



**THE RHETORICAL ORGANIZATION OF HOROSCOPE
WRITTEN BY ENGLISH NATIVE SPEAKER**

BY

MR. PHUREE SIRIRUTTANAPHON

Advisor: Dr. Rangsiya Chaengchenkit

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN TEACHING ENGLISH AS A FOREIGN
LANGUAGE**

**LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016**

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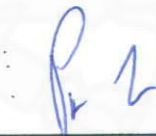
ENTITLED

THE RHETORICAL ORGANIZATION OF HOROSCOPE WRITTEN BY
ENGLISH NATIVE SPEAKERS

was approved as partial fulfillment of the requirements for
the degree of Master of Arts in Teaching English as a Foreign Language

on May 30, 2016

Chairman



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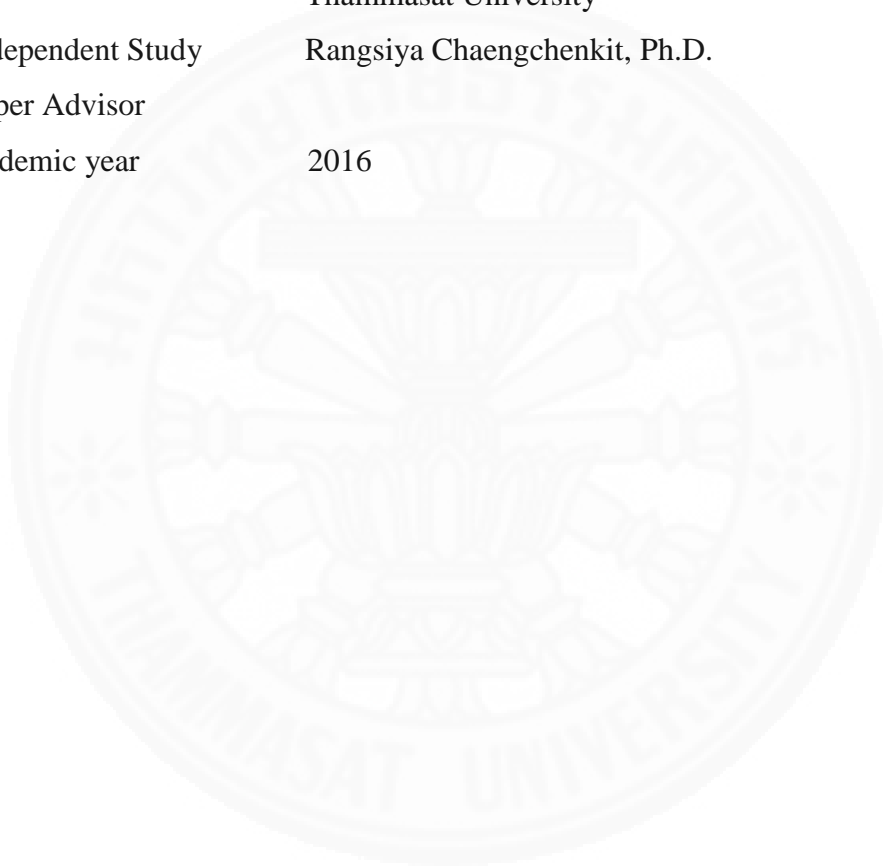
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ABSTRACT

Given the fact that English has become an integral globally linked channel of communication, writing articles in English is necessary to serve the status of English as an international language and to expand knowledge in the field globally. Specifically, a horoscope is considered one of the most interesting articles in which people from all over the world's attention is captured. In order for practitioners in different regions to effectively understand these kinds of texts, there seems to be a so-called rhetorical organization prevailing in any piece of writing assisting them to successfully cross over difficult reading breakthrough. This study attempts to identify rhetorical organizations and linguistic features commonly used in English language horoscopes written by native English speakers. The corpus consists of 10 stand-alone horoscope articles systematically selected from the top ten most prestigious websites appearing in the Google search engine following the survey of <http://horoscopereview.toptenreviews.com/> from native English speaking countries. The findings elucidate in the conclusion that the template, adapted from the framework of move analysis by Swales (1990) and Bhatia's Seven Steps to Analyze Unfamiliar Genres by Bhatia (1993), found respectively five moves forming a typical sequence in a horoscope. The frameworks are beneficial, particularly for the non-native practitioners in the discourse discipline, not only allowing them to understand but also facilitating the procedure of writing English horoscope articles. Pedagogically, this study sheds some light onto the role of genre analysis as an approach to provide a guideline for non-native English speakers and practitioners to easily comprehend how such horoscope articles are systematically constructed and to help them boost not only a wide range of English vocabulary repertoire but a proper perspective of a writing setting as English native speakers do. The study yields procedural steps, elements that come together with a rhetorical move, giving writers an attempt to get a glimpse of a clearer picture with regard to rhetorical organizations of horoscopes for future research studies in the discourse community.

Keywords: Rhetorical organization, genre analysis, horoscopes

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Mr. Phuree Siriruttanaphon

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CHAPTER 1

INTRODUCTION

1.1 The prominence of English as an international language

English has become a part of our daily lives and has attained a status of the primary language for international communication in business, education, tourism, politics, science, and religion. With the emergence of this status, it is commonly known that English is used globally and regionally as a medium channel of communication. Also, articles found on websites in English are meant to disseminate knowledge internationally. According to Kanoksilapatham (2005), even though English has been frequently facilitated in the task of the four macro-skills of reading, writing, listening, and speaking for decades, competency of Thai learners in using English is placed at an unsatisfactory level. Furthermore, learners find the task of English writing the most daunting, challenging, intimidating, and laborious.

Given the advent of ASEAN Economic Community (AEC), a number of schools in Thailand have tremendously acknowledged the importance of the exposure to English leading to numerous second language programs such as EP or English program and bilingual program. The EP program is conducted by using English as the medium channel of instruction. Every subject is taught in English, except for Thai language classes. Following Thailand's commitment to participate in the ASEAN Economic Community, English has been tremendously promoted as a working language of AEC to facilitate mutual understanding among respective members. Snodin (2014) stated that Thailand, where English has been used as a foreign language, was considered as a vehicle for indoctrinating in up-to-date ideas, new technology, innovation, and industrial revolution. She also elucidates further that the importance of English is various leading to a cultural variation and variety of English in society. In recent years, English has been used by people of all classes of Thai society – business people, academicians, government leaders, waiters, tour guides, hotel officers, police officers, taxi drivers and even bar girls – to achieve their own goals. They have their own objectives whether it be developing their own career

advancement, gaining technical knowledge of a particular realm, encouraging tourism industry in a country, or improving their life-long wellbeing.

Moreover, to disseminate articles internationally, writers have to be equipped with English in order to survive professionally. Kanoksilapatham (2012) claims in her research article that to be competent with the English writing, the writers in a particular respective discipline need to be familiar with not only the linguistic features, whether lexical or grammatical but also the rhetorical organization expected to appear in a writing task. As a result, move analysis or genre analysis study emerges in an attempt to provide an organizational pattern in writing for both native English and non-native speakers

Even though move analysis has been done in a variety of genres such as research articles (Swales, 1990, 2004), job application letters (Bhatia, 1993), personal statements (Ding, 2007), travel articles (Chanpetch, 2011), suicide notes (Samraj & Gawron, 2015), etc., it has cast a dim light on horoscopes which brings me to the focus of this study. Therefore, this study will be making an attempt to answer the following two research questions:

1.2 Research Questions

1. What are the rhetorical organizations of horoscope prevailing on websites?
2. What are linguistic features commonly used in English language horoscopes?

1.3 Purpose of the Study

This study objectives are to identify the rhetorical organization of English language horoscopes and to capture the set of linguistic features generally emerging in the horoscope genre.

1.4 Definition of terms

1.4.1 **Genre** refers to a type of communication which includes both written and spoken language.

1.4.2 **Genre Analysis/ Move Analysis** refers to an analytical protocol developed by Swales (1990) to analyze texts into a hierarchical schematic structure of move-step framework.

1.4.3 **Rhetorical organization** in this study refers to ways of organizing information forming a structural pattern of moves and steps in the genre of

horoscopes. The pattern is different from other genres due to the different communicative purpose the writer attempts to convey.

1.4.4 **Communicative Purpose** concerns the writer's communicative intention which conveyed to horoscope readers

1.4.5 **Move** refers to a text segment in a horoscope article which performs a particular communicative function and helps contribute to the overall communicative purpose of the respective genre.

1.4.6 **Step** refers to a subunit of a move carrying the particular communicative intention of a move.

1.4.7 **Horoscope** refers to a diagram of the relative positions of planets or stars and signs of the zodiac of a specific day, week, month or year used for foretelling possible future events for a person.

1.5 Scope of the study

This study is limited to an investigation of horoscope articles selected only on the websites that people most access. The study concentrates in an analysis of the language appeared in horoscopes both written by English native speakers. No people were investigated in this research study.

