purpose of a text by categorizing the various discourse units within the text according to their communicative purposes of a text by categorizing the various discourse units within the text according to their communicative purposes or rhetorical moves. A *move* thus refers to a section of a text that performs a specific communicative function. Each move not only has its own purpose but also contributes to the overall communicative purposes of the genre. In Swale's words, these purposes together constitute the rationale for the genre, which in turn "shapes the schematic structure, style, content and intended audience" (1990, p.58).

Genre analysis was developed in the 1970^s and 1980s as part of the wider growth of discourse analyses focusing on the organization of discourse. Bhatia (2004) documents how structural concerns, for example Hoey's (1983) problem-solution structure analysis, directed the analyst's attention away from studying lexico-grammatical features of texts (e.g., passives and nominalizations, use of tense, coherence). Researchers involved in the analysis of text as genre further related discourse structures to the communicative functions of texts, resulting in the current approach of doing genre analysis using rhetorical moves.

In move analysis, the general organizational patterns of texts are typically described as consisting of a series of moves, with moves being functional units in a text which together fulfill the overall communicative purpose of the genre (Connor, 1995). Moves can vary in length, but normally contain at least one proposition. Some move types occur more frequently than others in a genre and can be described as conventional, whereas other moves occurring not as frequently can be described as optional. In short, moves represent semantic and functional units that have specific communicative purposes; in addition, as the following section show, moves generally have distinct linguistic boundaries that can be objectively analyzed.

3. Swale's move analysis of research articles

Swales (1981) developed a discourse approach of move analysis within the more general field of English for Specific purposes (ESP). This approach has been revised and extended by several scholars, including Swales (1990). The original aim of Swale's work on move analysis was to address the needs of advanced non-native English speakers (NNSs) learning to read and write research articles, as well as to help NNS professionals who want to publish their articles in English. His analysis of 48 introduction sections in research articles from a range of disciplines (physics, medicine, and social sciences), written in English, led Swales to propose a series of moves - i.e., specific communicative functions performed by specific sections of the introductions - that defined the rhetorical structure of research article introductions. A closer examination of Swale's move structure, or framework, for these introductions helps elucidate the interaction between moves and steps in

performing communicative functions in scientific texts. Swale's three-move schema for article introductions, collectively known as the Create a Research Space (CARS) model, is presented in Table 1. The model shows the preferred sequences of move types and steps, which are largely predictable in research article introductions.

Move 1:	Establishing a territory	
Step 1	Claiming centrally and/or	
Step 2	Making topic generalizations and/or	
Step 3	Reviewing items of previous research	
Move 2:	Establishing a niche	
Step 1A	Counter-claiming or	
Step 1B	Indicating a gap or	
Step 1C	Question raising or	
Step 1D	Continuing a tradition	
Move 3:	Occupying the niche	
Step 1A	Outlining purposes or	
Step 1B	Announcing present research	
Step 2	Announcing principal findings	
Step 3	Indicating RA structure	

Swale's CARS model for academic research articles has been widely studied and validated since it was first published in 1990. The model has been shown to have a recursive nature – what Swales called "recycling" (1990, p.140) – with moves or steps occurring more than once as well as with varied realizations in research writing across contexts.

There are two additional characteristics of moves that should be noted. The first is that some move types in a genre may be more common (or obligatory), while other moves may be optional. Bhatia (1993) is among those that underscore this characteristic of moves. Bhatia prefers the term "strategy" as opposed to "step", to reflect the variability among elements within a move: move elements may or may not regularly appear, and they can be used in different sequential order.

In addition, it is possible that some move types will recur in a cyclical fashion within a section of text (Swales, 2004). Typically, the cyclical reoccurrence of a move within a section of text has been dealt with by considering each appearance of a particular move as a separate occurrence. For example, if a text starts with, say, Move Type 1, continues with Move Type 2, and then returns to Move Type 1, Move Type 1 would be counted as having occurred twice. More rarely, moves can be interrupted by – or have inserted into them – another move types (Upton, 2002). While this is rather unusual, there can be clear instances where one communicative functional unit (move type) of a text interrupts, often as an aside or a tangential comment, another very different communicative functional unit of text.

4. Summary on previous research on move analysis

To highlight key points introduced above, move analysis proposes that genres are composed of definable and, to a great extent, predictable functional components – that is, 'moves' of certain types. For example, article introductions typically have three rhetorical move types – establishing territory, establishing a niche, and occupying the niche. Letters of application have seven distinguishable move types.

According to Bhatia, (1993), the move structuring of a genre is the property of the genre itself, not something that the reader constructs. This structure is controlled by the communicative purpose(s) of the text, and is the underlying reason that one genre varies from another. The moves of a genre are considered such an inherent part of the genre that they can be used as the building blocks for teaching novice writers how to successfully write texts in that genre (Dudley-Evans, 1995), which, as already noted, was Swale's initial motivation for exploring the structure of research article introductions.

Most studies on Move-Step structure of RAs have focused on special linguistic features utilized to fulfil a specific function in RAs. However a few studies have emphasized on authorial identity across specific moves and steps of applied linguistics articles. The definition of move in genre analysis was proposed by Swales (2004: 228-9). He defined move as a “discoursal or rhetorical unit that performs a coherent communicative function in a written or spoken discourse”. Pho (2009) noted “each move has its own communicative purpose, which, together with other moves, contributes to the general communicative purpose of the text” (p. 17). In move analysis, the fact of existing a series of moves within the general patterns of text is taken into consideration. All the moves together serve the overall communicative purpose of the genre (Connor, 1995). “Steps” are lower level parts of moves which fulfil the communicative function of the move to which they belong (Swales, 1990).

