

Cross Linguistic and Cross Cultural Study of Horoscope Registers and Astrology Websites

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Abstract

Key words: horoscope register, websites, cross linguistic and cross cultural approach: SFL, context, semantics, lexicogrammatical choice

Astrology is regarded by most people as a form of pseudo science. Nevertheless, astrology constitutes a very successful spectrum of popular registers. For example, horoscopes are one of the most popular astrological texts. They still survive into contemporary era. This creates an interesting question that can be viewed linguistically and culturally. A broad cultural question is why people turn to astrology and horoscopes even when they know that it is not an authentic science.

From a linguistic point of view, this question can be framed in terms of the construction of meaning: what kinds of meaning is the culture valuing in the horoscope register? And, how has this register affected the living of life? Consequently, the horoscope register offers a significant opportunity to examine the processes of meaning and cultural values. In this thesis, I pursue the semantic functions of the horoscope registers across four languages (Chinese, Japanese, English and German). My focus is on the issue of the horoscopes as presented on websites.

For examining the semantic functions of horoscope registers, in this thesis, I analysed and compared the grammatical choices made in the imperative and relational clauses of horoscope texts across four languages: English; Chinese; Japanese; and German.

In this study, the systemic functional grammar of Halliday is applied to the cross linguistic and cross cultural analysis of horoscope registers. By the provisional and quantitative studies of horoscope texts on websites across the four languages, the semantic consistencies were clarified – the texts line up in a cline from the motifs of caution (at the Chinese pole) and the variants of opportunism (in the English texts). In between semantically, the German texts give accentuation to reasoning; and the Japanese horoscopes promote caution, but less insistently than the Chinese texts (also feature aspects of the more individualist and progressive approach of English horoscope writers).

Statement of Candidate

I certify that the work in this thesis entitled “**Cross Linguistic and Cross Cultural Study of Horoscope Registers and Astrology Websites**” has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree to any other university or institution other than Macquarie University.

I also certify that the thesis is an original piece of research and it has been written by me. Any help and assistance that I have received in my research work and the preparation of the thesis itself have been appropriately acknowledged.

In addition, I certify that all information sources and literature used are indicated in the thesis.

Jiangli He <41186834>

1, December, 2011

Chapter 1 – Introduction

1.1 Astrology Registers & How did I come onto the problem?

Astrology is regarded by most people as a form of pseudo science. Nevertheless, astrology constitutes a very successful spectrum of popular registers. For example, horoscopes are one of the most popular astrological texts with their roots in ancient astronomy. They still survive into contemporary eras. Even in technologically advanced countries, people like to refer to them in a world where chance and luck are still powerful concepts.

This situation creates an interesting question that can be viewed linguistically and culturally. A broad cultural question is why people turn to astrology and horoscopes even when they know that such traditions are increasingly out of step with authentic sciences of astronomy.

From a linguistic point of view, this question can be framed in terms of the construction of meaning: what kinds of meaning is the culture valuing in the horoscope register? And, how has this register affected the living of life? Consequently, the horoscope register offers a significant opportunity to examine processes of meaning and cultural values. It has been with us for so long in Western and Asian cultures, and it appears still to appeal across very broad sections in communities on a daily basis. It must serve some semantic function. In this thesis, I pursue that function through the study of horoscope register, specifically as it expressed through the technologically novel channel of internet websites.

My focus will be then on the issue of horoscopes as presented on websites. This is an extraordinary opportunity because it assumes that the people going to the web

are already technologically sophisticated, at least, sophisticated enough to use computers and to expect the technological world to meet their needs. Yet, they turn to horoscopes which seem to be out of step with the sophistication of the technology that they are actually using the astrological advice.

As one of the oldest forms of cultural 'topos' in human history, astrology is a unique register in that it addresses the idea of an open universe and how we control and predict our fate as humans. In this sense, it shares something perhaps with theology and with other grand structures of belief which interact with the interpretation of the heavens. In looking at the role of horoscopes, we have to take into account the fact that our everyday lives have the meanings we create, and these have to balance rational and irrational meanings and impulses. That is, even we could get and are still seeking for scientific explanations regarding the nature and society, there are some area (like change and opportunity) out of the reach of science. At this point, astrology offers meaning and value in guiding people's future.

I have suggested that traditional astrological texts or horoscopes seen in the multi-visual display of today's websites constitute complex linguistic and other semiotic choices. These choices create a new form of a valued activity or social context. It is a form for realisation of culture in which humans appear to express their anxiety over the potentially dramatic changes in life and in the tense events of social evolution. "The Wheel of Fortune", for example, in western tradition highlights the fact that life can take people from highest point to lowest point very suddenly. Similarly, popular films, like the "Reversal of Fortune" shows the whole idea that sudden dramatic changes are an important part of people's life, whatever the scientific and religious belief they hold.

Therefore, the horoscopes on technologically sophisticated websites offer a unique opportunity to see the technological and rational blended with the irrational and the

existential.

1.2 Traditions of western and Chinese astrology

The observation of stars and heavenly bodies has been constant in western and eastern civilisations, including Babylon, Greece and ancient China. It supplies some practical needs (flood predictions) as well as the general needs for interpreting the cosmos. Then the systematic investigations of astronomical events were interpreted as portents to satisfy “very basic human desires to understand, to foresee, to explain, to control, the world, or other people” (Lloyd, 2002: 1). These desires apply to all the three ancient cultures.

In terms of the study of the heavens, perhaps the leading authority on this is G.E.R. Lloyd (Darwin College, Cambridge), whose original work on the history of Greek science has been complemented in recent decades by his comparative study on Greek and Chinese astronomy in relation to “The Ambition of Curiosity”. In what follows, I will take Lloyd’s position as a standard, defensible summary of the scientific and non-scientific origins of western and Asian astrology, in particular, as they evolved into the conventional sciences of astronomy and predictions of the stars background and celestial events. Clearly, Babylon preceded both Greece and China in keeping records of the skies and Lloyd integrates discussions of other forms of study of celestial events, whether because they were omens or because there were other motivations for the study of cosmos.

By using Lloyd’s expertise as background, I can move to the analysis of contemporary texts to check on how semantic variation in these registers on the web can reveal cultural variations of everyday belief. For example, Lloyd points out that the science that we now think of as astronomy had very different orientations in China and Greece. This is culturally, socially and scientifically revealing, mainly because culture, the structure of society, and the roots of science depend so much

on each other. And similarly, I found in the pursuit of the horoscope register (particularly on the websites) that the clause analysis of this form of meaning making gives an insight into differences in the cultures which create these different orientations in horoscope meanings. For example, taking the first point - the comparison between Lloyd's view of Greek and of Chinese developments in astronomy - Lloyd points out that the bureaucratic state-run astronomy in China had its origins in the shoring up of prediction and the power of the emperor and empress and that the astronomical efforts of the bureaucrats in China were relatively anonymous and subordinated to the needs of the emperor.

In ancient China, the Astronomical Bureau was set up early in the Han dynasty and lasted more than 2,000 years, examining and recording any phenomena that may indicate certain happenings that would have impact on the politics, the military system of kingdom. (Lloyd, 2002: 34; 1996: 22) The head of the bureau -- "Taishi" was an official who was regarded as vital for the stability of the reign. He had independence in his duties of observing heavenly bodies and reporting the portents that might influence the rule of the whole kingdom. There were two aims of star observation: one is for examining the will of Gods; the other one is for making an accurate calendar. The carrying out of these two principal duties was led by one official and all carried out in the same governmental section. (Lloyd, 2002: 34-35; 1996: 22-23)

By contrast, the Greek city states generated many schools in leading cities around the Eastern Mediterranean and these schools produced teachers who wanted their own theory to be properly promoted over against other theorisation. There was a considerable competition between global interpretations, rather than an extended period of record keeping as it was in ancient China. The bureaucrats of the astronomy office in China were astoundingly consistent and successful in record keeping. The theory building in Greece, by contrast, reflected the free enterprise of

Individual theorists competing with one another for the cosmological interpretation. We can see, therefore, the influence of social structure, the imperial system as against the city-state system. Lloyd also mentioned that as shown in the construction and content in the book "Tetrabiblos" (1.3. 10.14 -- 17.10) Ptolemy showed "what ways astrology is useful for goods of the mind and body", which indicates that the Greeks' concern were more about the lives of individual human beings (Lloyd, 1996: 24, 31) while the Chinese conducted astrology for the rule of the whole empire. It seems this would partially explain why Greeks had no Astronomical Bureau; but such a bureau was necessary in China from 4th century B.C. to 19th century A.D.

Today astrology sits a long way from modern astronomy, but in antiquity, studying stars was motivated by the ambition of conducting successful prediction, which is also a feature of science today. As Lloyd (2002: 41) has said, "The ambition to predict is enormously widespread and diverse. Under the ambition's stimulus, all sorts of different techniques were tried out, in ancient times, on everything from the study of stars, to the weather, to the outcome of disease, from matters of state policy to the fortunes of individuals". In ancient China and Greece, astronomy and astrology were part of the same practice.

In China, there were no separate roles for the astronomer as predictor of celestial phenomena, and the astrologer as their interpreter; both functions were performed by the same person- "Taishi". He was in charge of two studies, *lifa* and *tianwen*. The former one included calendar studies and the latter one included divination of portents shown in the sky. (Lloyd, 2002:34) The latter one shows some analogies to the domain of what is called astrology today and the development of *tianwen* is related to the accumulation of astronomical knowledge and records in ancient China.

In China, the astronomical records before the “Spring and Autumn” Period (BC770-BC476) show Chinese people’s recognition of the universe. At that time cosmic observations barely got involved in politics, philosophy or prediction. For example, in Zhou Dynasty (B.C. 11th century - 256 B.C.), twenty eight constellations were found, that is, the heavenly bodies along the celestial equator and ecliptic were divided into twenty eight sections. The aim of observations and calendar drawing was still for guiding farming. Many pieces in the first collection of poems in China-“Book of Songs” describe the movements of heavenly bodies and their relationship with the changing of seasons and in doing farm works. (Qiqun Zhang, 2009)

It was during the “Spring and Autumn” (BC 770 – BC 476) and the “Warring States” (BC 476 – BC 221) Periods that Chinese started to interpret cosmic signs with the system of “Yin Yang and Five Elements”. And this divination system is based on the accumulated knowledge of the universe and cosmic bodies from “Xia” dynasty (BC 21th – BC 16th), when ancient Chinese tried to establish accurate times for farming. For example, the constellations along the celestial equator were employed for establishing the system of “Three-Yuan” (“Three Heavens”). In the doctrine of “Three-Yuan”, the fixed stars in the twenty eight constellations are divided into three sections: “ZiWei Yuan”, “TaiWei Yuan” and “Tianshi Yuan”. “ZiWei” means imperial palace in Heaven and “TaiWei” means government in Heaven. Both of them include stars that represent people vital in politics and power of monarchy. For example, the “ZiWei” star (the Big Dipper) refers to the king, and there are stars that symbolize vassals, generals and ministers in the “TaiWei Yuan”. And “Tianshi Yuan” represents the market in Heaven. (Qiqun Zhang, 2009). Since the establishing of “Three-Yuan”, this system of prediction that centred largely and indeed almost exclusively in the public welfare and the person of the king continued in China for more than two thousand years till the last dynasty -- “Qing”.

In Greece, the study of the heavens also “comprised a number of inquiries: the regulation of the calendar, cosmography sometimes combined with the study of the movements of the planets, and then, third and often especially, the investigation and prediction of portents” (Lloyd, 1996: 22). For example, Ptolemy wrote *Syntaxis* and *Tetrabiblos*, the former one “gave geometrical explanations and precise predictions of the movements of the planets based on epicycles and eccentrics” which reflect the Greek pursuit of strict and accurate demonstration; the latter one is claimed by Ptolemy himself as in the domain of “predicting what may happen on earth in the opening chapter of the *Tetrabiblos*”. (Lloyd, 2002: 40) The methodology of making numerical procedures is found in the demonstrations of astronomical theory by Eudoxus to Ptolemy and beyond. When it comes to the inquiry of celestial omens and prediction of happenings on earth, Greeks also took the same style, which is applying mathematics in casting horoscopes. (Lloyd, 1996: 23)

When reviewing the development of astrology and astronomy, Lloyd also compared the differences of the practice of astrology between western and Asian cultures. For example, in terms of the explanation of irregular planetary phenomena in ancient China, “the incorrectness of the prediction was not chalked up against the astronomer, but for the Emperor”. If an eclipse was not predicted, the phenomenon was traced back to the king’s certain misconducts; otherwise, the ruler’s moral behaviour was considered for the explanation of any missing of an eclipse. (Lloyd 2002: 34) Meanwhile, Babylonians and ancient Greeks tried to reduce the influence of astronomical irregularities that act in astrology. The Babylonians used periodic tables incorporating steplike or linear zigzag functions for reducing apparent irregularities to regularities; ancient Greeks (from Eudoxus in the fourth century BCE onwards) attempted to explain irregular movements of sun and other planetary bodies by providing geometrical models. (Lloyd 2002: 34-39) “The irregularities of planetary movements were interpreted as the resultant of the combinations of the simple circular movements of a number of concentric spheres.” This shows in the

Greeks' attempts for explaining irregularities. Misleading geometrical perfections (circular orbits) were assumed. (Lloyd, 2002: 39)

Indeed, while western astrologists used astronomical calculations for the positions of celestial bodies along the ecliptic and tried to correlate celestial happening with human affairs, Chinese astrologers worked in the domain of Chinese philosophy, for example, the "Wu Xing" teachings and "Yin and Yang" and the theory of the three harmony-heaven.

It is clear from Lloyd's work that cosmological interpretation was extremely important. He points out that the study of the heavens and predictions were of high importance in both ancient China and Greece (Lloyd, 2002:34-35). It was the guarantee of power and the balance of the state in China. In Babylon and classic Greek states, there were strong influence of reading omens and portents with the idea of predicting the outcomes of battles and propitious times for particular kinds of undertakings. This significance was carried into later eras -- in particular, into the empires of Rome and into the Julio-Claudian calendar.

My claim that the horoscope is an important register to examine is supported by Lloyd's account on the history of astronomy and astrology in both east and west. Taken that importance as given through the work of other disciplines, I now wish to investigate, through close linguistic analysis, how the astrological beliefs are expressing implicit values in cultures today. This is in the face of our knowledge of non-conformities between astrology as belief and astronomy as science.

As Lloyd (2002: 21-22) admitted, divination has sociological dimension. Beyond the technique, knowledge and rationality, the practice of divination also relates to who made them, how are the omens interpreted, what kind of people can have the power, knowledge to become astrologists, what kind of personal or impersonal reasons are

explored for interpreting signs or predicting happenings, and what kind of social context is supporting prediction as advice?

1.3 Popular Current Uses of Astrology Registers; Differences and Metaphysical Implications of Astrology on Websites

The horoscope that was published in the British newspaper “The Sunday Express” to mark the birth of Princess Margaret in 1930 can be regarded as meaningful for the development of modern astrology (Morales, 2007: 101); and astrology has since seen a new era of popular practice. Based on my observation, many magazines and newspapers run columns of horoscope on a regular basis or run special issues on astrology. For example, predictions of love compatibility in female magazines and comprehensive predictions of work, money, health and study are common and attract many readers across communities. It seems that the scope of traditional astrological practice is further expanded by mass media (radio, television, internet) record.

As columnists, astrologers show off an ‘expertise’ and ‘image’ to gain a public status or reputation. Usually, their personal service is advertised and charged and users can now have access to their service easily by phone. For expanding business, many astrologists are willing to provide some free predictions in mass media which appear to attract many regular ‘followers’ (a word associated with cults and religions).

Many users either regard astrological predictions as a reference for their personal life in the world of chance, or read it for fun; however, some of them are also claimed to be very sincere believers, including some politicians and celebrities, for example, Ronald Reagan and Shirley Temple Black.

Mass media, for example newspapers and magazines, historically expand the scope

of astrological practices and make them reach a global market. However, most of the practice is still confined to limited volumes of each issue of a magazine or a newspaper, even some dedicated exclusively to astrology.

The World Wide Web (Internet) brings another opportunity for the development of contemporary astrological practices. Two main features of web text may be distinguished. Firstly, all the information on web is saved as separate digital files that contain special information which point out where other files are, known today as “link” or “hyperlink”. Through “links”, all the files are connected together as a “hypertext” system. Secondly, Internet digital files cannot only carry words but also multimodal information. Consequently, the “hypertext” systems on the web have the greatest flexibility and are practically infinite when compared with the format and volume of magazines and newspapers.

Many websites, including well-known popular ones (for example, “Yahoo” and “MSN”) offer “Astrology” blog to web users. Moreover, for serving targeted users, it becomes trendy for fashion and women sites to have “Astrology”. Many astrologists are using the Internet to attract clients and improve related business. Running personal websites is one of their strategies.

Unlike magazine and newspaper where usually only one astrological register is dominant, diverse astrological practices are presented to meet different kinds of needs in astrology websites. Users can check out western astrological registers, like Horoscope and Tarot on Chinese and Japanese websites; users also can have access to Chinese “Fengshui” and other ancient eastern astrology on English and German sites.

In ancient times, astrology and divination had been extensively applied in medical diagnosis and in removing indecision when came to critical military and political

events. (Lloyd, 2002: 23-25) Obviously, many of those usages were regarded as superstition in the view of today's science. Astrology barely appeared in public occasions. However, astrological beliefs seem to have regained some popularity via the Internet. With this mass media platform, astrology practitioners can broadcast messages across different countries and languages. As an old practice that has been carried forward by updated semantic channels, on-line astrology is taking new forms to serve users and may carry out certain different social functions in modern societies. My central concern is whether register analysis can throw light on such contemporary functions, especially meanings which are deeply ingrained or implicit.

In terms of today's horoscopes on websites, most of the daily, weekly, monthly predictions are broadcast across western and eastern countries at the same time. The stars and other indicators are examined very likely not for understanding how the universe works or to find out the will of the Gods, but for preserving the traditions of a culture and to establish an order to the activities and events in communities.

So, if a social semiotics of astrology can be developed across different cultures, we can ask: what kind of traditions and social values are acting in people's daily beliefs across different societies? This is a chance for a revealing perspective on what concerns us beyond scientific knowledge.

Consequently, the study of astrology register on today's websites could also produce metaphysical classifications.

The core concerns of contemporary astrology still appear to represent people's heartfelt anxieties and desires, and horoscopes closely relate to cultures, social values and even the philosophy of politics.

On the stage of today's Internet, astrology websites or blogs present the co-existence of western and eastern traditions, and some practitioners also borrow

techniques and conceptions broadly from other cultures. Astrology is used to interpret just about anything that worries human individuals in today's hi-tech communities. Although modern astrology is very productive in new forms, the typical use of astrology is still to help people with psychological and interpersonal difficulties in the anticipation of change, and the control of chance.

In on-line astrology registers, for example, the horoscope register, the predictions of quotidian events is cryptotypic and too easily taken for granted by academics. When taking a cross linguistic and cultural approach to the study of the semiotic system of horoscope register, it is likely to make clear, explicit generalisations of different patterns of imagery and tendencies in coping with uncertainties across various communities. This study can reveal how experience can be differently construed, sometimes leading to deep misunderstandings and show how linguists can build strong empirical arguments in cross cultural studies. Moreover, by investigating the linked materials to the hypertext system of astrology websites/blogs, linguistic theory for analysing traditional texts could be tested to see the possibility of applying it to study the new mass media – Internet.

This study aims to put the belief systems of communities on display and to suggest much about how modern communities make different uses of beliefs of a non/pseudo-scientific kind. This study suggests new perspectives for examining social values, gender relationships, and the changing economic uses of websites, and should be relevant beyond linguistics to sociology and anthropology.

Chapter 2 - Literature Review and Methodology

This chapter covers relevant literature and sets out the research design in light of what already been done and what can be done more systematically with the website data, it also explains some of the initial findings which affected the direction of methodology of the research.

2.1 Literature Review

2.1.1 Previous Research and Research Goal of My Study

In the past decades, several linguists have discussed the lexical and grammatical resources to rhetorical effect in contemporary astrological texts published in European languages. These researchers covered not only the levels of semantics and the grammar, but also the pragmatic factors relevant to the context of the texts. For example, two scholars Curiel & Luisa (1993) examined horoscopes in contemporary Spanish newspapers and magazines. They found linguistic features of horoscope texts relate to the objectives of predicting what is going to happen in the future and of giving advice for taking proper actions. This semantic manoeuvre constituted the core of the genre. Syntactic structures, morphological forms and lexical items are clearly brought together in the realisation of these two communicative goals in horoscope texts. Radzievs'ka (1994) studied the communicative function of four types of contemporary astrological texts. They are forecast by week, month, and year for both genders. Radzievs'ka analysed the pragmatic factors that make horoscopes reliable or accurate at least in the perception of enthusiastic readers. Czech researcher Elena (2005) compared phraseology in German and Czech Horoscopes. Two Venezuelan scholars, Lourdes and Villalobos (2005) examined the choice of infinitive sentences that show the impersonal distancing

strategy (for example, “Infinitive imperative clause: No rayar las paredes. (*Do not scratch the walls*)”), with the strategies of spacing and attenuation in horoscope texts from seven magazines and newspapers. They found that frequent occurrence of impersonal infinitive sentences seems to indicate that these structures are part of the strategy of depersonalisation - which can either be a contradiction of that personalising that we associate with horoscopes or part of the fact that horoscope has to apply to all different kinds of people as picking up on the typicality of our life.

More particularly, specifically with respect to Systemic Functional Linguistics, Lund (2000) explored the context and realisations of three metafunctions (ideational, interpersonal and textual patterns) with respect to the register of horoscope in Danish. His paper is actually named “The Talk of the Stars-Register in Theory and Practice”.

Nevertheless, the cross-cultural differences and anthropological meaning of horoscope registers have been relatively neglected. From my own experience of speaking to academic audiences in China and elsewhere, it takes people some thinking before they realise how revealing this register can be for assumptions and change or lack of change within a culture order. Furthermore, given that the horoscopes are often relatively brief and focused as it seems on the future and the aspirations that people have, they constitute very interesting linguistic topic for comparison and the exploration of particular grammatical issues; for example, the expression of future things that are not yet fulfilled or have not yet happened, the whole area of prediction, which is increasingly a ruling semantic motif in the news cultures. This motif can be same whether it is in relation to predicting stock market transactions, disasters, presidential or other election results. The horoscope cuts into these areas of culture in a way that few other texts can compare. In particular, it reaches into the common beliefs and popular beliefs

and prejudices of the community rather than into the expert discourses of scientists, economists, weather bureaus, political commentators etc., all of which are important registers in their own right but do not reflect popular belief.

Furthermore, a study of horoscope register across four languages (English, German, Chinese and Japanese) and cultures can possibly display cultural differences through textual evidence in a way that researchers rarely get an opportunity to compare.

Added to the comparison of the horoscope register, it is the fact that in this study, the focus is on the astrology websites. This dimension of the study adds to the discussion on Mode and the way in which meanings can be expressed through ancillary or supportive forms of semiotics. Given the opportunity one has to modify websites, we can see cultural patterns of people's daily beliefs across four large linguistic blocks. In terms of cross language and cultural comparison, three main comparisons between and within these four groupings have been performed in my study. Thus the three main chapters of my thesis are Chapter 3: Qualitative and Quantitative Study of English, including a more abbreviated consideration of German horoscopes in order to give a contrast within European languages particularly given the approximations of English and German traditions, linguistics, religion and culture; Chapter 4: Qualitative and Quantitative Study of Chinese Horoscope Register and Chapter 5: Qualitative and Quantitative Study of Japanese Register.

2.1.2 Theory that Supports Clause Analysis

As a basis for my own work and analysis in these languages, I will be working mainly with SFL typological descriptions in English, German, Chinese and Japanese grammar, all of which have become available in recent years. For

example in the book “Language Typology: a functional perspective”, I have metafunctional profiles of the grammar of Chinese (Halliday & McDonald, 2004), Japanese (Teruya, 2004) and German (Steiner & Teich, 2004). Furthermore, the Halliday & Matthiessen account of functional grammar, the third edition of “An Introduction to Functional Grammar” (2004) will supply the general framework to the analysis of grammar **albeit with clear commitment not to impose English grammatical categories simply on to the other languages.**

In terms of the comparison between English and Chinese grammar, Halliday and McDonald (2004: 311-313) said, *“A metafunction/ rank matrix for Chinese grammar looks very similar to that of English according to two studies done by Matthiessen in 1995 and Halliday & Matthiessen in 1999”. While particular “ranks” or units such as clause, phrase/group, word, morpheme and their complexes may have variations. “The functional demesne of the clause in Chinese is very similar to that in English. It can be defined as the locus of the mapping of the experiential, interpersonal and textual stands of meaning on to one another; the principal systems involved are those of Transitivity, Mood, and Theme”.*

The metafunction rank matrix is not saying that the grammars are the same, but that essentially the use of metafunctions and of a rank scale goes over between these two languages in a relatively suitable way.

In terms of interpersonal metafunction, there are many sufficiently similar expressions in mood and modality systems for there to be a plausible comparison between English and Chinese. For example, the unmarked second people command, imperative clause and the three degrees of modality -- “Low/ median/ high can be distinguished along the same lines as in English” (Halliday & McDonald, 2004: 339).

With regard to ideational (experiential, logical) metafunction, there are also many points for comparison between English and German, English and Chinese, Chinese and Japanese. For example, relational clauses involve construing identity and attribution cross over these four languages. Although there are naturally large variations in the types and realisation of participants at the rank of clause, these semantic moods (identification and attribution) are so central to human communities that it should not be surprising that they provide some basis for comparison. Existential clauses are also mapped onto relational clauses in Chinese and Japanese grammar. In terms of the realisation of attributive clauses, which ascribe a quality to a participant, in English, the quality Attribute construed as nominal (the adjective is a subclass of noun), whereas in Chinese and Japanese, it is realised by adjectival verbal group and adjective group respectively. In Japanese, clauses that realize the 'decoding' (identifying: Token ^ Value) relation also stand in an attributive relation (Teruya, 2004: 219), (Halliday & McDonald, 2004: 358-359).

As said out above, there are dimensions upon which grammatical comparisons between English and German, Chinese and English, Chinese and Japanese can be organised. These dimensions become the basis for the comparison of choices made in the lexicogrammar across the four languages in the horoscope texts.

One might hypothesise that horoscope registers even across four languages are very likely to share similar features in the lexicogrammatical stratum, given that the general purpose of the horoscope i.e., having some control over the future, must be shared by each of the communities. This is further supported by the fact that astrology and horoscope that came out of astrology are developed in the

tradition of astronomy where the positions of the stars which are common to all people are the basis or evidence for astrological prediction.

Consequently, for the purpose of revealing possibly existing different cultural patterns and social functions shown in English, Chinese, Japanese and German horoscope registers; comparing the differences in semantics /meaning becomes an important task of this thesis. And in the analysis of the lexicogrammar across four languages, the software “SysConc” is used to assist the cross linguistic studies. This software is a multilingual concordance program developed in Java and it is programmed by Target data (clause) can be easily retrieved by Dr Wu Canzhong at the Department of Linguistics, Macquarie University.

2.1.3 Theory that Supports Analysis of Semantic Units

Halliday & Matthiessen (2004) reviewed the realisational relationship between semantics and lexicogrammar and discussed semantic units and patterns. They (2004: 588) said:

“The upper bound of the semantic stratum is the text: this is the most extensive unit of meaning. The upper bound of the lexicogrammatical system is the clause: this is the most extensive unit of wording. In the grammar, there is a generalized compositional scale - the grammatical rank scale (clause - group/ phrase – word - morpheme). But in the semantics, it is far from clear whether there is a single compositional scale that is generalized across all registerial varieties of a language. It is quite possible that different registers operate with different compositional scales. This issue can only be settled after a great deal more research into the semantics of text has been carried out. ”

Although lexicogrammar is going to be the basis of much evidence that I present here, the lexicogrammar is viewed from the point of view of the meaning that it

creates, so I am looking for the semantic consequences of grammatical patterning, so I then need to ask to what extent will grammatical units have a one to one relationship to the semantic units. This kind of investigation will help to map out the compositional semantic units, typical grammatical patterns and thus help to reveal semantic functions of astrological registers. By carrying this investigation in cross linguistic and cross cultural studies of astrological register, the findings would make contribution to the long term project which is called by Matthiessen (2011) as “Registerial Cartography”.

Despite what they have said in the above quotation about semantic stratum (p18), Halliday & Matthiessen illustrate how clause realises the three semantic units of message, proposition or proposal and figure. This is shown in the following diagram (1).

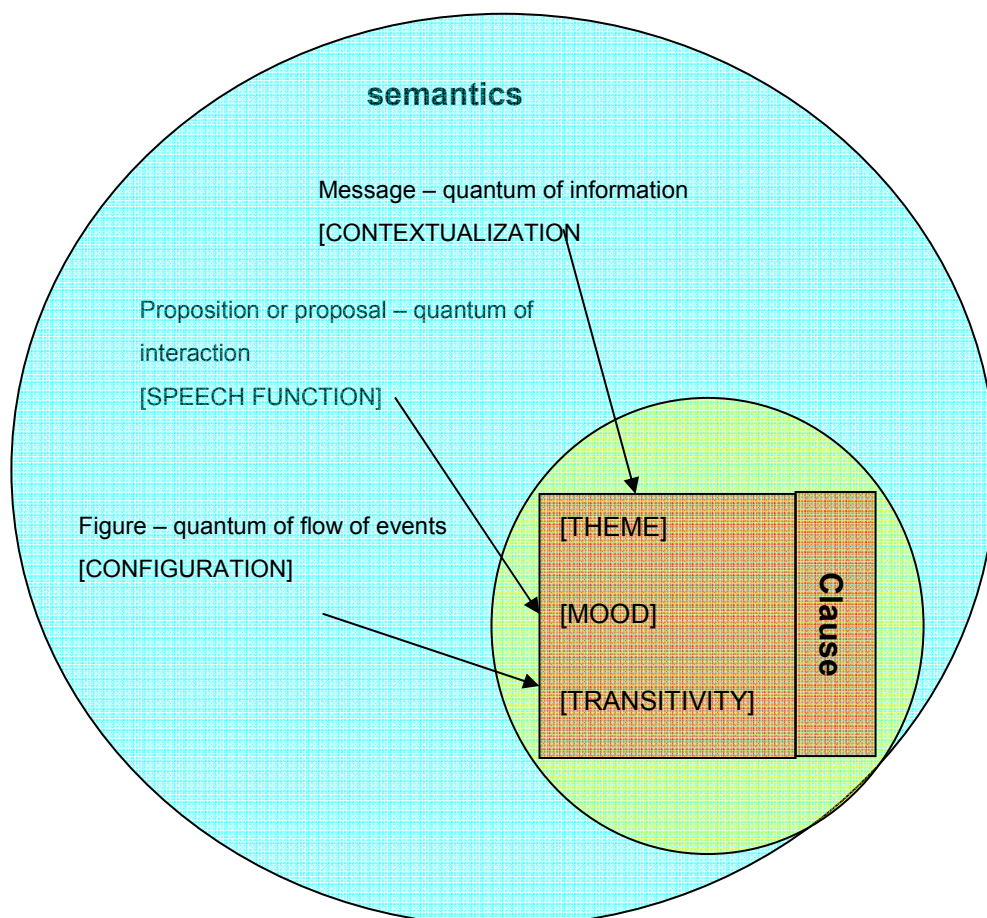


Diagram 1

(Source: Halliday & Matthiessen, 2004: 589)

Halliday & Mathiessen (2004: 588-593) go on to demonstrate that the three semantic units can combine with units of the same metafunctional type to form more extensive semantic patterns in the creation of text. For example, messages can combine to form periodic movements of information and can show up as phase of message and this can be referred to as information flow patterns; propositions/ proposals can combine to form patterns of exchange; and figures can combine to form sequences and may combine to form episodic patterns.