1.6 Significance of the study and pedagogical implications

The findings of this research study mainly concern the rhetorical organization of horoscope articles obtained from the top most prestigious websites. Based upon the fact that the articles are mainly written in English, the result will foster an understanding of horoscope writing.

Furthermore, this study provided organizational patterns for fortune tellers or people who work in this field to successfully disseminate their knowledge to the readers both locally and internationally. The findings will also be practical to non-native English readers who are fond of horoscope articles. The novice readers will be able to realize what communicative purposes the writers aim at. The model drawn from the findings can also be equipped as pedagogical guidelines for teaching and designing courses related to writing for fortunetellers or astrologers. The findings can assist the class instructors to develop substantially authentic material and curriculum.

The study has asserted the role of a guideline for horoscope writing, particularly for the writers who expand their horizons both locally and internationally. Also, in this regard, it is hoped that the contribution of the frameworks should extend to the astrological community at large.

The results generated from this study illustrate how move analysis can be applied in the teaching of English for specific purposes (ESP) in response to Swales' and Bhatia's analytical framework. Nowadays, in consequence of the fact that English has become one of the salient channels of communication across the world, it is thus crucial for us as language teachers to prepare non-native learners to meet the needs of English settings. In addition, learners of English should be exposed to, and they should engage in appropriate rhetorical organization to fit the particular communicative purposes. According to Bazerman (1980), non-English speakers are expected to be able to engage in conversations and negotiation of genre conventions.

Pedagogically, this study sheds some light onto the role of genre analysis as an approach to provide guidelines for Thai EFL learners and practitioners to easily comprehend how such horoscope writings are systematically and practically constructed and to help them boost not only a wide range of English vocabulary repertoire but a proper perspective of writing the way English native speakers do

1.7 Organization of the study

This study is divided into five chapters as follows:

Chapter one presents the background, research objectives, definition of terms, scope of the study, significance of the study, and organization of the study.

Chapter two comprises of a review of key literature on the grounds of move analysis, concept of a genre, horoscopes as a media genre, language and culture presented in horoscopes, and the relevant research.

Chapter three illustrates the methodology of this study, presenting the data collection procedure and data analysis.

Chapter four contains the result of move analysis

Chapter five includes the summary of the study, the discussion, conclusion, and recommendations for future research study.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Genre Analysis / Move Analysis approach

Currently, English has been promoted to be an international language in many disciplines. As a result, articles found on numerous websites are unavoidably written in English. To survive, it is demanded that people be able to read and write English in a manner that is acceptable (Kanoksilapatham, 2007). However, a discourse analysis approach of genre analysis has been acknowledged as a potential approach to provide great insights onto how texts are systematically constructed. According to Swales (1990, 2004) who first invented the analytical framework of genre analysis, he illustrates that a genre is a type of communication. Similarly, Richards et al. (1985) defines a genre as “a particular category of speech event that has certain features contributed to a particular event”. Genre is a greatly significant concept in both academic and professional communication due to the fact that members of individual professions, or so-called discourse communities, share a specific set for communicative purposes. Furthermore, Feak (1994) considered genre as “a product of many considerations, such as audience, purpose, organization, and presentation, with audience as the most crucial factor”. In order to be a genre, it is expected to have its own structure. The structure, in this case, consists of a number of components. In genre analysis, each component has a move, which refers to a text segment performing a communicative function. Crossley (2007) also defined a ‘move’ as a text segment or text instance that can be realized by its particular linguistic clues. The move allows for a specific function within a text to be rejoiced and signals the content of a specific discourse community within a genre. Similarly, we can describe that a genre consists of a number of moves which is sequential in a particular pattern forming an organization. As stated by Loré (2004), in the respect of a move, it is not defined as a fixed pattern since it can vary following to the context. Following Kanoksilapatham’s 2015 study, the frequencies of individual moves in each section were investigated to determine whether or not move occurred frequently enough. To describe whether the move was classified as obligatory, conventional or optional, it

has something to do with move's frequency of occurrence. If a move appears 100% of the time in corpus, the move is considered "obligatory". To be recognized as a "conventional move", a move occurs more than 60% of the sections in the corpus. Provided that the frequency of a move falls over 60%, it is recognized as "optional". Conversely, if each move recurs in a text depending on the complexity of a particular respective discipline in a number of times, the move is considered as a cyclical move, move cyclicity, or a pattern of cyclical configuration.

To accomplish communicative function, moves can be realized by steps, subunits of a move. Along with its communicative function, a move can also be realized by three certain sets of co-occurring grammatical features, lexical features and language constructions (Kanoksilapatham, 2007).

In genre analysis realm, Swales (1990) mostly focuses his studies on "academic genre" observing the language in research articles with high influential factors. Swale firstly begins Genre Analysis by scrutinizing two key characteristics of ESP genre approaches concentrating on academic and research English, as well as the use of Genre Analysis. There are various genres that have been investigated by a number of researchers such as, job application letter, negotiation letter, grants proposals, and language in advertisements (Bhatia, 1993; Connor & Mauranen, 1999; Connor & Upton, 2004). Contributing to the achievement of communicative purpose of genre, moves prevailing in texts can vary in length and size from several paragraphs to one sentence, but contain at least one proposition (Connor & Mauranen, 1999, P.51)

From Swales' (1990) study on research articles, the proposed model for analyzing the rhetorical organization of the research article introductions illustrated the movement of discourse within moves and steps. His analytical framework has been created based on many disciplinary variations to narrow the limitation and to make the text clearer to systematically investigate. The model is shown as follows:

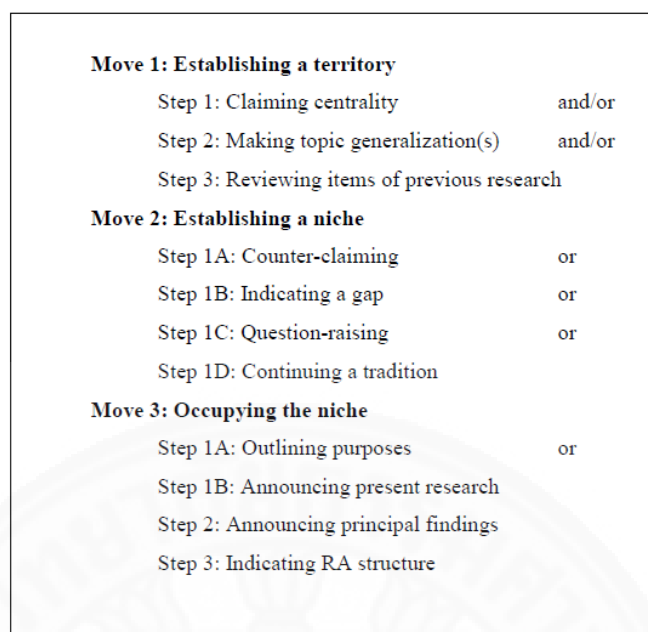


Figure 1: Create a Research Space (CARS) Model (Swales, 1990: 141)

Salager&Meyer (2008) raised the issue that to be successful in academia of any academic realm, the capability to write professionally is considered a great benefit by using discourse analysis approach to facilitate a writing task. Swales'genre analysis has tremendously gained a reputation in pedagogical implication as an efficient and effective approach in elucidating rhetorical organization in any piece of writings, facilitating both reading and writing tasks particularly for novice writers (Kanoksilapatham, 2007). The aim of genre analysis is to identify the rhetorical organization of the texts belonging to a particular genre. Generally, a genre is structured, stable, and conventionalized. In addition, it is easy to capture the intention of a given genre by following Swales'genre analysis that sheds light onto the significant overall perspective through the lens of discourse community leading to fully understanding communicative purposes in a particular genre.

However, Bhatia (1993) proposes seven steps to explore any unfamiliar genres. He notes that researchers have to put an emphasis on some or all of the steps, depending on the communicative purpose of the analysis and the focused feature. The Bhatia's seven steps are displayed as follows:

- 1. Placing the given genre-text in a situational context**
- 2. Surveying existing literature**
- 3. Refining the situational/ contextual analysis**
- 4. Selecting corpus**
- 5. Studying the institutional context**
- 6. Levels of linguistic analysis**
 - Level 1: Analysis of lexico-grammatical features
 - Level 2: Analysis of text-patterning or textualisation.
 - Level 3: Structural interpretation of the text-genres.
- 7. Specialist information in genre analysis**

Figure 2: The Bhatia's Seven Steps to Analyze Unfamiliar Genres (Bhatia, 1993: 22 – 36)

Step 1 “Placing the given genre-text in a situational context” consists of a typical representative example of the genre. A genre analyst should be able to place the genre text intuitively in a situational context, drawing on communicative purposes in the text within the professional community.