Phuree Siriruttanaphon conducted the research on The Rhetorical Organization of Horoscope written by English Native speaker. He investigated 10 stand-alone horoscope articles systematically selected from the top ten most prestigious websites and resulted in 100% frequency of almost all Moves.

Yvonne Soon Chiin LING investigated horoscopes but from another perspective, he analysed the use of Modal Auxiliary verbs in horoscopes.

5. Overview of the methods for move analysis

A General steps of move analysis

Kwan (2006) provides a useful introduction to the functional-semantic methods used for identifying discourse moves. A functional approach to text analysis calls for cognitive judgement, rather than a reliance on linguistic criteria, to identify the intention of a text and the textual boundaries. This approach is in line with the theoretical definition of a move; that is, that each move has a local purpose but also contributes to the overall rhetorical purpose of the text.

It is important to note that there are no strict 'rules' for doing move analysis, nor does every researcher necessary do each of the steps described below. The intent here is to simply describe common procedure in doing a move analysis. First, in order to identify the move categories for a genre, it is important to get a "big-picture" understanding of the overall rhetorical purpose of the texts in the genre. The second step is then to look at the function of each text segment and evaluate what its local purpose is. This is the most difficult step. Move categories need to be distinctive. Multiple readings and reflections of the text are needed before clear categories emerge.

The third step is to look any common functional and/or semantic themes represented by the various text segments that have been identified, especially those that are relative proximity to each other or often occur in approximately the same location in various texts representing the genre. These functional-semantic themes can then be grouped together, reflecting the various *steps* (or *strategies*) of a boarder move type, with each move having its own functional-semantic contribution to the overall rhetorical purpose of the text. Swales proposed the first CARS move, *Establishing a Territory*, as it was clear that research article introductions almost always began with a section that functioned to prove a context for the study being introduced, whether this was done by claiming the centrality of the study (Step1), and /or by making generalizations about the topic being studied (Step 2), and/or by reviewing items of previous research on the topic (Step 3). Not all research articles introductions have all the steps.

When a researcher is ready to segment a particular text into moves, it is best to begin first with a pilot coding, ideally with at least two coders. Because coders are seeking to understand the functional-semantic purposes of text-segments, coding must be done by hand. Initial analyses are then discussed and fine-tuned until there is agreement on the functional and semantic purposes that are being realized by the text segments, resulting in a protocol of move and step features for the genre, with clearly defined purposes and examples.

Some move structure can prove more complex than the three-move structure of the CARS model. For example, Bhatia (1998) has noted that fundraising discourse "offers a large variety of creative options". In other words, some genres, especially dynamic and persuasion-oriented ones like fundraising letters, may have obligatory, typical, and optional move elements, and move types

may not necessarily occur in a fixed order. Nevertheless, a move structure for a genre can still be identified by working through the general process outlined above.

Table 2	General steps used to conduct a corpus based move analysis
Step 1:	Determine rhetorical purpose of the genre
Step 2:	Determine rhetorical function of each text segment in its local context; identify the possible move types of the genre
Step 3:	Group functional and/or semantic themes that are either in relative proximity to each other or often occur in similar locations in representative texts. These reflect the specific steps that can be used to realize broader move.
Step 4:	Conduct pilot-coding to test and fine-tune definitions of move purposes.
Step 5:	Develop coding protocol with clear definitions and examples of move types and steps.
Step 6:	Code full set of texts, with inter-rater reliability check to confirm that there is clear understanding of move definitions and how moves/steps are realized in the text.
Step 7:	Add any additional steps and/or moves that are revealed in the full analysis.
Step 8:	Revise coding protocol to resolve any discrepancies revealed by the inter-rater reliability check or by newly 'discovered' moves/steps, and re-code problematic areas.
Step 9:	Conduct linguistic analysis of move features and/or other corpus-facilitated analyses.
Step 10:	Describe corpus of texts in terms of typical and alternate move structures and linguistic characteristics.

B General advantages of corpus-based approaches to discourse analysis

There are several advantages to using a corpus-based approach to top-down analyses of discourse (including move analysis and appeals analysis). Baker (2006) in his book, *Using Corpora in Discourse Analysis*, outlines four advantages of using corpora to analyze discourse. First, a corpus-based approach helps reduce researcher bias. All researchers approach their research from a particular worldview; often we are aware and take account of our biases, but often we are not aware of biases. As Baker notes, "by using a corpus, we at least are able to place a number of restrictions on our cognitive biases" (p.12); overall patterns and trends are more likely to show through when we are looking at dozens of texts rather than just one or two 'selected' texts. In short, corpus-based approaches help put the focus of discourse analysis on interpretation of the data – not the data itself – by reducing the opportunity for manipulation (conscious or unconscious) of the texts selected for analysis.

The second advantage of corpus-based discourse analysis identified by Baker (2006) addresses what he calls "the incremental effect of discourse" (p.13). The primary purpose of discourse analysis is to understand how language is used, often in quite subtle ways. A single text on its own is insignificant; however, corpus analysis allows us to see patterns that exist but might otherwise miss when analyzing a small sample of texts because they are not overwhelmingly frequent.