Based on the SFL theory and approach to text analysis, I can carry out the comparison of grammatical and semantic categories in a way that combines both qualitative and quantitative approach to my topic.

2.1.4 Theory that Supports Contextual Analysis of World Wide Web

The World Wide Web is a new carrier for the horoscope register. It means there is a new shift in **Field, Tenor and Mode** interpretations of the context within which the horoscopes are themselves consumed. Regarding the contextual configuration of analysis, Butt (2004) has developed the contextual parameters through networks - "Parameters of Context: On establishing the similarities and differences between social processes". This is based on the networks first developed by Hasan (1999) and extended in the discussion of Field, Tenor and Mode (Butt, 2004: 7). Critical to my discussion at this point is the notion of **Channel** within **Mode**.

Butt (2004: 37) holds the opinion that **channel** and the organisation of a code *"may be influenced by the changing characteristics of what can 'carry' a message". "Certain conditions - social; cognitive; or socio-cognitive can vary from expectations, for instance, as to 'what information' can be directed 'to whom', to the degree to which memory can be supported by written guides or*

other forms of mnemonic support. Changes of mode have changed the cognitive character of daily life for us all”.

In terms of the parameter of **Mode**, the **channel** of astrology websites that realise astrological registers today are quite different. As stated in first chapter (P10), the “hypertext” systems on the web have greatest flexibility and are practically infinite when compared with the format of magazines and newspapers.

2.1.5 Previous Research and My Study of Dynamic Hypertext System of Astrology Websites

Websites are multivisual or multimodal. In this thesis, the study of astrology websites involves some inclusion of the multivisual dimension of the texts. In recent decade, a number of scholars have focused on the semiotic system of websites. There are several leading scholars also who apply or had extended SFL theory into the analysis of images and visual display. First among them is the researcher O’Toole (1994) in his book “The Language of Displayed Art”. Two years later, Kress and Leeuwen republished their work on the “The Grammar of Visual Design” and added a complementary perspective to the metafunctional approach that O’Toole has elaborated in his work. Both books applied SFL to the study of images in a way that is sufficiently successful to be considered a further development of the Halliday’s Theory of “language as a social semiotic”. Pictures, paintings or posters analysed in the above books are a stable in their forms they exist as a fixed artifact. In this way they are also relatively independent in the sense that they can be moved and reexamined from their context. None of them connects to another visual or non-visual display and they are not in an electronic system which is constantly changing. Applying the

three metafunctions proposed by Halliday to explanations of texts with that kind of stability has been shown to be quite successful and is now widely accepted.

In terms of the dynamic hypertext systems of electronic media, SFL approaches are not sufficiently developed to be a convincing tool. Some scholars argue that the flexible nature of hypertext is not covered well by any theory including SFL. For example, SHIGEMI (2006:122-123) says “Technology allows the hypertext to realise more flexible and dynamic page onto the computer screen than the printed page..... Even when we consult the same web page, what readers or visitors see on the computer screen differs from one to another.” Some other scholars argue that a website is less likely an encyclopaedia since readers can not go to anywhere while browsing and clicking hyperlinks, that is, they are still possibly constrained within certain range of **Field**.

In this thesis, I emphasised the argument for the instability of websites. At the same time, I attempt to clarify the general context of different types of astrology websites across three main languages (English, Mandarin and Japanese), in order to review the selection of hyperlinks of particular types of site. At certain points, I discussed how a horoscope register fits into the **Context** of particular type of astrology site, and how the metafunctions and semantics in general can be shown to motivate the **Field** choices. Consequently, a possibility of applying SFL in analysing hypertext systems of particular register is discussed.

2.2 Methodology and Research Design

Astrology is not scientific according to most people’s view because it is not supported by experiments, statistics or other scientific forms of evidence. Rather, in modern communities, horoscope and other astrological registers have been developed as a kind social semiotic system by particular authors (astrologists) in

order to open up access to a broader community of readers. That is, the life of an astrological register has its roots in particular linguistic and some non linguistic choices under particular social context. This is to say that even though I am trying to look for generalization across four languages, I have to also emphasise how the historical and local context vary in such a way that make sense of the differences. This study therefore can be considered a form of social linguistic research and applies the theory of systemic functional linguistics in a variety of ways and applications to the data I have foreshadowed.

Across astrology websites in the four languages, the horoscope sub-register stands out as of widest appeal and of greatest common interest. The twelve zodiacal system developed in western cultures which the horoscope register presents, not only occupies the top position of English and German sites, but also appears at the top of home pages of almost all the Chinese websites and also is a very important part of the way most Japanese astrological sites are organised or constituted. This fact leads me to think that analysing horoscope register is, as said above, a practical way of examining similarities and differences in cultural patterns of daily belief even in the dangerous topic of generalisations about western and eastern societies. In short, it constitutes a domain in which evidence can be achieved.

Given the dominance of words on astrology websites, clearly, the linguistics theory is going to be a priority. This is because that “systematic functional linguists adopt a comprehensive approach in their studies, that is, seek to understand the nature and the dynamic of semiotic system of language as a whole” (Halliday & Matthiessen, 2004: 19 -20).

Kress and Leeuwen's (1996) framework is a useful tool with respect to images and it is applied in the analysis of some photos to demonstrate the power of speakers (astrologists/ horoscope writers) over site users.

As with all registers, it is important to combine both the qualitative approach of clause analysis and the archival based quantitative studies, given that the register is not just about similarities and differences but a tilting or changing in the probabilities of the same source of resources in a text.

There are three stages in what I undertook.

1. Provisional qualitative studies of horoscope registers
2. Archival based quantitative studies of horoscope registers
3. Qualitative studies of astrology websites

2.2.1 Provisional Qualitative Studies of Horoscope Registers

2.2.1.1 Hypothesis and General Research Question for Provisional Qualitative Studies of Horoscope Register across three Languages (English, Chinese and Japanese)

My approach can be characterised as beginning with a generalised hypothesis namely that the three main language I am studying, English, Mandarin and Japanese, will produce analogous semantic and grammatical domains, for example, the similarities in a way the tenor system is organised in the horoscopes of the three different languages and possibly although less obvious might be the thematic progression in the text. If this hypothesis turns out to be confirmed by the analysis that I do, then there is one important question that needs to be answered in provisional qualitative studies for the preparation of the quantitative studies. The question is what aspects of text are comparable and

how can quantitative studies take the most salient aspects of the text in order to create a quantitative picture or profile. This is sometimes referred to as a registerial profile or even what mathematician called ‘phase portrait’. Because there are many kinds of horoscope texts in astrology websites, finding out which type is suitable for quantitative study is one of the tasks that one has to decide early on in discourse analysis of this kind.

2.2.1.2 Research Design of Provisional Qualitative Studies of Horoscope Registers across three Languages (English, Chinese and Japanese)

In order to find out important linguistic features and first profile of horoscope registers, provisional qualitative studies of English, Chinese and Japanese are conducted before the quantitative studies. These three provisional qualitative studies are reported in detail introducing each of the next three chapters.

1) Data Collection

For the provisional qualitative studies of horoscope registers, three types of horoscope texts -- monthly, daily and weekly predictions were collected mainly from “Yahoo” websites across three languages at the year of 2008.

In terms of the qualitative study of English horoscope, three horoscope texts from English “Yahoo” website were collected. The three horoscope texts are Monthly (*April, 2008*), Weekly (*Week of 28th April, 2008*) and Daily (*30th April, 2008*) predictions for people sharing the zodiacal sign “Aries”.

The three Chinese horoscope texts are from Chinese (P.R) Yahoo (*simplified Chinese, source: [www. Yahoo.com.cn](http://www.Yahoo.com.cn)*). They are daily (*31, July, 2008*), weekly (*27, July, 2008-2, Aug, 2008*) and monthly (*July, 2008*) predictions of “Aries”.

Because only daily prediction is available in Japanese Yahoo website, so only daily text was collected from Japanese Yahoo website and the text was daily prediction for “Aries” of the day 9, June in 2008. In order to find weekly and monthly texts, searching engine “Google” was employed. After searching the key word - “しゅううん (weekly luck)”, the site “www.szeus.co.jp” is found at the top of the search result. Then the weekly prediction of “Aries” for the week from 9, June, 2008 to 15, June, 2008 and the monthly one of “Aries” in the month of June, 2008 are chosen for provisional qualitative study of Japanese horoscope register.

2) Data Analysis & Methodology

i) Theoretical Background of Register Analysis and Detailed Research Questions

Halliday regards register as different text types reflecting different contexts. “A register is a functional variety of language (Halliday, 1978) - the patterns of instantiation of the overall system associated with a given type of context (a situation type). A register can be represented as a particular setting of systemic probabilities” (Halliday & Matthiessen, 2004, b: 27).

Examining systematic linguistic choices under particular context is the SFL approach of studying register. Specifically, one of the basic conceptions of SFL is that a language is a complex semiotic system, having various levels, which are context, semantics, lexicogrammar, phonology and phonetics. In a register, there is the same stratification. This is shown in the following diagram(2).

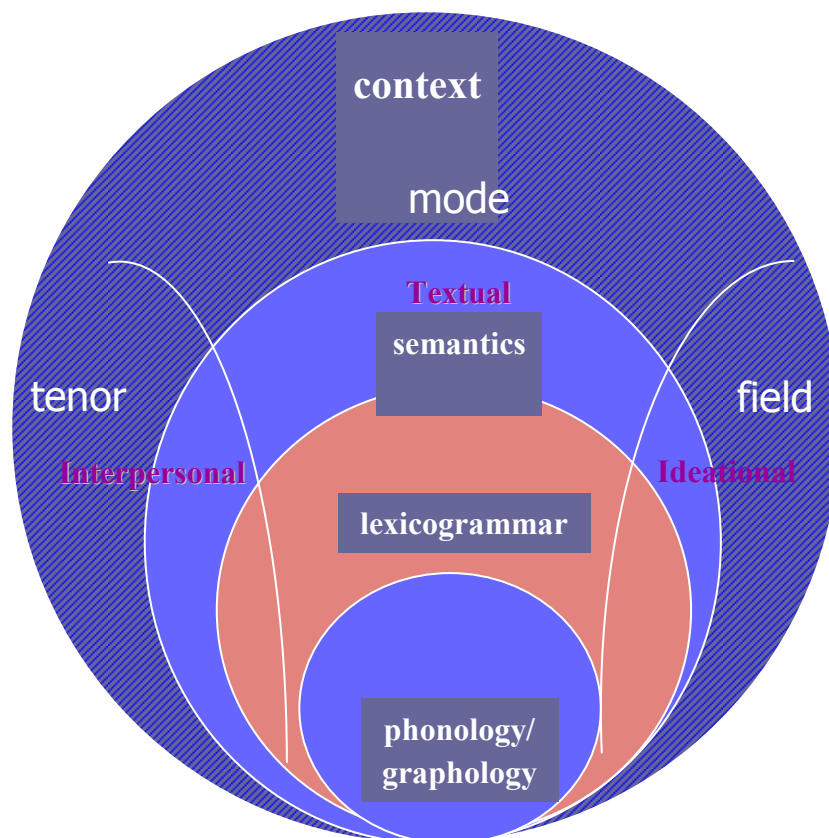


Diagram 2

According to the above theory and methodology of SFL in terms of analysing text and register, in the provisional qualitative studies across three languages, contextual and linguistic analysis which includes analysis of logical/ experiential pattern, interpersonal pattern and information flow pattern are made. These analyses are conducted for understanding at the stratum of lexicogrammar what meaningful choices have been made under the context, and for understanding the construction of experiential meaning and the realisation of interpersonal relationship in horoscope texts. This is because according to the SFL theory, *“when writer use language to make sense of experience, and to carry out interactions with other people, the grammar has to interface with **social context**. And the interfacing part, **experience and interpersonal relationship** are transformed into meaning; this is the stratum of semantics. The semantics (meaning) then needs to be further transformed into wording (the stratum of*

lexicogrammar)." (Halliday & Matthiessen, 2004: 24) Consequently, regarding the methodology of analysing text and register, Halliday and Matthiessen point out "it is necessary to show the functional organization of its structure; and what meaningful choices have been made under the context." (2004:24) (Because web horoscope texts mainly are written verbal texts, so the strata of phonology and phonetics are not analysed in these studies.)

Regarding the analysis of the 'context' of horoscope registers, the system of contextual parameters developed by Butt are applied, for example, *"the Tenor Network that allows the context to be mapped in terms of the nature of the participants, in particular, their status and roles in relation to each other, both within the context, and as a result of their shared social network"* and the *"Field Network that enables 'what is going on' in the context to be described"* (Butt, 2004:12-24). Regarding the horoscope register, horoscope writers act as an expert in narration. They report celestial events or make statements about future happening, and give advices and orders to readers. Horoscope writers generally attempt to demonstrate their abilities and expertise and the relationship between writer and reader is a relationship between advisor and recipient. Consequently, how some contextual parameters, for example, the expertise **agentive role** of the online horoscope writers, the **advisory hierarchy** and the **social distance** between the online horoscope writers and readers that would have impact on the choices of wording (lexicogrammar) are examined in the provisional qualitative studies.

Based on the SFL approach of studying register and the aim of finding the comparable and most salient aspects of horoscope texts for quantitative studies, several detailed research questions are developed for the qualitative studies of horoscope registers across three languages (English, Chinese and Japanese).

Firstly, what are the key features in the social context that sharing by the contemporary horoscope registers across the three languages?

Secondly, are there any common patterns in terms of construing the experiential meaning in the horoscope registers across the three languages?

Thirdly, are there any interpersonal patterns sharing by the horoscope registers across the three languages?

Last, are there any general patterns of information flow in the horoscope registers across the three languages?

ii) The Analysis of three Metafunctions in the Qualitative Studies of Horoscope Registers across three Languages

Firstly, in order to answer the detailed research question about the logical/experiential pattern and to understand what kinds of cultural values are important in the horoscopes, I try to ascertain what kind of meaning is construed in the horoscope registers across the three languages.

For understanding the meaning construction at the stratum of lexicogrammar and semantics, in the provisional qualitative studies, the dominant types of transitivity at the rank of clause are examined. This is because *“Experientially, the clause construes a quantum of change as a **figure**, or configuration of a process, participants involved in it and any attendant circumstances.”* (Halliday and Matthiessen, 2004: 169). Moreover, in the provisional qualitative studies, the logical and experiential configurations of clause complex and semantic units are also investigated. This is based on the Halliday and Matthiessen’s discussion about the semantic units and the ideational metafunction -- *“figures can combine*

*to form sequences; and these in turn may combine to form **episodic patterns**.” (2004: 590). “language provides a **theory** of human experience, and certain of the resources of the lexicogrammar of every language are dedicated to that function. We call it the **ideational** metafunction, and distinguish it into two components, the **experiential** and the **logical** (2004: 29)”.*

The semantic units constructed by the online horoscope writers are significant in the characterisation of the horoscope registers. For understanding the compositional semantic units, the typical semantic domains and the semantic episodic patterns - logical relationship between episodes and sequences are investigated. And for revealing the grammatical patterning, the dominant processes and the dominant types of expansion in clause complexes that realise semantic units and semantic domains are also examined.

Secondly, for answering the detailed research question about the interpersonal pattern and for finding out the semantic functions of the horoscope registers and how these registers have affected people's daily life, the interpersonal metafunction is examined. This is because *“While construing, language is always also **enacting**: enacting our personal and social relationships with the other people around us. The **clause** of the grammar is not only a figure, representing some process.....; it is also a proposition, or a proposal, whereby we inform or question, give an order or make an offer, and express our appraisal of and attitude towards whoever we are addressing and what we are talking about.”* (Halliday & Matthiessen, 2004: 29) By examining the interpersonal pattern of horoscope texts, a picture of how information is exchanged between the speaker (astrologer) and the listener (web users) would be proposed and thus helps to reveal the various social functions of horoscope registers across different cultures. In examining the interpersonal pattern of horoscope texts in the provisional qualitative studies across the three languages, the choices of

subject, the dominant mood types in different kinds of episodes, the patterns of exchange, and the realisation of speech role are analysed.

Thirdly, the textual metafunction is analysed in answering the detailed research question about the information flow pattern. This is because the textual organisation is also important in realising the semantics, by analysing Theme and Rheme, what information is prioritised in clause and text can be revealed and *“construing experience and enacting interpersonal relations depend on being able to build up sequences of discourse, organising the discursive flow and creating cohesion and continuity as it moves along. This too appears as a clearly delineated motif within the grammar. We call it the **textual** metafunction”* (Halliday & Matthiessen, 2004: 30). Thus, in the three provisional qualitative studies, the Macro-Theme of text, the common clausal Themes and the thematic progression pattern that realise the experience construction and the interpersonal exchange are discussed.

According to Halliday & Matthiessen (2004: 27), “a register is a functional variety of language (Halliday, 1978) and is a special text type. They also explained that text has the power to create its own environment and construe human experience (2004: 29); “the **system** of a language is ‘instantiated’ in the form of **text**” (2004: 26) and “the clause is the primary channel of grammatical energy” (2004: 31). Consequently, clause is a basic unit in analysing the logical/ experiential pattern, the interpersonal and information flow pattern in the three provisional qualitative studies.

iii) Provisional Conclusions of Provisional Qualitative Studies & why they are Important for Quantitative Studies

In the opening divisions and examinations and reviews of the websites that I made, I came to various conclusions which are provisional, but useful in providing focus for the quantitative research.

In the provisional qualitative studies of horoscope registers across the three languages, some common generic features that are shared by English and Chinese, English and German, Chinese and Japanese horoscope registers are selected for the purposes of quantitative studies.

Some of the provisional and expected conclusions of the qualitative studies of English, Chinese and Japanese horoscope registers are as follows.

① Social Context of Contemporary Horoscope Registers

In this thesis I assume that online horoscope writers try to predict the future, in particular, in relation to generally relevant topics, topics close to the heart of the popular readers, namely: love, finance, health and work, family issues and the chances of study.

In the narration of online horoscope texts across three languages, the writers take on a role of expert agent offering prediction and advice about readers' individual lives within monthly, weekly and daily time frames. Because they are 'expert', consequently, they are advisory in relation to the reader (whose position is 'non expert') and the grammar of their prediction is oriented to immediate goals, albeit goals which are of a very generalised kind. They are written in the form that we typically associate with horoscopes.

② Provisional Conclusions about the Studies of the Logical/ Experiential Pattern & why Relational Clauses are Important for Quantitative Studies?

In the horoscope texts across the three languages, it appears to be the case that not only predictions are given but also advice and sometimes the promising result of obeying advice is offered. Therefore, two typical, general, episodic patterns can be called “**Informing**” and “**Advising**” respectively. Moreover, one can observe a certain kind of reasoning (or deduction) between episodes and between sequences within one episode. For mapping out the compositional semantic scales and the grammatical patterning of horoscope registers across the three languages, this will be followed up in the quantitative studies.

Moreover, analysing typical episodes and noting their dominant transitivity indicate two semantic fields in horoscope texts in terms of the experiential meaning. English, Chinese and Japanese online horoscope writers not only are concerned about the material world, but are also concerned with readers’ mental activity and state of being. The interpretation of doing and being in the external world is noted, but also the inner world is constructed, analogically, around material, mental and relational processes. Consequently, two semantic fields are distinguished as **a happening experiential domain** and **a domain of self and feelings of the self**. With respect to quantitative studies of horoscope registers, it may be convenient to see possible cultural differences reflected by experiential meaning in the construction of these two domains, namely of happening or **eventness** on the one hand and the internal topics of **self and one’s feelings**.

Despite there being designs of ‘doing’ and states of ‘being’, many of the texts are oriented towards or pushed towards the grammar of relational processes -- **the grammar of being**. According to Halliday & Matthiessen (2004: 211-215), participants in relational clauses, like things, acts or facts are

construed as one element in a relationship of being. In 'relational' clauses, there are two parts to the 'being': something is said to 'be' something else. This configuration opens up the potential for construing the abstract relationship of identification or class-membership attribution.

The online horoscope writers turn happening, doing and sensing towards identification and attribution. (see *P66, Chap.3; P126-129, Chap.4; P180-181, Chap.5*) The grammar that realises this turn tends to be emphasising identification and attribution. This is a way of saying that online horoscope writers are turning the events of the world and of the cosmos into meaning. What is their meaning is the issue. It is not the event in its own right, but this claim which is going to be shown in the following chapters has to be seen as a reconstrual of events, whether outer world or inner events in terms of attribution and identification. And those two semantic characteristics are likely to be selected because they suggest that in this register, **it is important to see things for their meaning rather than for their action**. So an event in the heavens has to be looked at for what is its significance. The Event in itself is not the expert's concern. The experts, the astrologists, the writers of the horoscopes put themselves up as experts in recognising the significance, and so it is quite logical that they move more towards identification of the meaning or attribution of the meaning of events. So we can see that pursuing relational processes in the registers of horoscopes and in these websites of astrology is a good strategy to bring out how cultures interpret the semantic motifs of chance and prediction, what is important about the future. In this we see how the grammar can shift its probabilities in such a way that the register takes on a characteristic not because it contains a peculiar form of grammar, but that it involves a dominant quantitative characteristic, namely, that a certain grammatical

relation is more commonly found than in other registers. (ie. probabilistic issue for register.)

In this study, relational clauses are found to be crucial in the realisation of logical meaning and the episodic patterns of horoscope registers across three languages -- English, Chinese and Japanese. The German examples provide a useful comparison with English (differences do appear between two Germanic languages within Western cultures); but they are not pursued to the same degree as the analyses for English, Chinese and Japanese.

A further reason for the choice of astrological and horoscope register albeit on the web is that the relational processes offer particular opportunities for people to express their subjective or individual voice of coming to terms with beliefs in their culture. Consequently, horoscopes offer an opportunity for reflecting on how people reason and what kind of ideological content may unconsciously guide their behaviour.

③ **Provisional Conclusions about the Studies of Interpersonal Patterns & why Imperative Clauses are Important for Quantitative Studies**

Since horoscopes are about the future, online horoscope writers give a very strong role to the systems contributing to **Tenor**. Online horoscope writers make statements about “**happening**” and “**self & feelings**” and advise readers how to do and command readers to take action in these two semantic fields. The interpersonal resources are critical because the online horoscope writers not only make claims or propositions but make proposals to the reader about how to act in the light of that claim or that interpretation of the future, or in the light of that interpretation of the present configuration of the stars. This proposition/proposal comes out typically as a “**Statement + Command**” episodic pattern. (see P70, Chap.3; P130-131, Chap.4; and

P183, Chap.5)The pattern seems to follow quite logically from the statement of condition and then a formal advice about action.

Declarative mood is unmarked, like a default condition in realizing the episode “**Informing**” and the imperative mood is very important in realizing the episode “**Advising**”. In support to this, it is interesting to note that interrogative mood is very rare in this register.

We get the proposition/proposal structure which is “**Statement + Command**” typically, although occasionally the speech function of ‘Offer’ creeps into the ‘Proposal’. The dynamic is as follows: that some claims are made about the state of the universe, it is stative or can be indirectly a happening, like a planet has moved in to a particular zone, but it is essentially a state of affairs about the universe and that then prompts a form of advice which is usually given as ‘Command’. So you can see one principle of horoscope register is that interpreting the conditions of human interaction, human knowledge and cultural concern is the purpose of the text.

The interpreting of these three conditions guide the logic by which the text unfolds.. They guide the logogenesis. The same general pattern is found even at the provisional studies of Chinese and Japanese horoscope registers.

This indicates that comparing the differences between what online horoscope writers command target readers to do and how they initiate action through statements – how one gets support in the semantics and certain choices at stratum of lexicogrammar - will help to reveal the different cultural priorities across the three cultures. Given that similar structure of claim and advice, even small cultural differences should be revealed.

④ **Provisional Conclusions concerning Information Flow Pattern and How do they Lead to the Hypothesis of the Quantitative Study of English and German Horoscope Registers?**

By examining the choice of Macro-Theme, of sub-Theme of text and by examining paragraph and thematic progression patterns of horoscope texts, I found information concerning exterior **“happening”** and interior **“self & feelings”** are tightly organised to express a prediction of love, wealth and so on in monthly, weekly and some daily horoscopes.

This again appears to confirm similarities in online horoscope text across three languages. The information exchange is a guide to the certain goal of the writer whether consciously or unconsciously expressed. Although there are differences in thematic systems and in the thematic progressions in these languages, comparing textual organisation across the three languages seems less likely to reveal cross cultural differences in people’s daily belief, because textual meanings are not experiential meanings. On the other hand, the textual or thematic organisation reveals speaker’s priorities in interaction. It doesn’t exactly reveal their topic, but it reveals their priority and in that respect, it has a subtle importance.

For instance, English horoscopes in my corpus initially suggest that the main issue is to connect the relationship between the heavenly bodies and the situation of the readers. Such connections and emphasis are found in the horoscope texts of following English websites:

<http://au.lifestyle.yahoo.com/horoscopes/>,

<http://aphrodette.com/>,

<http://www.edtamplin.com/>,

<http://astrosurf.ninemsn.com.au/astrosurf/>.

Similarly, there are also many horoscope texts from German sites that share this feature with its English counterparts, for example, texts from following five German websites.

<http://www.susanne-eder.com/prognose/monatshoroskop.html>,

<http://de.lifestyle.yahoo.com/sterne/horoskop.html>,

<http://www.amica.de/horoskope/monatshoroskop>,

<http://horoskop.t-online.de/>.

Nevertheless, the choice of heavenly bodies as Theme or Rheme in Chinese and Japanese horoscopes is very rare across the instances I examined. This leads to the hypothesis for another quantitative comparison, which is the reliance on specifics about stars in English and German horoscopes. Moreover, initial surveys and analysis shows that the German texts prioritised reasons (or causation), by comparison with the English preoccupations with ‘expansion’ of information. The quantitative study of the comparison between English and German horoscopes is presented in the second last section of chapter three.

In summary, with the hypothesis of initial qualitative study confirmed, the research question for this study is also answered. Consequently, two important generic features of English, Chinese and Japanese horoscope registers are selected for the quantitative studies. They are shown as follows.

- a. For the reasons set out above, I have decided to pursue the quantitative aspects of these registers through the important role of Imperative clause (command) in the realisation of speech role of “Demanding Goods & Services” at the semantic unit of “**Advising**” and to pursue this analysis

by comparing the differences between the “**self & feelings**” and the “**happening**”.

- b. The second point I am pursuing and the dominant issue for me is the way in which relational clauses figure in the realisation of logical and experiential choices in the two areas of “**self & feelings**” and “**happening**”.

In terms of selecting horoscope texts to analyse, it appears that the monthly websites permit a more developed semantics and wording concerning the matters raised so far in my discussion. Consequently, I have chosen that time span in order to give the register a more representative analysis.

In general, horoscopes across different languages share many features. Like, they are about the future, they are about giving information and proving advice. Information can be about happening and feelings. From a long distance, things are merging into similarities. But when I move the Depth of field close, subtle differences appear. The provisional analysis allows me to set the semiotic focus down to the particular Depth of field – imperative clause and identifying and attributive processes.

Subtle differences “collude” to make the effects covert. They are subtle differences, but when they interact to each other, I found that Chinese use of the horoscopes is not same with English.

2.2.2 Archival Based Quantitative Studies of Horoscope Registers across four Languages

2.2.2.1 Hypotheses, Research Goals and Research Questions of Quantitative Studies

The provisional studies of logical and experiential meaning in the horoscope texts, particular of English, Chinese and Japanese, led to the hypothesis that online horoscope writers employ relational clauses to construe different experiential judgements or construe chance, future and topics like the self and feelings and the topic of how the universe unfolds in happenings. Essentially, the horoscopes employ grammatical resources for re-coding the cosmos as meanings rather than primarily as material events. A **token** is presented for its significance (ie. its **Value**). And this **token – value** relation makes ‘sense’ in the light of the interpretive role taken on by the astrologer. There is a semantic logic to this grammar in that the astrologer interprets the signs from the heavens.

In addition, by the provisional studies, the other important generic pattern is found. That is, after making statements about “**happening**” and “**self & feelings**”, imperative clauses are often used to command readers take actions. This led to the other hypothesis that online horoscope writers use imperative clauses to push the fulfilment of the experiential meaning constructed in the realisation of the speech role of “Demanding Goods & Services” in horoscope texts.

Consequently, in the quantitative studies, I am going to look at the relational clause in the two semantic domains of “**self & feelings**” and “**happening**” across the three languages, and look at how reasoning takes place around

identifying and attributive clauses, including reasoning for action. At the same time, imperative clauses will be examined to find out what are emphasised and focused in the demands given by horoscope writers.

With above two comparable and most salient generic features being selected for the quantitative studies of horoscope registers, three research questions are proposed for reaching three important research goals of quantitative studies.

The first research question is what are the experiential meaning and cultural priorities construed by the relational clauses in English, Chinese and Japanese horoscope registers?

The second research question is what are the focused experiential aspects and cultural tendencies shown in the imperative clauses in English and Chinese and Japanese horoscope registers?

These two research questions are for comparing English and Chinese data in a quantitative way that may display differences between western and eastern societies in relation to this kind of register. And these two questions are also set up for the comparison between two Confucian societies - Chinese and Japanese.

The third research question is what are the differences between English and German horoscope register in construing the “**happening**”, more specifically in construing the connection between “stars” and “you (reader)”.

This research question is to compare English and German data to see to what extent western cultures would be in fact similar in their expressions of

horoscopes and predictions. The German data is used in a minor role to check up on the consistency of the western culture, and whether there is a kind of bloc between eastern and western approaches in relation to this kind of daily belief and prediction.

2.2.2.2 Research Design of Qualitative Study of Horoscope Registers across four Languages (English, Chinese, Japanese and German)

1) Data Collection and Corpus Building

In order to understand the social functions of horoscope registers and find out possible cultural patterns in people's daily beliefs across four languages and societies, corpora of English, German, Chinese and Japanese are set up for the comparison of the choice of imperative and relational clauses in the realisation of interpersonal and ideational metafunctions in the semantic fields -- "**happening**" and "**self & feelings**".

The corpus for each language is based on the collection of monthly horoscope texts from six popular astrology websites or astrology blogs, for example, "Yahoo" and "MSN". Columns of monthly horoscopes from each site contain predictions of twelve zodiacal signs, from Aries to Pisces.

In finding the top astrology websites across four languages, the search engine of "Google" for each language was used. And when the rank of websites is available, these two aspects - the search result of "Google" and the rank of websites are combined to make the decision in selecting astrology websites for quantitative studies.