Step 2 “Surveying existing literature” is crucial for those who do not belong to the relevant speech community. The literature surveyed should contain among other things linguistic analyses of the genre in question or theories of genre analysis. For practitioners, it is important to consult guidebooks or manuals in relation to the speech community, and literature on the social structure, interactions, history, beliefs, or goals of the professional community.

Step 3 “Refining the situational /contextual analysis” requires the identification of the network of surrounding texts and linguistic traditions that construct the background to the particular genre-text in which the text is trying to represent to the readers. Hence, defining, confirming, or disproving the first findings from step 1 is the goal of step 3.

Step 4 “Selecting corpus”, a corpus selected by a practitioner should define the genre in question well enough to distinguish it from closely related genres based on the situational context(s). Bhatia (1993) puts an emphasis on this matter that “the genre should be obviously stated, and criteria must be decided on for selection of

examples: a long single typical text, a few randomly chosen, or a large statistical sample”. Only one “long single typical text for detailed analysis” (Bhatia, 1993: 24) can also be a corpus.

Step 5 “Studying the institutional context” illustrates that the analyst studies the institutional context, including the system, in which the genre is used and the linguistic, social, cultural, academic, professional rules and conventions. This step is important particularly if the data are compiled from a unique organization, which has its own organizational limitations for genre construction (Bhatia, 1993).

Step 6 “Levels of linguistic analysis” divides into three sub-levels as follows:

1) “Analysis of lexico-grammatical features” provides empirical evidence to confirm or disprove intuitive statements that the practitioner makes. At this juncture, it only describes how genres are written but it does not explain the reason why genres are written the way they are. 2) “Analysis of text-patterning or textualization” concerns with the aspect of genre by focusing on how a set of linguistic features is used in any kind of genres to fulfill different things. 3) “Structural interpretation of the text-genre” concerns with the cognitive aspect and aims at the identification of the genre texts cognitive move-structure (Swales, 1990): each move serves a common communicative purpose which is always acceptable to the overall communicative community.

Step7 “Specialist information in genre analysis” explains that the analysts consult a specialist informant, a practicing member of the discourse community, who confirms, rejects, validates or corrects the findings and provide them with additional information.

Many scholars have applied genre analysis framework into discourse in multiple genres such as, advertising, web page, review writing, suicide note, travel article, cover letter etc. (Charoenchatri, 2007; Klankanna, 2007; Khunkitti, 2005; Phongsuwan, 2009; Thongpan, 2010; Samraj, Gawron, 2015; Chanpetch, 2011; Henry and Roseberry, 2001)

To further illustrate, a Genre Analysis in Linguistics concerns with investigating and explaining the level organizational pattern and structure of both written and spoken texts (Flowerdew, 1993). Here are some of varieties of previous

analytical frameworks of multiple disciplines which were done by many academicians.

	<p>Mitchell (1957/75), in one of the earliest attempts at genre analysis (although he did not use the term) specified the following elements in the genre of shop transactions in Libya</p>
<i>Shop transactions in Libya (Mitchell, 1957/75)</i>	<ol style="list-style-type: none"> 1 salutation 2 enquiry as to the object of sale 3 investigation of the object of sale 4 bargaining 5 conclusion
	<p>Swales (1990) proposes a three move 'create a research space' model for research article introductions (Figure 3):</p>
<i>Research article introductions (Swales, 1990)</i>	<ol style="list-style-type: none"> 1 establishing the territory 2 establishing a niche 3 occupying the niche
	<p>Ventola (1987) proposes the following structural formula for service encounters (Figure 4):</p>
<i>Service encounters (Ventola, 1987)</i>	<ol style="list-style-type: none"> 1 greeting 2 attendance allocation 3 service bid 4 service 5 resolution 6 goods handover 7 pay 8 closing 9 goodbye
	<p>Davies and Greene (1984) have identified a four part structure for 'physical structure' texts</p>
<i>'Physical structure' texts (Davies and Greene, 1984)</i>	<ol style="list-style-type: none"> 1 the parts of the structure 2 the location of the parts 3 the properties or attributes of the parts 4 the function of the parts
	<p>Bhatia (1991) proposes the following seven moves for the genre of sales letter</p>
<i>Sales letter (Bhatia, 1991)</i>	<ol style="list-style-type: none"> 1 establishing credentials 2 introducing the offer 3 offering incentives <ol style="list-style-type: none"> a. offering the product/service b. essential detailing of the offer c. indicating value of the offer 4 referring to enclosed documents 5 inviting further communication 6 using pressure tactics 7 ending politely

Figure 3: Genre analysis frameworks in various disciplines (Flowerdew, 1993: 307)

Specifically, owing to the fact that rhetorical structure analysis is a prevalent component of genre analysis, another interesting analytical framework that has to be observed is suicide notes conducted by Samraj & Gawron (2015). What captures researchers' attention to the suicide note is the absence of an identifiable discourse community which overlaps genre theory of Swales' (1990: 24-27). He claimed that the "discourse community" is a key concept for genre analysis. It is said that a genre generally characterized by a number of defining characteristics embeds communication between members of a particular society and some proportion of novice and expert members. As illustrated by Samraj & Gawron (2015), a suicide note is written when a person is on the edge of ending his or her life and is left behind for the consumption of various audiences, such as family members or no one in particular, or lovers. It is not the case that the writer of this suicide note has produced various iterations of these texts over time. Even if a discourse community is absent, the suicide note employs the context of situation such as the writer's relation with the audience (Bhatia, 1993). To better understand genre analysis of suicide notes, let the framework below give you guidance of how rhetorical organization is systematically observed to examine its communicative purposes.

Figure 4: The suicide note as a genre: Implications for genre theory (Samraj, J.M. Gawron, 2015: 88-101).

Moves and steps in suicide notes with frequencies of occurrence.

Moves	Steps	Texts with move or step Total: 114		Move or step size Total: 11, 799 words	
		No.	%	No.	%
1. Addressing recipient		56	49.1	173	1.47
2. Providing explanation		93	81.6	5760	48.8
	2.1 Providing larger context or background	7	6.1	168	1.4
	2.2 Giving reason(s) or justifying	89	78.1	5140	43.6
	2.3 Taking responsibility or ascribing responsibility to others	15	13.2	283	2.4
	2.4 Expressing feelings about act	11	9.7	169	1.4
3. Apologizing		40	35.1	692	5.9
	3.1 Apologizing with or without explanation	32	28.1	506	4.3
	3.2 Asking for forgiveness	12	10.5	186	1.6
4. Describing one's state at death and after		23	20.2	402	3.4
	4.1 Describing state at death	9	7.9	132	1.1
	4.2 Describing state after death	17	14.9	270	2.3
5. Expressing directions and wishes		48	42.1	2105	17.8
	5.1 Expressing short-term wishes	26	22.8	1285	10.9
	5.2 Expressing long-term wishes	31	27.8	820	6.9
6. Describing or announcing death		10	8.8	522	4.4
7. Bidding farewell		67	58.8	1630	13.8
	7.1 Expressing love or positive feelings towards others	47	41.2	853	7.2
	7.2 Expressing hate or negative feelings towards others	7	6.1	135	1.1
	7.3 Expressing thanks	15	13.2	280	2.4
	7.4 Expressing (imagined) others' feelings	4	3.5	102	0.9
	7.5 Expressing good-bye and good wishes	52	45.6	260	2.2
8. Commentary on life		7	6.1	126	1.1
9. Meta-commentary on letter		8	7.0	185	1.6
10. Problem				205	2.6

In sum, it is believed that genre or move analysis is one of the most effective tools to clarify how written discourse is constructed and enormously facilitates the learning and instructional organization of the writing setting.

2.2 Horoscopes as a media genre



Figure 5: Loughlin, M. (2014). RSVP. Retrieved 27 May 2016, from [HTTP://rsvpmagazine.ie/star-signs-attracted/](http://rsvpmagazine.ie/star-signs-attracted/)

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”* (Zareva, 2013). To add, it is a diagram of the relative positions of planets or stars and signs of the zodiac of a specific day, week, month or year used for foretelling possible future events in a person. She also explains (the fifth or sixth time elucidate has been used it’s a little redundant but you can use it if you want) that horoscopes are popular or “are an institution” in many countries. One of the most popular search engines Google yields about 150,000, 000 results at the click of the keyword “horoscope” and the majority of them link to websites offering tailored predictions about future events related to our daily lives. Nowadays, mobile producers and operators have offered modern horoscope applications or new horoscope services for their customers to easily access their web pages at all times. Variations of horoscope applications are also widely available in most of the popular social networks such as Facebook, Twitter, and numerous social media. Thereby, it has been extensively favored by the contemporary mass media offering daily, weekly or monthly horoscopes to their beholders. The

emergence of horoscopes in a newspaper, magazine, radio or television broadcast is considered "the outward manifestation of a communicative event" as claimed by Garret and Bell (1998). It is also said that the horoscope consists of textual, linguistic and non-linguistic tools that merge together, and specifically shape it as a uniquely noticeable genre.