The third advantage Baker (2006) gives for using a corpus-based approach to discourse analysis is that it is much easier to identify counter-examples-"resistant discourse"- on the one hand, and to less readily mistake them for "hegemonic" – or "dominant" – discourse on the other hand.(p.14) For example, results of a corpus-based move analysis are much more likely to represent the move and linguistic structure that are in fact typical for the genre as a whole, and much less likely to be skewed by the random selection and analysis of only a handful of texts that may turn out to not be representative of the genre as a whole.

C Specific advantages of a corpus-based perspective for move analysis

Identifying linguistic features of moves

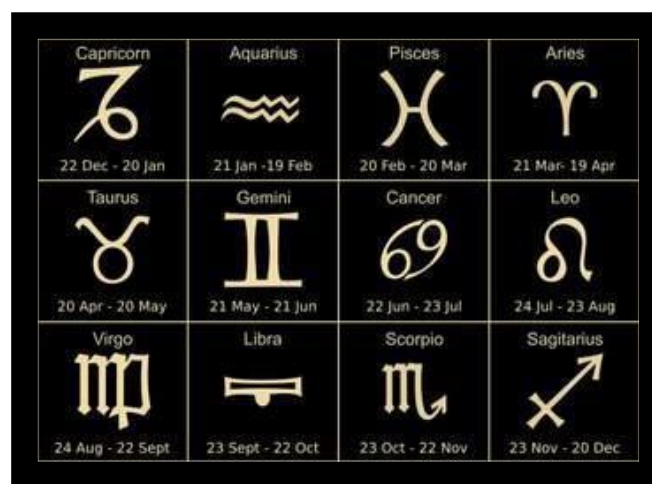
While one could do a move analysis of a single text, it only becomes possible to describe the typical linguistic characteristics of move types through a corpus-based approach. Before computerized analysis, there were attempts to summarize the occurrence of linguistic features in genre moves. For example, Swales (1990, pp.131-132) summarized the findings of 40 published studies which described the use of linguistic features in the four major sections of research articles. He concluded

that five linguistic features – that verb complement, present tense, past tense, passive voice, and author's comments or hedging – co-occur in particular patterns to convey particular rhetorical functions. The patterns observed, based on the five linguistic features, provide evidence for a two-way distinction between Introduction/Discussion and Methods/Results sections. The Introduction and Discussion sections have the functions, respectively, of providing the background of the current study and interpretation of the result. The features frequently found to be associated with these functions are *that* complements, present tense, and author's comments. The Methods/Results sections, respectively, provide information regarding experimental procedures and present findings of the current study. Associated with these functions are a high use of past tense and a variable use of passive voice verb forms.

The studies cited by Swales usually analyzed linguistic features by hand, looking for patterns and differences. With computers, much more interesting and comprehensive linguistic analysis can be undertaken. Analyses which take into account only individual linguistic features will reveal very little about the co-occurrence of linguistic features and how features interact with each other in a move to perform a particular communicative purpose. It would be more informative and useful to study the distribution and co-occurrence of many features of language at once, rather than considering the distribution and function of individual features singly.

It needs to be remembered that move types, and their component steps, are identified by the functional and semantic purposes that they have. Nevertheless, because different moves have different functional and semantic purpose, it seems reasonable to expect that moves purposes will be realized through variations in linguistic features. This is in fact, what Swales observed in his early analysis of research articles: "The evidence suggests a differential distribution of linguistic and rhetorical features across the four standard sections of the research article". (1990,p.136) . Consequently, once texts have been segmented into moves, it is possible to analyze the linguistic characteristics of each move to determine the typical linguistic characteristics of the different move types. This type of analysis has not generally been done in "traditional" move analysis studies, and it can be argued that the lack of description of the typical lexico-grammatical characteristics of these discourse units (i.e. move types) is a significant shortcoming of the non-corpus-based approach.

6. Horoscopes as a media genre



(Zareva, 2013).

One of the most interesting genres widely available not only in newspapers or in magazines but on websites is the horoscope. "The term "**horoscope**" is one of the main concepts and it refers to the schematic map of the planets' position at a specific moment in time usually but not necessarily the moment of a person's birth. Each Chart is unique, as is its interpretation by the astrologer", "...the horoscope is an example of media discourse and as such is informative of the ways in which the texts are produced by media workers in media institutions and of the ways in which the texts are received by audiences" (Fairclough, 1951:6)

It is recognizable that the horoscope is categorized as a media genre which can be said to be a type of media product with a set of unique lexico-semantic features and language constructions. The horoscope offers structuring guidance with the mundane decision making of our everyday lives, marks certain days as auspicious for major action with financial consequences, and gives practical advice for action which pointed towards individual habits.

The belief of a horoscope prediction lies in the matter of superstition in life. People believe in such a thing seeing that the horoscope prediction provides information and assurance about the future or a way to resolve and to improve their relationships. As practiced today, horoscope readers end up feeling happy and satisfied leading to changes in personalities, behaviors, and decision-making processes. Our horoscopes have unique patterns that help us find and reveal our strength and weakness. Some people claimed that a horoscope is like a blueprint of lives creating stories precisely related to the period of exact time individuals were born. In a nutshell, the predictions in horoscopes disclose many things about personalities as well as the destiny of people reaching to the great enjoyment among readers.

A number of research articles found that a horoscope seem to be a matter that women are really interested in. Some of these are discussed in more detail with regard to the stars pages in women's magazines (Zareva, 2013).