The details of the selection of top sites and the results are shown in the following section. These sites are reviewed in August of 2008 for monthly horoscope texts. There are changes and updates since then, for example:

a) In English site “[www. spiritual. com. au](http://www.spiritual.com.au)”, the blog that issues free monthly horoscope texts chose to only give free daily prediction in 2011;

b) The horoscope column of German site

“<http://www.br-online.de/bayern3/stars-und-storys/>” stopped running in 2010 and;

c) Another German website

“<http://horoskope.acont.de/Monatshoroskop/Stier/index.html>” can not be retrieved in 2009 ;

d) Chinese site “<http://bbs.myspace.cn/t/3841703.html>” also can not be retrieved in 2009;

e) Two other Japanese sites- “<http://www2.plala.or.jp/mayuta/month.html>” and “[http://www.asahi-net.or.jp~NA1M-OCAIastari.html](http://www.asahi-net.or.jp/~NA1M-OCAIastari.html)” also can not be retrieved in 2009.

i) the selection of English sites or blogs

After searching the “key word” - “monthly horoscope” in search engine from [www. Google.com](http://www.Google.com), English “Yahoo” and “Msn” are chosen with another five websites that are shown on the first page of the search result. They are:

<http://au.lifestyle.yahoo.com/horoscopes/>

<http://astrosurf.ninemsn.com.au/astrosurf/www.yahoo.com>

<http://aphrodette.com/>

<http://www.edtamplin.com/>

<http://stardust-horoscope.com/>

<http://www.astrology.com/>

<http://www.spiritual.com.au/category/horoscopes/>

ii) the selection of German sites or blogs

Similarly with the selection of English sites or blogs, with searching key word “Monat Horoskope” (means “monthly horoscope”) at www.google.de, German “Yahoo” website is selected with other six websites that are shown on the first page of the search result.

<http://de.lifestyle.yahoo.com/sterne/horoskop.html>

<http://www.susanne-eder.com/prognose/monatshoroskop.html>

<http://www.amica.de/horoskope/monatshoroskop>

<http://www.freundin.de/Horoskope/>

<http://horoskop.t-online.de/>

<http://www.br-online.de/bayern3/stars-und-storys/>

<http://horoskope.acont.de/Monatshoroskop/Stier/index.html>

iii) the selection of Chinese sites or blogs

On Chinese site - http://www.wondi.cn/cn_web/rank/3555.ashx, Chinese astrology websites are ranked according to the number of visitors and how many pages are read by each visitor. When I reviewed this website in 2008, astrology blogs on Chinese websites-“www.sina.com, www.tom.com, www.sohu.com and www.qq.com” are ranked as top four astrology sites. Consequently, they are chosen for the quantitative study of Chinese horoscope register.

After searching key word - “yuexingzuo (monthly horoscope)” at www.google.com.cn, two other Chinese horoscope sites are shown on the top of the page of search result, so the monthly horoscope texts from following six sites/blogs are chosen for the quantitative study of the Chinese horoscope register.

<http://astro.tom.com/> (monthly texts are same with those on Chinese yahoo website)

<http://msn.yoka.com/test/>
<http://astro.sina.com.cn/>
<http://astro.lady.qq.com/>
<http://astro.women.sohu.com/>
http://astro.online.sh.cn/gb/special/node_3169.htm
<http://bbs.myspace.cn/t/3841703.html>

iv) the selection of Japanese sites or blogs

After searching the key word-“getuun (monthly horoscope)” in www.google.co.jp, top seven sites or blogs in the first page of search result are chosen for the quantitative study of Japanese horoscope register. They are shown as follows.

http://uranai.nifty.com/cs/catalog/uranai_menu/free/n1_0/1.htm
<http://www.ageun.com/uranai/monthly/index.shtml>
<http://www.szeus.co.jp/>
<http://fortune.jp.msn.com/west/horoscope.aspx>
<http://www2.plala.or.jp/mayuta/month.html>
<http://www.asahi-net.or.jp/~NA1M-OCAlastari.html>

Monthly horoscope texts (August, 2008) issued in above websites/ blogs across four languages are chosen for quantitative studies.

As I needed to maintain approximate same size of corpus of horoscope register across four languages, there are variations in the quantity of websites or blogs that chosen for quantitative studies. The statistics in following table shows the number of words or characters and the number of types of words or characters in those four corpora.

In Chinese corpus, it counts Chinese characters and in Japanese corpus, it counts characters - “kanji” and “hiragana” and “katakana”.

(These statistics are calculated with the software ‘SysConc’)

Table 1

	Frequency (token)	Type	Top websites
Chinese corpus	38511 (characters)	1782	6
Japanese corpus	60015 (characters)	1355	6
English corpus	10921 (words)	2088	7
German corpus	14067 (words)	2533	7

2) Data Analysis and Methodology

i) Data Analysis in Answering first Research Question

① Descriptions of Identifying and Attributive Processes in English, Chinese and Japanese Grammar

For answering the first research question, identifying and attributive clauses that realise relations are involved in the analysis. The following paragraphs provide general characteristics of what counts as identifying and attributive clauses in English, Chinese, and Japanese grammar.

According to Halliday & Matthiessen (2004: 214), *“The configuration of Process + ‘Be – er1’ + ‘Be – er2’ opens up the potential for construing the abstract relationships of **class-membership** and **identity** in all domains of experience. Class-membership is construed by **attributive clauses** and identity by identifying ones. ”*

In ‘relational’ processes, a relationship of being is set up between two separate entities. In terms of ‘identifying’ process, one entity is being used to identify another. The one is to be identified and of lower ‘expression’ can be labelled as “Token”, and the one that serves as identity and of higher ‘content’ can be called “Value”. The structure of

identifying process is either Identified/Token ^ Identifier/Value” (Decoding) or Identifier/ Value ^ Identified/ Token (encoding). (Halliday & Matthiessen (2004: 213, 227,230)

In terms of ‘attributive’ mode, an entity has some class ascribed or attributed to it. Structurally, the class can be labelled as the **Attribute**, and the entity to which it is ascribed is the **Carrier** (Halliday & Matthiessen (2004: 219)). This type of clause, namely, “attributive intensive” clause is a resource for characterising entities serving as the Carrier; and it is also a central grammatical strategy for assessing by assigning an evaluative Attribute to the Carrier. In English grammar, ‘circumstantial’ and ‘possessive’ relations also come in two modes of being, ‘identifying’ and ‘attributive’. (Halliday & Matthiessen (2004: 239-247)

In the grammar of Chinese, according to Halliday & McDonald (2004: 363), “Identifying clauses are those in which two participants, one or both of which may be abstract (often nominalized), are equated with each other, in such a way that one serves as identification of the other, typically linked by the verb shì “be”. For example,

Nèi ge rén shì zhǔxí.

that meas person be chairman

“That person is chairman.”

Moreover, “there are a number of other verbs which can construe the Token-Value relationship: e.g. biǎodá (express), tǐxiàn (realise), dàibiǎo (stand for), zuòwéi (act as)”. For example, Halliday & McDonald (2004: 364)

Jùfǎ de duìyìng shǒuxiān shì yóuyú hànzú rén duì
 syntax SUB corollary first be owing-to Han people towards
shìjiè jiàzhí pànduàn fāngshì de guīdìng.
 world value judgement mode SUB rule

“The corollary of syntax is first of all the rules stemming from the Han people’s modes of value judgment towards the world.”

Consequently, I found clauses with these verbs in Chinese corpus with software ‘SysConc’ and then selected identifying clause from the search result manually. As Halliday & McDonald (2004: 363) also indicate verb shi “be” may be omitted in positive declarative clauses, so I also retrieved the whole corpus manually to make sure exemptions can be found.

In Chinese, the “attributive process has four subtypes: circumstantial, possessive, ascriptive and categorising”. In the circumstantial subtype, the Process is a verb equivalent to English “be/go + [preposition]”: e.g. zài “be at”, dào “go to (get to, reach)”, péi “go with (accompany)”, wǎng “go towards”, cháo “be towards (face)”, and xiàng “be like (resemble)”. (Halliday & McDonald (2004: 357)

(1) *Zhè jiān wūzi cháo dōng.*

this meas room face east

“This room faces east.”

(2) *Tā bù xiàng tā māma.*

s/he neg resemble s/he mummy

“She’s not like her mummy.”

Regarding the possessive subtype, the prototypical form is “Carrier (possessor) ^ verb ‘yǒu’ ^ Attribute (possessed). (Halliday & McDonald (2004: 358)

Wǒ yǒu yīgejìhuà.

I have one MEAS plan

“I have a plan.”

The subtype ascriptive is similar to the ‘attributive intensive’ process in English, because it also ascribes a quality to Attribute (Halliday & McDonald (2004: 359).

Zhè kē shù yèzi hěn dà.

this MEANS tree leaf very big

“This tree has big leaves.”

Although the Attribute is realised by an adjectival verbal group and is conflated with the Process, Halliday & McDonald (2004: 358-363) treated the ascriptive as a subtype of relational, which has material agnates but exhibit relational-like participant roles and thematic structures.

Zhè báicài huài le.

this cabbage bad asp: pf

“This cabbage has gone off.”

In Japanese grammar, similar to English and Japanese counterparts, Relational processes are also processes of being, and construe relations between two entities. Regarding the relational process that construes class-membership, although it is labelled as the ‘as descriptor’ type by Teruya (2004, 219), the roles of the two participants

still be characterised as Carrier and Attribute. Similarly with the attributive intensive process that contains quality Attribute in English and the attributive 'ascriptive' process in Chinese, the subtype of relational process -- 'as descriptor' in Japanese also establishes relationships of property ascription between Carrier and Attribute (Teruya (2004, 219). However, there are some distinctive characteristics of identifying and attributive processes in Japanese.

In terms of the identifying process in Japanese, according to Teruya's (2004: 219) discussion, only a clause that presents 'encoding' (Value ^ 'Token) relation between two entities is similar to the identifying clause in Chinese and English, while a clause that realise 'decoding' (Token ^ Value) relation, "the Token instantiates a Value and they stand in an attributive (ascriptive) relation, more specifically a relationship of quality ascription". Consequently, the relational process that realises 'decoding' relation is regarded as attributive process in my analysis.

Based on the definitions and descriptions of identifying and attributive processes from Halliday & Matthiessen, Halliday & McDonald and Teruya, the subtypes of attributive process in English (intensive with quality Attribute), Chinese (ascriptive) and Japanese (ascriptive) provide a basis for comparison. Because they are also dominant types of attributive in the corpora of English, Chinese and Japanese horoscopes, I mainly compared the differences between them in quantitative studies. In addition, in order to compare English and Chinese texts, I also looked at circumstantial and possessive processes in English. However, because the circumstantial and categorising clauses are very few in Chinese, only the possessive subtype is examined in Chinese data.

② Data Analysis

For catching some subtle differences in the meaning construction, identifying and attributive processes in English, Chinese and Japanese horoscopes are examined in two semantic fields – “self & feelings” and “happening” respectively.

In order to understand what might be prioritised in people’s daily belief across three cultures, the meaning construed by identifying and attributive processes in English, Chinese and Japanese horoscopes are analysed and compared. Firstly, in terms of single clauses, the differences in the choice of participants and general tendency shown in the realisation of identification and class-membership relations are examined and discussed. Secondly, the logico-semantic relations in the realisation of higher rank - clause complex and the important role of relational processes in the realisation of the semantic episodes - “**Informing**” and “**Advising**” are also analysed. This is for revealing how horoscope writers employ identifying and attributive clauses to construe meaning (including making claims and orders). This is also for verifying the findings about registerial features of compositional semantic units and grammatical patterning in provisional studies.

All the analyses are done with the view to comparing English and Chinese, Chinese and Japanese data; but they are reported in respective sections of Chapter Three and Four. For the convenience of reading, some results and analysis of English data are reviewed when analysing Chinese data in Chapter four. Similarly, some analysis about Chinese data is retrieved in Chapter five when looking at Japanese data.

ii) Data Analysis in Answering second Research Question

For the convenience in getting small differences, imperative clauses in English, Chinese and Japanese horoscopes are examined in the two semantic fields – “self & feelings” and “happening” respectively.

In corpus of English, Chinese and Japanese horoscope registers, it is found that the imperative clauses share some linguistic features with those found in qualitative studies. For example, the speech role of “Demanding Goods & Services” is mainly realised by imperative clause at the semantic phase of **“Advising”**. Most of the imperative clause is unmarked second person imperative (‘you ...’), which is the “typical realisation of a demand for Goods & Services, that is, command”. (Halliday & Matthiessen, 2004: 139)

Since the imperative clauses in the semantic field of **“self & feelings”** involve mentally sensing, verbs that realise these mental processes are manually selected and put into the system of the software “SysConc” for easier retrieving. Besides the verbs of sensing, there are verbal phrases that also establish the world of consciousness, for instance, “work on new ideas, take things more seriously” and so on. They are also selected manually from English, Chinese and Japanese corpus.

The imperative clauses in the semantic field of **“self & feelings”** across three corpora do share some common features. For example, the “Sensor” of all the imperative clauses is reader, which refers to in the second person -- “you”. And the “Sensor” is always implied or ellipsed and the choice of modality in the imperative clauses of the **“self & feelings”** is infrequent.

Consequently, the analysis is focused on comparing differences that may lead to findings.

Imperative clauses in the semantic field of “**self & feelings**” are mainly involved in mental process and they are realised by four types of verbs, which are “Perceptive, Cognitive, Desiderative and Emotive”. As the dominant type(s) of verb are different in the imperative clauses of the “**self & feelings**” across three languages, they are analysed and compared. Moreover, the differences in the choice of “Phenomenon” in independent clauses are compared and sometimes the choices of Circumstantial elements are also analysed for revealing the difference in the realisation of the semantics of Commands/“Demanding Goods & Services”.

In terms of English data, as most clauses in the semantic field of “**self & feelings**” are independent clauses and are not realised in clause complex, logico-semantic relation between clauses is not a main issue. But some will be discussed when comparing with Chinese imperative clause in the semantic field of “**self & feelings**”.

In terms of the Chinese data, many Chinese imperative clauses are expanded in clause complexes, so the analysis of logico-semantic relations is an important issue.

The role of the imperative clause in the realisation of semantic episodes - “**Informing**” and “**Advising**” is also involved in the discussion of the choice of imperative clauses across three corpora of three languages.

The imperative clauses in the semantic field of “**happening**” are mainly realised by material processes, but sometimes involves attributive clause

and verbal clauses in corpora of English, Chinese and Japanese horoscopes. As discussed in provisional study of English, because of the pressure from context, some mental activities or alike are converted into material processes by the choice of material phrases. For example, “Open your heart to others”, “Make plans” and “Stay focused” and so on. They are counted as material clauses and regarded as data for the analysis of imperative clauses in semantic field of “**happening**”. This is the same when come to the material phrases that realise mental happening in Chinese and Japanese data.

The choices of verb, goal and Circumstantial elements are compared in the analysis. Many Chinese imperative clauses are dependent clauses in clause complexes, so the analysis of logico-semantic relations is also an important dimension of similarity and difference between English and Chinese.

iii) Data Analysis in Answering third Research Question

① Finding Target Data with Software ‘SysConc’

For answering the third research question, finding target data is the first task. They are clause and clause complex with participants -- “Star” and “You” in German and English corpora. They are found in following three ways. Firstly, searching items -- names of stars are selected manually after reviewing English and German corpus (because “You” in many clauses are only implied in context, but ellipsis of names of stars is quite rare). Secondly, with the search engine -- ‘SysConc’, clauses that have heavenly bodies as participants are found; Thirdly, these initial search results are

manually selected to see whether they are construing the between “stars” and “you” or not.

② Data Analysis

In order to reveal the possible different cultural priorities that might reflect in English and German horoscopes, the generic features of clause and clause complexes that employed to construe the connections between celestial bodies and human individuals are compared.

Firstly, at the lower rank of clause, the different choices of different processes in English and German target data are compared. Moreover, in terms of the dominant types - material and attributive clauses, different sub-types and their configurations are analysed.

Secondly, the dominant circumstantial elements in material and attributive processes in target English and German data are compared and analysed.

Thirdly, regarding the higher rank – clause complex, the dominant logico-semantic relations in target English and German data are compared and analysed.”,

2.2.3 Qualitative Studies of Astrology Websites across three Languages (English, Chinese and Japanese)

2.2.3.1 Research Questions and Hypothesis

In many astrology websites or blogs across the three languages, various astrology texts are available for web users. Astrological predictions of one genre or various genres are usually arranged in the Taxonomy of the menu at homepages by different timing frame (daily, weekly, monthly and yearly) or by various perspectives (love, career, finance and so on) of users' life. And they are very accessible to web users with the hyperlinks available in homepage and linked web pages. At the same time, by hyperlinks, some other astrological materials (for example, reading about the study of heavenly bodies and prediction) and non-astrological (for example, commercial advertisement of car and cosmetics) materials are also connected to astrology sites or blogs. This creates several interesting additional questions that can be viewed linguistically and culturally. They are shown as follows:

- 1) How do the social functions of horoscope registers that are found in the study of horoscope registers across three languages (discussed in Chapter 3, 4 and 5) realise in the hypertext system of astrology websites or blogs?
- 2) Do the non-astrological materials appear randomly in the cyber space of astrology?
- 3) Are there contextual factors that would affect the selection of linking astrological and non-astrological materials to astrology websites or blogs?

In astrology websites or blogs, astrological text is a major constitution, although non-astrological materials are also attached to hyperlinked pages. Looking from this general context, there is one hypothesis proposed for the cross cultural and linguistic studies of astrology websites. **It is the linked non-astrological materials (including commercial advertisement) might not appear randomly but may be selected to be in line with the context of particular type of astrology website.**

2.2.3.2 Data Collection

The following English, Chinese and English astrology websites or blogs are chosen for these three qualitative studies. And these qualitative studies are mainly based on the observation during May, 2013, because these studies were firstly conducted in 2010 and the majority of the analysis was updated in May, 2013.

1) English Websites/blogs:

<http://au.lifestyle.yahoo.com/horoscopes/>
<http://astrosurf.ninemsn.com.au/astrosurf/>
<http://edtampin.com>
<http://aphrodette.com/index.php>.

2) Chinese Websites/blogs:

<http://lady.163.com/astro/>
<http://astro.pclady.com.cn>
<http://astro.women.sohu.com/>
<http://lady.cn.yahoo.com/astrology/>

3) Japanese Websites/blogs:

<http://www.szeus.co.jp>
<http://www.ageun.com/>
<http://fortune.yahoo.co.jp/>
<http://fortune.jp.msn.com/>
<http://uranai.nifty.com/index.jsp>

2.2.3.3 Qualitative Study of the Realisation of the Social Functions of Horoscope Registers in the Hypertext System of Astrology Websites/Blogs

I look at the general issues of how the social functions of horoscope registers realised in the hypertext system of astrology websites/blogs. Comparing with the study of horoscope texts of astrology websites, this qualitative study investigates the relationship among various astrological texts and how they work together to prioritise different culture motifs in guiding web users' future. This is not as systematic as my linguistic approach, but it helps to verify the findings that based on the grammatical analysis of horoscope texts. Thus, this qualitative study is a further development of the studies of horoscope registers across three languages that conducted in Chapter 3, 4 and 5.

Firstly, the layout of the homepages of astrology sites/blogs across three languages is examined, because these homepages mainly include hyperlinks of astrological materials or astrological services. It is found that the top section of homepages appears to be the slot of the most informative value for web users. Consequently, the texts that are linked to the top section of the homepages are selected for this qualitative study. And the texts usually involve in daily, weekly and monthly horoscope predictions.

Secondly, in order to reveal the focus in the meaning construction, imperative clauses and relational clauses (including identifying and attributive processes) in horoscope texts and some other astrological materials are examined.

2.2.3.4 Qualitative Study of the Selection of Linked Materials in the Hypertext System of Astrology Websites/Blogs

With hyperlinks, the **Channel** -- World Wide Web -- allows different texts and materials attach to astrology website/blog. By investigating the general context of websites/blogs and the attached materials in hyperlinked pages, this qualitative study could discuss the contextual parameters that possibly affect the selection of linked materials. Because the top section in homepages is usually of the most information value, so the linked pages to this section is chosen as the focus of this qualitative study.

Firstly, the general context of astrology websites or blogs is discussed. This is conducted by checking the target reader, the taxonomy of the website that astrology blog belongs to and whether commercial advertisement is attached or not.

Secondly, different types of materials in the hyperlinked page to the top section of homepages are identified. They are classified as “astrological material” and “non-astrological material”. The “astrological material” includes the texts of prediction, the introduction of basic astrological terms and the conceptions and links to divination services. The “non-astrological material” involves the links of the articles that are of the affiliated columns to the column -- “horoscope” in the website, the advertisements of astrological services, books, cosmetics, clothes and so on.

In terms of the astrology websites/blogs of similar context, the general features of selecting hyperlinked material are found. Moreover, the contextual factors that affect the selection of “astrological material” and various “non-astrological” materials are also investigated. Consequently, the possibility of applying the systemic functional grammar approach proposed by Halliday to the analysis of hypertext system is discussed.

Chapter 3 – Qualitative and Quantitative Studies of English and German Horoscope Registers

The first section of this chapter sets out the provisional qualitative study of three English horoscope texts. They are daily, weekly and monthly horoscope texts from the English Yahoo website. In this provisional study, the context and the logical/experiential, interpersonal and textual patterns of these three horoscope texts are discussed, and general characteristics of the three English horoscope texts are proposed. Consequently, the provisional study can set out the research tasks for the quantitative study of an English horoscope register.

The second section of this chapter covers the detailed quantitative analysis of English horoscope register. Based on the findings of the provisional studies, the quantitative study is focused on the analysis of identifying and attributive processes. Furthermore, the imperative mood is also investigated giving its relevance to the semantic patterns – “**Informing**” + “**Advising**” which are discussed in Chapter 2 (*see section: 2.2.1.2, P35-36*).

The third section of this chapter presents a qualitative study, which compares some similarities and differences in meaning construing between the German and English horoscope.

The last section of this chapter reports a qualitative study of the hypertext system which provides the environment of the English astrology websites.

3.1 Provisional Qualitative Study and the Provisional Profile of the English Horoscope Register

In order to compare semantic categories and linguistic features of Chinese and

English horoscopes, a provisional qualitative study of English horoscope register is conducted before the more specific quantitative study.

In this provisional qualitative study, monthly, weekly and daily horoscope texts are collected from the English Yahoo websites. The semantic patterns of the three metafunctional domains of the three English horoscope texts are examined at the contextual and the semantic levels.

3.1.1 Discussion of the Context of the three English Horoscope Texts

It is generally accepted that astronomy is the scientific study of matter in the outer space, especially the positions, dimensions, distribution, motion, composition, energy, and evolution of celestial bodies and phenomena. Astrology is not regarded as genuine science, like astronomy, which is characterised by great objectivity and accuracy. However, there are connections between astrology and astronomy. For example, online English horoscope writers try to find out the natural order in the universe and use it to predict or interpret their possible future effects in the lives of individuals in society.

In narrating the three online horoscope texts, the predictors/writers adopt an **expertise agentive role**, reporting the actual events (star movement) in constellations within monthly, weekly and daily time frames, giving prediction and advice over individual life. Horoscope writers generally attempt to demonstrate their abilities and expertise and the relationship between writer and reader is a relationship between advisor and recipient. As a result, the **immediate goal orientation** and the **repercussive and advisory hierarchy** existing in the interaction between horoscope writer and reader are monitoring the grammar of the three texts (Butt, 2004). ¹

¹ *These three terms are from the networks of Field, Tenor and Mode. (see Appendix 5)*

3.1.2 Discussion of the Semantic Patterns and the Lexicogrammar of the three English Horoscope Texts

3.1.2.1 Logical/ Experiential Pattern

According to Halliday & Matthiessen (2004: 590-591), at the semantic stratum, “figures combine to form sequences; and these in turn may combine to form episodic patterns. Episodes typically consist of several sequences, each of which is realised by a clause complex”.

Basically, horoscope texts deal with future; web English horoscope writers predict readers' luck, which usually involve money, love, career, health, family and study, and other heartfelt domains. It is firstly observed that movements of celestial objects, readers' thinking, feeling and other happenings are given as facts and readers' chances at daily, weekly and monthly intervals are predicted. At the same time, the texts involve generic advice offered on a personal level; and these include a form of promise. Therefore, two typical episodic patterns can be called “**Informing**” and “**Advising**” respectively. Moreover, one can observe a certain kind of deduction between these two episodes and between sequences within one episode (*see the analysis of the daily horoscope text in P63*). (*“**Informing**” and “**Advising**” are my generalisations of typical episodic patterns of English horoscope register. They are also used in the analysis of Chinese and Japanese horoscope registers in Chapter 4 and 5.*)

It is generally accepted that in horoscopes, predictions and advice are not supported by scientific methodology or evidence. But at the semantic stratum, a logical relationship of deduction between episodes and between sequences within one episode is evident in these three English horoscope texts, the configuration of which can be generalised as ‘**Informing + Advising**’. This helps

to build up an impression of logical and strong argument. For example, the prediction of luck in finance in the daily text proceeds as follows:

Informing:

Current possible good luck of finance [clause complex 1: $a \wedge b$]- current favourable position of star and its positive impact on finance [clause complex 2: elaborating] – unfavourable movement of Mercury and the possibility of turning around of good luck in future [clause complex 3:]

Advising:

Readers' wish about finance [clause 1]- horoscope writers' advice for taking action now and promising result [clause complex 4: expanding $a + b$]

(for original daily text please see Appendix I 1.1)

As shown in the data and the unfolding of the daily text, the episode “**Informing**” initiates and supports the episode “**Advising**”. Even within the “**Informing**”, the first sequence, that is, the prediction of current good luck is backed up by the following sequence. Sometimes, the “**Informing**” appears independently without the “**Advising**”; but single episode “**Advising**” is not evident in these three texts. In the daily “Aries” horoscope text, there is only one cycle of these two episodes. In the weekly “Aries” horoscope text and Monthly Aries horoscope text, two or more consecutive “**Informing**” or “**Advising**” episodes are found. The semantic episodes and semantic movement of weekly text proceed as follows:

Informing

Upside of Venus [clause complex 1]

\wedge the movement of Venus [clause complex 2]

Informing:

The need of watching unfavourable tendency of spending money [clause complex 3]

\wedge asking reader to make sure no overspending [clause complex 4]

Advising

Asking readers to double check before spending money [clause complex 5]

Advising

Upside of Venus [clause 1]

- ^ asking readers to keep eyes open to opportunities [clause complex 6]
- ^ asking readers take chance to do self-improving [clause complex 7]
- ^ further urging readers take action [clause complex 8]
- ^ further asking readers take a concrete action in self- improvement [clause 2]

(for original weekly text please see Appendix I 1.1)

The logical relationship of deduction between episodes and sequences shows a tendency of justifying predictions. The dominant type of expansion in clause complexes that realise sequences and episodes in these three English texts is enhancement (**causal-conditional**, **temporal**, **spatial** type). There are also some '**extending**' and a few '**elaborating**' relations. (These terms are developed by Halliday & Matthiessen (2004: 373-412).)

In these horoscope texts, writers are not only concerned with the material world, but also concerned with readers' mental doing and being. In terms of transitivity, dominant clauses are material, mental and relational. Intransitive material clauses (doing) are mainly used to construe the happening in an exterior material world, while mental and intransitive material (being) and intensive attributive clauses construe the inner world of the readers.

There are many material clauses employed to construe the movement of stars and online horoscope writers' advice of taking action. For example:

- 1) *In the very near future though, as **Mercury moves into your Third House**, (daily text)*
- 2) *This week, Venus **moves** into your second house of cash, property and possessions, || where she'll **stay** for around four weeks. (Weekly text)*
- 3) ***Set out** your plans, dreams and schemes for the coming 12 months || also by April 6 (magic date) when the New Moon **gives** you a restart in any part of your life [[that you **want** it.]] (Monthly text)*

Mental processes are employed not only to predict and describe the psychological being of readers, but also to realise online horoscope writers' advice for taking action. One distinguishing choice is found at the lexicogrammatical stratum. It is converting mental activities into concrete material processes. As shown in the examples in the following table (2), the lexical choice in three imperative clauses makes abstract psychological motion concrete and this makes the demand on conduct, for "doing", stronger. This choice shows the impact of pressure from the context stratum (the agentive role of speaker) on the lexicogrammar.

Table 2

	Wording (lexical choice)	Implicated Meaning
Monthly text	[H19] <u>set it in motion</u>	<u>decide</u> to do.
Weekly text	[J20] Start by <u>making a list</u> of [[20.9what you know is Uniquely wonderful about you.]]	Start to <u>think over</u> and <u>know</u> about your unique personality and nature.

It is generally accepted scholars that astrologists are not reporting celestial happenings in any objective and scientific way (like physicists and astronomers). English online horoscope writers make claims of the impact of stars on people's mental and physical being, claims of happenings in communities and in individual's spiritual situation and other 'doing' and 'being' that relate to readers' future. Relational processes play a very important role in interpreting these claims.

There are seventeen relational clauses; eight are the first clause of episode. It is on the basis of these relational clauses that online horoscope writers can initiate and build up convincing arguments about their interpretations of future in episodes. For example, in the last episode -- "**Advising**" in weekly text, the last four sequences logically develop from first episode that are realised by clause1

(the identifying clause -- “The up-side of this Venus cycle is that you can expect [[more financial opportunities to come your way]]”).

The other two examples of the same kind are attributive clauses - “This is an action-packed month for you” and “This is a very big month for you” in the monthly horoscope text.

There are four other relational clauses in the hypotactic enhancement clause complex, ie. qualifying another clause (or subcomplex). Relational clauses are underlined in the examples 1-6 below, and ellipsis is marked with ^ and capitalised.

- 1) *Money matters, and/or any agreements [[related to property and possessions]] should be sorted out sooner rather than later || **if possible now.***
- 2) *If your love life's hit the skids, **or just got lazy,**|| panic not.*
- 3) ***April 24 - can be your luckiest day of the month,**|| if you don't go OTT.*

In the following two sequences, the latter one that is realised by an identifying clause logically is the reason that supports the claim in the former sequence.

- 4) *Be pro-active. ||| **The New Moon is the time for new starts.**|||*

The following two attributive clauses are in extending or enhancing relations with other clauses to expand horoscope writers' claims.

- 5) ***wise [[as best you can now]]** || and you'll feel a lot more secure later.*
- 6) *You can find yourself [[feeling very flush now]] || **-but be sure [[you can cover your basic expenses]]***

In examining the logical/experiential pattern of the three English horoscope texts, relational clauses are found to be crucial in the realisation of logical meaning and

the episodic patterns.

Consequently, in terms of cross culture quantitative studies of horoscope registers, analysing and comparing relational clauses – their functions and roles in reasoning – is an opportunity to examine the powerful, implicit beliefs communities hold as to chance, good fortune, and the future. Relational clauses more likely reflect a ‘subjective’ rational pattern - patterns of deduction and ideological content.

Analysing typical episodes and dominant transitivity produces two semantic fields in horoscope texts in terms of experiential meaning. They are exterior “**happening**” and interior “**self & feelings**”. In the three English horoscope texts, the former one is generally about being and doing in the heavens and in money, work and love in the community; the latter, is mainly about readers’ mental being and doing. For example, in the daily text, the three sequences in the episode “**Informing**” are about the cosmic events and readers’ luck with money.

It is natural to see that material and mental processes involve in the construction of the exterior and interior world of readers’ lives in texts. Nevertheless, it is important to note that relational processes even play an important role in construing “**happening**” and “**self & feelings**” as well as revealing values through the ascriptions and equivalences in these three English texts. For instance,

- 1) *This week, Venus moves into your second house of cash, property and possessions..... (weekly text)*
- 2) *This is an action-packed month for you. (monthly text)*
- 3) *Your tastes might be more expensive than usual (weekly text)*
- 4) *On the one hand, you do need to watch yourself, if you know you have a tendency || to spend more than you should. (weekly text)*

Consequently, two semantic fields are distinguished as a happening experiential domain and a domain of self and feelings of the self. With respect to quantitative studies of horoscope registers, this might be an opportunity to see possible cultural differences reflected by experiential meaning in the construction of these two domains. Two terms – the exterior “**happening**” and interior “**self & feelings**” that represent them respectively will be used through all the three main chapters (chapter 3, 4 and 5).

