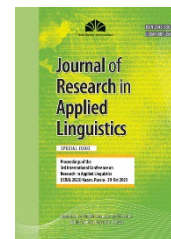




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The Effect of English Horoscope and English Language Literature on a Person's Mood, Behavior and Life Situation

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Abstract

The topic of the article is analyzing the horoscope as a media text, which is a current issue. Horrible texts shared on the social media platform TikTok served as the study's source material. The way that information is presented in these groups allows one to see how readers respond enthusiastically to the traits that they provide for each sign of the zodiac. We are able to make some inferences regarding the nature of the influence of English horoscopes on an individual's disposition, conduct, and life circumstances by analyzing the data gathered during the course of our investigation. Videos with English horoscope content are especially intriguing because they have titles, which serve primarily as attention-getters for viewers. Two of the predictive text's primary purposes are also covered in the article. Furthermore, our survey suggests that contemporary English horoscopes are viewed as a component of a particular type of game. The prognostic text's author crafts a description that is simple to apply to every sign of the zodiac, and anyone can find parallels between any sign's description and his or her own circumstances and personality traits. It is anticipated that a growing number of English horoscopes will appear on social media and in TV shows.

Keywords: English Horoscope; English Literature; Social Network.

1. Introduction

The investigation into the problem of interpreting an English horoscope as a media text carries on the linguoculturalology and text linguistics research of scientists affiliated with the Kazan Linguistic School Chan et al. (2020). Like other text formats, the English horoscope has its own unique vocabulary and linguistic conventions. The English horoscope text falls under the category of non-fiction texts as a linguistics object. When discussing an English horoscope as a type of text, it is important to first identify the text type and the criteria used to determine it. This kind of text differs in its contextual, communicative-functional, and structural aspects and is frequently used as a model for complex language actions. The English horoscope, like any text, aims to communicate in one of two ways: either by challenging the recipient's preconceived notions or by having an impact on them. In addition to the widely recognized sources of English horoscopes, which include newspapers, magazines, online magazines, and television, there are also newly popular pages and groups on social networks that are devoted to the signs of the zodiac (Faizullina et al., 2020).

There is a pattern in English horoscopes that shows up in the formal, linguistic, and content domains. Content-wise, it is reflected in the required contemplation of the personal and professional domains of life; health is prioritized, and friendships are impacted. Dependency on the social element is also crucial since English horoscope texts have the power to shape readers' behavior because they cover the most significant aspects of human life. The media has become less important over the last ten years, and social media platforms like Instagram and TikTok now feature modern mass media. One of the biggest trends in the social media world right now is video content. The focus is on visually appealing, imaginative media text that instantly grabs the user's attention. TikTok is currently ahead of social media and a direct competitor, particularly for Generation "A photographic representation of reality," as Korneyeva (2020) puts it, "media text is already a message plus an information transmission channel or, in other words, a video image, and media discourse acts as a message in conjunction with all other components of the communication process, which include extralinguistic factors associated with the creation of media texts, with audiences, feedback, coding and decoding information taking into account the cultural factor, as well as historical, political, ideological, and other contexts" (Zabuga et al., 2019). As

a result, media texts are distributed via TikTok, which provides recipients with important information about social and natural reality and helps them make important decisions. The English horoscope is one of these texts (Faizullina et al., 2020).

2. Literature Review

It has been extensively documented that people's expectations have a particularly strong impact on a variety of domains, including perception, cognitive function, emotion, and health (Wilson & Klaaren, 1992). For example, it has been observed that preexisting positive or negative expectations regarding a food product can directly alter the visual and sensory perception of the product by influencing how much people like or dislike its taste and visual appeal. It has also been demonstrated that internalized expectations about one's own performance either enhance or depress objective cognitive performances. In fact, prior research on expectations in the classroom has highlighted the way that low expectations for students' performance impede their subsequent cognitive abilities, including creativity. The Pygmalion effect, as it is also called, operates as a self-fulfilling prophecy (Henshel, 1993) when a student produces poor performances, for example, because they internalize a false definition of the situation (a teacher's negative expectations).

It appears evident that the expectancy effect is stronger when students internalize these expectations, even though there are still some unanswered questions about the exact magnitude of the effect of teachers' expectations on students' performances (Jussim & Harber, 2005). Other research conducted in the context of marginalized minority groups demonstrated how stereotypes—such as the idea that women are bad at math—create expectations—such as the idea that women will perform poorly on a mathematical test—which can then be internalized by the stereotype target and have an impact on their cognitive abilities (Cadinu, et al., 2003). It has been repeatedly observed that expectations, both positive and negative, can either enhance or decrease task performance (Atkinson, 1964). Lastly, it has also been demonstrated that people's affective experiences are modulated by expectations. For example, participants who are informed that they will watch a humorous cartoon or movie tend to enjoy it more than participants who were not informed of this expectation (Klaaren et al., 1994).