It has been highlighted that the horoscope is substantially popularized by the mass media to a certain extent. Zareva (2013) carried out the surveys and found that the horoscope is one of the main reasons that most people want to read a newspaper or magazines given the fact that the psychic predictions of their age, sex, or behaviors make the readers believe such a thing. Originally, the horoscope has astrological sense realized by its uniqueness. It informed the individual and shed light on his or her personality and future incident. Conversely, it recently obtained new functions not only giving advice but entertaining the readers instead of predicting and informing about the future event. The new transformed nature of the horoscope features of a mass media genre and a culture phenomenon. The horoscope reflects recent social trends, employs the culture, and focuses on some of the basic values which are shared by the members of that particular culture.

Consumers who read their horoscope daily are likely to exhibit instigating behavior when their zodiac prediction was almost negative. The horoscope is a proof of improving our mood fostering selfless activities among individuals. The unpredictable change is prone to occur if bad news is mentioned in the horoscope. According to Zareva (2013), generally, the most discussed topics she found in her study are affection, relationships, friendship, marriage, family, health, work, self-development, spending money, going out to parties and clubbing, food and drinks, respectively. She further explains that the horoscopes aim to wheedling the reader, providing appropriate advice, warning, criticizing, as well as providing some predictions about possible future incidents. In addition, some of the qualities invariably represented and promoted in horoscopes are taking the initiative in life, self-reliance; keeping fit or healthy; taking care of individual appearance; straightforwardness; honesty; sincerity. The most common linguistic features presented in horoscopes are present and future forms of the verbs, if-clauses, passive voice, modal verbs, and imperative forms.

FINDINGS AND DISCUSSIONS

This chapter encompasses three major sections. The first section illustrates the identification of moves prevailing in English and Russian corpora. The second section describes the analysis of linguistic features of each move and elucidates the frequency and occurrences of all identified moves. Finally, Move Order is established.

1 Rhetorical organization in the horoscopes

Due to the fact that there is no previous theory of the move analytical framework of Horoscopes, the research follows the Swales' framework (1990) and the element of horoscope writing as a guideline to analyze the communicative intentions (Zareva, 2013). The Move List was adapted in the previous study by Phuree Siriruttanaphon and it was applied in this study. The analysis of the representative English corpus commonly reveals the identification as the following:

Move 1: Establishing information in general Move 2: Upcoming relationships Move 3: Financial status Move 4: Career advancement Move 5: Health and wellbeing

Figure 1: Moves commonly found in horoscopes

As shown above, the analysis of the corpus reveals the identification of five moves. To do the analysis, there are two important things to follow. First, text segments are thoroughly investigated to capture a common set of linguistic features consisting of grammatical features, lexical features, and language constructions used to perform a particular communicative function. In part of linguistic feature identifications, some are highlighted in boldface and underlined, and the frequency of Rhetorical organizations of moves and move occurrence are analyzed and presented in table (Table 3-8).

2. Functions of the Moves and their linguistic features

This section shows the function of each move, based on the communicative purposes of the writers of the horoscopes, as well as a common set of linguistic features which facilitate the identification of the moves. Four horoscopes in English were exemplified to representatively illustrate how move demarcation was carried out.

The corpus in English is taken from a website <https://www.ganeshspeaks.com> and represents a weekly horoscope for 12 zodiac signs for the period from 12/04/2020 to 18/04/2020.

The first horoscope which was for Taurus Zodiac sign was taken for purpose of analysis and identifying Moves and their linguistic features.

Taurus (horoscope 1)

*[Industrialists and manufacturers **will** want to increase market stakes in their own products. Salaried employees **will** be closely watched by their superiors at work. They **will** need to roll up their sleeves and maximize efforts for a better performance. Students **will** need to adopt a systematic approach and devote enough time for each subject.] Move 4*

*[Students pursuing post-graduation or a doctorate degree can try to find part time jobs to fulfil their financial needs. **Avoid** unnecessary expenditure at all costs! Every effort to save money for the future will be well worth it.] Move 3*

[There is a strong probability of developing a relationship with someone from the opposite sex. Do not be adamant about your views or get judgemental about your partner.] Move 2

[Since respiratory disorders are a probability during this week, we advise you to stay away from polluted places. A morning walk and light cardiovascular exercises will help you to stay fit and healthy.] Move 5

The first part of the Horoscope 1 is identified as **Move 4: Career advancement**. The use of auxiliary verb *will* expresses futurity and prediction, and the degree of certainty is rather strong. The statements are not necessarily true but they are presented as valid by the writer. The findings of lexical features indicate that the use of nouns (*industrialists, manufactures, market, and product*) and the idiom *to roll up their sleeves* make it possible in describing Career advancement. Move 4 is followed by **Move 3: Financial status** which was easily identified with the help of lexicon (*financial needs, money* and *costs*). Besides, the use of verb *avoid* shows that the author has an intention of warning readers about unnecessary expenses. Advice in the third part of the horoscope 1 which is Move 2 is given in the Imperative form. **Move 2: Upcoming relationship** is mainly identified by lexicon (**opposite sex, partner, relationship**). The next advice on **Health and wellbeing** in **Move 5** is given in its direct sense in a declarative form. The next advice on having physical exercises in this Move is given indirectly with the help of auxiliary verb *will* with a high degree of certainty.