Both of the “**happening**” and “**self & feelings**” may be realised in different mood types. This will be discussed in the following section.

3.1.2.2 Interpersonal patterns

The three texts are interpretations of the future of the readers, which serve as guidelines for general readers to follow. This indicates that horoscope writers would play a very strong role of advisor in the Tenor systems and horoscope writer is found as almost the sole voice in these three texts. The writer/speaker sits in the position of the omniscient source of ongoing or future events in constellations, predicting happenings in readers' physical and social surroundings and mental world, and giving advice. In these three English horoscope texts, the information exchange is between the speaker (online horoscope writer) and the readers. However, although the first person "I" that represents speaker (online horoscope writer) and the second person "you" that refer to reader are complicit in the process of knowing, "I" is not chosen as subject and there are many ellipsis of subject "you" (in many cases, it is implied by context). So we have: 'I' as 1st person and much of 'you' (direct) for 2nd person. The choice of 'we' so that the voice represents speaker and reader is not evident. The writer (predictor) does not put himself as a beneficiary of the good fortune that may be promised by the 'stars'. For example, B3 in daily text, it is only "you" that refers to reader that is chosen as the subject and possessor of an auspicious star.

*[B3] Right now you have the planet of Mercury in your Second House of Cash
[[making it easier for you to put your mind to your finances]]*

This choice shows the contextual pressure – the expertise agentive role of speaker and the advisory hierarchy in the Tenor system on the lexicogrammar.

Regarding the construing of the exterior "**happening**", the choice of star as Actor/ Agent is dominant; concerning the interior world of readers, the choice of second person "you" is dominant. In addition, all the imperative clauses are

second person imperative (*writers give commands to readers*).

In the three online English horoscope texts, by this choice of subject ('I' as 1st person and much of 'you' (direct) for 2nd person, although "I" is always omitted and implied by the context), the writers (predictor) can keep distance from the readers and act as a supreme source. As a result of the display of speaker's powerful voice, the prediction/ texts have stronger authority over the readers. This firm voice of speaker also can be seen in the choice of modality. Over ninety percent of clauses do not have any modality and among the several modalities, "will" is the dominant choice (ie. more tense for prediction than modality).

Propositions/ proposals are combined to form patterns of exchange. In the episode "**Informing**", statements are dominant and in the episode "**Advising**", proposals (commands) are dominant. Moreover, statement usually initiates command. So there appears that "**Statement + Proposal (command)**" is the pattern of exchange. For example in the first "Informing" episode of monthly text, the pattern of exchange is "Statement (the characteristic of this month) ^ Statement + Command ^ Statement (the movement of Venus and its impact)".

This is an action-packed month for you. |||

If your love life's hit the skids, or just got lazy, || panic not. |||

Venus into Aries on April 6 will help you work things out, one way or another. |||

In the last "**Advising**" episode of monthly text, the pattern of exchange is "Command ^ Command + Command ^ Statement".

POWER DATES: April 10 - stay calm. |||

April 22 - do something different, || surprise someone. |||

April 24 - can be your luckiest day of the month, || if you don't go OTT. |||

In these three horoscope texts, statements are mainly realised in declarative clauses and commands are realised by imperative clauses. The dominant clause in the three texts is declarative clause. The percentages of declarative clause in monthly, weekly and daily texts are 60%, 54.2% and 60% respectively. Imperative clause is the second dominant mood selection.

There are four questions in Monthly and Daily horoscope texts.

Monthly text:

[C7] **happy in love?**

[C8] *It can even get better now.*

[D9] *Set out your plans, dreams and schemes for the coming 12 months also by April 6 (magic date)[[8.2 when the New Moon gives you a restart in any part of your life [8.3 that you want it]]].*

[G13] **Where do you want to be in 12 months time?**

[G14] **What changes are required?**

[G15] *be pro-active.*

[G16] *The New Moon is the time for new starts.*

Daily text:

[D7] **get organized money?**

[D8] *wise [[as best you can now]]*

[D9] *and you'll feel a lot more secure later.*

As we can see from these four examples, each interrogative clause gets answered by declarative or imperative clauses afterwards. This is very likely to indicate that online horoscope writer does not use interrogative clause to demand information/goods-&-services from the readers. Nevertheless, these questions initiate the giving and demanding from speaker. This choice shows how the hierarchy and agentive role influence the choice and pattern of wording.

Imperative mood is the second dominating choice: the percentage of which is 33.3% and 52.3% in the monthly and weekly horoscope texts respectively (there

is no imperative clause in daily text). All the imperative clauses are second person imperative ('you ...!'), although the person/subject is often omitted and implied by the context. This choice makes the imperative clauses in these horoscope texts the typical realisation of demand for goods-&-services, that is, command. In these imperative clauses, what is being demanded is mostly action and is action in two semantic fields – the exterior “happening” and the interior “self & feelings”. This is shown in following table (3).

Table 3

Semantic Fields	Clauses	
“Happening”	You	set it in motion.
	You	Do something different, April 22
	^YOU	Double check with your accountant or [[whoever else is likely to go “Tsk tsk”]]
	^YOU	Use this four-week period as a chance to work on your self-esteem.
“Self & feelings”	^YOU	Don't just think about that
	You	Surprise someone
	^YOU	panic not.
	^YOU	Stay clam

Imperative clauses are commands and many are supported by statements that can motivate the readers to comply with the commands. For example, in monthly text, “Be pro-active. || The New Moon is the time for new start”. A similar relationship between command and statement can be found between [B4] and [B5] in monthly text. There are still some other statements that indicate promising results of obeying writers' commands. For instance:

Weekly text:

[G15] Keep your eyes peeled,

[G16] and you can find the period lucrative.

Daily text:

[D8] wise [[as best you can now]] ||

[D9] and you'll feel a lot more secure later.

The analysis of how statements support commands reveals the relationship between the two kinds of mood – declarative and imperative. This choice of mood creates an ongoing exchange between speaker “I” and reader “You”. Moreover, this choice also shows us how the agentive role of the speaker (horoscope writer) is realised in the lexicogrammar stratum in these three horoscope texts.

In general, in analysing the interpersonal pattern of the three texts, I found the typical proposition/proposal structure of “Statement + Command” typically. The imperative mood is very important in realising the episode “Advising”. As “Statement” logically supports the “Command”, for example, providing certain condition or reason, this indicates that analysing what English online horoscope writers command target readers to do and how they initiate action through “Statement” will help to reveal what are the priorities in dealing with future in English horoscope register.

As far as the commands in the semantic field – “self & feelings” concerned, different types of mental clauses that realise the imperative mood are evident. As Halliday & Matthiessen (2004, 208-209) generalised, there are four different sub-types of sensing: ‘perceptive’ (for example, feel, smell), ‘cognitive’ (for example, think and know), ‘desiderative’ (for example, want, wish and would like) and ‘emotive’ (for example, like, enjoy and worry). Examining different types of mental process in imperative mood may help to see the priority in commands in English horoscope register in quantitative study. Moreover, this may also help to find cultural differences within similar structure of advice between English and Chinese horoscope register. Consequently, in analysing the imperative clause in the semantic field “self & feelings” in the quantitative study, the analysis is mainly focused on the meaning construed by these four types of mental

processes.

3.1.2.3 Textual patterns

The textual organisation of the three texts is informative and persuasive.

The Macro-Theme of the text can be viewed as - the change of stars will bring something new (with positive or negative impact) to people's love and wealth. As the Macro-Theme indicates, the most common Themes are found to be 'star' and 'you' in these three texts. Movement of 'stars' is an important omen for the readers. The 'timing' of celestial events and the movements of celestial bodies become sub-themes that relate to the clausal Theme - 'star'. Because English online horoscope writers try to give predictions of readers' love and financial life, 'love' and 'money' become the sub-themes of the clausal Theme "you". In these three texts, a Zig-Zag thematic progression pattern between two main Themes "star" and "you" and their sub-themes is found. With this thematic line, the Macro-Theme of the three texts is realised and a strong focus on the reader is maintained. The following table (4) shows the statistics and categories of Themes in these three English horoscope texts.

Table 4: The statistics of Themes in three Horoscope texts

Theme	Theme Statistics		
	Monthly Text	Weekly Text	Daily Text
Star	3	4	1
Time	4	1	1
You	2	6	4
Love	3	1	
Money			1

For example, the daily text departs from sub-Theme "money matters" (which is the topical Theme of the first and second clause) and move to sub-Theme "right

now” (the timing that star Mercury positions at Second House of Cash of readers’ horoscope) and to sub-Theme “in the very near future” (the timing when ‘stars’ move into the Third House of readers’ horoscope) and move to the Theme “you” (which is the dominating Theme in the last five clauses). (*For original daily text, please see Appendix I 1.1*)

Similar zigzag thematic progression between the two main Themes “star” and “you” and between their sub-themes “timing”, “love” and “money” is also found in the monthly and weekly text. The following table (5) shows the thematic development of the monthly text.

Table 5: The Thematic Development of the Monthly Horoscope Text

Notational conventions: bold with ^= displaced Theme

	Inter- personal Theme	Textual Theme	Topical Theme	Rheme
A1			This	Is an action-packed month for you
B2		If	Your love life	hit the skids
B3		Or	^ YOUR LOVE LIFE	just got crazy
B4			^Be	panic not
B5			Venus <u>MOVE</u> into Aries on April 6	Will help you
B6			Venus <u>MOVE</u> into Aries on April 6	Work things out, one way or another
C7	^ARE		^You	Happy in love?
C8			It (love)	can even get better now.
D9			Set out	Your plans ,dreams and schemes for the coming 12months also by April 6.....
D10		When	The new <u>moon</u>	Gives you a restart in any part of your life that you want it.
E11			Say	Your wishes out loud <u>when you wake up.</u>
F12			This	<u>is</u> a very big month for you, thanks to the New Moon in Aries
G13		Where	Where	do you want to be in 12 months time?
G14		What	What	changes are required?
G 15			Be	Pro-active.
G16			The new moon	is the time for new start
H17		Meanwhile	The full moon	Signals the end of one sex and money cycle
H18		If	Change (in sex/ money)	is what you wanting one of those areas (or both)
H19			Set	it in motion.
I20			POWER DATE	^is April 10.
I21			Stay	Calm.
J22			April 22	do something different.
I23			Surprise	someone.
K24			April 24	Can be your luckiest day of the month.
K25		If	^YOU	don't go OTT.

However, there is a difference in the choice of the Theme between the daily and weekly and monthly texts - the Predicator (the verb) is also found to be one of

the dominating Themes in the weekly and monthly texts, meanwhile, it is not evident in the daily text. This is because of the choice of imperative mood in monthly and weekly texts. For example, a thematic movement between the “timing” -- (April 22 and April 24) and the Predicators (the verbs) is evident in the last paragraph of monthly text (from I20 – K25).

The Theme provides the platform for the remainder of the message, the Rheme (Halliday & Matthiessen, 2004: 105). With the zig-zag thematic progression, in these three horoscope texts, the movement of stars, the impact of celestial bodies on readers’ love and financial life, readers’ inner reality and speaker’s advice can be carried out in texts. The textual organisation makes the information of the exterior “**happening**” and the interior “**self & feelings**” is organised to realise the prediction of love, money.

Messages combine to form periodic movements of information. The information flow patterns of the three English horoscope texts are shown in the following three paragraphs.

Daily text

Phase of messages concerned with readers’ luck of money ^Phase of messages concerned with celestial body’s motion and impact on readers’ luck of money ^ Phase of messages concerned with readers’ motions during the month.

Weekly text

Phase of messages concerned with celestial body’s motion and impact on readers’ luck of money ^Phase of messages concerned with readers’ motion of spending money ^ Phase of messages concerned with celestial body’s impact on readers and readers’ motions during the month.

Monthly text

Phase of messages concerned with readers’ monthly luck and celestial body’s motion and impact on readers’ monthly luck ^Phase of messages concerned with readers’ motion during the month ^ Phase of messages concerned with celestial body’s impact on readers and readers’ motions

during the month^ Phase of messages concerned with readers' motions during the month.

By examining the textual patterns of the three English texts, I found information concerning exterior “**happening**” and interior “**self & feelings**” are tightly organised to express predictions of love, wealth , and other aspects that readers are anxious about in monthly, weekly and daily horoscopes.

The textual or thematic organisation reveals speaker's priorities in interaction with the readers. Obviously there is a lot of to follow up in this line because it is going to produce the subtle differences of how someone is prioritising information. However, in this thesis, I am going to keep the thematic meaning in mind in relation to the prioritising and mainly focus on the ideological/experiential meaning in the qualitative study.

3.1.3 The Function of the Provisional Study

Horoscopes across different languages share many features. Looking at them generically, they seem to all be the same. However, differences begin to emerge as we examine them critically.

The provisional analysis allows me to set the semiotic focus to the particular grammatical resources such as imperative clauses and identifying and attributive processes employed in construing horoscopes. As we move on to the quantitative studies, subtle differences and different tendencies are found in the English, Chinese and Japanese horoscopes. For instance, the prioritising of ‘progressive’ approach in English and the prioritising of ‘conservative’ approach in Chinese are patterns that become more obvious.

3.2 Quantitative Study of English Horoscope Register

In this section, I focus on the analysis of clauses in imperative mood (imperative clauses) and relational processes (identifying and attributive) in the two different semantic fields, namely, interior “**self & feelings**” and exterior “**happening**”.

3.2.1 The Choice of Imperative Clause in the English Horoscope Register

3.2.1.1 Imperative Clause in the Semantic Field of “Self & Feelings”

1. The Profile of the Target Data

As shown in the following Table (6), there are four types of verbs involving in the imperative clauses in the semantic field of “**self & feelings**” in the English data. Among the four types, the ‘Cognitive’ set is dominant and it is followed by the categories of ‘Perceptive’ and ‘Emotive’.

Table 6

	Perceptive	Cognitive	Desiderative	Emotive
English	13	24	5	13

2. Data Analysis

i) the ‘Cognitive’ type

According to the statistics in Table 6, the ‘Cognitive’ type constitutes about 44% of the verbs that realise imperative clauses in the semantic field of “**self & feelings**”. Regarding these clauses, there are sixteen out of twenty four clauses (about 67%) involved in the following two aspects.

Firstly, web horoscope writers exhort users to believe in themselves and to mentally engage in different actions. Verbal groups that realise the Process are

“believe”, “redefine” and “think”. The Phenomenon is realised by nominal groups, for example “yourself and your abilities” and “love and commitment”.

Secondly, when it comes to positive impact from the universe, English online horoscope writers command users to be optimistic about the promised power or opportunities, for instance, “do not underestimate the chance promised by heavenly bodies, expecting shifts in life and making new changes”. In the following example, with the choice of the circumstantial element (“Location”) - “in your social status”, the specific aspect that would be different in reader’s life is indicated.

Expect some change in your social status!

This month’s solar and lunar eclipses will lead you closer to your goals and dreams. || With your ruler Mars activating your networking house, you’ll find others that can assist you. Success comes from embracing transformation.

Sometimes, the ‘Phenomenon’ denotes a uplift in readers’ inner power. For example,

Expect your energy to soar and your spirits to be positive after August 1. || *A New Moon Solar Eclipse in Leo will increase your enthusiasm and zest for life for about six months. However, you’ll be passionate about future projects and will want to get going on them.*

ii) the “Emotive” type

Regarding the imperative clauses that realises the “Emotive” type, many are about commanding users to be confident, to love their capability and creativity and to enjoy new exciting things, excellent energy and the happiness of making changes. Even when encountering or predicting something negative, English web horoscope writers say to the reader - “do not worry and do not fret” and set out the command - “enjoy!” For example:

- 1) *At the Lunar Eclipse, your ruler is in the excellent company of both Mercury and Venus. **Love [[what you do, how you think and those [that promote your goals]]!***
- 2) *The 10th and 11th, things can't be better. ||You've generated some seriously excellent energy, ||so do yourself a favour || and really take the time to || **enjoy it.***
- 3) *and on the 30th, **don't worry** || -- you'll figure everything out down the road.*
- 4) *Make the most of the first three weeks of August - ie: indulge and **enjoy yourself as much as you can.** || By the end of the month, it's getting to that time of year again when you're going to be asked to think less about yourself and more about what others need and want. Tedious but true!*

iii) the 'Perceptive' type

Regarding this type, thirteen imperative clauses unfold in 'Process' by four verbs and verbal phrases, they are "watch", "watch out", "pay attention to" and "ignore". Among these clauses, only four are used by English online horoscope writers to warn users to be careful with possible hurdles. However, six clauses are employed to exhort users to be aware of their inner power - creative ideas and promising daydream. At the same time, the positive celestial impact as well as areas and activities that may upgrade and have surprising happening are also the content of the 'Phenomenon' of the 'Perceptive' mental process. In these clauses, 'Phenomenon' is realised by nominal group or nominal group with finite clause as Qualifier, and the Qualifier sometimes characterise the 'Thing'. For example:

- 1) ***Watch for a New Moon in Virgo on August 30 [[that will inspire you to new heights of productivity]].***

- 2) **The 15th and 16th, pay attention to your daydreams.**
They can be telling you something valuable.

iv) the 'Desiderative' type

The majority of the 'Desiderative' type (about 60%) imperative clauses command readers to be mentally motivated to make new improvements and changes, especially when there is awesome power coming from the cosmos. The Process involves three 'Desiderative' verbs - "decide", "plan" and "redetermine", the Phenomenon is realised by nominal group or finite clause with Deictic element "what", and sometimes there is circumstantial element that indicates the purpose. For instance,

- 1) *Hey Leo, this is YOUR month! There's an eclipse in your sign which means you now have an Officially Super Rare Chance to totally turn your life around. || **Decide what you want and go after it,** and this time in 12 months life can look and feel very different.*
- 2) *The eclipse cycle of August highlights your houses of higher learning, deeper philosophy, cultural expansion and languages. || Use this period to examine ways to utilize your natural talents, build on your potential || and **plan for the future.***

Besides mental Processes in the imperative mood, in the semantic field of "self & feelings", there are also eight attributive clauses in imperative mood. Most of them are negative imperative clauses. Readers are asked to avoid certain feelings, for example, taking easy with action packed future and negative things in a general good month. For instance:

- 1) *This month is all about good luck and lots of action for you.
And **don't be at all surprised** || if there's a good deal of travel on your plate to boot!*
- 2) *This entire month, in fact, will be all about finding a happy medium –
|| and **don't be surprised** || if failing to find one leaves you feeling a bit cranky from time to time.*

3.2.1.2 Imperative Clause in the Semantic Field of “Happening”

The imperative clauses in semantic field of “**happening**” are mainly realised by material processes, although sometimes involve attributive and verbal processes. As discussed in the section 2.2.2.2 in Chapter 2 (P54), because of the pressure from the context (*e.g. the expertise agentive role of horoscope writer in the interaction between reader*), some mental activities or alike are converted into material processes by the choice of verbal phrases. For example, “Open your heart to others” and “Make plans”. Consequently, they are counted as material processes and regarded as target data for the analysis of the imperative clauses in the semantic field of “**happening**”. This criterion is also applied to the verbal phrases that realise mental activities in the Chinese and Japanese data.

In the semantic field of “**happening**”, there are some imperative clauses (18 out of 152 imperative clauses, about 12%) which command readers to be conservative or to take one step back, for example, being cautions, having break and relax. However, the majority of imperative clauses in “**happening**” (about 75%, 114 out of 152 clauses) ask readers to take progressive actions. As shown in the following table (7), the commands of taking ‘progressive’ approach mainly involve four types of realisations. The dominant one is C1 – “The commands of taking action to make better performance” and it is followed by the C2 and C3. The following table also presents the typical grammatical configuration(s) – ‘doing’ or ‘being’ of each type.

Table 7

Category		quantity
C1	The commands of taking action to make higher performance doing: <i>material process - [Process + Circumstantial element]</i> <i>material process - [Process + Goal]</i>	46 clause
C2	The commands of taking action to make changes doing: <i>material process - [Process + Circumstantial element]</i> <i>material process - [Process + Goal]</i> Being: <i>intensive relational clause</i>	19 clauses
C3	The commands of taking action at proper manner being: <i>intensive relational clause - [Process + Attribute]</i> doing: <i>material process - [process + circumstantial element]</i>	24 clauses
C4	The commands of taking action at right time Doing: <i>material process - [Process + Goal + Cir: Location]</i>	5 clauses

Regarding category C1, there is often “**Informing**” episode/sequence initiates or supports the episode/ sequence -- “**Advising**”. The former one always demonstrates the promising conditions for making improvement, progress and achievement; and the latter one sets the command (3). The good conditions that illustrate in the “**Informing**” are always about the positive impact on readers’ love life, work or inner being from the cosmos. For example, “love life gets a luscious boost from Venus/Jupiter” and stars “help you to make success and become more confident, warm, and affectionate”. Sometimes, the possible promising result of obeying the command is presented in the “**Advising**”.

This semantic pattern – “**Informing + Advising**” logically justifies the uttering of the command from writers/speakers, which is demanding readers to take

action to make better performance. This prioritises the principle of being progressive in dealing with future at the semantic stratum.. For example,

1) *With the Moon in Scorpio on August 7 and 8 you'll be able to passionately pursue your plans. **Throw yourself into work projects with passion on August 7 and 8.***

2) *At the Lunar Eclipse, your ruler is in trine to a trillium with Saturn, Mercury and Venus! You can impress the tenured as well as the fresh and enthusiastic in career and professional associations!*

Being part of a team that is reasonable, progressive and organized is seen mid-September.

At the same time, many imperative clauses of the type C1 are in the logico-semantic relation – “extending: addition” with other imperative clause(s) in clause complexes. For example, “Take notes, make lists and teach all that you have learned”. This kind of ‘expanding’ packs more specific information in the order and helps to make the voice of demanding stronger.

Regarding the type C2 - imperative clauses that ask readers to make changes, the majority are realised by material clauses. In the material processes that with a Goal, sometimes the Epithet “new” modifies the Thing in the nominal group that realises the Goal. For example, “Show what you're capable of and take on new challenges.” The Epithet – new can bear the meaning of “unusual, different” and thus gives the command(s) the meaning of making shifts and changes. This kind of experiential content is also implied with the choice of verbs with prefix “re-” that realise the Process in imperative clauses. For example,

1) ***Re-write your ticket to excellence.***

2) ***Re-work your strategy and energy flow in business over this next month!***

Sometimes, the circumstantial element - enhancing (location) plays an important role in making the commands asking readers to move forward. For example, "Take this opportunity|| to get out of your comfort zone and off the couch!" There are also a few imperative clauses in negative form demanding readers to end old relationships/actions faster, and they imply that readers need make changes regarding personal relationship, for example, "Don't delay. PS Relationships finishing now have run their course, so don't cling on".

Occasionally, a good possible result of achieving something new and different in the readers' life is presented in the secondary clause in an extending relation with the imperative clause. This structure also makes the action(s) ordered by online horoscope writers has a purpose of rebuilding things and bringing out some new changes. For instance, "Decide what you want and go after it, and this time in 12 months life can look and feel very different".

Some commands of making changes are realised by attributive processes. With the selection of circumstantial element - Cause: purpose, the demand of making changes is indicated, for example, "Get ready for some changes with the New Moon Eclipse in Leo on August 1".

When the imperative clauses that exhort readers to make changes (type C2) at the higher stratum (the semantics) are examined, they are discovered to be important constitutions of the episode "**Advising**". The "**Advising**" is always logically and semantically supported by the episode - "Informing", because in the latter one, the good conditions of making changes that are promised by the heaven are often demonstrated. For example:

Informing:

The solar eclipse in your house of friendships and future goals can have your world spinning! Suddenly it seems that every part of your life is up for change.

This includes people, friends, intentions and dreams.

Advising:

*Whatever comes up now is a part of your future;
so prepare yourself to release lots and go with the flow.*

It seems that English online horoscope writers employ various linguistic resources to fulfil the command of one kind – urging readers to move on and make something new when dealing with their future.

As far as the type C3 -- the demands of taking action at proper manner is concerned, most of the commands are realised in intensive attributive processes. Manners of action are ascribed to quality Attributes (Halliday & Matthiessen (2004: 220). For example, “Be very clear and concise when giving instructions” and “On August 11 be flexible and creative in your approach”. Sometimes, the manners of actions are indicated by circumstantial elements - the type of enhancing: manner, for instance, “play your romance cards right” and “act with confidence”.

Sometimes, the primary clauses which set the command are expanded by secondary clauses that indicate promising result(s) in clause complexes. For instance, “Be tactful and diplomatic and all will go well” and “Play your romance cards right and the 12 months can be sublime”. With expanding clauses in this kind of logico-semantic relation, it seems this kind of commands also can be generally included in the type C1 and C2 – the commands of urging readers to make better performance and some

changes.

As with the C1 and C2 types so far studied, the commands of this type (C3) are also always supported by the statements illustrated in the episode/sequence “**Informing**”. For example,

(1) Informing:

On the weekend of August 9 your determination and passion will help you make progress on a pet project.

Advising:

Stay focused though, and think ahead.

(2) Informing:

At the Lunar Eclipse, your ruler is embracing the Moon, Chiron and the Dragon's Head in Aquarius in opposition to the Sun in Leo!

It is a time to dispel illusions and re-assert ideals that complement you in your relationships with others and in the missions that are calling you!

Advising:

Marry your ideals a bit more to realism!

Lastly, regarding the category C4 - the commands of taking action at a right time, the typical realisation form is material process unfolding circumstantially in “Location: time”. The “time” itself in imperative clauses is always illustrated as the right moment to make new change and higher achievement by the statements in the episode “**Informing**”. For example,

Informing:

At the Lunar Eclipse, your ruler is in trine to a trillium with Saturn, Mercury and Venus! You can impress the tenured as well as the fresh and enthusiastic in career and professional associations!

Advising:

Being part of a team that is reasonable, progressive and organized is seen mid-September. Interview now!

In General, in online English horoscopes, imperative clauses are employed by writers to demand horoscope readers to take certain actions in the realisation of demand for goods-&-service. In the semantic field of “**self & feelings**”, the individual capability (energy, creativity and confidence) is a focus and the appraisal of positive attitude when facing difficulties is high, readers are encouraged to take advantage of promising conditions (for example, the boost of their inner power fuelled by the stars) to make changes and achievements. However, only a few imperative clauses show English writers’ interest in the attitude or the strategy of being cautious and conservative.

In the semantic field of “**happening**”, the majority of imperative clauses are about commanding readers to act progressively. At the rank of clause, there are four types of presentations, when examining them from the higher rank -- clause complex and the higher stratum – the semantics, exhorting readers to make something new and extraordinary is a focus. The percentage of the imperative clause that command readers to be careful and to relax is low.

By analysing the selection of imperative clauses in English horoscopes, we can see how the grammar grammatical choices make the horoscope register take on a dominant quantitative feature – creating interpersonal exchange by the configuration - “Statement in ‘Informing’ + Command in ‘Advising’”. A closer look at web English horoscopes reveals that the commands from English writers also concern readers’ mental realm”. Knowing” (the ‘Cognitive’ type) instead of “wishing” (the ‘Desiderative’ type) occurs frequently. Similarly, ‘progressive’ approach but not conservative way is prioritised in English online horoscopes. Although the promotion of the ‘conservative’ approach appears occasionally, the ‘progressive’ approach and individual power is valued in web English horoscopes as an important

factor that possibly leads to the happiness and success of readers' individual life.

3.2.2 The Choice of Relational Clause in the English Horoscope Register

In this section, I discuss the choice of relational clauses and the dominant tendency to construe the experiential meaning in two semantic fields – “**self & feelings**” and “**happening**”. The main focuses are identifying and attributive processes.

In the semantic field of “**self & feelings**”, the identifying and attributive processes are those with participants involving in mental activities or domains. For instance, the Token or Value; Carrier or Attribute is realised by embedding mental clause, nominalised mental process or nouns that represent psychological elements (for example: instinct, emotions, idea and understanding).

3.2.2.1 Identifying Clauses in the Semantic Field of “Self & Feelings” and “Happening”

1. Identifying Clauses in the Semantic Field of “Self & Feelings”

In the English horoscope texts, nineteen identifying clauses are found manually in the semantic field of “**self & feelings**”. The majority of identifying clauses involved in this semantic field (about 80%) are about or relate to the identification of or reporting the celestial impact on readers. By construing the identification relations between the Token and Value, English web horoscope writers try to establish that celestial bodies do influence or reflect the inner world of the readers of the horoscopes. More specifically, in terms of this meaning construction, there are four types of realisations and they are shown

in the following paragraphs.

Type 1:

In two identifying clauses, celestial events or objects as the Token are identified by the Value. In the Value, the meaning of the celestial phenomena or entity for readers' mental movements or being is revealed by nominal group. For example:

- 1) *Eclipses are the Universe's way of focusing our attention and showing us where we've wandered off our right and proper destiny and life path.*
- 2) *The Moon represents instinct and emotions.*

Type 2:

More specific information of the impact from the cosmos, like what kind of inner power or psychological doing is going to be uplifted, is identified by the choice of nominal group with finite clause as Qualifier in the Value. For example:

- 1) *The current positioning of the personal planets is in one of the most promising areas of the sky for you.*
- 2) *This is the area that [[calls forth your real vision, supports your sense of adventure]] and is the springboard of achievement.*

Type 3:

Because stars are moving objects in the universe, their power on people at a particular time or period is often emphasised by English online horoscope writers. With the selection of nominal group with non-finite clause as Qualifier in the Value, the Token is identified as the important timing for taking progressive actions.

- 1) *As the Sun, Mercury and Venus are highlighting your relationship zone, **now is the time [[to bounce ideas of others]] ||as they are more likely to take an interest in what you have to say than before.***
- 2) *The New Moon eclipse is sending you very positive vibrations for renewal and change in your working life.*

*If you feel you've been flogging the proverbial dead horse where your career's concerned, **this is the month [[to plot your Next Best Move]]**. Anything from a job description minor rewrite to a major professional overhaul is supported by your current celestial conditions.*

Type 4:

Sometimes, an identifying process is employed to demonstrate the best approach for readers to take based on the reporting of the celestial impact. In the following example, the nominal group – “innovative philosophy and vision” in the mental process shows how the personal interaction is under the mood of the heavens. This is echoed in the nominalised verbal group – “creating a think tank” that realises the Value in the identifying process.

*At the Lunar Eclipse, others take an interest in your **innovative philosophy and vision** for the future.*

***Creating a think tank** is the best aspected approach.*

Examining the identifying processes in the semantic field of “**self & feelings**”, we can see that the realisation of the Value (the selection of nominal group with non-finite clause as Qualifier) makes the meaning construction focusing on the justification of taking ‘progressive’ approach. For example, being creative, planning new movements and have the sense of adventure.

Looking from above - the stratum of Semantics - this focus in meaning construal is also displayed in the configuration of the typical semantic

movement – “**Informing**” + “**Advising**”. For example,

Informing:

The New Moon eclipse is sending you very positive vibrations for renewal and change where your deep, dark, very personal self is concerned.

The part of your chart being energised is the part of you [[that dreams, fears, and has hunches]].

It's the part of you that floats off into the ethers when you use your imagination, pray or meditate.

Advising:

Top tip: Follow your feelings, not your fears.

This focus in the meaning construction that reflected in the identifying processes in the semantic field of “**self & feelings**” is similar to the finding presented in the section – 3.2.1 of this chapter (the analysis of imperative clauses).

In the following section, the identifying Process in the semantic field of “**happening**” is going to be analysed.