Particularly vulnerable to intentionally or inadvertently influencing people's expectations are horoscopes. Even though the influence of planet positions has not been scientifically demonstrated, people still read horoscopes and may be influenced by their contents (Dean et al., 1996). Remarkably little research has looked directly into how horoscopes affect human behavior and thought processes. According to one study, people's impressions of their personalities might be influenced by what they read in horoscopes. Furthermore, in a research by Fichten and Sunnerton (1983), participants were shown various zodiac profiles and were inclined to believe that the profile corresponding with their sign most closely reflected their personality. Similarly, studies have shown that people's astrological predictions and recent experiences tend to coincide (Munro & Munro, 2000). This result implies that people are prepared to align their lives with what their daily horoscope has to say. Is it then the case that people behave or think in a way that produces this matching effect after reading their horoscope? We might speculate that people subconsciously develop preconceived notions about the day ahead of them after reading their daily horoscope, and they will interpret events or act in ways that match those preconceived notions. According to Lobbert et al. (2016), the expectancy effect explains how predictions come to pass because people behave and think in ways that are consistent with the prediction rather than by magic.

3. Methodology

A website devoted to identifying horoscopic texts was used to continuously sample content from the Russian-language social network TikTok for analysis. There are over 130,000 subscribers to this page. In the work, the descriptive method and its strategies—such as material classification, generalization, and observation—were applied.

4. Results

Our research focuses on a contemporary prognostic text that includes a zodiac sign trait. We therefore discovered an English horoscope page on TikTok, where brief films were uploaded explaining the characteristics of each sign, as well as the zodiac's prediction for a given day and how each sign behaves in relationships. The videos that discussed the characteristics of each zodiac sign were particularly noteworthy. Thirty-six of these videos were available. These videos are different from the typical English horoscope texts in that the title does not include the name of the sign or any other indication of which sign will be covered in the video. These videos have catchy headlines, like "The laziest sign of the

zodiac," "The most cunning sign of the zodiac," "Which zodiac sign is the stupidest?," "The most scandalous zodiac sign," "The most attractive signs of the zodiac," "The smartest sign of the zodiac," and so on. Some of these headlines combine superlatives and excellent adjectives. The degrees to which adjective names are compared indicate the degree of expressiveness of the text and are directly related to the statement's intensification (Yusupova, 2020; Nurullina et al., 2015; Ozhegov & Shvedova 1999).

Expressiveness in predictive texts is achieved not only to persuade the recipient of their relevance and dependability, but also to instill confidence in the recipient regarding their capacity to forewarn against unfavorable events. Therefore, in TikTok videos devoted to the English horoscope, we can see headlines like "Liars by zodiac sign," "Tricksters by zodiac sign," "Leaders among the zodiac signs," "Monogamous by zodiac sign," etc. that contain evaluative vocabulary. The sign that was discussed can only be revealed at the conclusion of the video. This is primarily because we are drawing people to this page on a social network in an effort to build curiosity and ultimately increase subscribers. However, even though a particular zodiac sign isn't mentioned in the film, viewers can try on various traits and contrast the behavior shown in the film with their own or that of their friends.

5. Discussion

Proverbs, sayings, and phraseologisms pertaining to specific animals, along with other images and signs that constitute the global image, are typically central to our comprehension of the zodiac sign. "The same as a calf," or "a baby cow, as well as a deer, an elk, and some other artiodactyl animals," is how dictionaries define taurus. In daily life, a Taurus is perceived as calm, responsible, and industrious, but he is also labeled as obstinate, persistent, and intolerant. Rare proverbs related to Taurus, such as "One Taurus is good, two is a lot," contradict this. Take a look at the TikTok videos featuring Taurus stars. Generally speaking, Taurus is described as the most stable, kind, and difficult sign to upset. It also detests arguments and confrontations. Thus, the following trait can be found in the video titled "The kindest sign of the zodiac" from April 25, 2021: "He doesn't like to conflict." Consistently gentle and diplomatic in his correspondence, which is undoubtedly an indication of his kindness. They can offer help without charge, demonstrating their superior heart once more. Taurus is that sign as well.").