Aries (horoscope 2)

[Businessmen will be required to put in their best efforts for obtaining a satisfactory result. This period is favourable for those who want to move on to a better job. Students pursuing graduation or diploma courses will have a voracious hunger for acquiring new knowledge.] Move 4 [Students pursuing a doctorate degree or post-graduation can look for part time jobs or assignments to meet their financial needs. This week seems to be very promising as far as your financial growth and stability are concerned. Do not adopt unethical practices of earning money.] Move 3 [Choose your words wisely as they will have a profound effect over your loved one. Forgive your partner whole heartedly if you do not like a particular attitude or behaviour.] Move 2 [You may face a minor issue in regards to your health. You will need to be particularly careful about your left eye. If you experience any discomfort with your left eye, consult an ophthalmologist] Move 5

In horoscope 2 the Move order is exactly the same as it was in horoscope 1. Both start with **Move 4** which is about **career advancement**. Tense usage is not fixed but it depends on the message that the author aims to convey to the audience. The auxiliary verb *will* has the highest frequency in the whole P-unit, it was twice employed in Move 4. The use of the lexicon, *businessmen, students, a better job, graduation*, makes it possible to identify that the text instance belongs to Move 4. An Imperative form is utilized in giving advice.

The next text instance serves the common function of reporting **Financial status**, identified as **Move 3**. The author is giving advice on the way of *earning money* which is from lexicon that gives a hand in identifying Move 3.

Imperative form occupies the next move which is **Move 2**. The second instance of imperative which is again employed for giving advice is attached with a conditional clause. Move 2 adequately portrays conditions of **Upgrading relationships** and is mainly recognized by nouns (*behavior, attitude, partner*) and an adverb (*heartedly*).

Unlike all previous Moves used reversely according to The Typical patterns of Move Order of the Horoscopes, **Move 5: Health and wellbeing** takes its own place and finalizes the horoscope article. In this part, the author warns the readers to have some health problems. The modal *may* which occupies the first sentence of the of Move 5 has the primary function to express possibility. However, it demonstrates the author's lack of confidence in the truth of what is expressed. One more time, advice is given in terms of Imperative sentence attached with a conditional clause. A specific medical terminology *ophthalmologist* mainly identifies Move's description.

Gemini (horoscope 3)

[With consistent effort and a rock-solid determination, businessmen will successfully be able to turn the tide in their favour! Excellent job opportunities offering promising career growth are soon to come your way. Students who are desirous of availing admissions for higher studies abroad will be successful. Students should learn to increase their focus for an outstanding result.] Move 4 [The Sun and Mercury seem to be moving through the eleventh house. This ensures a steady inflow of money along with monetary gains. Overall, the week seems to be very comfortable on the financial front.] Move 3 [There is a distinct possibility of developing a close relationship with someone from the opposite sex. This week offers a great time with newly formed friends, provided you choose them carefully.] Move 2 [Diabetics and blood pressure patients are strongly advised to get a thorough body check-up to keep their sugar levels and pressure under check. Adequate precaution will be your mantra this week.] MOVE 5

This is the third horoscope in the analysis which starts with **Move 4**. It can be concluded that businessmen and students are two main groups that the author is concentrated on, and they both help reveal the Mode. The modal *should* connotes offering advice or giving suggestion at its weakest. So, in this text instance (Horoscope 3, Move4), the author tries to be more polite and less forceful when giving advice. In the previous horoscopes, the pieces of advices were given in terms of Imperative sentence. The auxiliary verb *will* expresses a confident statement and functions to refer to future time and prediction.

The analysis reveals that the next text instance represents **Move 3: Financial Status**. The use of the lexicon, *money, financial, monetary*, makes it possible to identify that this part of the P-unit is conveyed from financial perspective. The verb *seem* conveys the author's belief in the truth value of a given statement. And the verb *ensure* conveys the message with more certainty.

The rhetorical organization of this horoscope article is represented by reverse Move order, Move 3 is followed by **Move 2** correspondingly. Possibility in this Move is expressed not with the help of modal verbs but with its direct lexical unit *possibility*. The lexicon *opposite sex, a close relationship, formed friend* mainly define the move's description as an **Upgrading relationship**.

Move 5 takes its typical place and occupies the end of the horoscope article. The readers with high sugar level are advised to keep on checking their analyses and blood pressure.

Leo (horoscope 4)

[*Businessmen will be presented with a great opportunity to strike a majorly profitable deal with a very reputed customer. The performance of salaried employees will be hampered due to obstacles arising out of nowhere. (Students pursuing post-graduation can meet their financial needs like term fees and spending money by taking up part time jobs or assignments.) Move 3 Students must always keep academics as their priority.*] **Move 4** [*Your financial stability will be rock-solid. Investments made in the past will bear sweet fruits of returns. Although, this is not a suitable period for considering new investments.*] **Move 3** [*Overall time spent with your family will be enjoyable. There is a distinct possibility of developing new relationships this week. Minor differences of opinions may arise between married couples.*] **Move 2** [*No major health concerns are seen during this week. Stick with healthy and nutritious meals. Your dinner should be as light as possible. Beware of unexpected injuries. Drive carefully!*] **Move 5**

As in three previous horoscopes, Horoscope 4 starts again with **Move 4: Upgrading relationship**. Besides auxiliary verb *will* which is used usually in horoscopes for prediction, the author resorts to usage of modal verbs *must* and *can*. *Can* is used for expressing future possibility, but it can be said that the degree of certainty is not very strong as it is with the usage of auxiliary verb *will*. The modal verb *must* is used in this text instance to emphasize a way of giving a recommendation. The author expresses that it is a good idea for students whose Zodiac sign is Leo to leave their academics preferable. Move 4 here juxtaposes with Move 3, but taking into account that Move 3 occupies only one sentence in the text instance, it was identified as Move 4 only. Almost the same lexicon from three previous horoscope articles is used in the initial part of the horoscope.