2. Identifying Clause in the Semantic Field of “Happening”

In the semantic field of “**happening**”, there are also many identifying Processes employed by online horoscope writers to construe the cosmic power over readers. As with what has been demonstrated in the analysis of the identifying clause in the “**self & feelings**”, there are also four types of presentations regarding the construing of the impact on readers from the mighty universe.

The focus on establishing the rationality of taking a ‘progressive’ approach is also shown in the choices made at the stratum of lexicogrammar. For

example, the lexical choice (underlined words and phrases) in the Value (bold and italic part) in the following three examples, the impact of an eclipse and readers' action are identified as entities that are of the characteristic of making change and progress.

Especially in example 2), synonyms - "renewal, change" and "adjust" are chosen to realise the circumstantial element – "Cause: purpose" in the first material clause and the process in the last material clause respectively. Consequently, this "**Informing**" episode renders readers with an emphasis in experiential meaning construction, which is achieving some positive changes in life is just right on the plate of the heavens.

1) *Hey Leo, this is YOUR month!
There's an eclipse in your sign || which means you now have an
Officially Super Rare Chance to totally turn your life around.*

2) *The New Moon eclipse is sending you very positive vibrations for
renewal and change ... where your daily work routines are
concerned.*

*For some it's going to mean that after a long-time-planning, you're
finally going to make a career move [[that means big changes for
you and your lifestyle]].*

*For others, there's something at home that's changing, so the rest
of your life is being adjusted.*

3) *You are having a rough time, I know. With Saturn in your sign,
conspiring with your ruler Mercury you might even feel cursed!
Add on two eclipses this month in your 12th house of reflecting:
you may spend lots of time wondering how you can escape your
seemingly miserable karma.*

*It's hard to ask a Virgo not to fret; however your mission is [[to
challenge your discomfort into something wonderful]] and you
can only do this by channelling your current thoughts!*

However, there are horoscope writers who do not follow the tradition of

reading stars. Consequently, there are also many identifying clauses in “**happening**” that are not involve in the pattern of “interpreting impact from the universe on reader” ^ “prediction of what readers should be or should do”. Instead, they realise relatively direct interpretations of readers’ future from online English horoscope writers. For example, in the following two examples, with the choice of embedding clause in the Value, the specific time or period is identified as the time for making progressive movements and changes.

- 1) *On the 26th, your intuition puts you ahead of the game and the 30th is the right time [[to connect with somebody [you’ve always admired, but have been a little too shy to approach]]].*
- 2) *If you’ve been treating your body less than kindly, this month is the time[[to really change that]].*

Totally, thirty seven (about 60%) identifying processes in the semantic field “**happening**” are likely show that English horoscope writers’ focus on the construction of the rationality of choosing ‘progressive’ approach.

There are eighteen (about 30%) identifying clauses in “**happening**”, which shows web English horoscope writers’ concern for ‘conservative’ approach. Some of the clauses interpret the influence from the universe upon readers and some do not. Many of them are involved in construing the rationality of adopting ‘conservative’ approach. For example, some identify the timing of taking one step back; some identify the root or the timing of possible problematic happening. For example,

The mid-August born are more susceptible to effects linked to the lunar eclipse of the 17th (AEST). This Full Moon places an accent on relationships and is also linked to Neptune. There is plenty of idealism around this aspect, and it is sometimes difficult to select fact from fiction with Neptune so powerful. It is best not to make too many concrete decisions at least without getting at least a third opinion.

Generally, although there is a small group of identifying processes involved in

construing the rationality of taking the ‘conservative’ approach, the majority of the identifying processes in the semantic fields of “**self & feelings**” and “**happening**” focus on the establishing of the rationality of adopting ‘progressive’ approach in English online horoscopes.

3.2.2.2 Attributive Clause in the Semantic Field of “Self & Feelings” and “Happening”

In this section, only attributive processes in declarative mood are chosen as the target data. This is because attributive processes in imperative mood are already analysed in the section – 3.2.1 of this chapter. There are quite a few attributive processes in interrogative mood. Compared with attributive processes in interrogative mood, attributive processes in declarative mood are more likely to show what online English horoscope writers want to construe experientially.

1. Attributive Process in the Semantic Field of “Self & Feelings”

i) Intensive Attributive Process

In the semantic field “**self & feelings**”, the intensive attributive process is the dominant type (86%), there are some possessive and circumstantial attributive processes. In terms of intensive attributive clause, there are two sub-categories, one with **Attribute** that is a part of classification – entity **Attribute**(*see examples in P97*), the other one with **Attribute** that is a feature of classification – **quality Attribute** (Halliday & Matthiessen, 2004: 220). The latter one is dominated in English horoscopes (*see examples in P98*).

In most intensive attributive processes with entity **Attribute**, the **Carrier** is

realised by pronoun – “it or this” that represents a time, and the typical structure of the **Attribute** is “nominal group” (*Deictic “a” + Thing (time/ period /year/ month/ day)*) + embedding clause complex as Qualifier. Sometimes there is an adjective Epithet that of positive meaning, for example, “powerful and good”, modifying the Thing in the nominal group. The embedding clause complex in **Attribute** always includes mental process and material processes, and they are often in the ‘**extending: addition**’ relation. The embedding clause complex – the Qualifier is the one that has rich meaning content and brings feature(s) to the **Attribute** – a class of timing. By the selections of verbs that realise the Process and the nominal groups that realise the Phenomenon/Goal, the Qualifiers always construe the **Attribute** as a time of moving on, making changes and achievements. For example, in the following examples, the verbs – envision, re-assert and the Phenomenon – new ventures contribute to this kind of meaning construction.

- 1) *While you are totally focused on finances now, this month can really shake things up! You’ll need to be more creative than usually to manage your cash flow. However, you can also come up with great ideas about how to make more. You can’t afford to rely on promising others because ultimately they will fail you. **This is a good time to [[envision and plan new ventures]].***
- 2) *At the Lunar Eclipse, your ruler is embracing the Moon, Chiron and the Dragon’s Head in Aquarius in opposition to the Sun in Leo! **It is a time to [[dispel illusions and re-assert ideals** that complement you in your relationships with others and in the missions that are calling you]]! Bring out the best!*

In terms of attributive process that has quality **Attribute**, many have chosen “You” (the reader) as the **Carrier**; and the Carrier is ascribed to an entity of positive quality, for example, “optimistic, passionate and outgoing”. Sometimes, there is circumstantial element “**Projection (Matter)**” or

“**Location (place)**” involved in this type of attributive process, for instance, “about future projects” and “on a more down-to-earth project”.

It appears many attributive processes that of quality Attribute contribute to the construction of the advantageous conditions of readers’ spiritual being. With some of the attributive processes which unfold circumstantially, the focus of the meaning construing is further developed into the domain of building up good mental being in order to make achievement and progress. Sometimes, this meaning is further expanded by a secondary clause which is in the **extending (addition)** relationship with the attributive process in clause complexes. For example,

- 1) *With Mercury and Venus in Leo during the first week **you'll be very optimistic** || and able to attract a lot of attention.*
- 2) *However, **you'll be passionate** about future projects || and will want to get going on them.*

This type of intensive attributive process is also employed to show the possible good result of adopting ‘progressive’ approach in the episode – “**Advising**”. For example,

- 1) *On the 10th, make a plan, and by the 12th and 13th, **you'll be astounded at** how quickly this plan has come into being. How exciting!*
- 2) *Use your amazing newfound ability to sweet talk others in early August. Just open up that pretty mouth and let the words flow.*

***You will be amazed at** how easy it is to wrap others around your little finger!*

ii) Possessive and Circumstantial Attributive Processes

As with the intensive attributive (quality Attribute) so far investigated, many possessive and circumstantial attributive processes also shape up promising condition of readers' mental being in English horoscopes. For example,

1) *On August 9 your thoughts will be on the future and you'll have the ability to transform your life with your thoughts.*

2) *You have the ability to [[make a good judgment]] and you should use it there.*

Many of these possessive and circumstantial processes play an important role in the realisation of the semantic episode - “**Informing**”. And the “Informing” type supports or initiates the following episode - “**Advising**” logically and semantically. In the “**Advising**”, readers are always advised or urged to move forward. For example:

Informing:

Your thoughts about your current situation seem to be right on.

Although, once your ruler Mercury enters the critical sign of Virgo mid month and hooks up with stern Saturn; you'll be the first to see the flaws of your intentions.

Advising:

*Use this month to map out Plan B and C so you won't waste any time doubting yourself,
if things don't work out the way you thought they would.*

Construing the positive condition of readers' inner being is the focus of the attributive processes. Moreover, sometimes, this is further extended to the mental being of other people that may interact with readers. For example, “somebody new” is chosen as the **Carrier (possessor)** in the clause - “The 20th, somebody new will **have a very interesting insight**; follow up on it.”

Besides the construction of a promising state for taking progressive movement, sometimes, certain negative states of readers' inner being are also demonstrated by possessive relations. However, there is always a secondary clause expanding the possessive attributive clause in clause complexes. And the secondary clause demonstrates good exterior or interior state of breaking the hardship. This ensures the focus on being progressive is not shifted away. See the following examples.

- 1) *You will **have** personal **emotional adjustments** with your income and values and luck will be riding with you on this.*
- 2) *You are putting a lot of thought in your relationships as sometimes **you have the feeling of** being tied down by circumstances and you can have the desire to break away.*

In summary, there are more than half (32 clauses out of 60, about 52%) attributive processes in the semantic field of “**self & feelings**” show the focus on the construing of good timing, reasonable conditions of inner being for taking ‘progressive’ approaches.

At the level of **Semantics**, most of them play an important role in realising the episode -- “**Informing**”. With the configuration – “**Informing**” + “**Advising**”, English web horoscope writers’ advice to take actions to make changes and improvements follow the line of logic and meaning of the “**Informing**” and appear in the “**Advising**” naturally.

In the semantic field of “**self & feelings**”, although there are also twenty two about 37% (twenty two out of sixty clauses) attributive processes involved in construing the rationality of the ‘conservative’ approach, the quantity is almost sixteen percent less than those focusing on the construction of the rationality of the ‘progressive’ approach.

2. Attributive Process in the Semantic Field of “Happening”

i) Intensive Attributive Process

In the semantic field of “**happening**”, the intensive attributive clause is also dominant. In terms of the intensive attributive clause, the category that has entity **Attribute** and the category that has quality **Attribute** have almost equal distribution.

The majority of the attributive processes that have an entity **Attribute** (approximate sixty percent) are about ascribing the **Carrier** to the **Attribute** - a class of timing. In these processes, the **Carrier** is often realised by “this” that represents a period of time; and the **Attribute** is often realised by nominal group -- “Deictic “a” +Thing (time/ period /year/ month/ day)” + Qualifier, and sometimes the Thing is modified by an adjective Epithet.

The Qualifier in the Attribute is the one that brings characteristic(s) to the Attribute. The realisation of the Qualifier involves verbal phase, finite or non-finite clause. By selecting the nominal group that realises the Goal and the verb that realises the Process and Circumstantial element in the Qualifier, the **Attribute** is construed as a class of timing for making changes, improvement and other progressive movement (see following examples from (1) to (3)). Sometimes, the adjective Epithet modifying the Thing in the Attribute plays an important role in this kind of meaning construction (see example 4)).

1) Advising:

This is a time to [[share some of the adventures of your life with others]].

Speak of courage and optimism in the face of change. With you there is a moral in every story.

2) *Informing:*

Your ruler, Jupiter, is retrograde Capricorn all month!

At the Solar Eclipse, it is trine to both Mars and Saturn in Virgo!

This is an excellent time to [[rewrite your job description or reorganize your own business]].

This is a time to embrace the drawing board to move forward next month.

3) *Informing:*

At the Lunar Eclipse, your ruler has moved on into Virgo and is conjunct both Mercury and Saturn as it trines retrograde Jupiter in Capricorn.

This is an excellent time to [[be the mentor and lead in organizing constructive change in the World around you]].

Facts and examples to back you up come easy now!

Enjoy!

4) *Informing:*

At the Lunar Eclipse, your ruler is embracing the Moon, Chiron and the Dragon's Head in Aquarius in opposition to the Sun in Leo!

As of August 19 the rest of the month will be a creative and social time with Mars in Libra. Similarly outstanding loans may be packaged into one manageable one.

The focus on the construing of the rationality of taking 'progressive' approach is not only realised at the rank of clause, but also realised in clause complexes. Please see the following two examples. In the first one, under the condition of not being lazy, the dominant clause – the attributive process construes an attributive relationship between the **Carrier** - "August" and a class of "extremely productive month". In the second example, by reference to a "cause: purpose" in the dependent clause, the claim of 'it is a timing for taking action' is enhanced.

1) *If you can overcome a tendency to coast at times,*

August can be an extremely productive month [[that puts you in a much better position regarding you future security]].

2) ***It is a time to [[join common interest groups]], especially in***

order to further your interests. Other people have experience to add and share with you.

Besides establishing the classification of timing, there are also some other classification constructions, for instance, the Carrier is ascribed to a kind of aspect that would get changed or a kind of stimulant or boost for making achievements. For instance,

1) The important eclipse this month, at the very start of August and midway through the month occur in the area of friendships and group associations.

*As eclipses tend to turn off the lights and then bring them back on with a different setting, **this is an area of potential change for you.***

*2) On August 19 Mars will enter Libra for the remainder of the month and **be a catalyst** for your social life. You can make your plans a reality from August 19 to 21 by taking action.*

*3) The 21st, go out for a nice lunch; **it can be a real career boost.***

At the stratum of Semantics, many of this kind of intensive attributive processes are important in the realisation of the episode – “**Informing**”. Quite often with the movement of stars or celestial events reported in the first sequence, a promising condition for people to take positive action to make achievements or changes is construed by ascribing the Carrier to an entity Attribute. Based on this, sometimes, a sequence in which advice for readers to act comes to wrap up the whole episode or appear in the following episode -- “**Advising**”. This kind of configuration – “**Informing**” + “**Advising**” shows us that English online horoscope writers’ focus is still on the ‘progressive’ approach.

Totally, in this category of intensive attributive process (with entity Attribute), the majority (thirty nine out of fifty eight clauses) show horoscope writers’

focus in establishing the rationality of taking 'progressive' approach, while a small portion (twelve clauses) shows writers' concern for 'conservative' approaches.

As far as the other category -- the intensive attributive process with quality Attribute is concerned, there are thirty three clauses involved in the construction of the rationality of taking 'progressive' approach.

In many of them, the Carrier -- "you" is ascribed to a quality Attribute which includes an Epithet that usually has positive meaning. For example, "You'll be more charismatic and affectionate as well" and "you'll be ready for a new adventure".

Sometimes the sequences that are realised by these intensive clauses are preceded by an episode that demonstrates the positive impact from the universe. The advice to take progressive action is also given sometimes in the same sequence that is realised by the attributive process or the following sequence. It seems these intensive attributive clauses are also involved in construing good condition for readers to make achievement and progress.

For instance,

Hey Leo, this is YOUR month! There's an eclipse in your sign which means you now have an Officially Super Rare Chance to totally turn your life around.

*Decide what you want and go after it, and this time in 12 months life could **look and feel very different**.*

The areas which you're due for success include your love life, re money, at work and with your friends. Forget about the past. Here come the eclipses and they've got your name on them.

Instead of establishing a classification of a good timing for action by using intensive (entity) attributive clauses, this type of intensive processes are

focused on the construction of the advantageous condition of readers' capability, health and social relationship. For example,

- 1) *By the 11th, **you'll be ready for a new adventure**, so get to it!
That's what summer is for, isn't it? Be sure to bring your sunscreen
and your safari hat!*
- 2) *You'll be doing some of your best work this month, as the solar
eclipse pushes you towards greatness. A couple of things can
happen here. **You can become healthier than ever**, take on a
leadership role at work or simply enjoy watching the summer
Olympics. This eclipse takes place in your house of wellness, work
and sports!*
- 3) *The 10th and 11th, **things can't be better**.
You've generated some seriously excellent energy, so do yourself a
favor and really take the time to enjoy it.*

Several intensive attributive clauses of this type add more information to the primary clause in clause complexes. For example,

- 1) *Play your romance cards right and the 12 months **can be sublime**.*
- 2) *There is a lot to be gained at your work place and learning to
channel your energies toward whatever your work field **is can be
rewarding**.*

Besides the construction of promising conditions, there are several attributive clauses of this type involving in the illustration of disadvantageous circumstances, for example, hardship in work and other difficulties. However, there is always a command or statement concerning taking positive action to overcome these hurdles appearing in the same or following sequence. This typical realisation of giving advice after providing facts keeps the focus on shaping up the rationality of adopting 'progressive' approach. For instance,

- 1) ***Work will be all-encompassing on August 12 and 13.**
Show what you're capable of and take on new challenges.*

2) *You are having a rough time, I know.*

With Saturn in your sign, conspiring with your ruler Mercury you might even feel cursed! Add on two eclipses this month in your 12th house of reflecting: you may spend lots of time wondering how you can escape your seemingly miserable karma.

It's hard to ask a Virgo not to fret; however your mission is to challenge your uncomfot into something wonderful || and you can only do this by channelling your current thoughts!

In several examples, English web horoscope writers' positive appraisal about taking progressive action also shows up in the configuration of *Carrier (it) + Attribute (adjective – important, crucial) + Carrier (postposed clause)*. For example,

1) ***It's important to [[be clear and concise in your own dealings || and also to be guided by actions rather than words]].***

2) ***Around the 11th, it's crucial [[that you explore something new, both at home and at work]].***

What is interesting is that with respect to the intensive attributive clause (with a quality Attribute), for the first time, the quantity of clauses involved in construing the rationality or importance of being cautious, not rushing things and other similar attitude) is almost the same with those that are focused on the 'progressive' approach.

From time to time, English online horoscope writers' intentions of keeping balance between these two approaches can be seen in English online horoscopes. For example,

1) ***"This would be a good time to get organized and purge unnecessary items at home and work. Venus will enter your sign on August 6, making you more critical but enhancing creativity. Watch the tendency to be impatient and hasty on August 6.***

2) *The Moon in Aries from August 19 to 21 will lift your spirits and get you inspired to initiate new things, but you'll need to think them through carefully first. The Sun, Mercury, and Venus in Leo during the first week will challenge you to extend yourself and get in touch with this energy. At first it will be difficult and frustrating, but over time you'll be able to grow in new ways.*

ii) Circumstantial Attributive Process

In the semantic field of “happening”, there are forty seven circumstantial attributive clauses and all of them have Circumstance as Attribute. The majority of them (35 out of 47 clauses, over 70%) are involved in the prioritising of the progressive decision when dealing with future.

In fifteen circumstantial attributive clauses, a Circumstantial element (Location: place) serves as the Attribute, the Carrier is realised by a nominal group that represents a heavenly body. With the attributive relationship established between them, the position of stars is demonstrated.

Half of these processes realise the first sequence of the episode - “Advising” and followed by a sequence that asks readers to make progress, achievement and changes which is mainly realised by the verb with “re-” as prefix in the Process. Another half of these fifteen possessive clauses realise the first sequence of the episode - “Informing”, and it is usually followed by a sequence that elaborates the impact when the star is moving into a particular location. The illustration of the celestial impact is usually realised by an intensive attributive clause that has nominal group -- “a time” + Qualifier (embedding clause) as the Attribute.

In the suggestions offered by web English horoscope writers in the “Informing” and the “Advising”, the grammar shifts its probabilities to construe the rationality of taking progressive movement. This can be seen in the

selection of the verbs that realise the Process and the nominal groups that realise the Goal, and the choice of Circumstantial elements in material and attributive clauses. For example,

1) *Advising:*

At the Lunar Eclipse, your ruler is in Virgo and analysis can bring awesome results || as it is travelling in the company of Saturn and Venus.

Redefine love. Redefine commitment.

2) *Informing:*

Your ruler, Venus, is in Leo and in trine to retrograde Pluto in Sagittarius while opposing retrograde Neptune in Aquarius at the Solar Eclipse!

This is a time to share some of the adventures of your life with others.

Advising:

Speak of courage and optimism in the face of change.

With you there is a moral in every story.

In several other circumstantial attributive processes, with prepositional phrase initiated by “about”, “in” or “on”, the Attribute construes the aspect(s) of readers’ life that is going to get the power from the heaven or undergo change. With the promising conditions from the heaven demonstrated, sometimes readers are advised to take the opportunity to make their future prosperous. For instance,

1) *The New Moon eclipse is sending you very positive vibrations for renewal and change where cash, property and possessions are concerned.*

This is actually a super-auspicious eclipse for you.

Few signs handle cash as well as you do, and this eclipse is all about helping you to expand your financial empire, or at the very least, get one established so it can prosper further down the track.

2) *Your career and goals in life are in the limelight for you this month.*

In general, the analysis of attributive processes shows that many intensive and the majority of circumstantial attributive clauses are involved in construing the rationality, when dealing with the future. For instance, some of the focuses in meaning construction may include good conditions for action, for example, good timing, advantageous inner (mental) and external factors.

This general tendency and priority is similar to what is found in the analysis of the identifying processes in the semantic fields of “**self & feelings**” and “**happening**”. Particularly, when looking at English web horoscope writers’ choices at the lexicogrammar from above the stratum - Semantics (the role of the relational clauses in the realisation of the episodic movement “Informing” + “Advising” and the meaning presented in this structure), their focus in construing the rationality of taking ‘progressive’ approach in the horoscope register shows up. Moreover, with the realisation of interpersonal metafunction by giving information to readers in declarative mood and by commanding readers to take action in imperative mood, the experiential meaning construed by relational processes is further realised in the interpersonal interaction between speakers and readers.

3.3 Qualitative Study of English and German Horoscope Registers

According to the report of my initial studies of English and German horoscope register, reporting astronomic impacts on readers is organised episodically as “**Informing**” and “**Advising**”. Textually, the choice of “stars” (heavenly bodies) and “you” (referring to the readers of horoscopes) is one of the dominant choices of Theme in the corpus of English and German online horoscopes. With the software ‘SysConc’, the frequency of “You” and the rank of the frequency in corpora can be counted. As shown in Table 8, the search of “You” hits 611 times in English corpora and ranks third in frequency, and the search of “Du (you)” in German corpora hits 873 times and ranks first in frequency.

This indicates that it would be interesting to compare the differences in construing the connection between “stars” and “you” in English and German horoscope registers. And this comparison is worthwhile to conduct for examining the similarities and differences in English and German cultures in dealing with future.

Table 8 Statistics of Frequency

	You		
	Rank	Hits	Percentage
English corpora	3 rd	611	3.44%
German corpora	1 st	873	6.2%

3.3.1 The Comparison of Choices in Process in the Realisation of Construing Connection between “Stars” and “You”

With ‘Sysconc’ and manual selection, fifty five and fifty clauses are found as target data in German and English corpora respectively for this study. As we can see from the following table (9), there are material clauses and relational clauses involved in English. In German, there are material clauses, relational clauses and mental clauses in the target data for this study. All the clauses from German and English corpora are drawn from almost same amount of clause complexes.

Table 9 Statistics of Target English and German Data

Process Type		English Target Data		German Target Data	
		Clause	Clause Complex	Clause	Clause Complex
Material Process		11	29	9	17
Relational Process	Intensive	1	9	3	8
	Possessive				6
Mental Process		0	0	3	6

Although there are some “Intensive Attributive” clauses, English web horoscopes mainly use “Material Process” to construe the connection between “star” and “you”. The percentage is as high as 91.6%. However, in German online horoscopes, the connection between “stars” and “you” is built up by choosing material (51%), relational (31%) and mental process (16%).

Regarding the material process, English and German Horoscopes made quite different choices. There are more transitive forms with “Recipient” - “you” in corpora of English horoscope register, for example: “help you” (5 clauses), “sending you” (12 clauses), “bring you” (6 clauses) and “allow you”

(3 clauses). However, in the German data, most transitive material clauses are constructed without “Recipient” - “you”, and there are much more intransitive clauses with “Scope”, for example: “star” + “stand/ depart/warn” + Scope. It looks that more transitive material process is chosen to establish the connection between heaven and people in English online horoscopes. However, in web German horoscopes, the movements and change of star is illustrated by material clause first, and the connection between “star” and “you” is construed with other clauses in clause complexes.

Concerning relational clauses, intensive attributive is dominant in both English and German target data. For example:

1) *The Moon in your sign on August 10 and 11 will make you restless and impatient,*

2) *Denn eine Mars-Spannung macht sie ein bisschen leichtsinnig.*

Translation: because a Mars-tension makes you a little bit careless.

In both German and English target data, attributive clauses are configured with third participant - “star”. It represents the entity that assigns the relationship of identity of attribution, that is “Attributor” (“star”) ascribes “Attribute” (certain feature) to “Carrier” (you).

In the German data, there are attributive possessive clauses which are not found in the English data. For example,

1) *Das Chaos an Ihrem Arbeitsplatz ist perfekt, Saturn hat Sie und Ihre Aufgaben in Visier.*

Translation: The Chaos in your working place is perfect, Saturn has you and your work in sight.

2) *Gegen Erst Monatsende Sie werden wieder aktiv, denn dann Sie*

haben Mars im Sextil.

Translation: At the early time of the end of the month, you will be continuously active, because you have Mars in sextile.

Also, mental clauses are only found in German online Horoscopes. For instance,

- 1) Bringen Sie da nur nichts durcheinander, sonst Venus sorgt fuer Eifersuchtsdramen der Sonderklasse.

Translation: Just don't make chaos, if Venus cares about deep jealousy.

- 2) denn Venus-Saturn-Merkur-Quadrat sorgt fuer Missverstaendnisse und Ihre Worte kommen irgendwie nicht richtig an.

Translation: because Venus-Saturn-Mercury square cares about misunderstanding and your words can't be right anyway.

By choosing mental processes, "stars" in German horoscope seem become more person-like and god-like and might help establish closer relationship between "star" and "you". With this, the authority of the "Tenor" (the agentive role of horoscope writers) is also likely enhanced, because the mental processes suggest that German online horoscope writers even know the inner world of the God that is represented by the "stars". The possessive relationship between "star" and "you" construed in possessive processes seems to show that readers also have power over stars, and might show online German horoscope writers have more concern about emphasising individual power and uniqueness. However, English writers prefer to construe a one-way impact -- the power from the heaven over human individuals in English horoscope register.

3.3.2 The Comparison between the Choices of Clausal Circumstantial

Elements in Construing the Connection between “Star” and “You”

Regarding the choice of circumstantial elements in material process, “Location (place/ time)” is a major choice both in the German and English target data. In the English target data, transitive material process is an important realisation in establishing the connection between the two worlds. And the circumstantial elements -- “Cause: purpose” and “Extent: duration” are important configurative elements for talking about the purpose of the celestial impact and how long the influence will last on “you” (reader). For instance,

- 1) The New Moon eclipse is sending you very positive vibrations for renewal and change where sex and money are concerned.
- 2) The Eclipse will influence you for about six months and bring a childlike approach.

However, in the German material clauses, the circumstantial elements -- “Cause: purpose” and “Extent: duration” are not found. And the choice of the circumstantial element -- the type of “manner” is found the dominant choice. And this type involves in three sub-types: “degree”, “means” and “quality”. They constitute 44% of the circumstantial elements in the German material clauses, which is almost five times more than those in the English material clauses (see *Table 10 for statistics*). It appears that besides describing the place and timing of stars, reporting the “manner” of celestial events is of much more importance in web German horoscopes than that in English online horoscopes. For example,

- 1) Mars wird Ihnen ab dem 19. August richtig einheizen und Ihre Emotionen in Wallung bringen .

Translation: Mars will warm you up properly from the 19th August and bring your emotion to boil.

2) Nutzen Sie die guenstigen Konstellationen fuer Ihre Vorhaben.

Es waere wirklich schade, wenn Sie diese Gelegenheit nicht beim Schopf packen wuerden, denn jetzt lassen sich auch schwierige Probleme mit Leichtigkeit loesen.

Translation: Use the favourable constellations for your plans.

It would be really a pity if you did not seize this opportunity with both hands, because they (constellations) now also allow difficult problems be solved with ease.

“Manner” is also the same focus in German attributive clauses, for example, the choice of “Manner: degree” constitutes 28% in German data. Meanwhile, it only counts 7% in the corresponding English data (See Table 10).

Table 10 Summary of the Statistics of the Choice of “Circumstantial elements”

Types of Cir- elements	Location: Place, time		Cause: Purpose		Manner: degree, quality, means	
	Quantity	Percentage	Quantity	Percentage	quantity	Percentage
German material	24	53%	0	0%	20	44%
English material	12	39%	7	22.5%	3	9%
German attributive	10	55%	1		5	28%
English attributive	3	23%	0		1	7%

3.3.3 The Comparison between the Choices of Dominant Logico-semantic Relations in Clause Complexes in Construing the Connection between “Star” and “You”

As Table 9 shows, in construing the connection between “star” and “you”, 69% and 76% clauses are realised in clause complexes in the German and English target data respectively.

As shown in Table 11, 60% of the clause complex is expanded in the logico-semantic relation of “enhancement (cause: reason)” in the German target data. In these clause complexes in the German data, secondary clauses demonstrate the movement and impact of stars. Web horoscope writers’ claims that present in the dominant clauses are logically and semantically supported by secondary clauses. For example,

1) Tun Sie das auch, denn jetzt ist die Kraft der Sterne mit Ihnen.

Translation: Please also do this, because now the strength of stars is with you.

2) Aber nach den anfaenglichen Schwierigkeiten, wird es auch bei Ihnen besser, denn Venus und Merkur verbinden sich mit Saturn.

Translation: But after the difficulty at the very beginning, it will be better with you, because Venus and Mercury joint themselves with Saturn.

The data indicate German online horoscope writers prefer to use an established connection between “star” and “you” as reason to support their commands or statements in prediction.

In contrast to the target German data, the clausal relation -- “enhancement (cause: reason)” is not found in the corresponding English target data. The

clause complexes in the English target data mainly expanded in the logico-semantic relation of “enhancement: Purpose” and “extending: addition”. They constitute 53% and 39% respectively. In English data, in clause complexes, the dominant clauses show star movements or the impact from heavenly event. The dominant clauses are always extended by secondary clause that is in the relation of “addition” with them. By this choice, more information about the celestial power over reader could be developed in the English horoscope texts. At the same time, many clause complexes expanding in the relation -- “enhancement: purpose” highlight the celestial impact’s focus on the readers. For instance,

1) The Eclipse will influence you for about six months ||and bring a childlike approach.

2) A New Moon in Virgo on August 30 will enable you || to develop organizational skill.

In contrast to German counterpart, English web horoscope writers prefer to pack more information about cosmic impact on the readers with expanding clauses in clause complexes.

Table 11 Summary of Statistics of Clause Complex in the Target Data

	German		English	
Enhancement	Quantity	Percentage	Quantity	Percentage
Reason	23	60%	0	0
Condition	2			0
Purpose	3	8%	20	53%
Time	1		1	
Elaborating				
Clarification	3	8%	2	
Extending				
Addition	6	15.7%	15	39%

3.3.4 Conclusion

After examining the target English and German data (clause and clause complex with participants “star” and “you”), it is found that English online horoscope writers mainly choose material process to construe the connection between “star” and “you”. And regarding the choice of circumstantial elements, many processes unfold circumstantially in “Cause: purpose” and “Location: place, time”. With these choices, the impact from the heavens and the length of the impact over the readers is construed. Moreover, with material and attributive clauses expanding in -- “extending: addition” and “enhancement: purpose” relations in clause complexes, more information can be packed in English horoscope texts. By examining how English web horoscope writers construe the connection between “star” and “you” at the stratum of lexicogrammar, the data suggest that English online horoscope writers prefer to give readers more information (for example, the purpose of the celestial power, the timing and location of star movements) about impact from cosmic happening in their predictions.