“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, 1995:6)

According to **McQuail (1987:263)**, 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 with their lovers and camaraderie of friendship and family. 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). Fehervary (2007) also supported that horoscopes usually appeared in the places one might highly expect, such as women’s magazines and tabloids. Within this issue, it concerns with Hofstede’s cultural dimensions related to femininity. This study links to his ideas in

terms of culture differences or similarities of both the Thai writer and the English native writer explain their writing style.

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.

On the other hand, Willis (2013) pointed that consumers who read their horoscope daily were 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, and SEX, 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.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter concerns the methodology used to explain how this study was conducted. The chapter consists of four major parts.

3.1 Data Collection Procedure

This study investigates the prototypical pattern of moves prevailing in horoscope articles on the most accessible English websites.

Talking about a corpus, Kanoksilapatham (2015) defined it as a sizable database concerned with a set of frequent lexical bundles appearing in written texts and the history of the native speaker's vocabulary used. A corpus of English horoscope is taken from ten English-language horoscope websites the year 2016 that appeared when searching for the keyword horoscope via Google without the consideration of writers. Also, it is the world's top-ten hosts for free horoscopes and astrology content. Whether viewed on the website, via mobile devices or in email, articles on websites are seen by many connected audiences worldwide. With 2.3 Million monthly visitors, 36.8 million monthly page views on website, 58.7 million monthly page views on mobile phone and 58.5 million monthly page views via mobile applications, ten representative websites offer a fun, user-friendly environment with a plethora of entertainment content that creates positive user experiences and reaches receptive viewers while they are actively seeking useful guidance and personal persuasion. The corpus systematically comprises a total of 6,000 words (600-800 each). To avoid a myriad of variations, the researcher selected only ten representative websites according to the survey <http://horoscope-review.toptenreviews.com/> in the related discipline.

3.2 Data analysis

After all of the exact verbatim on websites were collected, they were used for determining the patterns and functions of moves. The data were analyzed in four main sections.

The first section identified moves prevailing in the horoscopes. The methodology used was based on the framework of move analysis by Swales (1990), Bhatia's Seven Steps to Analyze Unfamiliar Genres by Bhatia (1993), and the

element of horoscopes writing as guideline to analyze the communicative intentions (Zareva, 2013). The data were scrutinized so as to identify the communicative purposes that the writer intends to extend and then assign the name for each purpose.

In the second section, the analysis of three main features are as follows:

- 1) Lexical features
- 2) Grammatical features
- 3) Language construction.

The scrutiny was done so as to capture a common set of linguistic features used to perform a particular communicative function in a horoscope.

The third section, the horoscopes were scrutinized in moves to get a glimpse of move's frequency of occurrence. The numbers of occurrences of each move were shown in the form of percentages to reach a high standard of validity and reliability of the analysis. To describe whether the move was classified as obligatory, conventional or optional, it has something to follow the frequencies of each move illustrated in percentages. If a move appears 100% of the time in corpus, the move is considered "obligatory". To be recognized as a "conventional move", a move occurs more than 60% of the sections in the corpus. Provided that the frequency of a move falls over 60%, it is recognized as "optional" (Kanoksilaphatham, 2005). In the last section, after move's frequency of occurrences is calculated, the patterns of move order within horoscopes are also systematically investigated and presented.

CHAPTER 4

RESULTS AND DISCUSSIONS

This chapter comprises of three major sections. The first section illustrates the identification of moves prevailing in English corpora. The second section describes the analysis of linguistic features of each move and the last section elucidates the frequencies of occurrence of all moves identified

4.1 Rhetorical organization in the English horoscope

Due to the fact that there is no previous theory of the move analytical framework of Horoscopes, the research follows the Swales' framework (1990), The Bhatia's Seven Steps to Analyze Unfamiliar Genres (Bhatia, 1993) and the element of horoscope writing as a guideline to analyze the communicative intentions (Zareva, 2013). The analysis of the representative English corpus commonly reveals the identification as follows:

Move 1: Establishing information in general

Move 2: Upcoming love and relationship

Move 3: Financial status

Move 4: Career advancement

Move 5: Health and wellbeing

Figure 6: Moves commonly found in horoscopes

As shown above, the analysis of the English 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 frequencies of Rhetorical organizations of moves and move occurrence are analyzed and presented in table (Table 1, 2, and 3)

4.2 Functions of the Moves and its 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. Only one horoscope excerpt analyzed by genre analysis is exemplified to representatively illustrate how move demarcation was carried out.

Excerpt 1:

*2016 is a year when Aries may need to take more time on coping with old and new issues. You **may find** it challenging at times for your work and business. **It is a year that** Aries' patience and resilience may be tested. You may find it tiring and challenging at work during the first half of the year. Aries expects to have a better fortune after July. **Overall** to improve your efficiency, it is may be better to define your goal and strategy.*

As shown in excerpt 1, this section was identified as **Move1: Establishing information in general**. The observation of grammatical features makes it clear that the use of present tenses verb "is" is commonly employed in this text instance. However, either the use of present tense or the use of future tense is generated by the author. Tense usage is not fixed but it depends on the message that the author aims to convey to the audiences. In addition, the use of auxiliary verb (*may*) expresses possibility in the future. As this genre talks about the possible future incident, there is no past tense appearing. The use of lexicon, *overall*, makes it possible to identify that this text instance belongs to Move 1. For the language constructions, to emphasize the statement, the author uses a *cleft* construction introduced by *it-cleft* (It is a year that). Due to the functions of Move 1, this move (if used) usually occupies the beginning of the articles.

Excerpt 2:

*Aries expects to have a favorable **relationship** in 2016. **Try to avoid** extramarital **affairs**. You **may find** your **family** not so supportive on your relationship at times. For **married** Aries, **it is important to** spend more time with your **partner**. **Try to avoid** taking stress from work to home as this **may cause** frictions on your relationship.*

The text instance above serves the common function of reporting love and relationship, identified as **Move 2: Upcoming love and relationship**. It has been observed that most readers are really interested in their love and relationship with surrounding people, especially a soul mate that is expected to come in the near future. The findings of lexical features indicate that the use of nouns (*relationship, affairs, family, partner*) and the use of a participle adjective (*married*) make it possible in describing relationship. This text not only talks about a lover but people, in general, such as friends or family. Besides, the use of verb (*avoid*) shows that the author has an intention of warning readers about what not to do. In exploring grammatical features of this move, we can see that the present tense is also used and the use of auxiliary verb (*may*) is present. The scrutiny of language constructions shows that the use of *an Extraposed subject* introduced by *Anticipatory-It* construction (*It is important to...*) (Gerald C. Nelson and Sidney Greenbaum, 2013), expresses a value judgment towards the actions to the readers.

Excerpt 3:

*2016 is a year that Aries may need to avoid lending **money** or entering into a **business partnership** with others. **It is important to** pay attention to your **cash flow** and set aside some contingency **funds**. During the first half of the year, Aries may consider investing in properties. Try to avoid unnecessary expenditures and think carefully before you invest.*

Genre analysis reveals that excerpt 3 represents **Move 3: Financial status**. With the use of nouns (*money, business, cash, funds*), it is obviously seen that this text instance mostly focuses on a communicative purpose of financial perspectives. Interestingly, in the traditional English grammar, the auxiliary verb (*will*) should be employed in the sentence when indicating future scenarios in general. However, the grammatical features in this genre analysis show that the use of auxiliary verb (*may*) tends to be frequently equipped instead similar to move 1 and move 2. It can be concluded that the auxiliary verb (*may*) can be employed in the sense of expressing future possibility. Moreover, the present tense still emerges within this move. To reiterate the details of the language constructions, the findings show that the use of *an*

Extraposed subject introduced by *Anticipatory-It* construction (*It is important to...*) is present. To end, the author warns the readers using imperative sentence.

Excerpt 4:

*2016 is a year when Aries **expects** to make lots of preparations in order to **gain fame or promotion**. Aries is likely to stay ambitious and persistent. You are prepared to **work hard** in order to gain knowledge and experience. **It is important for Aries to work on self-improvement** in order to stay competitive. Try to avoid over depending on others.*

The excerpt 4 reveals how the information presented in **Move 4: Career advancement**. As shown, Move 4 adequately portrays the conditions of work life as recognized by phrases like *gain fame or promotion*, *work hard*, *work on self-improvement*. The grammatical features within this move illustrate that almost the same as previous moves 1-3 corpora use the present tense. Nevertheless, the future tense does not occur in this move despite the fact that it is a prediction in a sense. By further observing, it is noted that the language constructions frequently appear in terms of imperative sentence accompanied with *an Extraposed subject* introduced by *Anticipatory-It* construction (*It is important for....to*) to end the prediction.