The lexical unit *financial stability* is the one that mainly gives a hand in identifying Move 3 as a **Financial Status**. The usage of *possibility* as a direct linguistic unit was revealed through analysis. Another instance of possibility in **Move 2** is expressed by usage of the modal verb *may*, the author indicates a certain level of uncertainty in the truth that is expressed.

The lexical units like *healthy, health, nutritious*, speak for themselves and identify **Move 5: Health and wellbeing**. All pieces of advice given in Move 5 are conveyed in terms of Imperative sentence.

	Move 1	Move 2	a	Move 3	Move 4	Move 5
Horoscope 1	☒	✓		✓	✓	✓
Taurus						
Horoscope 2	☒	✓		✓	✓	✓
Aries						
Horoscope 3	☒	✓		✓	✓	✓
Gemini						
Horoscope 4	☒	✓		✓	✓	✓
Cancer						
Horoscope 5	☒	✓		✓	✓	✓
Leo						
Horoscope 6	☒	✓		✓	✓	✓
Virgo						
Horoscope 7	☒	✓		✓	✓	✓
Libra						
Horoscope 8	☒	✓		✓	✓	✓
Scorpio						
Horoscope 9	☒	✓		✓	✓	✓
Sagittarius						
Horoscope 10	☒	✓		✓	✓	✓
Capricorn						
Horoscope 11	☒	✓		✓	✓	✓
Aquarius						
Horoscope 12	☒	✓		✓	✓	✓
Pisces						

Table 3 The occurrences of Moves in the English corpus

Three horoscopes in Russian were exemplified to representatively illustrate how move demarcation was carried out. The corpus in Russian is taken from a website <https://www.chita.ru> and represents a weekly horoscope for 12 zodiac signs for the period from 13/04/2020 to 18/04/2020. The next 12 horoscope articles were investigated with the purpose to identify Move Functions and to describe their linguistic features.

Овен Aries (horoscope 1)

[Новая неделя **обещает** значительное улучшение самочувствия Овнов, улучшения коснутся не только здоровья, но и деловой активности обладателей этого зодиакального знака. Наибольших успехов Овнам **удастся** добиться в плане поиска наиболее эффективных путей структуризации своих амбициозных стремлений. Некоторые из ваших концепций **будут** настолько хороши, что любой уважающий себя эксперт **почтет** за честь воспользоваться вашими выводами, сожалея о том, что не обдумал подобный поворот событий и не предложил его вам в качестве совета.] **Move 1** [Если по окончании недели Овны почувствуют некоторую финансовую нестабильность, им обязательно стоит обратить на свое благополучие более пристальное внимание.] **Move 3** [В этот период есть вероятность появления необоснованной информации, проверка, на соответствие реальности которой, отнимет у вас немало сил и главное нужное вам сейчас время. Так или иначе, в конце недели звезды предупреждают Овнов от принятия необоснованных решений. Любые ваши действия, в это время, должны приносить самоудовлетворение, будь то, от проделанной подготовительной работы или же от общения с людьми, с которыми придется иметь дело.] **Move 1**

Translation:

The new week promises a significant improvement in the health of Aries, the improvements will affect not only the health, but also the business activity of the owners of this zodiac sign. The greatest successes of Aries will be achieved in terms of finding the most effective ways to structure their ambitious aspirations. Some of your concepts will be so good that any self-respecting expert will consider it an honor to use your conclusions, regretting that he did not consider such a turn of events and did not offer it to you as advice. If at the end of the week, Aries feel some financial instability, they should definitely pay closer attention to their welfare. During this period, there is the likelihood of unreasonable information appearing, a check on the conformity of which reality will take away a lot of your strength and most importantly the time you need now. One way or

another, at the end of the week, stars warn Aries from making unreasonable decisions. Any of your actions, at this time, should bring self-satisfaction, whether from the preparatory work done or from communication with people with whom you have to deal.

The first part of horoscope 1 is identified as **Move 1: Establishing information in general**. The observation of grammatical features makes it clear that the use of future tense is commonly employed in this move in consideration of futurity and prediction of the message. The use of present tense verb *обещаем* "promises" also refers to the future.

Move 1 usually occupies the beginning of the article. The message conveyed in this text instance denotes information in general. The lexicon *здоровье* and *деловая активность* (*health* and *business activity*, respectively) makes it clear that the move does not denote any particular information, all messages are interweaving representing information in general. The message when the author gives advice on *welfare* in case of *financial instability* determines the **Move** as **Financial Status** by its lexicon and content. The advice is given in rather polite way using the modal verb *should* which is attached with the conditional clause.

In a strange way, but interweaving of the lexicon like *действия* (*actions*), *самоудовлетворение* (*self-satisfaction*), *работа* (*work*), *общение* (*communication*) determines that the message is delivered in general which is obviously identified as **Move1: Establishing information in general**. According to Swales, when the Move occurs twice it should be considered as separate occurrence.