In contrast to the corresponding English data, many clauses in the German data unfold circumstantially in “Manner: quality, degree and means”. Many of these clauses are dependant clauses of “cause: reason” relationship with dominant clause in clause complexes; for example,

1) Da Saturn guenstig steht, bauen Sie auf soliden Fundamenten.

Translation: Because Saturn stands favourably, ^WHICH build you solid foundations.

2) Denn die Sonne steht etis schraege und mahnt durchaus zum vernuenfftigen Einsatz von koerperlichen Kraeften.

Translation: Because the sun stands a bit sloping and absolutely sends a reminder for reasonable application of physical power.

These two examples indicate the choice of circumstantial element “manner” relates to the realisation of the enhancing relation -- “cause: reason” in the target German data. This suggests German online horoscope writers prefer to establish clearer and more explicit rational reasoning and evidence when interpreting the cosmic impact on the readers. The subtle difference between English and German online horoscopes in this quantitative study is also demonstrated in the following diagram (3).

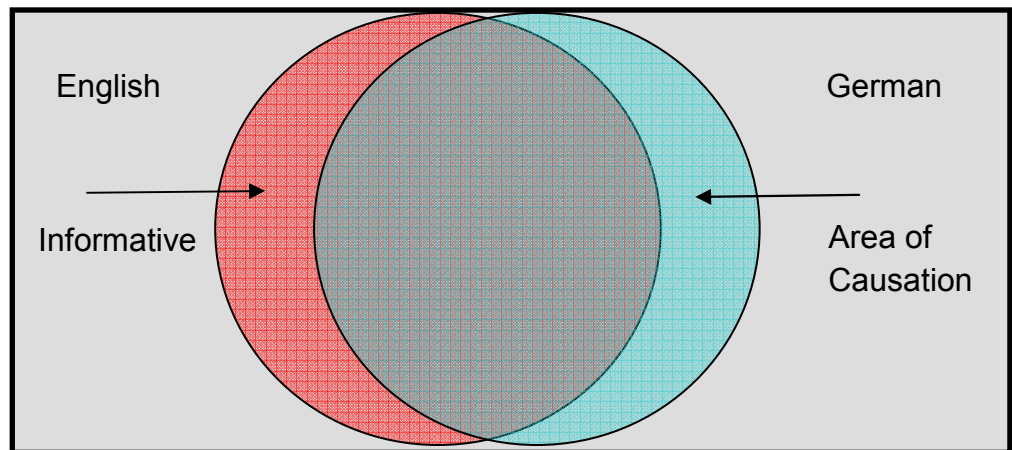


Diagram 3

Chapter 4 --Qualitative and Quantitative Studies of Chinese Horoscope Register

The first section of this chapter presents the provisional qualitative study of three Chinese horoscope texts. They are daily, weekly and monthly horoscope texts from the Chinese “Yahoo” website. In this provisional study, the context and the logical/experiential, interpersonal and textual patterns of these three horoscope texts are discussed, and general characteristics of the three Chinese horoscope texts are revealed. Consequently, the provisional study sets out the research tasks for the quantitative study of a Chinese horoscope register.

The second section of this chapter covers the analysis of the detailed quantitative study of Chinese horoscope register. Based on the findings of the provisional studies, research tasks could set out for the quantitative study of Chinese horoscope register..The quantitative study is focused on the analysis of identifying and attributive processes; moreover, the imperative mood is also investigated giving its relevance to the semantic patterns – “**Informing**” and “**Advising**” which are discussed in Chapter 2 (see *section: 2.2.1.2, P35-36*).

The last section of this chapter reports a qualitative study of the hypertext system which provides the environment of the Chinese astrology websites.

4.1 Provisional Qualitative Study and the Profile of Chinese Horoscope Register

In order to compare semantic categories and linguistic features of Chinese and English, Chinese and Japanese horoscopes, a provisional qualitative study of Chinese horoscope register was conducted before the more specific quantitative study.

Three texts -- monthly, weekly and daily horoscope texts were collected from the Chinese “Yahoo” website. In this provisional qualitative study, the context and the semantic patterns of the three metafunctional domains of the three horoscope texts are analysed.

4.1.1 Discussion of the Context of the three Chinese horoscope texts

As with the online English horoscope writers so far studies, Chinese writers also try to predict or interpret the future of readers regarding love, money, career, study, health and some other heartfelt areas.

In China, astrology practice has a very long history and Chinese had developed several systems for divination that are quite contrastive to western traditions, like the “*Yijing* hexagrams” (Lloyd, 2002: 30) and the Chinese Zodiac (from “Rat” to “Pig”). Today’s Chinese astrology websites not only inherit old Chinese astrological practices, but also take some western ones. Among them, the western Zodiac (from “Aries” to “Pisces”) is a very popular one and often occupies the top section of many Chinese astrology sites. However, the online Chinese horoscope texts show that Chinese web horoscope writers hardly follow the western tradition, i.e. taking the positions of heavenly bodies as the basis or evidence for reasoning. This indicates that Chinese horoscope texts might display some differences in the meaning construction.

Nevertheless, when it come to the parameters in the network of “**Tenor**” (Butt (2004), writers in online Chinese horoscope texts also take the agentive **role** of expert, giving prediction and advice to readers within monthly, weekly and daily time frames. Consequently, as with the corresponding three English horoscope texts, the **advisory hierarchy** and **immediate goal orientation** (Butt, 2004) also influence the grammar of the three Chinese texts.

4.1.2 Discussion of Semantic Patterns and Lexicogrammar of three Chinese Horoscope Texts

1. Logical/ Experiential Pattern

There is a contrast with the three English horoscope texts in which each focuses on one domain of readers' lives, for example, the daily and weekly English texts only presents the interpretation of the luck of finance. A logical relationship of deduction is found between typical semantic episodes, and its configuration shown as **"Informing"** + **"Advising"**. However, in each of the three Chinese texts, there is an offer of information and advice regarding several aspects of their life at once. For example, there are four semantic segments -- "luck of love", "luck of money", "luck of work" and "the interpretation of readers' mood" in Chinese daily text; and there are three semantic segments in Chinese weekly and monthly text - they are about "general luck", "luck of love" and "luck of money". Because of this kind of structure of the Chinese texts, each semantic segment that represents one aspect of the reader's lives is logically independent in texts and the **"Informing"** + **"Advising"** structure is realised within each semantic segment.

In these three Chinese texts, each semantic segment is realised by one or several clause complexes. Regarding the former one, there are clauses which either give information or advice; in terms of the latter one, there are episodes/sequences giving facts or offering suggestions. Please see the following example and the second semantic segment of the monthly text in P131.

牡羊座的朋友们在本月的财务状况总算有些稳定了，稳中略见有升，但仍然不是大笔投资的好时候，任何涉及投资和扩张的财务计划都需要慎重慎重再慎重！

This month's financial situation of friends in Aries finally stabilised a little bit, ^financial situation is stable and with a bit increase, but ^THIS MONTH is

still not the good time to invest a large amount of money, any financial plan relating to investment and expanding a business need be carefully handled!

Moreover, a logical relationship of deduction is found between clauses in clause complexes, and between sequences or episodes, i.e. information given initiates or supports the advice that online Chinese horoscope writers are offering. Similarly with what has been found in the provisional study of English horoscope texts, this configuration can be generalised as “**Informing + Advising**”. For example, In the first semantic segment – “General Luck” of monthly text, the first episode - “general good luck of July and first ten days of July [clause complex 1]” initiates the second one -- “enjoy the good luck [clause 1] and be cautious at the same time [clause complex 2]”. The other example is in the third semantic segment – “Luck of Finance” of the weekly text, the same logical relationship is found between the first three clauses (which are in an extending relation to show -- “inner and exterior tendencies that may bring problematic issue in finance” and the last two clauses (which are in an enhancing relation) shows writer’s advice -- “consult people before spending money” . The original text of monthly horoscope proceeds in following paragraphs.

Consequently, “**Informing**” and “**Advising**” are generalised as typical episodes or sequences in realising semantic segments in Chinese texts.

This logical relationship between information giving and suggestion offering shows online Chinese horoscope writers are consciously or subconsciously making justification in making meanings in horoscope register. In addition, the dominant type of expansion in clause complexes that realises semantic segments in three Chinese texts is **enhancement (causal-conditional type)**, especially the logico-semantic relation – “**cause: reason**” and “**condition: concessive**”. There are also many of the type -- **extension (addition)**.

(These terms are developed by Halliday & Matthiessen (2004: 373-412).)

In terms of transitivity, dominant clauses are material, mental and relational clauses. Material (doing) process is mainly used to construe the happening in exterior material world, and mental and intransitive material (being) and attributive processes with “**quality Attribute**” (Halliday & Matthiessen, 2004: 220) construe inner world of readers.

In the corresponding English texts, there are many material clauses employed to provide readers with the information about the movements of stars. In Chinese texts, the cosmos is not construed as evidence for reasoning. Instead, many material clauses are used to construe another kind of exterior “**happening**” -- politics between forces and individuals in community, as the basis for reasoning. For example,

- 1) 本周牡羊座的朋友们，周一、周二你会因公认识不少人，
跟不少人沟通谈事情，另外这两天可能会发生有关人际方面的问题，

This week, Aries will meet many people due to work on Monday and Tuesday, communicate with many people and discuss things, in addition, in these two days, problems relating to interpersonal relationship may happen,

- 2) 尤其是周五、周六这两天花大钱的情形增加

Especially in these two days - Friday and Saturday, the situation of spending big amount of money increases

- 3) 这段时间还是会出现一些事情需要你抽时间及时处理，

During this period of time, some things that need you arrange time to handle in time may appear,

Many material processes also involve in the realisation of the typical episode or sequence – “**Advising**” (giving suggestions to guide readers’ action). For example,

- 1) 单身的牡羊们本月请睁大双眼，

This month, single Aries please open your eyes widely,

- 2) 不要错过脱离“光棍”紧箍咒的好时机;

Do not miss the good opportunity of throwing away the hat of “Single”;

- 3) 将堆积已久该洗的衣服、床单等，一次送洗!

Have clothes, beddings, and all the like that piled up for a long time and should be cleaned all washed!

- 4) 今天立即动手整顿!

Today hands on to manage immediately!

Mental processes are employed not only to establish psychological being of readers and even used to express online Chinese horoscope writers' advice of guiding readers' action. For example,

- 1) 在一些事情没搞定之前你依旧会提心吊胆不敢大意,

Before you settle some things, you still will worry and dare not be careless,

- 2) 不过享受的同时要注意,

But ^you need to pay attention while enjoying,

- 3) 任何涉及投资和扩张的财务计划都需要慎重慎重再慎重!

^YOU need be careful and be careful about any financial plan of investment or expanding business!

Similarly with corresponding English relational processes, they are also found to be important in the realisation of the typical episode or sequence in the semantic segments in the three Chinese texts.

There are fifteen relational clauses in these three Chinese texts. Five of them summarise general monthly luck or luck of love. Based on them, clause complexes can expand in logico-semantic relations -- **elaborating** and **extending**, thus a General/whole ^ Specific/part structure can build up in semantic segments. For example, in the second semantic segment of weekly text, the 'ascriptive' attributive clause -- “在爱情运方面，本周牡羊座的爱情运

不错 (*Regarding luck of love, the luck of love of Aries in this week is good*)” demonstrates the weekly luck of love. And with the following three clauses **elaborating** the good luck of love of single and non-single Aries, a General/Whole ^ Specific/Part structure is developed.

在爱情运方面，本周牡羊座的爱情运不错， <i>Regarding luck of love, the luck of love of Aries in this week is good,</i>
有情人的你将有机会跟恋人甜蜜出游， <i>You who have lover will have chance going out with lover happily,</i>
使你俩的感情温度持续上升， <i>(^ WHICH) makes love temperature of you two goes up continuously,</i>
而单身的朋友，本周会有不少异性都会对你表示友善， <i>While single Aries, this week, there will be many people that of opposite gender will show their kindness to you,</i>

The other example is the first semantic segment – “General luck” of monthly text. There are three attributive clauses in the second sequence of the first episode – “**Informing**”.

- 1) 这个月里的牡羊们还是幸福的-
Aries of this month are happy-
- 2) 这个月是牡羊座的朋友们吃喝玩乐频繁的一个月，
This month is a month that friends of Aries frequently eat, drink and be merry,
- 3) 从月初的第一周开始牡羊座的朋友们就很有口福，
From the first week of this month, friends of Aries have the luck to eat something delicious”,

These three come across three different types of attributive processes in Chinese, which are ascriptive, categorizing and possessive (Halliday & McDonald, 2004, 357). Although they are of three different kinds of attributive

relationships, they all together display positive side of the general luck of Aries. With other four clauses that provide details of interaction with friends expanding in an “**extending**” relation, we can see a General/Whole ^ Specific/Part structure established in this sequence.

Moreover, there is another attributive clause -- “总之本月的牡羊们，是像花儿一样幸福的 (*In general, Aries of this month is as happy as flower*)” in the last semantic episode – “**Informing**” to generalise the good luck of the whole month and thus makes the whole segment is in the same General/Whole ^ Specific/Part structure.

In examining the logical/experiential pattern of this semantic segment, these four attributive clauses are found playing an important role in building up a General/Whole^ Specific/Part^ General/ whole structure in the semantic segment.

Moreover, relational clauses are also very important in the realisation of the relationship of deduction between the “**Informing**” and “**Advising**”. For example, in the last semantic segment of monthly text, the identifying clause - “但仍然不是大笔投资的好时候(*but ^THIS MONTH is still not the good time of investing big amount of money*)” is in an implied “**enhancing(cause: reason)**” relationship with the clause that provides online Chinese horoscope writers’ advice -- “任何涉及投资和扩张的财务计划都需要慎重慎重再慎重 (*^YOU need be careful and be careful about any financial plan of investment and expanding*)”. With the same logico-semantic relation, the attributive clause - “this week your luck of money is ordinary” also initiates and justifies the giving of the advice in the last semantic segment in the weekly text.

In addition, the important status of two other attributive clauses in the

expanding the following sequences is evident in monthly and weekly texts.
For example,

中旬之后的那几天里，事情虽多，

*During those several days after second ten days of this month,
although things are many,*

不过会有难得的聚会， *But there will be a rare party,*

可以借机放松一下。 *can take this chance to relax a bit.*

周五、周六你将会会有难得的机会

*Friday, Saturday **you will have a rare chance***

可以跟远方，或久未联络的朋友见面聊天，

*can meet with friends that come from long way or without contact for a
long time*

透过这次的聚餐将会让你听到不少以前你所不知道的事情，

By this party you will hear many things that you did not know before,

让你有种大开眼界的感觉。

(^WHICH) makes you have a sort of feeling of outlook being broadened

In examining the logical/experiential pattern of the three Chinese horoscope texts, relational clauses are found to be crucial in the realisation of logical meaning and the typical episode or sequence – “Informing” and “Advising” in semantic segments.

Consequently, in terms of cross culture quantitative study of horoscope register, analysing and comparing relational processes would be a good approach for observing possible different priorities in different cultures.

This is because verbal equation suggests relational clauses are literally coming to terms with equivalences and relationships and critical beliefs in their culture, and they are analysing those relationships through language. Consequently, relational processes offer a special opportunity for revealing

how people reason and what kind of ideological content maybe guide their behaviour.

In my analysing of the typical episodes – “**Informing**” and “**Advising**” and in noting the dominant transitivity, two semantic fields – exterior “**happening**” and interior “**self & feelings**” in the Chinese horoscope texts emerged. This is to say the experiential meaning of the Chinese writers is not only concerned about the material world, but also with readers’ mental activities and states of being. In the three Chinese horoscope texts, the former one (exterior “**happening**”) is generally about forces and individuals in community and situation of readers’ work, love, finance and study; the latter one (interior “**self & feelings**”) is mainly about readers’ mental being and doing.

It is natural that there are material and mental processes in relation to readers’ lives (both of exterior and interior), and this is evident in texts. Nevertheless, it is important to note that relational processes even play an important role in construing “**happening**” and “**self & feelings**” as well as revealing values through the ascriptions and equivalences in these three Chinese texts. For instance,

- 1) 想要一份安定的感情是你现在所渴望的。

Wanting a stable relationship is what you are longing for at the moment.

- 2) 让你有种大开眼界的感觉。

(^WHICH) makes you have a sort of feeling that outlook being broadened

- 3) 而这些活动都是你近期不曾有机会接触的

and all these activities are those that you never ever had chance to access to recently.

Consequently, two semantic fields -- the exterior “**happening**” and interior “**self & feelings**” can also be discerned through the analysis of the Chinese

horoscope register in any detailed quantitative study. Such a semantic division provides a convenient opportunity for the display of cultural differences since the experiential domains are not constructed precisely in the same way across English and Chinese horoscopes.

2. Interpersonal Patterns

Naturally, the horoscopes are oriented to the expression of the readers' future, but this does not mean that priorities in dealing the future are the same.

As with the three English horoscope texts in the provisional study of English horoscopes, the online Chinese horoscope writer is found almost as the only speaker in these three texts and the advisor's role of speaker is indicated in the Tenor system. Online Chinese horoscope writers make statements about "**happening**" and "**self & feelings**" and command actions in these two semantic fields. Propositions/ proposals are combined to form patterns of exchange. In the episode/ sequence "**Informing**", statements are dominant and in the episode/sequence "**Advising**", proposal(command) plays an important role. In horoscope texts, online Chinese horoscope writers use statements for giving information to readers and use commands to demand readers' action. Moreover, the statement usually initiates/prepares command. So there appears to be a strong probability that "**Statement + Proposal (command)**" is the most likely pattern of exchange. For example in the second semantic segment of monthly text shown in the following table, the pattern of exchange is Statement (the good luck of love in July) ^ Command (single Aries to take the good opportunity to find a partner) ^ Command (non-single Aries do not have affair and act to keep love hotter).

爱情运势方面本月牡羊座的朋友们持续着上月桃花满天的好势头， <i>Regarding luck of love this month, friends in Aries continue the good trend of last month</i>
本月牡羊们的桃花运可以说是到了整个 08 年的顶峰！ <i>Aries' luck of love of this month, it can say, arrives the peak of the whole year of 2008!</i>
良辰美景不应虚设， <i>Good luck should not be wasted</i>
单身的牡羊们本月请睁大双眼， <i>Single Aries this month, please open your eyes widely,</i>
不要错过脱离“光棍”紧箍咒的好时机； <i>Do not miss the good opportunity of throwing away the hat of “Single”</i>
而有伴的牡羊座们则要时刻谨记路边野花勿乱采， <i>While Aries with partner should always remember that not to pick up wild flowers along road (meaning do not have affair)</i>
主动和情人多互动， <i>interact with partner positively</i>
爱才会越来越炽热。 <i>Love can be hotter and hotter.</i>

In these three Chinese Horoscope texts, statements are mainly realized by declarative mood and command is realized by imperative mood. The three texts are dominated by clauses that are in declarative and imperative mood.

There is one clause with particle “ba” and question mark “?” in Daily horoscope texts. It is “想必你的工作环境已好一阵子未曾整理了吧？(^I guess that it would be a while that your working environment is not managed)”. And this clause is followed by the imperative clause -- “今天立即动手整顿！ (Today ^YOU hands on and manage right away!)”

In Chinese grammar, the clausal particle “ba” “realises a grammatical system of ASSESSMENT” (Halliday and McDonald, 2004: 341). Referring to “Table 6.12 Features of ASSESSMENT” (Halliday and McDonald, 2004: 342), “ba” in an indicative clause signals speaker’s personal attitude. Moreover, when looking at the context that is indicated by the imperative clause, this sentence seems not a typical ‘question’ that is asking information from the reader. Nevertheless, it can be regarded as a clause that has an interrogative form

but realises a statement.

There are twelve imperative clauses in the three Chinese texts. Three of them are secondary clauses projected through primary clause “^I advise” in weekly text. For example,

1) 建议你要多注意自己的言行，

^I advise, you need pay more attention to your words and behaviour,

2) 建议你不妨试着约心仪的异性出游，将有机会发展新恋情喔！

^I advise, why not try to ask the opposite gender that you like going out, there is a chance of developing a new relationship!

3) 建议你在下手买东西前，应该要找人商量后再行动才不会后悔唷！

^I advise, before making payment in shopping, ^ YOU should pay after finding someone to discuss, only when you do like this then ^YOU won't regret.

All the imperative clauses in the three texts are of the type –‘jussive’ imperative. It is “the unmarked form of the command (“you...!”), have a Predicator realized by a verb in the simple form, often preceded by the personal pronoun -- *nǐ* (you)” (Halliday and McDonald, 2004: 341). In most cases, the person/subject “you” is omitted or indicated by context. What is being demanded by these twelve imperative clauses is mostly action, and it is not only action in material world, but also mental activity. This is shown in the examples in the following table (12).

Table 12

Semantic Category	Clause
“Happening”	将堆积已久该洗的衣服、床单等，一次送洗！ <i>Have clothes, beddings , and all the like that piled up for long time and should be cleaned all ished!</i>
“Self & feelings”	好好享受享受吧。 <i>Well enjoy!</i>
	不过享受的同时要注意 <i>Nevertheless, ^YOU need be careful while enjoying</i>

Commands are often logically supported by statements in Chinese horoscope texts and usually they are in an implied (**cause: reason**) relationship. For example,

但仍然不是大笔投资的好时候，任何涉及投资和扩张的财务计划都需要慎重慎重再慎重！

But ^THIS MONTH is still not the good time of investing big amount of money, ^YOU need be careful and be careful about any financial plan of investment and expanding.

This configuration can be generalised as “**Statement + Command**”. This structure reveals that the choice of declarative and imperative mood creates an ongoing exchange between speaker “I” and reader “You”. Moreover, this choice also shows us how the **agentive** role of speaker (online Chinese horoscope writers) is realised in the lexicogrammar stratum in these three horoscope texts.

In general, with analysing the interpersonal pattern of the three Chinese texts, I observed the proposition/proposal structure which is “**Statement+ Command**” typically. Similar to what has been found in the provisional study of English horoscopes, the imperative mood is very important in realising the episode/ sequence -- “**Advising**” in Chinese texts. As the “**Statement+ Command**” configuration is often unfolded in clause complexes that expand in enhancing (cause: reason) logico-semantic relation, this indicates that analysing what online Chinese horoscope writers command target readers to do and how they initiate action through “**statement**” will help to reveal what are the priorities in dealing with the future in Chinese horoscope register.

As far as the commands in the semantic field – “**self & feelings**” are concerned, different types of mental clauses that are realised in imperative

mood are evident in the three Chinese texts. In order to reveal subtle cultural differences within similar structures of advice, in the quantitative study, when looking at the imperative clause in the semantic field “self & feelings”, the analysis is focuses on the four types of mental process distinction – “perceptive, cognitive, desiderative and emotive” (Halliday & Matthiessen, 2004, 208-209).

Although everything is set up rather in the similar “**Informing**” + “**Advising**” pattern, we find the advising also involves the interesting imperative around mental processes and around being, this might also be expected in the English horoscopes. However, there are subtle differences and the differences in the point that make sets of ensemble choices in the Chinese and English horoscopes. We will find later that in contrast to the English horoscopes, the advice and instruction make the readers to see the world differently rather than knowing it in the Chinese horoscopes.

3. Textual Patterns

The thematic organisation of the clauses is a very significant factor in the development of the three texts. In this section, I analyse the thematic line and the information flow patterns of the three Chinese texts.

According to Halliday and McDonald (2004: 320), the system of theme in Mandarin is somehow different from that of English. As discussed by them, *“The Chinese clause organized as a message divides rather clearly into Theme + Rheme. Theme is realized by initial position in the clause. More accurately, the Theme is the first group or phrase in the clause together with any conjunction or adverb that precedes it. This means that the Theme will always include an experiential element, the topical Theme, though unlike in English this will not always be functioning within the transitivity structure. It*

may also include a textual Theme and/ or interpersonal Theme.” Based on this discussion, the systems of theme of the three Chinese texts are analysed.

In contrast to the corresponding English texts in which there is almost only one thematic line in each of the text (*for instance, the zigzag thematic progression between sub-themes (“money” and “timing”) and the Macro-Theme “You” in the daily English text. See the “Textual Patterns” in the section 3.1.2.3 in Chapter 3*), in each of the three Chinese texts, there are several thematic lines -- they are relatively independent thematic progression of each paragraph/semantic segment. When putting all of them together, we can see the picture of the information flow of the whole text. For example, there are three lines of thematic progression developing in three paragraphs/semantic segment in monthly horoscope text. Paragraph Themes for these three paragraphs are “general luck of July”, “luck of love” and “luck of finance” respectively. Under Macro paragraph Theme, there are subparagraph--Themes (Love, Finance, and Financial plan) and clausal Themes (Aries and nominal groups representing timing) realise the prominence of information in each of the three paragraphs.

Here I take two paragraphs from monthly text and one from weekly text as examples to illustrate the information flow pattern in Chinese horoscope texts.

N.B. Theme indicated by underlining; ellipsed Theme is marked by “^” and also indicated by underlining.

(1) 爱情运势： Luck of Love (Monthly text)

爱情运势方面本月牡羊座的朋友们持续着上月桃花满天的好势头，

Regarding luck of love, this month friends in Aries continue the good

trend of last month

本月牡羊们的桃花运可以说是到了整个 08 年的顶峰！

Aries' luck of love of this month can say that reaches the peak of the whole year of 2008!

良辰美景不应虚设，

Good luck should not be wasted,

单身的牡羊们本月请睁大双眼，

Single Aries this month please open your eyes widely,

单身的牡羊们不要错过脱离“光棍”紧箍咒的好时机；

Single Aries do not miss the good opportunity of throwing away the hat of "Single";

而有伴的牡羊座们则要时刻谨记

While Aries with partner should always remember

路边野花勿乱采，

wild flowers along the road do not pick up (means not to have an affair)

而有伴的牡羊座们主动和情人多互动，

While Aries with partner interact with partner positively

爱才会越来越炽热。

love can be hotter and hotter.

(2) 财运分析： **Analysis of the Luck of Finance** (Monthly text)

牡羊座的朋友们在本月的财务状况总算有些稳定了，

This month's financial situation of friends in Aries finally stabilised a little bit,

财务状况 稳中略见有升，

financial situation is stable and with a bit increase,

但 这个月仍然不是大笔投资的好时候，

But THIS MONTH is still not the good time to invest a large amount of money,

任何涉及投资和扩张的财务计划都需要慎重慎重再慎重！

Any financial plant relating to investment and expanding a business need be carefully handled!

In the paragraph of “luck of love” in monthly text, information prominence moves from the Macro paragraph Theme -- “luck of love of July” (which is the Theme of first three clauses) to the clausal Theme -- “Aries” (which refers to the reader and the Theme of next three clauses). And the clausal Theme - “Aries” and the subparagraph-Theme “love” appear again in the last two clauses.

In the same paragraph -- “luck of finance” in the monthly text, information also departs from the Macro paragraph Theme -- “luck of finance of Aries in this month” (the Theme of the first two clauses) and then moves to the sub-Themes “this month” and “financial plan”.

Similar thematic progression is also found in the last two paragraphs that narrate luck of love and finance in weekly text. The only difference is that the Speaker “I” is chosen as clausal theme for two times when giving suggestions to readers.

In the paragraphs that predict luck of love and the finance of these three Chinese texts, target reader, that is “Aries”, is an important clausal Theme. It is represented by different nominal groups, for example, “single Aries”, “Aries with partner”, “friends in Aries” and sometimes, it refers to “you” that is presumed by ellipsis.

Thus, the zig-zag line of Thematic progression is shown as “Macro Paragraph Theme → the clausal Theme -- “you” → sub-paragraph Theme (the clausal Themes that represent part of the Macro paragraph Theme, e.g. love and money)” in the paragraphs that predict luck of love and finance of monthly and weekly texts.

In terms of the paragraphs that present “general luck” in monthly and weekly texts, the thematic lines are a bit different. Besides “reader - Aries” is still an important Theme, “timing” appears to be another important clausal theme. For example, “these two days” that refers to “Monday and Tuesday”, “Wednesday and Thursday” in weekly and monthly texts; “this period of time” that refer to “the first week of this month” in weekly text. These nominal groups and several other nominal groups that represent a period of time are found to be clausal Theme. It is observed that Theme always moves between the two clausal Themes: “reader -- Aries” and “timing” in the paragraphs of “general luck” in monthly and weekly texts. For example,

General Luck (Weekly text)

本周牡羊座的朋友们，周一、周二你会因公认识不少人，
This week friends in Aries, Monday, Tuesday, you will meet many people because of work,

^你 跟不少人沟通
^YOU communicate with many people

^你 谈事情，
^YOU discuss things,

另外这两天可能会发生有关人际方面的问题，
In addition these two days some problems about interpersonal relationship may occur,

^我建议
^I advise,

你要多注意自己的言行，
you should pay more attention to your words and behaviour,

周三、周四为了能让某件事情可以顺利完成，
Wednesday, Thursday for the accomplishment of one thing,

你将会排除万难
You will solve many difficulties

你 把全部的心思都放在这件事情上面，
^YOU put your entire mind on this thing

直到这件事情完全解决为止，
Till this thing settles completely,

周五、周六你将会有难得的机会
Friday, Saturday you will have a rare chance

你 可以跟远方，或久未联络的朋友见面
^YOU can meet with friends that come from a long way or without contact for a long time

你聊天，
^YOU chat,

透过这次的聚餐将会让你听到不少以前你所不知道的事情，
By this party you will hear many things that you did not know before,

这 让你有种大开眼界的感觉。
^THIS will make you have a sort of feeling of outlook being broadened.

The Theme provides the platform for the remainder of the message, the Rheme (Halliday & Matthiessen, 2004: 105). In terms of the paragraphs of “luck of love and finance”, the general situation of love and finance is given by the paragraph Theme, readers’ appropriate actions and possible result about love and money can be also displayed in the Rheme. In the paragraphs of “general luck” in monthly and weekly texts, general luck, readers’ interaction with people and feelings, and speaker’s advice is presented under the frames that are set out by the sub-Themes (three or four different timing/periods) in a month or week. (*In daily text, there are only one or two clauses in paragraphs of predictions of mood, love, finance and work. This scale is not very suitable for representing typical/ common textual organisation of Chinese horoscope register. Consequently, daily text is not included in the analysis of thematic progression.*)

The analysis of thematic organisation of Chinese horoscope texts reveals how the writers develop the narration of love, finance and general luck. With focus moving from paragraph Theme to clausal Theme “Aries/ you” or “timing” and to sub-Themes (e.g. “Love” and “money”), the information of exterior “**happening**” and interior “**self & feelings**” is very well organised to realise the interpretation of love, money and general luck in weekly and monthly texts.

Messages combine to form periodic movements of information (Halliday & Matthiessen, 2004: 588). The information flow patterns of the three Chinese horoscope texts are shown in the following three paragraphs.

Daily text

Phase of messages concerned with readers’ mood

^Phase of messages concerned with readers’ luck of love in the day

^ Phase of messages concerned with readers’ luck of love during the day

^ Phase of messages concerned with readers’ luck in work during the day

Weekly text

Phase of messages concerned with readers’ general luck during the week

^Phase of messages concerned with readers’ luck of love during the week

^ Phase of messages concerned with readers’ luck of finance during the week

Monthly text

Phase of messages concerned with readers’ general luck of July

^Phase of messages concerned with readers’ luck of love in July

^ Phase of messages concerned with readers’ luck of finance in July.