Excerpt 5:

*Aries **expects** to have a better time during the second half of the year. **It is important for** you to pay more attention to your health in 2016. Aries **may** find tired at times hence it is important to maintain an active and balanced lifestyle. You need to avoid basking in the sun without sun protection creams. **Try to** avoid road rage where possible as this may create car accidents.*

The last instance, **Move 5: Health and wellbeing**, displays the use of certain linguistic devices including the *an Extraposed subject* introduced by *Anticipatory-It* construction (*It is important for...to*), the use of present tense realized by the use of verb “*expects*” and the use of auxiliary “*may*” to indicate a possible future event. In terms of lexical features, the word “*health*” makes it clear that it belongs to Move 5, which mainly talks about health. The imperative sentence, if used, is at the end of prediction.

4.3 Frequencies of patterns of Moves and its occurrences

The frequencies of patterns of moves in the corpus are analyzed and presented in this section. As mentioned, there are five moves prevailing in horoscope articles analyzed as in figure 6. The occurrences of Moves and the frequencies found in the Corpus of Horoscope articles are presented in the tables (table 1 and 2)

Table 1: the occurrences of Moves and found in the Corpus of Horoscope articles

Websites	Move 1	Move 2	Move 3	Move 4	Move 5
Horoscopes.com	✓	✓	✓	✓	✓
Astrology.com	✓	✓	✓	✓	✓
Astrologycenter.com	✓	✓	✓	✓	✓
Astroved.com	✓	✓	✓	✓	✓
Astrocenter.com	✓	✓	✓	✓	✓
Astrodent.com	✓	✓	✓	✓	✓
Astrocopia.com	✓	✓	✓	✓	✓
FreeHoroscopeAstrology.com	✓	✓	✓	✓	
StarlightAstrology.com	✓	✓	✓	✓	✓
Indianastrology.com	✓	✓	✓	✓	✓

Table 2: Frequencies of Occurrences of Moves found in the Corpus of Horoscope articles

Moves	No. of occurrence	Frequency in percentage
Move 1: Establishing information in general	10	$10/10 * 100 = 100\%$
Move 2: Upcoming love and relationship	10	$10/10 * 100 = 100\%$
Move 3: Financial status	10	$10/10 * 100 = 100\%$
Move 4: Career advancement	10	$10/10 * 100 = 100\%$
Move 5: Health and wellbeing	9	$9/10 * 100 = 90\%$

As illustrated in tables 1 and 2, the examinations of this corpus reveal a common set of five moves present in the horoscope articles, together with the frequency of move occurrences.

To determine the effective status of each move, the frequencies of occurrence of individual moves were recorded. Based on Kanoksilapatham's criterion (2005), a move was classified as obligatory, conventional, or optional if found 100%, more than 60%, and in less than 60% of the corpora.

Move 1: Establishing information in general

Move 1 (100%), if found, is usually the beginning of horoscopes providing general information before leading the readers to the main content. It can be described that the communicative intention of Move 1 is to ground the readers. This move captivates the audience.

Move 2: Upcoming love and relationship

Respectively, the compilation of Move 2 (100%) typically depicts itself through the lens of love and relationship. If found, it has to follow Move 1 as it is the most important thing for interested horoscope readers. They, mostly, are still in search of a romantic partner to spend life with. Despite the fact that their lives have not settled down, reading for guidance can enlighten readers. It is believed that the lack of love causes various undesirable effects, including a decrease in the levels of health,

happiness and adjustment. As a result, love is the most interesting issue readers wish to keep their ears open eyes-open for and find a way to anticipate its arrival.

Move 3: Financial status and Move 4: Career advancement

Move 3 (100%) concerning financial status chronologically follows Move 2. According to the prediction of Move 3, it typically offers plans for careful money spending. Also, it can be described that the emergence of Move 3 is that money is so important for life that people cannot live peacefully without it. Money holds a value for things that everyone needs in every aspect of life such as, food, accommodation, education, and medicine. Interestingly, some authors of Horoscopes tend to merge Move 3 and Move 4 (100%), which talks about career advancement, into the same move. This can be learned that Move 3 and 4 have similar communicative intentions that are not needed to be separated from each other.

Move 5: Health and wellbeing

Lastly, Move 5 (90%) which is concerned with health and wellbeing, if found, is usually the last move to end the horoscope article. This move usually talks about how to keep healthy or stay safe from sickness. The reason that this move occurs last is that readers, according to the survey, mostly are at a young age having no problems with health. This move can be said that it is of the least importance for drawing a lot of reader interests.

The table that Move 1 and Move 2 are regarded as the most prominent and frequent ones that are inevitably discarded when writing a horoscope. If both Moves 1 and 2 are used, Move 1 usually precedes Move 2 while, Move 3 and Move 4 can possibly be merged into one move since they carry identical intentions. Furthermore, Move 5, if present, is usually stated at the end of a horoscope article.

Evidently, the grammatical feature of present tense being considerably used in horoscopes makes it realized that the proposition is valid and trustable even though the forecast tells of an upcoming incident. Nevertheless, instead of the use of auxiliary “will” to talk about future events, the use of auxiliary “*may*” indicating a future possible event is more considerably frequently equipped. In addition, to better realize which move belongs to its own category, the emergence of lexical items together with

certain formulaic phrases can be explicitly clear indications. However, variations in the frequencies could be attributed to a myriad of factors. First, the compilation of the horoscope in this study does not control the word length. That is, some horoscopes are much longer than others. Thus, it is possible that lengthy horoscopes might involve a higher number of moves and vice versa. As illustrated in the table, the frequencies of the five moves offer the implications especially for novice scholars in the realm that, when writing a horoscope article, they should make a decision on what to be inserted in the horoscope.

4.4 The Rhetorical organizations of Move Order Found in horoscopes

After all of moves and their functions are scrutinized, the order of moves are also investigated to identify the possible typical Rhetorical organizations of move order of horoscopes.

Patterns	No. of occurrence	Frequency in percentage
1 – 2 – 3 – 4 – 5	5	$5/10*100 = 50\%$
1 – 2 – 4 – 3 – 5	2	$2/10*100 = 20\%$
1 – 2 – 34 – 5	2	$2/10*100 = 20\%$
1 – 2 – 3 – 4	1	$1/10*100 = 10\%$

Table 3: The Rhetorical organizations of Move Order Found within horoscopes

The table 3 displays that every horoscope article has its own unique move order. Nonetheless, it could be noted that the Move 1, “Establishing information in general” always occurs at the beginning of the order and Move 2, Upcoming Love and relationship, if found, typically follows Move 1. Move 3, Financial status, respectively follows Move 2 while the Moves 5, “Health and wellbeing”, if found, appears at the end of the order. It is clearly seen that patterns (1 – 2 – 3 – 4 – 5) frequently occur in 5 out of 10 articles (50%). In contrast, the patterns (1 – 2 – 4 – 3 – 5) carrying the same communicative intentions but different in the order were found

in 2 out of 10 articles (20%). Additionally, Move 5 can possibly be removed, forming the patterns (1 – 2 – 3 – 4) article (10%) which barely occur in horoscopes. Interestingly, the researcher found that Move 3 and Move 4 in a horoscope can be merged into one move forming the pattern (1 – 2 – 34– 5).

From the foregoing discussions about the patterns of move order, it can be explained that the typical patterns of move order of the horoscope articles can have the following illustration (figure 7):

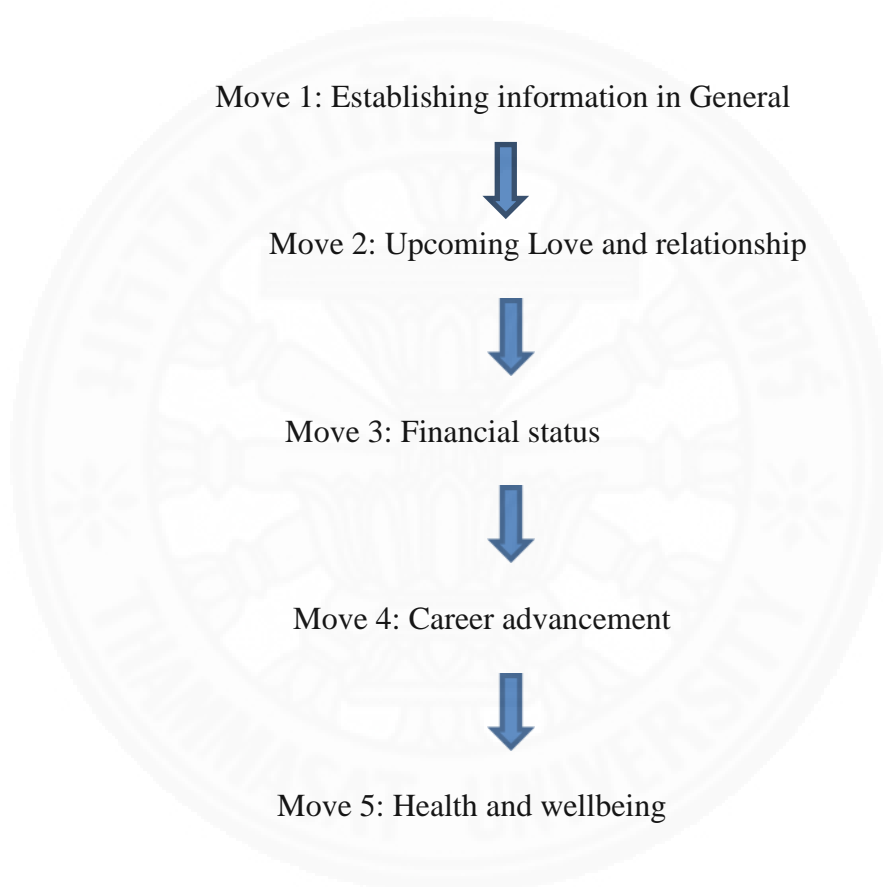


Figure 7: The Typical Patterns of Move Order of the Horoscopes in the Corpus

As shown above, this section presents the identification of the prototypical pattern of moves in a horoscope. The Moves 1-4 are considered obligatory moves being found in every horoscope; meanwhile, Move 5 is conventional with the occurrence rates ranging about 90%. However, the occurrence of each move depends on the communicative intention that a writer attempts to deliver to the readers. In this analysis, it is used to provide a representative framework for novices in the discipline to follow if a task of horoscope writing is their priority.