Рак Cancer (horoscope 2)

[Взаимное расположение планет наступающей недели придает особое значение деловой сфере и благосостоянию счастливых обладателей знака Рак. Достаточно логично, важно, и наиболее эффективно, в ситуации, когда удача в делах сама идет к вам в руки, переориентировать свои приоритеты в этот период, полностью обратившись к деловому аспекту своей жизни. Вместо того чтобы понапрасну прожигать подаренную возможность, добейтесь, чтобы ваши дела работали на вас как хорошо отлаженный механизм.] **Move 4** [Текущая неделя предвещает более или менее слаженное течение дел, но это положение имеет свои оговорки.] **Move 1** [Звезды предупреждают Раков от вмешательства в чужие дела и участия в решении проблем даже близких им людей.] **Move 2** [Для кого-то из вас это будет естественно, для кого-то нет, но так или иначе, на этой неделе вашей главной обязанностью являются собственные затруднения и удовлетворение исключительно своих потребностей.] **Move 1**

Translation:

The relative position of the planets of the coming week attaches particular importance to the business sphere and the welfare of the happy owners of the Cancer sign. It is quite logical, important, and most effective, in a situation where luck in business itself goes into your hands, to reorient your priorities in this period, fully turning to the business aspect of your life. Instead of wasting a given opportunity in vain, make sure that your work works for you as a well-functioning mechanism. This week portends a more or less coordinated course of affairs, but this situation has its reservations. The stars warn Cancers from interfering in other people's affairs and participating in solving the problems of even those who are close to them. For some of you this **will** be natural, for some not, but anyway, this week your main responsibility is your own difficulties and the satisfaction of your own needs.

It should be that all instances of horoscope in English corpus started with **Move 4: Career advancement**. So, a kind of similarity with Horoscopes in English is observed since the article above starts with Move 4 implying about activities in business sphere and giving some advices on this point. Advice is given in terms of Imperative sentence at the end of the move that finalizes it in a good way. The lexicon, *деловая сфера* (*business sphere*), *деловой аспект* (*business aspect*), *дела* (*business*) mainly defines the content of the move. The use of present tense can be instantiated with verbs *придаем* (*attaches*) *идет* (*goes*) and is commonly employed in this text instance. The scrutiny of language constructions shows that the use of an Extraposed subject introduced by Anticipatory- It construction (*Достаточно логично, важно, и наиболее эффективно - It is quite logical, important, and most effective*) expresses a value judgment towards the actions to the reader.

Move 1: Establishment information in general follows Move 4 and finalizes the text instance, and should be fixed as a Move twice occurred. The tense choice again falls to Present Simple, although the verb *предвещает* (*portends*) denotes prediction for the future by itself. One sentence in Move 1 defines the futurity by the auxiliary verb *will*.

The present tense still emerges within the article, it also can be identified in Move 2. With the use of lexicon, *чужие дела* (*in other people's affairs*) *близких им людей* (*those who are close to them or close people*), it is obviously seen that the text instance mostly focuses on a communicative purpose from relationship perspective.

Скорпион Scorpio (horoscope 2)

[Текущее астрологическое состояние относительно спокойно и **не обещает** Скорпионам резких изменений однако на этой неделе **следует ожидать** пристального внимания к вашему благополучию, ресурсам и трудовой эффективности, при этом такой обзор будет сделан с внешней стороны.] **Move 1** [Коль скоро сторонние действия не носят агрессивного характера, Скорпионам нечего опасаться, в противном случае наилучшим вариантом может стать полное отстранение от деловой жизни на ближайшие дни.] **Move 4** [В течение всей недели Скорпионам **не следует рассчитывать** только на собственные силы, так как коллеги, друзья или родственники более чем рады предложить вам руку помощи. **В ваших же интересах**, впустить в свое сердце толику любви и доверия к близким людям. Помните, что чем более вы осознаете правильность расставленных приоритетов, тем более хорошо и удовлетворенно вы будете себя чувствовать.] **Move 2**

Translation:

The current astrological status is relatively calm and **does not promise** dramatic changes to Scorpios, but this week you **should expect** close attention to your welfare, resources and labor efficiency, and this review will be made from the outside. Since third-party actions are not aggressive, Scorpios have nothing to fear, otherwise the best option would be to completely remove oneself from business life in the coming days.

Throughout the week, Scorpios **should not rely** solely on their own strength, as colleagues, friends or relatives are more than happy to offer you a helping hand. **It is in your interest** to let a little bit of love and trust in loved ones into your heart. Remember that the more you realize the correctness of your priorities, the more good and satisfied you will feel.

The horoscope article starts with general message and includes different fields of people's interests. The mixture of the lexicon благополучию (*welfare*) трудовой активности (*labor efficiency*) clearly identifies **Move1** which encompasses overall information.

The usage of present tense predominates in this horoscope article, taking into consideration that the modal verb should emerged only twice when the author tried to be more polite and less forceful when giving advice.

Move 1 is followed by **Move 4: Career advancement** which consists of a single sentence which makes the Move concise but does not exclude sapidity. The lexical units деловая жизнь (*business life*) clearly clarifies Move's description.

It should be noticed that this is the first instance when **Move 2: Upgrading relationship** finalizes the horoscope article, including the analysis of the Corpus in English. The lexical units, коллеги (*colleagues*), друзья (*friends*), родственники (*relatives*), свое сердце (*your heart*) determine the Move by their direct connotations.