By examining the textual patterns of the three Chinese texts, I found that similar with the three English texts that were studied in the provisional study (see the section 3.1.2.3 in Chapter 3), information is also tightly organised to make interpretations of readers’ future and there are differences in the thematic systems and in the thematic progressions between English and Chinese texts.

Given that thematic meaning is likely to display the priorities people have, this is clearly going to be a fruitful study to extend the thematic interpretation, but in this thesis, I am going to keep the textual meaning in mind in relation to what is prioritised. But what is the textual meaning prioritise? It prioritises the experiential basis from which people are working. In this thesis, I will mainly be concerned with the qualitative study of the experience base. This is not to say that the textual is not important for revealing subtle priorities, but that would be taken on in subsequent work.

4.2 Quantitative Study of Chinese Horoscope Register

According to the research tasks set out by the provisional studies in this section, I am focused on the analysis of clauses in imperative mood (commands; directives) and relational processes (identifying and attributive) in two different semantic fields, namely, interior “**self & feelings**” and exterior “**happening**”.

4.2.1 The Choice of Imperative Clause in Chinese Horoscope Register

4.2.1.1 Imperative Clause in Chinese Data in the Semantic Field of “Self & feelings”

1. The Profile of Target Data

As shown in the following table (13), as with corresponding English data, there are also four types of verbs involved in the imperative clauses in the semantic field of “**self & feelings**” in Chinese data. But there is a contrast between English and Chinese: in Chinese data, the “perceptive” type is the principal type; meanwhile, “cognitive” type is dominated in English.

Table 13 The categories and numbers of verbs that realise the imperative clauses in the semantic field of “**self & feelings**”

	Perceptive	Cognitive	Desiderative	Emotive
Chinese	51	13	0	4
English	13	24	5	13

2. Data Analysis

i) the ‘Perceptive’ Type

As shown in table 13, In Chinese horoscope, there are 51 imperative clauses that are of the ‘perceptive’ type. They constitute 75% of the imperative clause in the semantic field of “**self & feelings**”. In contrast to many of the ‘perceptive’

type in English horoscopes which show English speakers' concern with directing readers to take 'progressive' approaches, the commands of the 'perceptive' type in Chinese horoscopes are all about asking readers to notice possible problematic issues and the majority (87%) of them are dominant clauses in clause complexes. As the following table (14) shows, the "perceptive" type involves in '**expansion**' in forty nine clause complexes and the dominating type of logico-semantic relation is "Expansion: enhancing" and then followed by "**Expansion: elaborating**" and "**Expansion: extending**" (Halliday & Matthiessen, 2004:376-383).

Table 14

Enhancing		Elaborating		Extending	
Subtype	Number	Subtype	Number	Subtype	number
<i>reason</i>	21	<i>Exposition</i>	4	<i>Addition</i>	8
<i>condition</i>	6	<i>clarification</i>	2		
<i>purpose</i>	2	<i>exemplification</i>	3		

Regarding the "Expansion: enhancing", the meaning of imperative clauses is enhanced by qualifying imperative clauses with circumstantial features of '**cause** and **condition**' (Halliday & Matthiessen, 2004:410-412) in clause complexes. "Expansion: enhancing" includes five subtypes : **cause: reason**; **cause: purpose**; **condition: negative**, **condition: positive** and **condition: concessive** (Halliday & Matthiessen, 2004:410-412). Among them, the principal subtype in which the Chinese 'perceptive' is enhanced is "cause: reason", which makes up 68%. With 'expansion: enhancing', the command of asking readers to be aware of potential issues is logically and semantically justified. (In Chinese, the 'enhancing' relation is sometimes implied, because there are ellipses of "conjunctions", such as "because" and "if".) For example:

由于不断的忙碌, <i>Due to being busy constantly,</i>
双鱼座在这个月要注意肠胃的健康, <i>this month Pisces should pay attention to the health of</i> <i>gastrointestine,</i>
特别不要饮食不正常, <i>in particular, don't have irregular diet,</i>

否则会有发炎的问题。

otherwise there will be problem of inflammation.

学生在学习中应注意保持充足的休息，

*In their studies, student should **pay attention to maintaining enough rest,***

这样上课的时候才会集中精力去听课。

so that ^YOU will concentrate and listen to lectures in class.

In contrast to the Chinese ‘perceptive’, most of the ‘perceptive’ in English data are dependent clauses. If we look at one ‘perceptive’ imperative clause in English horoscopes that is also expanded in “Enhancing”: ‘condition: positive’ relation, we can see that the ideological content in the commands of English ‘perceptive’ is different from those in Chinese ‘perceptive’. In the following example, the readers of English horoscopes are asked to notice positive new changes/updates in life. However, in corresponding Chinese ‘perceptive’, the readers are directed to see potential problems or hurdles; and writers’ concern of exhorting readers to adopt the strategies of being cautious and conservative shows up.

The New Moon eclipse is sending you very positive vibrations for renewal and change [[where children, creativity and romance is concerned]].

If any of those areas [[have felt sort of stuck for you]],

Watch out.

things can be about to shift and budge very quickly.

The ‘perceptive’ type is also expanded by “**elaboration: exposition, exemplification and clarification**” (Halliday & Matthiessen, 2004:397-399). For instance, the command of being aware of the potential troubles and hardships is restated in other words; or specified by citing an actual example, or supported by explanation or explanatory comments. The following three examples demonstrate Online Chinese horoscope writers’ efforts in building up this type of

logico-semantic relation in wording to elaborate the experiential content of their instructions – being careful with disadvantageous causes or factors that may lead to problematic issues.

[type 1] exposition

要小心流言破坏你的声誉，要努力去避免这些不利的因素。

Translation: ([^]YOU) *should be careful that your reputation is not damaged by rumor, ([^]YOU) should try to avoid these disadvantageous factors.*

[type 2] exemplification

注意劳逸结合，每使用电脑 2 小时休息 15 分钟，让眼睛适度休息，正确对待工作压力，并采取适当措施缓解压力，可以看看窗外景观或闭目养神。

Translation: *Take care to strike a proper balance between work and rest, break for 15 minutes every two hours when using computer, allow your eyes have moderate rest, treat work pressure properly and take appropriate measures to alleviate the pressure; you can take a look at the landscape outside the window or close eyes meditatively.*

[type 3] clarification

不过在上旬偏后几天要在风险投资上多加注意，别让高利润蒙蔽了眼睛而轻视了各种状况发生。

Translation: *However, in the late days of the first ten-day period of this month, should pay more attention to risk investment, do not let high profits blinds your eyes and neglected various occurrences.*

Sometimes, with some new information added by independent clause (s), the meaning of ‘perceptive’ imperative clauses is expanded in an **extending** relation. For example, the promising result of obeying the advice of being cautious or the order of other actions is offered in dependent clause(s). With this kind of expansion, the command of being careful and preventing potential issues becomes more specific and closer to readers’ heart. For example,

一方面小心一些不怀好意的人，另一方面也应佩戴一些可以防止小人、漏财的饰品。

Translation: *On the one hand, be careful with people with malicious intentions,*

on the other hand, you also should wear some jewelry that can prevent villain and financial drain.

ii) the 'Cognitive' Type

The ideological content – exhorting readers to avoid possible problems that are construed by the 'perceptive' type is also found in many 'cognitive' imperative clauses (about 60%). Regarding the 'cognitive' type, there are some very specific commands, like putting eye cream to prevent wrinkles, and there are some general ones, like thinking over before taking action when facing disputes and ticklish matters, and other similar commands of being cautious and conservative. These 'cognitive' meanings construed by Chinese stand in a contrast to those construed by the 'cognitive' type in English. In the corresponding English 'cognitive' horoscopes, readers are often instructed by writers to expect changes and believe in their own abilities. For example,

- 1) 不过，在工作娱乐之外，记得要充分休息，以免累坏身体了。

Translation: *However, **remember to fully rest after work and entertainment**, so as to avoid harming your health.*

- 2) 恋爱中的情绪很不稳定，生活容易引起较大的风波。正相处过程中，会因为对某些事物的看法不一致而发生争吵，相互言词过激，会造成彼此伤害，需要注意忍让。多想想对方的优点，不能因为一时的意气之争而做出后悔终生的错误决定。

Translation: ^YOUR mood in relationship is very unstable and ^THIS easily leads to great storm in life. *While getting along with ^partner, ^YOU TWO will argue because views about some matters are not same, words to each other are harsh, ^THIS will cause hurt. You need pay attention to being tolerant. **Think more about counterpart's virtues***; don't make a wrong decision that you will regret all your life because of temporary dispute caused by personal feelings.

iii) the 'Emotive' Type

Only one 'emotive' imperative clause is obviously employed to advise users to avoid possible unpleasant issue. It is "turning off TV and enjoying food while

having meals, so as to avoid the increase of weight". In the majority of the 'emotive' commands, readers are directed to cherish and enjoy a good time with friends in parties. However, with possible troublesome matters indicated in the same episode – "**Advising**", the message is rendered to the readers seems to be that "the relaxing time do not easily come because there are always problems around, so 'You' (the reader) should enjoy it well". Consequently, it is likely that 'emotive' imperative clauses in Chinese still relate to the concern of unpleasant issues. However, many clauses of the 'emotive' type in English data aim to direct readers to enjoy their inner power - creativity and energy. This is very contrastive to the ideological content construed by Chinese 'emotive'. For example,

1) Advising:

Sequence1: 在本月 6 号左右的那段时间，有人会请你吃东西，或是找你去一个地方，不常有这种经验，好好 享受友人的邀约吧。

Sequence2: 不过就在这个周末，以前出过的状况又发生了，虽然你的心里不舒坦，但还是得处理。

Translation:

Sequence1: *Someone may likely invite you to dinning out or ask you go out around 6th in this month, this does not happen often, **_well enjoy your friend's invitation.***

Sequence2: *However, it is on this weekend that problems that occurred before will strike again, although you may not be happy, but you have to handle the problem.*

2) Advising:

Sequence1: 中下旬有多笔不小的开销，要特别注意财务的收支状况。

Sequence2: 第四周的周末是聚会好时光，忘记烦恼，好好 享受 吧。

Translation:

Sequence1: *There will be many big expenses during the period of last twenty days of this month. (^YOU) should pay special attention to the balance of your finance.*

Sequence2: *The weekend of the forth week is a good time for gathering, forget about annoyance, **enjoy well.***

Generally, more than 65% of the imperative clauses in the semantic field of “**self & feelings**” in Chinese horoscopes is about or relates to exhorting users to avoid possible problems.

4.2.1.2 Imperative Clause in Chinese Data in the Semantic Field of “Happening”

In Chinese horoscope, one hundred and forty clauses in imperative mood are found in the semantic field of “**happening**”. Most of them are realised by material processes. In contrast to those in construing “**happening**” in English horoscope register, most of the corresponding imperative clauses in Chinese online horoscopes are distributed in clause complexes.

Forty nine clauses are found to fulfil the function of demanding the reader to avoid possible problems. Most of them are in the “**enhancing**” logico-semantic relation with other clauses in clause complexes. The dominant subtypes of “**enhancement**” are “**cause: purpose**”, “**condition: negative**” and “**cause: reason**”. In the first subtype, secondary clauses that follow imperative clauses indicate the purpose of the command, which is to prevent various problematic issues in the domains of finance, relationship, work and study and other heartfelt aspects of readers’ life. There are twelve imperative clauses belonging to this subtype, and many of them have “以免，免得 (*in order to avoid*)” or ellipsed “以 (*in order to*)” as enhancement marker. For example,

- 1) 减少不必要的应酬，节省开支，防止发生经济危机。

Translation: *Reduce unnecessary activities of socialising, cut expenses, (^in order to) prevent the occurrence of economic crisis.*

- 2) 行政人员要处理好工作中的人际关系，以免发生口角。

Translation: *Administration staff should cope well with interpersonal*

relationship at work, in order to avoid argument.

There are other seven imperative clauses, they are in a “**condition: negative**” relation with followed secondary clause in clause complexes. With the enhancement marker - “*fǒuzé* (otherwise)”, secondary clauses indicate that if readers do not follow speakers’ command, something bad will happen. For example,

远离带电的东西，否则你的皮肤和牙齿会莫名其妙的出状况。

Translation: *Keep away from things with electricity, **otherwise your skin and teeth will have conditions without reason.***

In terms of enhancement type - “**cause: reason**”, there are always ellipsis of linkers like “because, since” and thus this kind of clausal relation between imperative clause and dependant clause is implied in Chinese data. Usually, there is a dependent clause before the imperative clause that is enhanced by reason, in which a certain situation that would lead to bad consequences is illustrated. There are six imperative clauses as dominant clauses in this kind of enhancing relation in clause complexes. For instance,

身体易受到季节流行疾病的袭击，应加强锻炼，增强抵抗力。

Translation: *(^ Because) the body can easily be attacked by seasonal diseases, **(^YOU) should reinforce physical exercise** to enhance the immune system.*

Sometimes, the command of avoiding possible trouble is extended with new information added to it; and sometimes, this message is further specified by a secondary clause. Three imperative clauses in total are involved in the former logico-semantic relation type (**extension: addition**) and four in the latter type (**elaboration**). For example,

1)可能由肠胃问题转到背部及心脏方面的问题，所以对你来说，
最重要是让你自己放松，最好是多运动，而泡温泉是不错的选择。

Transaltion: *The problem of intestinal tract may transfer to the back and heart, therefore, for you, the most important thing is making yourself relax, (^YOU) had better do more exercise, and going to hot spring is a good choice.*

2)投资理财应归避风险, 不要盲目投资;

Translation: *Regarding investment and managing finances, (^YOU) should avoid risk, do not invest blindly;*

There are other four imperative clauses in the semantic episode – “**Advising**”. With a bad condition that may lead to possible unpleasant issues or possible negative result described in the “**Informing**” episode, the advice given by speakers is logically and semantically supported. For example,

1) “**Informing**”: 投资市场风云突起, 本月前景不容乐观。

“**Advising**”: 最好减少商业投资活动, 避免破财。

Translation:

“**Informing**”: *In the market of investment, changes occur suddenly, this month the future is not optimistic.*

“**Advising**”: *(^YOU) had better reduce activities concerning investment, (^ in order to) avoid loss of money.*

2) “**Advising**”: 不要吸烟。

“**Informing**”: 吸烟会对皮肤造成严重损害。

Translation:

“**Advising**”: *Do not smoke.*

“**Informing**”: *Smoking will cause serious damage to your skin.*

In terms of existing problems, there are fifteen imperative clauses advising readers to take certain measure to settle them. Usually, this kind of command is initiated by the “**Informing**” episode, in which matters not favourable are demonstrated. In the “**Advising**” episode realised by imperative clauses, the dominant type of logico-semantic relation is “**Expansion: Extending (addition)**”. For instance,

“Informing”: 学生比较懒散，学习积极性不高，会将更多的时间沉迷到网络之中。尤其是喜欢网络聊天，每天泡网吧，钱财也多半花费在这个上面。

“Advising”: 应加强自控能力，合理安排时间，自觉学习。

Translation:

“Informing”: *Students are quite lazy, enthusiasm of studying is not high, they will spend more time indulging in Internet. Particularly like online chatting, everyday staying at Internet Café, most of their money also spend on this.*

“Advising”: *(^YOU) should increase your self-control, arrange time reasonably, and study willingly.*

In addition, there are twenty two imperative projected clauses and all of them are online Chinese horoscope writers' idea. The primary clause involves only three verbs -- “advise, remind and suggest”. Similar to the imperative clauses in “**Expansion**”, with condition that possibly bear unpleasant consequences, illustrated in the “**Informing**” sequence/episode, the command in “**Projection**” also fulfils the function of demanding readers to avoid or solve problems. For example,

投资理财方面，运势波动颇大，建议一动不如一静。

Translation: *Regarding investment and finance, the fluctuation of luck is big, ^I advise that staying static is better than taking action.*

In the analysis of imperative clauses in the semantic field of “**happening**” in Chinese data, Chinese online horoscope writers try to realise the speech function of commanding readers to take action, and the purpose of this action is to avoid or solve problems.

In the semantic field of “**happening**”, there are sixty four (45.7%) imperative clauses showing the intention of exhorting readers to avoid and solve possible unpleasant issues. There are other twenty imperative clauses showing online

Chinese horoscope writers' interests in cautious and conservative strategies. For example, the command of waiting with patience, taking one step back in looking for relationship, having a rest and being relax and not rush are given by web Chinese horoscope writers. It seems that taking 'conservative' approach is more prioritised in the Chinese horoscopes ("**happening**") than it is in the corresponding English data.

There are other thirteen imperative clauses showing Chinese online horoscope writers' attentions in collectivism. However, there are much fewer clauses that show this focus in English data.

In the semantic field of "**happening**", the percentage of the imperative clauses that promote readers' act to achieve higher performance is about 75% in English data. In Chinese data, only forty two imperative clauses are found exhorting readers to take action to achieve higher performance and better results. The percentage – 30% is only less than half of its English counterpart.

In general, by the analysis and comparison of the choices of imperative clauses in the semantic fields of "**self & feelings**" and "**happening**", the tendency of taking 'conservative' approaches and the concern of collectivism is shown as the priorities in Chinese horoscope when dealing with future; however, a progressive tendency and the concern of individualism is shown as priorities in English horoscope. The differences between the Chinese and English online horoscopes can be seen in the following diagrams.

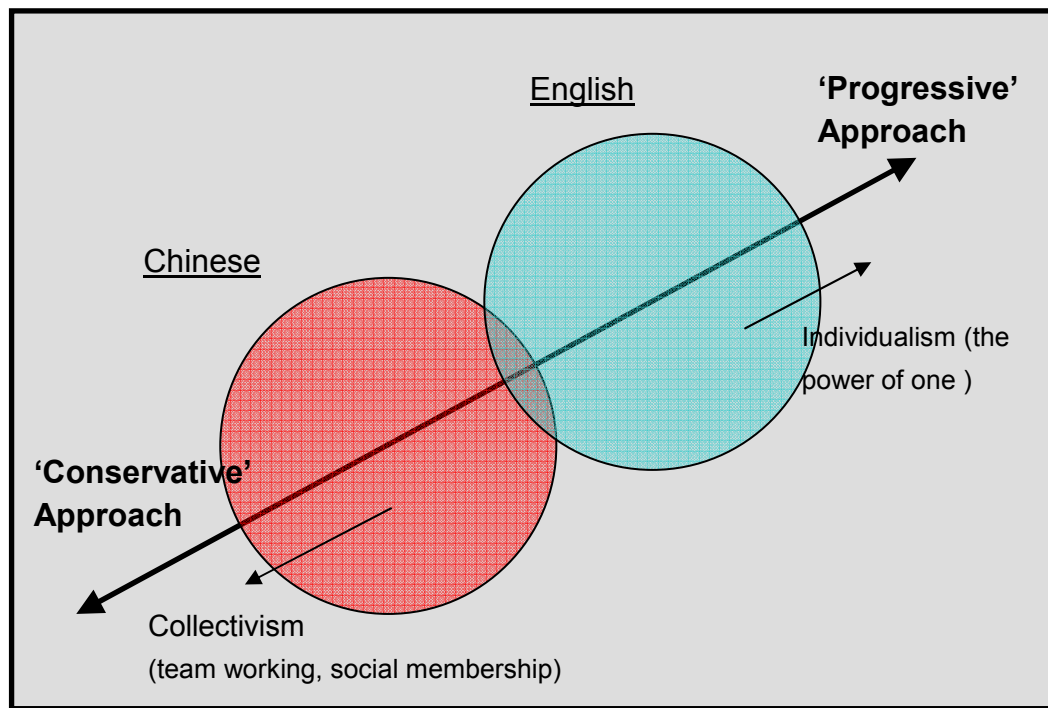


Diagram 4

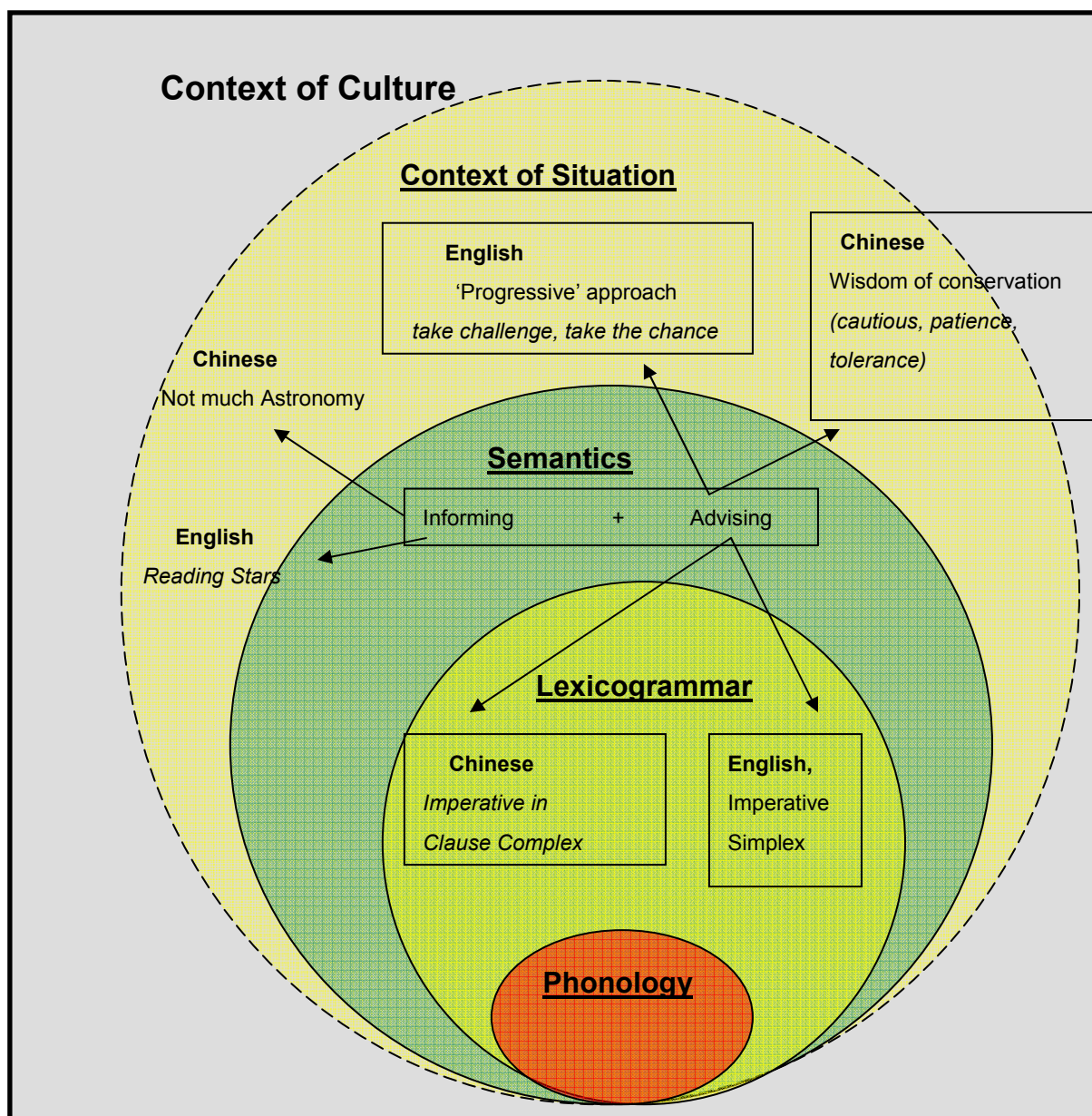


Diagram 5

4.2.2 The Choice of Relational Process in Chinese Horoscope Register

4.2.2.1 The Choice of Identifying Process in Chinese Horoscope Register

1. The Choice of Identifying Process in the Semantic Field of “Self & Feelings”

A total of ten identifying clauses are found in the semantic field of “**self & feelings**”, in the Chinese data. Among them, the “**Token**” -- the entity that readers should pay attention to is identified by “**Value**” in five identifying processes (Halliday & Matthiessen, 2004: 230; Halliday & McDonald, 2004: 364). The “**Value**” in these five clauses is usually realised by a nominal group (*zhèjiànshì* - *this matter*) that represents an embedding clause or clause complex, and the nominal group is often implied by the context. The embedding clause or clause complex is the one that carries detailed information in the “**Value**”, which often demonstrates the content of potential problematic issue(s). For example,

- 1) 并且在第四周里狮子座的朋友们需要特别注意的是，[[这一周，原本心情还不错的，会因一件事影响了一下心情]]，切忌将情绪带到工作中。

Translation: *Moreover, in the fourth week of this month, **what Leos need to pay special attention to is that[[you have pretty good mood this week, but it will be affected by one thing]]**, definitely do not bring your emotion into work.*

- 2) 要注意的是 [[本月要小心在合作中的沟通问题]]，尽可能多为对方考虑。

Translation: ***What you must pay attention to is that [[this month you should be careful with the communication in cooperation]]**, consider for your partner as much as possible.*

In addition, in three of the rest five identifying clauses, the identification is still

focused on problematic things and the prevention of them. For instance, the reason of bad feelings, the best way of preventing disease and the problematic timing are identified in a “**decoding: (Token ^ Value)**” or “**encoding: (Value ^ Token)**” configuration (Halliday & Matthiessen, 2004: 230). For example,

- 1) 所有魔羯座朋友到了八月份，依然心中会觉得压力沉重，主要的原因是自己凡事都从一个负面的角度思考，||导致容易发生钻牛角尖的状况。

Translation: *All the friends who are born in Capricorn in August, still feel in heart that pressure is heavy, the main reason is thinking everything in a negative perspective, ^THIS leads to the situation of getting into a dead end is easily happen.*

- 2) 防止疾病缠身的好办法就是多注意休息和饮食规律。

Translation: *The good way of preventing sickness is giving more attention to rest and regular diet.*

- 3) 在这个月里唯一让牡羊们不太顺心的日子是 8 号左右的那个周末，

Translation: *The only day that makes male Aries feeling not very happy this month is the weekend around 8th.*

Moreover, at the stratum of Semantics, most of the eight identifying processes in the semantic field of “**self & feelings**” play an important role in the realisation of the episode -- “**Informing**”. Three of them are expanded in an **extending** or **elaborating** relation with other clause(s) to demonstrate the potential trouble(s) in readers’ life, and the other three identifying clauses are further extended by a secondary clause that suggests readers to avoid the trouble in work, relationship and finance and other areas.

Sometimes, there is another sequence that further illustrates the unhappy situation in the same episode -- “**Informing**”. For example,

*Sequence1:*在这个月里唯一让牡羊们不太顺心的日子是 **8** 号左右的那个周末, 事情东一件、西一件的, 时间表随时会变, 有段时间觉得累, 但仍得打起精神去做一件事, 做完了才能休息。

Translation: The only day that makes male Aries feeling not very happy this month, is the weekend around 8th, there are many issues, schedule would change at any time, ^YOU feel tired, but still have to get energy up to handle one thing.

*Sequence2:*之前曾出过的纰漏, 这几天会再出现。

Translation: Mistakes that occurred before will happen again in these days.

The analysis of the ideological meaning of “**Token**” and “**Value**” and the identification relation between them shows that the majority of the identifying processes in “**self & feelings**” reflect online Chinese horoscope writers’ concern about avoiding or solving possible unpleasant issues. Moreover, most these identifying processes play an important role in the realisation of the semantic episodes -- “**Informing**”. This episode is basically about “demonstrating potential troubles or conditions that may cause them”. Thus, by examining the identifying processes in the semantic field of “**self & feelings**”, we can see that the tendency and priority in the experiential meaning construing stands a contrast to that constructed by the corresponding English identifying processes. Being cautious and preventing the happening of potential problems are prioritised at the Chinese side; meanwhile, being progressive and making shifts and changes are the focus in English horoscope.

2. The Choice of Identifying Clause in the Semantic Field of “Happening”

As with the identifying clauses in the semantic field of “**self & feelings**” that

show online Chinese horoscope writers' great concern about possible problematic issues, many of those in the semantic field of "**happening**" also relate to the interpretation of problematic future or the way of settling troubles. Moreover, they are also important constitutions in the episode -- "**Advising**" or "**Informing**".

Firstly, there are twelve clauses identifying the way, point of solving or avoiding possible problems, and they realise the "**Advising**" sequence or episode. Potential trauma is either demonstrated in the clause complex that includes identifying clause (*in most cases, identifying clause is the major clause, and the secondary clause that demonstrates the possible problem enhances the meaning of identifying clause by reference to **cause** or **condition***) or in the former episode – "**Informing**". For example:

- 1) 可能由肠胃问题转到背部及心脏方面的问题，所以对你来说，最重要是让你自己放松，最好是多运动，而泡温泉是不错的选择。

Translation: *The problem of intestinal tract may change to problems concerning back and heart, therefore, for you, the most important thing is making yourself relaxed, (^YOU) had better do more sports, and going to hot spring is a good choice.*

- 2) "**Informing**": 夏季气温高湿度大，往往使摩羯们精神萎靡、倦怠乏力、食欲不振。

"**Advising**": 此时，吃点苦味蔬菜大有裨益。苦瓜、苦菜、莴笋、芹菜、蒲公英、莲子、百合等都是不错的选择。

Translation:

"**Informing**": *Summer temperature high, humidity high, ^THESE usually make Capricornia weary, tired and lack strength and have diminished appetite.*

"**Advising**": *At this time, having some vegetables of bitter taste will be very beneficial. Bitter melon, lettuce, asparagus lettuce, celery, dandelion, lotus seed, lily root, and all the like are good choices.*

Secondly, the cause of problem or the result of improper behaviour is identified in another ten identifying processes. For example,

- 1)金牛座的朋友们的财运并不理想，原本的理财方式其实就存在着漏洞，但因为你一直过于自信，认为船到桥头自然直，事到临头必有解决的法子，长期轻忽的结果就是没有获利,还产失损失，在你开口指责之前，是不是也该回想一下自己所做的决定，都是经过深思熟虑的呢？

Translation: *Taurean friends' luck of money is not ideal, actually there exist loops in the manner of managing finance, but because you are always overconfident, ^YOU think that you can cross the bridge when you come to it and there must be ways to settle problems when facing them, the result of neglecting all the time is no profit gaining and have losses, before you start to blame, do you think you also need to recall that you thought over your decisions or not?*

- 2)白羊座本月份的财运虽然平平无奇，但该收到的款项都能如期入帐。工作努力卖命，红利业绩奖金不会少你一份。只是娱乐活动很多，开心之余，可能花费凶了一点，是收入无法存下来的主因。如有需要，可以考虑向家人开口周转一下。

Translation: *Although Aries' luck in finance this month is average, all the money that you should receive can arrive on time. ^YOU work hard and would not miss your portion of bonus. However, entertaining activities are many, besides being happy, the expense is a bit excessive, ^THIS is the main reason you cannot make savings. If you are in need, ^YOU can consider asking help from your family.*

In the semantic field of “**happening**”, there are nine identifying clauses that show speakers' interest in ‘conservative’ approach. For example, positive interpretation of taking rest is given by the **Value** in the following identifying clause.

每次休息时，我们对刚才学习内容将会增加，并在随后学习中仍处于顶峰状态产。这就意味着，不仅学习时间安排得当可以增加记忆，而且休息时间安排得当，更能使记忆量增加。

Translation: *Every time when taking rest, the content that we just studies will increase, and it will still reach a climax in future study. This means, not only proper organisation of time for study can improve memory, but also properly arrangement of time for resting can make*

the memory increase.

And in another identifying clause -- “钱是用来花的 (*money is the thing for spending*)”, with the feature of money given in a “**Decoding: Token ^ Value**” structure, enjoying life and shopping is positively appraised by Chinese online horoscope writers.