In conclusion, this section presents the answers to the research questions of this study. The first section presents the identification of moves found in the corpus which answer the first question, “*What are the rhetorical organizations of horoscope prevailing in websites?*” The second, third, and fourth section present the frequencies of occurrence of moves, their patterns, and their functions which all answer the second question, “What are the linguistic features commonly used in English language horoscopes?” All the investigations and discussions on the result section are completed and the research questions are clearly answered.



CHAPTER 5

CONCLUSIONS

This final chapter reports the overall conclusion of this study, as well as the limitation and recommendations for further study. The chapter is divided into four main sections. The first section presents the conclusion of the study, focusing on the purposes and methods used in the study. The second section involves the issues from the analyses on rhetorical organizations of the horoscope articles. The third section presents the limitations of the study, and the last section presents the recommendations for further research.

5.1 Conclusions of the study

The main objective of this research is to identify the rhetorical organization and the functions of each move prevalent in horoscope websites. Two questions have been raised according to the main research questions for this study:

1. What are the rhetorical organizations of horoscopes prevailing on websites?
2. What are the linguistic features commonly used in English language horoscopes?

An attempt to find the answers to the questions posed above is based on 10 analyzed horoscopes which were taken from ten representative English-language horoscope websites during the year 2016 according to the survey <http://horoscope-review.toptenreviews.com/>. The selected articles were analyzed using the genre-based theory of Swales (1990) and Bhatia (1993). These were employed as a guideline for the identification of the rhetorical elements of horoscopes. For the investigation, it is based on Kanoksilaphatham (2005). The frequency of move occurrences prevailing in 100% of the studied articles that are defined as obligatory moves meaning they always occur at a time when a horoscope is written. Moves occurring in more than 60% of the studied articles are defined as conventional moves. However, moves occurring in lower than 60% at a time, are considered optional moves meaning if found, they rarely occur.

5.2 Issues from the Analysis on rhetorical organization and move order prevailing in the Horoscope

This section illustrates the findings of this study. The conclusions focus on two issues: communicative purposes realized in each move and the significance of the patterns of move order in the horoscope.

From the genre analysis, there are 5 moves found in the horoscope articles as follows: (figure 8)

Move1: Establishing information in general	100%
Move 2: Upcoming love and relationship	100%
Move 3: Financial status	100%
Move 4: Career advancement	100%
Move 5: Health and wellbeing	90%

Figure 8: The Typical Patterns of Move Order of Horoscope Articles in the Corpus

The genre analysis protocol delineates that the emergence of Move 1 – 5 are typically in horoscopes according to the scrutinizing protocol. Move 1 – 4 are considered obligatory moves which always appear (in the article) omit on websites. Move 1 leads the readers to a realization of a preliminary overview in the prediction, aiming at attracting the audience. In addition, it includes general characteristics, factual and supportive information. Within this move, the author in the discipline has to professionally use a writing strategy to catch the readers' attention as an initial move. Move 1, if found, is always at the beginning of the order. Following this, Move 2 is depictive through the lens of love and relationships as a close second in typical horoscopes. Thirdly, Move 3 offers cautious financial planning and an awareness or foresight to earn money, if found, usually follows Move 2. Move 4 talks about career opportunity and advancement. To add, Move 4 can possibly merge into Move 3 as they carry the same communicative intentions. Interestingly, the authors, mostly, in the discipline prefer to separate Move 4 from Move 3 owing to the fact that the demarcation of the topic provides clear information to the audience. Lastly, Move 5 is done in a conventional manner concerning health and wellbeing. If Move 5 is found, it is usually the last move to end horoscopes. The investigation of patterns of move order reports that the most frequent order found in a horoscope is “1 – 2 – 3 – 4 – 5”. However, despite the combination of Move 3 and 4 forming the pattern of “1 – 2 – 3 4 – 5, the authors put an emphasis on financial issues more than career opportunities. Apart from the patterns mentioned earlier, the pattern of “1 – 2 – 3 – 4” can possibly

occur but it is infrequent in the horoscope discipline. After the scrutiny of the move occurrences has been successfully done, it is clearly seen that the presence of Move 1 – 4 are obligatory moves, meaning they are always there if a horoscope is written while, the emergence of Move 5 is considered a conventional move, which can be removed from the horoscope article according to communicative purposes that the author attempts to convey to readers. To conclude, the analysis seems to suggest that the sequence of Moves “1 – 2 – 3 – 4 – 5” is highly possible.

5.3 Limitations of the study

This study highlights the major role of genre analysis in investigating the typical horoscope from an academic perspective. The analysis sheds light onto the organizational components or moves making up the horoscope articles. Given that this research study focuses on horoscope only on 10 websites, the results may not represent rhetorical organizations on other foreign websites. Next, the size of the corpus and the length of each horoscope are limited remaining to be substantiated by subsequent studies analyzing a larger horoscope corpus. Besides, a genre of horoscope is newly investigated in the discourse analysis realm. Thus, there should be an inside look in future research studies that demystifies and makes it more accessible.

5.4 Pedagogical implications

The results of the study have pedagogical implications to assist authors, and also non-native writers in the horoscope discipline. This study has shown how salient linguistic features can be used as a starting point to help people in the area distinctly recognize and distinguish the different moves. Distinguishing these prominent language features then enables novice writers to further discover and autonomously learn how the major constituent moves can be clearly presented in horoscope articles. As teachers of English writing, a genre analysis provides an effective tool to facilitate writing skill to be internationally standardized. It can also be concluded that to develop novice foreign language writing expertise, genre awareness, and linguistic knowledge can effectively contribute positively to the enhancement of writing competence. However, despite the fact that in non-native speaking countries, a large number of writers attempt to expand their knowledge internationally, they are

inexperienced with the use of English language as opposed to English native speakers. Hence, the explicit genre-based instruction is beneficial for them to clearly see how a genre of horoscope works. At this juncture, the genre analysis instruction should begin with cultivating the learners' awareness of the overall organization of a particular genre, followed by a set of components making up the genre, featuring a bundle of linguistic features associated with each move and its communicative function as proposed by Kanoksilapatham (2013). As illustrated by this research study, genre awareness is involved with the knowledge of organizational pattern prevalent of each genre. The opportunities to be exposed to and analyze the genre from the perspectives of the discourse protocol and communicative functions can demystify learners with a sharpened sensitivity of genre-based learning. After that, the learners will be ready to further explore and investigate other genres encountered in their daily life without difficulties. In addition, writing and reading skills can also be potentially developed after the genre-based approach is facilitated.

5.5 Suggestions for future study

It should be noted that the experiments in this paper were carried out to provide rhetorical organizations of horoscopes written by native English speakers. Nonetheless, the procedural step, which is the element that comes along with each move contributing to effective and efficient communication, needs to be further investigated.

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APPENDICES



APPENDIX A

For Aries 2016 is a good year to reflect on your relationships with other people. Your lucky star Jupiter will assist you in getting rid of relationships that are not favorable for you. Aries expects to face less pressure in 2016. You are likely to meet someone who will become very important to you. It is a good year for Aries to meet new people. Your efforts on networking expect to pay off in 2016. Aries expects to have a favorable relationship in 2016. Your charm is contagious and you are likely to attract attention on social occasions. It is important to behave appropriately in public and avoid flirting excessively with the opposite sex. It is hard to predict Aries Financial status in 2016. You may encounter lots of investment opportunities which make it hard for you to make a decision. It is better to conduct market research and analysis before you invest. For Aries working for others there are promotion opportunities in 2016. You may need to watch out your expenses to avoid overspending. 2016 is a year when Aries expects to make lots of preparations in order to gain fame or promotion. Aries is likely to stay ambitious and persistent. You are prepared to work hard in order to gain knowledge and experience. It is important for Aries to work on self-improvement in order to stay competitive. Try to avoid over depending on others. Aries may find it hard to concentrate at times. It is important to avoid going to dubious places. It is important to maintain a balanced life style and it is important for you to find ways to alleviate or relieve your stress. It will help you stay positive if you can keep a nutritious and balanced diet.