	Move 1	Move 2	Move 3	Move 4	Move 5
Horoscope 1 Телец Taurus	✓	✓	☒	☒	☒
Horoscope 2 Овен Aries	✓ 2	☒	✓	☒	☒
Horoscope 3 Близнецы Gemini	✓	✓	☒	✓	☒
Horoscope 4 Рак Cancer	✓ 2	✓	☒	✓	☒
Horoscope 5 Лев Leo	✓	✓ 2	☒	✓	☒
Horoscope 6 Дева Virgo	☒	✓	☒	✓	☒
Horoscope 7 Весы Libra	☒	✓	☒	✓	☒
Horoscope 8 Скорпион Scorpio	✓	✓	☒	✓	☒
Horoscope 9 Стрелец Sagittarius	✓	✓	☒	☒	☒
Horoscope 10 Козерог Capricorn	☒	✓	✓	✓	☒
Horoscope 11 Водолей Aquarius	✓ 2	☒	☒	✓	☒
Horoscope 12 Рыба Pisces	✓	✓	☒	☒	☒

Table 4 The occurrences of Moves in the Russian corpus

Particulars	Period	%
Move 1: Establishing information in general	0/12	0%
Move 2: Upcoming relationship	12-Dec	100%
Move 3: Financial status	12-Dec	100%
Move 4: Career advancement	12-Dec	100%
Move 5: Health and wellbeing	12-Dec	100%

Table 5 Move frequency of English Horoscopes

Particulars	Period	%
Move 1: Establishing information in general	12-Dec	100%
Move 2: Upcoming relationship	11-Dec	92%
Move 3: Financial status	02-Dec	17%
Move 4: Career advancement	08-Dec	67%
Move 5: Health and wellbeing	0/12	0%

Table 6 Move frequency of Russian Horoscopes

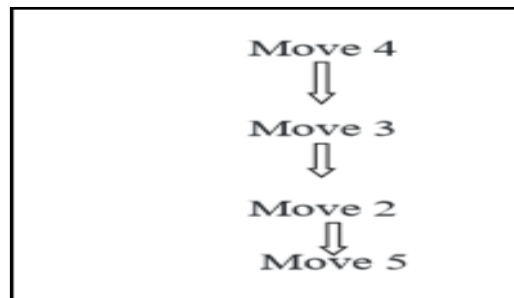


Table 7 Move Order of English Horoscopes (for all the Zodiac Signs)

Телец Taurus Move 2 ↓ Move 1	Овен Aries Move 1 ↓ Move 3 ↓ Move 1	Близнецы Gemini Move 1 ↓ Move 4 ↓ Move 2	Рак Cancer Move 4 ↓ Move 1 ↓ Move 2 ↓ Move 1
Лев Leo Move 2 ↓ Move 1 ↓ Move 4 ↓ Move 2	Дева Virgo Move 4 ↓ Move 2	Весы Libra Move 2 ↓ Move 4	Скорпион Scorpio Move 1 ↓ Move 4 ↓ Move 2
Стрелец Sagittarius Move 1 ↓ Move 2	Козерог Capricorn Move 3 ↓ Move 4 ↓ Move 2	Водолей Aquarius Move 1 ↓ Move 4 ↓ Move 1	Рыба Pisces Move 1 ↓ Move 2

Table 8 Move Order of Russian Horoscopes

CONCLUSION

Based on the move analysis of Horoscope articles in two languages from two different websites, it can be noted that Moves did not appear with equal Move frequency, apart from Move 2, or Move order. The horoscope articles in English appeared with fixed Move Order, although it didn't encompass one of the Moves which is Move 1 and the Move order was established reversely to Figure 1. All Moves, apart from Move 1, which didn't appear at all, share the equal frequency - 100% and appeared in all horoscope articles that allows them to be called obligatory. They are obligatory for the author of English Horoscope articles since not the same frequency was demonstrated in Russian Horoscope articles.

Russian horoscopes demonstrated unequal frequency of Moves with predominance of Move 1 (100%). Move 1 and Move 2 (92%) can be considered obligatory, Move 1 did not appear in all the horoscopes, but in three of them it occurred twice, so it resulted in: 12 times in 12 articles. Undoubtedly, it deserves to be called an obligatory move. So does Move 2 which occurred 11 times in 12 articles. Move 4 is typical in a Russian corpus, it appeared in 8 articles (67 %). Move 5 is considered optional, it did not appear at all (0%), as well as Move 3 which was established with low frequency (17%).

All three problems previously established were successfully solved and elucidated. The corpus taken from two different websites in two different languages demonstrated different results of Move frequency and Move order. However, they should not be taken for granted since they are considered the authors' preferences.

Moves have different functional and semantic purposes and that was demonstrated by congruous and appropriate lexicon. The establishment of Move 2 with high frequency (in English corpus, Move 2 – 100%, in Russian corpus, Move 2 – 97%) is the only fixed similarity between the articles of two languages.

It can be suspected that the most interesting field for horoscope readers is Upcoming relations which was reflected in Move 2. Taking into consideration the authors' awareness of readers' interest, Move 2, reflecting Upcoming relations, was predominate in the Horoscope articles of both websites. It can be suspected that the author of Russian websites does not predict the readers' interest in Health and Wellbeing, therefore he did not reflect this field in his articles. In addition, it should be mentioned that Moves in both languages were not distributed in fixed order adapted in the previous studies.

Pieces of advice were mainly given in terms of Imperative sentence sometimes attached with a conditional clause. Associated with prediction and futurity, high use of future simple was established. A variable use of modal verbs was demonstrated in two languages when the authors intended to show their degree of uncertainty.

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