This predictive text is constructed using expressive-evaluative vocabulary, a confident-sounding introductory word, and a complex sentence with supporting details that aim to persuade the reader of the author's authority and the accuracy of this trait. It is impossible to overlook the text's overall structure. The usage of the third-person pronoun "they" becomes problematic if the pronoun "he" takes the place of the noun "sign" in the video's title because there isn't a noun in the preceding text that can be substituted with one of the same gender or number. By simply altering the quantity of pronouns, the author suggests that Taurus is the "kindest sign of the zodiac" out of the 12 signs, and that "they" are those who were born under the sign. Among the 1589 comments left on this video, the following are noteworthy:

("I assumed it had to do with "scales"),

("My father was a Taurus, which is the complete opposite of what you've described. He began with a half turn and was a despot and tyrant"),

("I'm a Taurus. Yes, without a doubt"),

("Taurus? "I'm a fish and straight described me, but the calves in my environment are very conflictual"),

"I thought it was Cancer," and "Typical Cancer" are some examples of the most callous people who are completely incapable of feeling sympathy.

Based on the comments above, we can conclude that the English horoscope texts are frequently based on typical behavior scenarios in various domains of human endeavor, contingent upon life circumstances and psycho-emotional states. In response, the recipients relate the text they have heard to their own experiences and acknowledge that the general description of the personality is specific to them alone. Take a look at this video, which was released on June 25, 2021, and is titled "The most vengeful sign of the zodiac": "They are the world's cruel dictators because of their extreme temperamentality. They were destined to rule the world as leaders from birth. But, because of their cunning and skill, they will carry out their duties with the assistance of others rather than directly committing a crime. Taurus is that sign "." Pleonasm like "cruel dictators" and "extremely temperamental" are used throughout the text to draw the addressee's attention and give the text an expressive quality. As a general rule, words that describe a personality trait don't include

details, so the person receiving the assessment may view them as entirely accurate general assessments and descriptions of their personality. The above was confirmed in reference to Bertram R. Forer in the middle of the 20th century. The researcher stated that irrational personal judgments could be justified in certain situations when the introspective method (observing the recipient's own reactions) makes it possible to identify factors with approximative generalized validity and provide a multipoint description of them. The introspective approach to information analysis is also triggered as the first step towards adopting a general portrait, based on a range of behaviors that are universal and present in everyone. This "acceptance does not bring criticism to this test" (Shinkarenko 2006).

The comments below the video, which read, "Your vengeful zodiac sign scorpion...", demonstrate this ("About fish"), ("It's a scorpion, not a Taurus"), ("and it's not Taurus!!!") etc.

Just 12 responders agreed with the characterization out of the 69 comments.

Based on our analysis, we can conclude that Taurus is one of the most ambiguous and contradictory signs. This is mainly because Taurus's national consciousness is not well defined. This is obviously because Taurus is a symbol of wealth, gold, and the power of money (golden calf), while also being a baby artiodactyl with all the traits typically associated with a cub (calf tenderness, veal delight). Furthermore, it is evident from the plethora of comments and disagreements under the videos that this kind of predictive text serves an emotive purpose. Despite the fact that not everyone born in a given period can have the same English horoscope, subscribers nonetheless feel that they are well-versed in the traits of the Taurus zodiac sign because they themselves fall under this sign. The examined prognostic writings regarding physical characteristics contradict one another. As a result, this kind of predictive text serves an emotive purpose, as demonstrated by the large number of comments, disagreements, and page subscribers—more than 130,000—under the videos. From the above, it is clear that this kind of contemporary English horoscope only attracts a specific audience in order to make its page more widely known on the vast social network TikTok. The forecast text's author develops superficial assessments about the body based on a generalized opinion and easily applies the description to anybody.

6. Conclusion

As a result, it is evident to us that it is critical to differentiate between the two primary purposes of predictive text. The English horoscope's primary purpose is related to the necessity of making predictions in order to avoid unfavorable outcomes from specific personal actions. Nevertheless, it is important to keep in mind that, regardless of your belief in English horoscopes, each person's horoscopic prediction is unique. One forecast cannot apply to everyone who lives on the same planet. The second role, which is entertainment and has been growing the most lately, is to draw in a specific audience in order to make his page more well-known on the vast TikTok social network. This is particularly connected to the need for self-isolation. The forecast text's author crafts a description that is simple to apply to every sign of the zodiac, and anyone can find parallels between any sign's description and his or her own circumstances and personal qualities. It is anticipated that this kind of English horoscope will grow actively, contributing to television shows as well as social networks.

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