Rhetorical organization: 1 – 2 – 3 – 4 – 5

**Move 1 Establishing
information in general**

**Move 2 Upcoming love
and relationship**

Move 3 Financial status

**Move 4 Career
advancement**

**Move 5 Health and
wellbeing**

APPENDIX B

2016 is a year when Aries may need to take more time on coping with old and new issues. You may find it challenging at times for your work and business. It is a year that Aries' patience and resilience may be tested. You may find it tiring and challenging at work during the first half of the year. Aries expects to have a better fortune after July. Overall to improve your efficiency, it is may be better to define your goal and strategy. Aries expects to have a favourable relationship in 2016. Try to avoid extramarital affairs. You may find your family not so supportive on your relationship at times. For married Aries, it is important to spend more time with your partner. Try to avoid taking stress from work to home as this may cause frictions on your relationship. 2016 is a year that Aries may need to avoid lending money or entering into a business partnership with others. It is important to pay attention to your cash flow and set aside some contingency funds. During the first half of the year Aries may consider investing in properties. Try to avoid unnecessary expenditures and think carefully before you invest. 2016 is a year when Aries expects to encounter fierce competition. It is important for you to invest more time on networking at work. Your company expects to undergo lots of changes in 2016. During the first half of the year, try to avoid conflicts with your managers and avoid losing your temper at work. Aries expects to have a better time during the second half of the year. It is important for you to pay more attention to your health in 2016. Aries may find tiered at times hence it is important to maintain an active and balanced life style. You need to avoid basking in the sun without sun protection creams. Try to avoid road rage where possible as this may create car accidents.

**Move 1 Establishing
information in general**

**Move 2 Upcoming love
and relationship**

Move 3 Financial status

**Move 4 Career
advancement**

**Move 5 Health and
wellbeing**

Rhetorical organization : 1 – 2 – 3 – 4 – 5

APPENDIX C

2016 is so jam-packed with transformation that it might be hard to get a grip, Aries. At times all this change will be so subtle that you might not even realize that it's happened until you're already on the other side of it. You can thank the ongoing Saturn/Neptune square for this intense astro-influence, one that will work major magic on your psyche and change your worldview at the root level. Brilliant news: the eclipse cycle that's rocked your relationships since 2013 FINALLY ends this spring. March's Lunar Eclipse marks a huge moment in your life. You've finally cut out old, toxic partnerships and are ready to move on to the new – on the karma front and elsewhere. There are four Mercury Retrograde phases this year (the first starts basically after your New Year's brunch, so back up your data posthaste). You'll spend much of the year looking to the past to course-correct in the present, but this will help you stay grounded – and make a nice stash of cash to put away for a rainy day. Your ruler Mars is SUPER active all year, keeping your passions alive and your blood flowing fast and hard. By the end of this year you'll be an entirely different person who feels a lot more like a full grown adult (no matter your age). Yet even with this renewed maturity, your fiery instincts still rule. Of all the different arenas of your life, this is where you'll see the hottest action this year. This is thanks to Mars, your planetary ruler, who will spend January through August in your sexuality zone (except for a brief break from March to May). While the planet of passion is retrograde in this part of your chart in the spring, do not be surprised by the parade of old lovers that suddenly queue up at your door, waiting (not so patiently) to return to your bed. The Lunar Eclipse in your relationship zone at the end of March shows you whom you're truly meant to be with – for better or worse. In September you'll welcome lucky Jupiter into your relationship zone, so many Rams will be tying the knot by mid-2016. Your career is fairly stable this year, Aries. You know exactly the mark you want to make on the world and you've already set yourself to the task of making it big. Mercury will retrograde in your house of daily scheduling in late August and September – you might hear from some old employers about freelancing opportunities. The Solar Eclipse in your work zone on 1 September can have you so stressed out that you might entirely forget to sleep. You're working this hard for an important cause, but don't completely abandon work/life balance to meet your goals. Business partnerships shine after Jupiter moves into Libra in September – collaboration is where it's at.

With Mars so potent all year, making aspects with Neptune (in January), Venus (in July), Saturn (in August), and Mars/Pluto (in October) – there's simply no rest for the weary this year. You'll be on the go constantly, expending what feels like all your energy on a daily basis. That's why it's absolutely essential for you to get proper sleep, stay hydrated, and exercise daily – like it's your job. You're burning the candle at both ends, so you have to practice self-care to make up for it. Your health is a bit sensitive near all the eclipses. Be good to your body in early and late March, and early and mid-September.

**Move 1 Establishing
information in general**

**Move 2 Upcoming love
and relationship**

**Move 3 Financial
status**

**Move 4 Career
advancement**

**Move 5 Health and
wellbeing**

Rhetorical organization: 1 – 2 – 3 4 – 5

APPENDIX D

2016 is so jam-packed with transformation that it might be hard to get a grip, Aries. At times all this change will be so subtle that you might not even realize that it's happened until you're already on the other side of it. You can thank the ongoing Saturn/Neptune square for this intense astro-influence, one that will work major magic on your psyche and change your worldview at the root level. Brilliant news: the eclipse cycle that's rocked your relationships since 2013 FINALLY ends this spring. March's Lunar Eclipse marks a huge moment in your life. You've finally cut out old, toxic partnerships and are ready to move on to the new – on the karma front and elsewhere. There are four Mercury Retrograde phases this year (the first starts basically after your New Year's brunch, so back up your data posthaste). You'll spend much of the year looking to the past to course-correct in the present, but this will help you stay grounded – and make a nice stash of cash to put away for a rainy day. Your ruler Mars is SUPER active all year, keeping your passions alive and your blood flowing fast and hard. By the end of this year you'll be an entirely different person who feels a lot more like a full grown adult (no matter your age). Yet even with this renewed maturity, your fiery instincts still rule. Of all the different arenas of your life, this is where you'll see the hottest action this year. This is thanks to Mars, your planetary ruler, who will spend January through August in your sexuality zone (except for a brief break from March to May). While the planet of passion is retrograde in this part of your chart in the spring, do not be surprised by the parade of old lovers that suddenly queue up at your door, waiting (not so patiently) to return to your bed. The Lunar Eclipse in your relationship zone at the end of

Move 1: Establishing information in general

Move 2: Upcoming love and relationship

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Move 3:
Financial status

Move 4:
Career advancement

Move 5:
Health and wellbeing

Rhetorical organization: 1 – 2 – 3 4 – 5

APPENDIX E

2016 brings with it a lot of stability but also a lot of the foundation work already completed. Jupiter, who will spend until September in your work sector, bringing the potential for growth, expansion and success on the work front has been here since August 2015 with the North Node, a force that will keep things in motion here from November 2015 to May 2017. In partnership with career forces, that have been preparing for this year for several years and an added push in the early and later months of the year, what you have is an opportune professional year, with the potential for growth and big developments on both the work and career fronts. Missing last year were the income opportunities that will come from this, with the money gods doing their best to create income opportunities during a period that begins on the 6th April and runs through to the 13th June. It's here that there is the potential for some unexpected income developments, especially in the period from the 7th May to the 10th May and a few days either side. Meanwhile, while Mars will spend an extraordinary amount of time in your financial sector this year, spread over 2 visits, this is not a repeat of the financial challenges of the past, something you're now able to benefit from. It was Saturn's departure from your financial sector in September 2015 that brought a 3 year financial boot camp to an end and with your annual financial review starting just weeks later, you've had a chance to take care of any financial housekeeping. Mars will return to your financial sector on the 4th January and while he'll leave on the 6th March, having spent weeks fuelling your financial passions and fighting spirit, he'll return for a double dip visit from the 28th May to the 3rd August. This is an opportunity for some financial rebuilding. 2016 is also a huge year for spreading your wings and experiencing life to the full, whether through travel, study or simply moving out of your comfort zone. This is something that might be forced on you at times, especially if you try and hide behind old excuses. This will come into its own when you move into your birthday month and new solar year in March, as you realize that the year in front of you has none of the old rules or constraints, unleashing a sense of freedom and liberation that will stay with you for the rest of the year. Gone are the relationship pressures of recent years, but these will turn into a blessing in disguise when Jupiter returns to your relationship sector in September, kicking off your most important relationship year in over a decade, one that will take until October 2017 to play out. While 2016 doesn't have the romantic influences that the first 9 months of 2015 held, this year will see those same forces mature into something that is now ready for relationship building. However, Jupiter and August will be the best months of the year for matters of the heart and all things fun, playful, romantic and creative.

Move 1: Establishing information in general

After the push that the love gods gave romantic matters in the second half of 2014 and first half of 2015, their attention turns to relationship matters this year or at least it will as the year progresses. It has been a busy and at time challenging few years for both the love and relationship gods and they want nothing better than to let things settle, to begin with anyway. It was in early October 2015 that a massive 15 month romantic push ended and in November 2015 that a battle between your personal and relationship needs also ran its course. This is when Venus and Mars, the planets of love and passion came onto the scene and while Venus left your relationship sector in December 2014, as you move into the New Year Mars is still here, wrapping up a massive push to define what you want from your relationships and what they need from you, one that began in December 2013. To start with it's a case of processing what has been a game changing few years on both the romantic and relationship fronts, absorbing a new sense of what you want and need from both moving forward. This has all been in preparation for Jupiter's return to your relationship sector on the 9th September, opening the door to your biggest, best and most important year for relationship building in over a decade, one that will put the challenges of the past into perspective. There will be plenty of preparation for this, starting with a lunar eclipse in your relationship sector on the 24th March, though the relationship gods will begin their campaign when Venus returns on the 30th August, at which point you'll have continuous support right through to late 2017. While romantic matters don't get as much attention this year, with the groundwork already completed and a clearer sense of what you want from love, when opportunities arise you'll know exactly how to seize them. Apart from a romantically charged Full Moon on the 24th January April is set to be a romantically charged month, with the most romantic charged months of the year being July and August, just as the relationship gods are lining up for their turn.

Move 2: Upcoming love and relationship

When Saturn left your financial sector last September he wrapped up a nearly 3 year financial boot camp, one that won't be repeated for another 3 decades. While this may have been challenging, you've learned more about money management and taking control of your own financial destiny than you have in years, if not decades. While Saturn is gone and won't be back for another 3 decades, the money gods aren't ready to let things go just yet with Mars, warrior planet of the cosmos and your ruling planet spending an extraordinary amount of time here this year, firing up your financial passions and fighting spirit and giving you a chance to capitalize on all you've learned over recent years and the authentic new starting point this created. While you'll move into the New Year with no planets in either of your money houses, for the first time since 2011, with Venus having just left on the 30th December your financial confidence, desires, expectations and a sense of entitlement will be high from the get go. It's Mars' return on the 4th January, after both Saturn's 3 year financial boot camp and your 2015 annual financial review have run their course, that is set to fire up your financial passions and fighting spirit, giving you a chance to take all that experience and run with it. Normally here for just 6 weeks, his first visit since 2013 is a chance to start taking your power back. By the time Mars leaves on the 6th March he will have already spent just under 9 weeks here, but it's his retrograde turn weeks later that will see him return for a double dip visit, spending a further 10 weeks here, from the 28th May to the 3rd August. With so much potential to work with, it's no wonder Mars will want to stay around. Mars will be gone by the time Sun, Venus and Mercury return to begin your annual financial review within the space of 3 days, from the 23rd October to the 25th October, but they'll have a head start. While there isn't as much activity in your income sector the months when things are active are likely to be very lucrative, thanks to the fact that you have lucky Jupiter in your work sector until the 9th September, along with yearlong support from Pluto in your career sector. The most active and potentially lucrative income weeks run from the 6th April to the 13th June, with the potential for some surprise developments around the 7th May and the 12th May. Within that period the most lucrative days will run from the 30th April to the 24th May. 2016 is the year that you've spent the last 5 months of 2015 preparing for, but in reality probably much longer than that, instead as far back as 2008. That was the year that Pluto returned to your career sector, on a mission to see you evolve professionally to become all you can be and to explore your full potential, a mission that won't run its course until 2024. Yet during the 16 years that Pluto will spend in your career sector there are many seasons you'll travel through and until now, while there have been pockets of support along the way, with August/September always good months for work matters and the closing and early weeks of each year good for career matters, for the most part there have

Move 3: Financial status

Move 4: Career advancement

been more challenges than opportunities. That all changed on the 11th August 2015 when Jupiter, planet of luck and expansion returned to your work sector for the first time since 2004, opening the door to your luckiest and most expansive year for work opportunities, growth and developments in over a decade, a year that won't run its course until September 2016. Finally Pluto and career forces have the support they need and it's the kind that won't wax and wane, remaining solid even after Jupiter leaves your work sector in September. For it was in November 2015, just after a parade of planets moving through your work sector left, that the North Node returned here for the first time in 17 years, providing a clear sense of direction and a natural current that will keep work matters on track until mid 2017. This is the first time you've had Jupiter and the North Node, the two most auspicious forces in the solar system, in your work sector at the same time in 35 years, enjoying the support of Pluto and all that the professional momentum gained over the last 8 years. As Pluto's return to your career sector in 2008 was the first since the 18th Century, this is his first visit in our lifetime, so it's with no exaggeration that 2016 can be considered the most important and potentially successful of your professional lifetime. In short, you've won not only this year's professional lotto, but the decade's possible lotto. Within this there will still be the same pockets of extra support and for work matters that will run from the 31st July to the 7th October, while the year will begin with some very active forces in play on the career front, right through to 17th February, picking up again with a vengeance on the 27th September, just days after Jupiter's departure from your work sector on the 9th September, staying at that high right through to early 2017. Best of all 2016 is also destined to be a lucrative year for income opportunities.

Rhetorical organization: 1 – 2 – 3 – 4

APPENDIX F

The year 2016 more or less will be perfect with plan of actions. Beginning of year is the perfect time to schedule actions that are to implement. Choose wisely the opportunities that come your way. Don't get disappointed on initial unsuccessful works. You may find yourself spiritually inclined, especially in a soul-searching sort of way. There will be possibility of enhancing fixed assets. Aries will purchase fixed assets during this time which is of your long cherished desire. Health will be normal in this year 2016, no such issues which worry. This is going to be a normal year for love. Angriiness will develop high hen dealing with activities. There will be misunderstandings with your communication. Lack of affection in relationship may possible in the end of year. Conjugal bliss seems to be normal and sometimes go into average level. Serious efforts from your end must keep things going good. Your coordination seems to be average in love life in second half of the year 2016. Try to understand partner thoroughly for betterment in action. 2016 there will be strong sexual fantasies will excite you. Every special moment with partner fills great satisfaction and happiness. You will take additional responsibilities in the family which fills satisfaction to your spouse. There will be chance to get enter into joint family which is of your desire. Everything that attracts you to make money it is better to take experts' advice. Sooner you will realize that this year all about saving and not spending unnecessarily. Improvement will be seen this year and this will rise up effectively. There will be mixed results will come to business entrepreneurs. Unnecessary issues will create which has to be resolve intellectually. Your endeavors will start progressing unexpectedly, making you enjoy a sigh of relief. Money will be arranged with no issues at all times during the year 2016. There may be losses in speculation which you need to take experts advice. Keep calm and take every financial matter cautiously to stay away from issues. You need to monitor on expenditure at all stages to put standard in financial affairs. The transit of Saturn is through the 8th house from your Rashi throughout the year which is basically adverse. The 8th house of obstacles and mystical powers where Saturn is

Move 1 Establishing information in general

Move 2 Upcoming love and relationship

Move 4 Career advancement

Move 3 Financial status

transiting casting his aspect over the 10th, 2nd and 5th houses. Your profession, finances and family life and health all areas may get affected due to this transit of Saturn. Jupiter yet another major planet is transiting through the sign Leo the 5th till the middle of Aug 2016 which is highly beneficial for you as this transit of Jupiter will be helping you to have an increment in your income, unexpected gains, happy period with family and also a journey to an abroad land. Jupiter placement is strong till August 2016, and then moves to 6th house seem to be average. Rahu and Ketu positions are going to move in 5th and 11th houses respectively which are better. Complete your activities without any delay. In the year 2016 the first half seems to be quite strong and you will maintain energetic physis. Second half would be average need advices as per the body permits. There will not be any impact for minor issues. You may suffer from indigestion, iron and calcium related issues. Proper attention should be given to your health. Eat on time, sleep well and avoid overeating. Practicing meditation and yoga will make you to stay away from health issues. You may face issues with regard to nerves, skin or pain in shoulders. Diabetic patients has to take extra care, there may be a possibility of taking some junk food.

Move 5 Health and wellbeing

Rhetorical organization: 1 – 2 – 4 – 3 – 5

BIOGRAPHY

Name	Mr. Phuree Siriruttanaphon
Date of Birth	March 8, 1990
Educational Attainment	2013: Bachelor's degree (English) Faculty of Humanities, Kasetsart University
Work Position	Postgraduate student Language Institute, Thammasat University
Work Experiences	English teacher: Rajinibon School English teacher: Watkhemapirataram School Guest Lecturer: Kasetsart University (Bangkhen Campus) English instructor: International Consult of Education Institute Guest English tutor: Benny's Academy English instructor: True English institute