As with many identifying clauses in the corresponding English data, there are also four clauses among these nine clauses identifying the right time of taking action or the right movement. However, in contrast to the focus on the creative and adventuresome approach shown at the English horoscope, the concern of avoiding potential hurdles is presented at the Chinese ones. The prioritising of conservative action can be observed in the following two identifying clauses, in which the investing that of lower risk and the timing of managing finance safely are identified respectively.

1)你可以选择一些平稳的投资方式，可以考虑投资房地产，或买一些投资分红型的保险，是你最佳的选择。切不可看到股市行情好而跟风入市，太过冒险易失算。

Translation: *You can choose some type of investment of low risk, you can consider investing on real estate, or buying some insurance with bonus, ^THESE are your best choices. Definitely do not follow and involve in stock market when you see good situation of it. If it is too risky, things are easy to fall out of your expectations.*

2)金融投资方面，运势波动颇大，破财的迹象明显，尽管企图心颇强，但还是建议放慢脚步，暂时保持观望的态度。
本月下旬状况渐趋稳定，此时进场投入，是比较有利的时机点。

Translation: *Regarding finance and investing, the fluctuation of luck is quite big, the sign of having loss is obvious, although your ambition is strong, it is still advisable you slow down your pace and keep observing in the meantime.*

Situation would tend to be stable during the last ten days of this month, go and invest at this time, ^THIS is relatively advantageous timing.

Totally, there are sixty percent (twenty eight out of fifty clauses) identifying processes in the semantic field of “**happening**” showing that Chinese online horoscope writers prioritise the ‘conservative’ approach when dealing with the future.

By contrast with the positive appraisal of individual capabilities and endeavour (like creativity, hard working and being progressive) that is shown in the identifying processes in the corresponding English texts, there are eight identifying processes which display Chinese online horoscope writers’ concern for collectivism. For example, the social interpersonal relationship is construed as the factor that would bring huge impact and would lead to the success in love, work and other aspects of readers’ lives. This is demonstrated in the following identifying processes.

1) 对工作影响最大的往往是复杂的人际关系。

Translation: *The factor that would give greatest impact on work is usually the complicated interpersonal relationship.*

2) 也许你的高人气不见得是爱情运的直接保证，但绝对是好的开始没错。

Translation: *Probably, your high popularity is not definitely a direct guarantee of good luck of love, but ^IT is absolutely a good beginning.*

Although some identifying clauses (fourteen clauses) in the semantic field of “**happening**” also show Chinese speakers’ interest in a ‘progressive’ approach, the percentage is only 28% (14 out of 50 clauses), which is quite low compared to that in corresponding English data.

Generally speaking, in terms of employing identifying clauses in construing experiential meaning in the semantic fields of “**self & feelings**” and “**happening**” in Chinese horoscope register, the majority show Chinese

online horoscope writers' concern about being conservative. However, the corresponding English identifying processes illustrate the focus on exhorting individuals to act and make progress in life. This contrast between Chinese and English horoscopes in prioritising principles in guiding readers' future is further discussed in the analysis of attributive processes in the following section.

4.2.2.2 The Choice of Attributive Clause in Chinese Horoscope Register

1. Attributive Clause in Chinese Data in Semantic Field of “Self & Feelings”

In the semantic field of “**self & feelings**”, there are twenty eight ‘**ascriptive**’ attributive clauses and seventeen ‘**possessive**’ clauses and the two are of the type – ‘**categorizing**’ (Halliday & McDonald, 2004, 357).

i) ‘Ascriptive’ Attributive Clause

The ‘ascriptive’ attributive clauses in the semantic field of “**self & feelings**” are all about ascribing a quality (**Attribute** that is realised by adjectival verbal group) to the **Carrier** (Halliday & McDonald, 2004, 359).

The majority (more than 80%) of ‘ascriptive’ attributive clauses in “**self & feelings**” in Chinese horoscope register are in clause complexes. They are in the logico-semantic relations of **extending (addition)**, **elaborating (exposition)** and **enhancement (cause: reason)** with other clauses. These ‘ascriptive’ attributive clauses always demonstrate possible problematic issues in the episode/sequence “**Informing**” and thus initiate the writers’ advice of adopting conservative approach. This presentation is in contrast to the attributive processes with quality **Attribute** in English horoscopes, the majority of which often contribute to construing advantageous conditions for readers to make achievement and progress. For example,

1) 比较追求时尚，购物的欲望很强，支出相对较多。(addition)

Translation: ^YOU pursue vogue; your desire for shopping is very strong, and your expenses is much relative to your desire.

2) 上半月情绪不稳定，阴晴难料。(elaborating: exposition)

Translation: During first half of the month, your mood is not stable, whether you are happy or unhappy is hard to predict.

3) 但情感方面问题不小，事情棘手|| 需仔细斟酌。(addition)

Translation: But problem regarding love is not small, things are difficult to cope with and need carefully think over.

Sometimes ‘**ascriptive**’ attributive clause presents advice for avoiding or solving some potential problems. Also, occasionally, the “**ascriptive**” demonstrates unpleasant feeling in the episode -- “**Informing**”, and this episode is followed by the episode “**Advising**”. For example,

1)如果你不喜欢约会的节目，可跟他说明实情，但最好提出另一个建议，与原定节目性质相近，所花的费用也相差无几，免得令对方失望或感到麻烦！

Translation: If you dislike the schedule of your date, you can tell him the truth, but you had better suggest another schedule which is similar to the original one and that is no big difference in expense, in order to avoid making your partner disappointed or feel troubled.

2)Informing:你的热情很难得到对方回应，让你苦恼不已

Advising:可以参加一些单身聚会，冷却一下追求的热度。
若能采取欲擒故纵的手段，给对方来一点心理战术，爱情的火花容易被点燃哦。

Translation:

Informing: Your passion is difficult to response to, ^THIS makes you vexed continuously.

Advising: ^YOU can join some parties for single people; cool down the heat of pursuit. If you can take the strategy of leaving somebody at large in order to apprehend him afterwards, do some psychological tactics, it would be easy to light up the fire of love.

Regarding the advice of settling problems giving in the episode – “Advising”, much of it shows writers’ concerns about a ‘conservative’ approach, for example, being tolerant, taking one step back and cooling down. Moreover, sometimes writers’ advice shows a positive attitude towards the culture of collectivism (for example, teamwork is construed as the only condition that would guarantee the success in work). These two points can be tracked in the following two examples.

1) Informing:

财务运势普通。

尽管你积极进行抢钱大作战，打拼不落人后，但是比起投入的努力与时间，得到的成果可能会让你颇为失望。

Translation: *The luck of finance is common. Although you actively engage in making money, your effort is not lagging behind other people, comparing the effort and time you have given, the achieved result may make you very disappointed.*

Advising:

投资理财方面，运势波动颇大，建议一动不如一静。

Translation: Regarding investment and finance, the fluctuation of luck is big. ^I advise that staying without moving is better than taking action.

2) Informing:

工作任务会比较重，面对纷繁冗杂的事情会让你身心疲惫，感觉难于应付，在头脑不太清晰时易发生失误。

Translation: *Work-load is quite heavy; facing complicated tasks makes you tired physically and psychologically. ^YOU find it hard to cope with, when the brain is not very clear, mistake happens easily.*

Advising:

在事业上需要投入更多的精力，只有合理安排现有人力资源，发挥团队合作精神，才能有所突破。

Translation: *Regarding career, ^YOU need put more energy, only if you arrange the current human resources reasonably and bring the cooperative spirit of group into play, can you make some break through in your career.*

ii) 'Possessive' Attributive Clause

In terms of **possessive** attributive clause in the “**self & feelings**”, most of them are construed as process in a form of “**Carrier**: possessor (You) + process: possession + **Attribute**: possessed”. The **Attribute** is always realised by a nominal group that represents psychological entity, for instance, feeling, ambition and confidence. One example of possessive attributive clause is “尽管你颇有企图心 (*although you have a lot of ambition*)”.

Most of the ‘**possessives**’ (21 out of 25 clauses) involve in construing disadvantageous condition of psychology (for instance, negative mood or feeling). Regarding the potential problem that might lead by the disadvantageous condition, some advice is given by Chinese horoscope writers. And the advice always shows that a ‘conservative’ approach is prioritised. For example,

Informing:

你会常常产生怀才不遇的感觉，认为别人往往不明白你的目标和野心。你会对于弱者产生强烈的同情心，看到他们，你会联想到自己的境遇而自怜起来。

Translation: *You will always have the feeling that your talents can not be appreciated by others; believe that others usually do not understand your goal and ambition. You will have strong sympathy for weak people, seeing them; you will think about your own situation and feel self-pity.*

Advising:

这段日子需要在人际交往上特别小心,因为你很容易就会莫名其妙的得罪一些人。

Translation: *During this period of time, you need to be especially careful regarding interpersonal interaction, because you would easily offend some people inexplicably.*

Some **possessive** attributive clauses show readers’ possession of positive

feeling when things turn from unpleasant to good condition, but it is hard to say they show speakers' concern in 'progressive' approach. This presentation of experiential meaning stands in contrast to that in corresponding English data in which many **possessive** processes are employed to construe advantageous condition for taking progressive strategies.

感情上双方对于彼此的将来有了基本的共识，相处起来不再有那种格格不入的怪怪 感受，并且，因为共识使双方之间情感与情绪的沟通也变得更为容易。

Translation: Regarding love, both of you have basic consensus of each others' future, **do not have the antipathetic weird feeling anymore when getting along with each other,** moreover, because of the consensus, it makes the communication of feeling becomes easier

In the semantic field of “**self & feelings**”, some attributive processes of other types are used to interpret the positive aspect of the problematic being and to offer suggestions for bringing something negative to positive. This also highlights some aspect of the wisdom of conservation – patience, and tolerance. For example,

- 1) 这个时期你避世不想见人，情绪沮丧低落，缺乏自信、幻想很多。但这对于心智的提升是一种磨练。

Translation: In this period, you keep away from society and do not want to meet people, mood is depressed and low, lack of confidence, and imagination is a lot. However, **this is a kind of a furnace for improving mental ability.**

- 2) 有伴侣的你：把对方当自己人，行为开始比较随兴，有时就不小心踩线。尽管双方关系尚称稳定，对方也愿意包容你无意冒犯的举动，但多体贴对方的感受，还是能让两人相处更为和谐。

Translation: You that have a partner: You regard the partner as a family member. Your behaviour starts to become quite self-willed,

*sometimes stepping on the line neglectfully. Although the relationship is still stable and your partner is also willing to tolerate your unmindful offending behaviour, **thinking more about your partner's feeling** can make you get along with your partner more harmonious.*

In a summary, by investigating the attributive clauses in the semantic field -- “**self & feelings**”, it is found that most of them (the majority of the ‘ascriptive’ and ‘possessive’ attributive clauses) are employed to construe potential problematic issues in the episode/sequence – “**Informing**”, and the “**Informing**” often initiate the writers' suggestions of being cautious and conservative in the “**Advising**”. This presentation in the grammar shows that Chinese attributive clauses in the semantic field of “**self & feelings**” contribute to prioritise the principle of taking the wisdom of conservation in guiding readers’ future. However, the attributive clauses in the corresponding English horoscopes help to prioritise the principle of being progressive.

2. Attributive Clause in Chinese Data in Semantic Field of “Happening”

i) ‘Ascriptive’ Attributive Clause

In the semantic field of “happening”, the ‘**ascriptive**’ attributive clause makes up the majority, totally three hundred and eighty five clauses in the Chinese data. These clauses have the configuration – **Carrier + Attribute**, and Attribute that represents a quality ascribed to participant – **Carrier** (Halliday & McDonald, 2004: 359)., There are two main types of Attribute in Chinese ‘ascriptive’: one is of negative meaning and the other one is of positive meaning. For example,

*Type 1: **Carrier + Attribute** that is of negative meaning*

In this type, the **Carrier** is realised by nominal group, e.g. luck of love, finance,

investment and work. The **Attribute** is realised by adjectival verbal group that of negative meaning, e.g. low, not good, not smooth, weak, difficult, and challenging and complicated. Please see the following example.

月中时投资运较弱，不宜投资风险较大的项目

Translation: *In the middle of this month, the luck of investing is weak; it is not suitable to invest on project with big risk*

Type 2: Carrier + Attribute that of positive meaning

In this type, the Carrier is realised by nominal group, e.g. luck of love, finance, investment and work. The Attribute is realised by adjective verbal group that has positive meaning, e.g. high, good, smooth, successful, happy, active and strong. Please see the following examples.

本月的事业运不错，在工作中的表现欲强烈，不论是在质量还是速度上都希望高人一等，很享受工作带来的成就感，工作效率颇高。

Translation: *The luck in your career is good this month; in work, the desire of making good performance is strong, you wish that ^YOU are superior than others not only in quality but also in speed, ^YOU enjoy greatly the sense of achievement brought by your work, work efficiency is very high.*

The quantity of attributive (**ascriptive**) clauses with **Attribute** that are of negative meaning is two times more than those **Attribute** that are of positive meaning. Except few independent clauses, most of them are expanded in clause complexes and mainly in logico-semantic relation of “**extending: addition, enhancing: cause (reason) and condition (concessive)**” with other clause(s).

More than eighty percent of the ‘**ascriptive**’ attributive processes are with Attributes that are of negative meaning involved in construing possible

problematic happening in episode/sequence “**Informing**” or “**Advising**”. Moreover, they play an important role in the realisation of these two types of semantic domains. They either are secondary clauses that expand other clause(s) or expanded by secondary clauses in the clause complexes that realise these two types of semantic domains. Sometimes the advice of avoiding or solving the possible issues is offered by online Chinese horoscope writers. For instance,

1) *Informing:*

接下来的七八天里事情多，觉得累，接着会趁没事的空档，尽量安排时间给自己外出散散心，让自己轻松一下。

Translation: ***In the following seven to eight days, things will be many**, you will feel tired, (^and)you take advantage of breaks to arrange time for yourself, going out as far as possible and making yourself relaxed for a while.*

2) *Advising:*

金融投资方面，运势并非特别有利，一切照旧为宜，新的投资想法，还是先缓一缓吧

Translation: *Regarding investment, **luck is not very good**, (^so) it is good to follow old tracks, in terms of new ideas of investing, hold on!*

3) *Advising:*

改变习惯是很难的，但并不是不可能的，首先要做的一件事情就是反复、经常，尤其是在有了购物冲动的时候，提醒自己一下已经确定下来的理财目标

Translation: ***Changing habit is very difficult, but it is not impossible**, the first thing you need do is repeating often, especially when you have the urge to shop, remind yourself of a settled financial goal.*

Occasionally, ‘**ascriptive**’ also is employed to present online Chinese horoscope writers’ suggestions. In terms of the advice that is offered in the semantic units where ‘**ascriptive**’ plays an important role in their realisation, much of it shows speakers’ concern in ‘conservative’ approach, e.g. being

realistic, do not take too much risk, being tolerant and thinking in long-term.
This can be seen in the following examples.

1)Informing:

向往着更高层次的跨越，心如跃雀。但现实中却是阻力重重，心理上也就常常感到有些力不从心。

Translation: ^YOU longing for leaping to higher level, heart is like a jumping bird. However, in reality, obstacles are many, so psychologically, ^YOU always feel that you are unable to do as much as you would like to.

Advising:

抛弃不切实际的想法，满意就会多一点，快乐也会多一点

Translation: Discard unrealistic ideas, (^then) satisfaction will be a bit more (^and) happiness also will also be a bit more.

2)理财应从长远考虑，不宜太冒险。

Translation: Regarding managing finance, ^YOU should think of long-term; taking too much risk is not suitable.

3)正相处过程中，会因为对某些事物的看法不一致而发生争吵，相互言词过激，会造成彼此伤害，需要注意忍让。

Translation: While getting along with a ^partner, ^YOU will argue because your views about some matters are not the same, your words to each other are harsh, ^THIS will cause hurt, you need to take care to be tolerant.

ii) Possessive Attributive Clause

Except ‘ascriptive’ attribute clause, there are twenty three **possessive** attributive clauses in the semantic field of “**happening**” in Chinese data. The **Carrier** in most of these possessive processes is either pronoun “you” that refers to the reader (sometimes, “you” is ellipsed) or the nominal groups that

represent particular group of target readers, e.g. “投资者 *investors*” and “已经有情人的处女座朋友 *friends of Virgo that have lover*”. With **Carrier** as possessor and the possessed as **Attribute**, the relationship of possession is construed.

The amount of **possessive** processes that likely show speakers' interest in 'progressive' approach and 'conservative' approach is almost the same (which involves seven and six clauses respectively).

Some of them show reader (the **Carrier**) possesses a negative feature (the **Attribute**) and thus contribute to the construction of potential problematic happening. In some other possessive clauses, the possessive relation is established between the **Carrier**- reader and an entity of positive feature in episode “**Informing**” or “**Advising**”. However, suggestions for avoiding potential problem or reminders of the merging of problematic issues are still given by online Chinese horoscope writers. For example,

1)*Informing*: 你的事业将有一个坚实的基础。成功不会一蹴而就，需要经历考验和不断的积累。

Translation: Your career will have a solid base. Success cannot be done in one step, ^YOU need to experience tests and continuous accumulation.

2)*Informing*: 本月你可能会买了一些你心仪已久的东西，或是有不错的口福，但这都需要花费不少的金钱喔！

Translation: *This month you might buy some items that you are longing for a long time, or **have good luck of having delicious food**, but these all require spending a lot of money.*

Sometimes, advice of taking 'progressive' approach to make achievement is also offered in the same episode/ sequence. For example,

- 1) 你应该力求言行一致，若有机会提升地位就要好好表现；此外，你会得到年轻人的帮助。

Translation: *You should try hard to keep your behaviour conforms to your words, **if you have a chance to improve status**, then you must give the performance well; in addition, you will get help from young people.*

- 2) 已经有情人的处女座朋友本月也将和情人有几次不错的互动，趁机增加爱情甜蜜度吧！

Translation: *Friends of Virgo that have lovers **also will have several times of good interaction with their lovers**; take advantage of the chance to enhance the sweetness of love!*

In employing attributive processes to construe experiential meaning, sometimes, a tendency of trying to construct promising and problematic future in one semantic segment or episode is also evident in Chinese horoscopes. For example,

总运较好，本月是你的爱情月，不论恋爱中的人亦或单身者均有惊喜出现；因工作忙碌而忽视健康，小心小病小痛缠身！财运较弱，付出与收获难成正比。

Translation: *General luck is quite good, this month is your month of love, for those who are in love or single, there are surprises; ^YOU neglect health because work is busy, be careful of being trapped by minor illness and pain! Luck of money is quite weak; your effort is difficult to be appropriate with what you can get.*

In general, the majority of attributive processes in two semantic units in Chinese horoscope register are employed to construe possible problematic issues. This likely shows online Chinese horoscope writers' concern with 'conservative' approach; for instance, being cautious or aware of possible issues, taking action to avoid or solving them. This finding is in line with what is found in the analysis of the choice of identifying clause in the semantic fields of **"self & feelings"** and **"happening"**. These choices at the lexicogrammar stratum are motivated from above (that is the Semantics

stratum). For example, the role of relational clauses in the realisation of the typical episodic movement construes **“Informing” + “Advising”**; and this conveys the great concern of the Chinese online horoscope writers’ concern with helping readers to avoid or solve possible problematic issues.

In addition, with the realisation of interpersonal metafunction by giving information to readers in declarative mood and by commanding readers to avoid or settle possible problems in imperative mood, the experiential meaning constructed by relational processes is further realised in the interpersonal interaction between speakers and readers in Chinese horoscope register.

In horoscope registers, the readers are constantly being directed about their ‘inner & self’ and future. The imperative for giving commands and the declarative for providing information are all unmarked choices, but what are not unmarked is about ‘mental’ and ‘being’ processes. There are not so many ‘material’, ‘verbal’ and ‘behavioural’ choices. The probabilities in this register, in the link between ideational meaning and interpersonal meaning have shifted. There is enormous drift in the co-selection towards commanding people about ‘mental’ and ‘being’ in this register -- the command is being interiorised. For example, think or feel like this, trust this, watch for that, be wise and be careful. The readers are being told not what to do in terms of boarding around the world, but what to do in their interior. However, the interiorising of command of Chinese and English are not the same one to one relationship to the world: their culture prioritise different things. In English horoscopes, being progressive -- seize the opportunity -- is prioritised; however, in Chinese horoscope, being conservative -- look out for the hurdles -- is the focus.

Chapter 5 - Qualitative and Quantitative Studies of Japanese Horoscope Register

The first section of this chapter sets out the provisional qualitative study of three Japanese horoscope texts. They are daily, weekly and monthly horoscope texts from two websites – the Japanese Yahoo and “www.szeus.co.jp”. In this provisional study, the context and the logical/experiential, interpersonal and textual patterns of these three horoscope texts are reviewed, and general characteristics of the three Japanese horoscope texts can be proposed. Consequently, the provisional study could set out the research tasks for the quantitative study of Japanese horoscopes on websites.

The second section of this chapter covers the detailed quantitative study of the Japanese horoscopes on websites. Based on the findings of my provisional study, the quantitative study is focused on the analysis of identifying and attributive processes; moreover, the imperative mood is also investigated giving its relevance to the semantic patterns – “**Informing**” + “**Advising**” – which are discussed in Chapter 2 (see *section: 2.2.1.2, P35-36*).

The last section of this chapter reports a qualitative study of the hypertext system which provides the environment of the Japanese astrology websites.

5.1 Provisional Qualitative Study and the Profile of the Japanese Horoscope Register

The daily text is collected from the Japanese “Yahoo” website. The text is the daily prediction of Aries in 9, June, 2008. In order to find weekly and monthly texts, I used the search engine – “Google”. After I searched the key word “周運 (weekly luck)”, the site “www.szeus.co.jp” was found at the top of the result page.

Consequently the weekly (*the week from 9, June, 2008 to 15, June, 2008*) and monthly texts (*June, 2008*) were chosen for the initial study of the Japanese online horoscopes.

In this initial study, I analyse the context, and at the semantic level, the semantic patterns of three metafunctional domains of horoscope texts are also examined.

5.1.1 Discussion of the Context of the three Japanese Horoscope Texts

As with the writers of Chinese horoscopes on websites, Japanese writers also try to interpret/predict what is going to happen in readers' daily life.

Chinese cultures had a great impact on Japanese society and culture since around the fourth century. And at the same time, since the Meiji restoration in 1867, Japanese became fascinated by the sciences and arts developed in European nations. Japanese people are not only familiar with the traditional Chinese astrology, e.g. "YinYang", "Fengshui" and Chinese Zodiac (from "Rat" to "Pig"), but also understand western astrology. The co-existence and blending of eastern and western astrology is evident in almost all the contemporary Japanese astrology websites, and the western Zodiac (from "Aries" to "Pisces") is of important status, which is found at the top section of the homepage of most Japanese astrology sites. As with Chinese writers, when writers of Japanese web horoscopes borrow the "Aries" and "Pisces" from the west, they do not follow the western practice of reading the stars, i.e. taking the movements of heavenly bodies as the basis for evidence and for reasoning.

Nevertheless, when we consider the parameters in the network of "**Tenor**" (Butt, 2004), writers of online Japanese horoscope texts also adopt the **agentive role**

of expert, giving information and advice to readers within monthly, weekly and daily time frames. Consequently, as with the corresponding three English and Chinese horoscope texts, the **repercussive** and **advisory hierarchy** and **immediate goal orientation** (Butt, 2004) are also influencing the grammar of the three Japanese texts.

5.1.2 Discussion of Semantic Patterns and Lexicogrammar of three Japanese Horoscope Texts

1. Logical/ Experiential Pattern

Similar with the three Chinese texts in the provisional study, the three Japanese texts also interpret the **“happening”** and the **“self & feelings”** of several aspects of readers’ lives. In the daily text, there are four semantic segments – the general luck and the luck of love, money; and work; and in Japanese weekly and monthly text, the four semantic segments involve general luck, the situation of readers’ mood and interpersonal relationships, and the luck of love. This kind of structure of the Japanese texts allows each semantic segment that represents one aspect of the reader’s lives to be logically independent. As with the corresponding Chinese texts so far investigated in the provisional study, the **“Informing”** and **“Advising”** are also typical episodic patterns in these three Japanese horoscope texts, and the **“Informing” + “Advising”** structure is also realised between episodes/sequences within each semantic segment.

For example, in the first episode -- **“Advising”** of the semantic segment: “the general situation of readers’ mood” in the monthly text, the first sequence -- “good situation of curiosity [clause 1]” initiates the second sequence -- “expand interest in various domains [clause complex 1]”. The other example is in the semantic segment: “the luck of love” of the daily text: the logical relationship of

deduction is found between the first episode -- “**Informing** (not stable luck of love) [clause 1 and 2 + clause complex 1]” and the following episode – “**Advising** (how to bring the good luck back) [clause complex 2]”.

1) **Advising:** 好奇心だつてとても旺盛。

仕事や生活のことばかりでなく、趣味や教養の分野にも、積極的に興味を広げてみましょう。

Translation: *Even curiosity is very high.*

Expand your interest positively not only concerning work and life, but also hobby and education.

2) **Informing:** ふらふらと安定しない運氣です。

原因はあなたの自分勝手な行動にありそう。

Translation: *^TODAY'S LUCK OF LOVE is shaking and not stable luck.*

The reason seems in your selfish action.....

Advising: 運氣回復のためには、相手の気持ちを思いやる心遣いが大切でしょう。

Translation: *In order to get the luck back, it is important to think about your partner's mood.*

This logical relationship between the information giving and the suggestion offering shows online horoscope writers are consciously or subconsciously making justifying their making meanings in horoscope websites. In addition, the dominant type of expansion in clause complexes that realises semantic segments of these three Japanese texts is **enhancement (causal-conditional type)**, especially, **hypotactic (cause: reason and cause: purpose) taxis**. (These terms are elaborated by Halliday & Matthiessen (2004: 373-412))

In terms of transitivity, the dominant clause is relational (attributive) process. There are also many material clauses, but only a small proportion of several verbal and mental processes are found. As with the corresponding Chinese

horoscope texts, the movement of heavenly bodies is not reported in these three Japanese horoscope texts.

Relational processes are employed to construe the general situation of the exterior “**happening**” and the interior “**self & feelings**”. For example, the ‘ascriptive’ attributive clause -- “好奇心だつてとても旺盛。(Curiosity is very strong.)”, in which Carrier “好奇心 (curiosity)” is a mental entity and it is assessed by assigning evaluative Attribute - “旺盛 (strong)” to it; in another relational clause -- “人間関係が、とても円滑な時。(Regarding interpersonal relationship, ^ THIS MONTH is very smooth time)”, an attributive relation is established between the assumed Carrier/Token - “^ THIS MONTH” and the Attribute/Value - “very smooth time”.

Material clauses and verbal clauses also contribute to construing the “**happening**” in the exterior, material world. For example:

自分の考えを、とても情熱的に語りかけるので、
なんとなく勢いで納得させてしまうようです。(weekly text)

Translation: *Because you talk about your own thought very passionately, ^YOU seem to convince ^PEOPLE somehow by force.*

Very unusual, there is one material clause that shows the change in “**self & feelings**”. It is “今週は、あなたの好奇心が多岐にわたって広がりそうです(This week, your curiosity seems to expand in various areas)” in the weekly text.

As with the English and Chinese texts so far studied in provisional studies, relational processes are also found to be important in the realisation of logical meaning and episodic patterns in these three Japanese horoscope texts.

There are sixteen relational processes in these three Japanese horoscope texts. Except three of them, all the relational processes are not in an interdependent relationship with other clauses in a clause complex, i.e. they are single clauses and are not expanded in clause complexes. These single relational processes summarise the general situation of readers' mood, luck of love, money and interpersonal relationship, and they usually realise the first sequences of the episode -- "**Advising**" or "**Informing**" in semantic segments. As the first sequences, they usually initiate the following sequence (s). For example, the following sequence(s) gives examples or more details to demonstrate the general information given by the relational clause in the first sequence. Occasionally, a suggestion is offered based on the information that has been given by the relational clause.

The following three examples illustrate this General/whole ^ Specific/part relationship or a logical relationship of deducing between sequences in the typical semantic episodes -- "**Informing**" or "**Advising**". For example,

1)Episode: Informing

Sequence 1: 今月のあなたはとても軽快です。

Translation: This month, you are very relaxed.

Sequence 2: 必要ならどこにでも飛んでいくし、誰とでも会って話をします。

Translation: *If necessary, ^You fly to anywhere and talk with whomever ^YOU meet.*

2)Episode: Informing:

Sequence 1: ふらふらと安定しない運気です。

Translation: ^TODAY'S LUCK OF LOVE is shaking and not stable luck.

Sequence2: 原因はあなたの自分勝手な行動にありそう。

Translation: *The reason seems in your selfish action.*

3) **Episode: Advising:**

Sequence 1: 礼儀を大切にしたい日。

Translation:

^TODAY is the day that ^ YOU want to value courtesy.

Sequence 2: 上司や先輩、先生などには、礼儀正しく接するように心がけましよう。

Translation: *Keep it in mind that interact with boss, senior and teacher and all the like politely.*

Regarding the three relational processes that expand clause complexes, two of them are in a clausal-conditional relationship, enhancing the meaning of another clause in the clause complexes. They also play an important role in the realisation of the typical semantic episodes: “**Informing**” and “**Advising**”. For example:

1) **cause: purpose**

運氣回復のためには、相手の気持ちを思いやる心遣いが大切でしょう。

Translation:

For the returning of the luck, it is important to think about your partner's mood.

2) **cause: reason**

伝えたい、理解してもらいたい、という意欲が強いので、説得力もじゅうぶんです。

Translation:

Because the desire of wanting to express and be understood is strong, persuasive power is also enough.

In examining the logical/experiential pattern of the three Japanese horoscope texts, as with corresponding English and Chinese texts, relational processes are also found to be crucial in the realisation of logical meaning and the typical episodic patterns.

Consequently, in terms of cross culture quantitative study of horoscope websites, analysing and comparing relational processes would be a good approach for observing possible different priorities in different cultures. Because the relational processes provide particular forms (identification and classification) for people to make their individual interpretations about the future in relation to the beliefs in their culture, analysing relational processes offer an opportunity for revealing how people reason and what kind of ideological content may guide their behaviour.

Analysing typical episodes and noting their dominant transitivity indicate two semantic fields in horoscope texts in terms of experiential meaning. They are exterior “**happening**” and interior “**self & feelings**”. The former one is generally about politics, between forces and individuals in community, and about important aspects of readers’ lives, e.g. work, finance and study; the latter one is mainly about readers’ mental being and doing.

It is natural to see that that material and mental processes involved in the construction of the exterior and interior world of readers’ lives in texts. Nevertheless, it is important to notice that relational processes even play a vital role in the construction of the “**happening**” and “**self & feelings**” as well as revealing values through the ascriptions and equivalences in these three Japanese texts.

Consequently, two semantic fields -- the exterior “**happening**” and interior “**self & feelings**” also can be applied to the analysis of Japanese horoscope websites in the quantitative study. This is because they may offer an opportunity to examine subtle, cultural differences reflected by experiential meaning in the construction of these two domains.

2. Interpersonal Patterns

Writers of horoscopes texts on websites are found to be the sole speakers in these three texts and the advisor's role of speaker is indicated in the “**Tenor**” system. Writers make statements about the “**happening**” and “**self & feelings**” and also order readers to take actions in these two semantic fields. Propositions/ proposals are combined to form patterns of exchange. In the episode “**Informing**”, statements are dominant and in the episode “**Advising**”, proposal (command) is an important feature. In these three Japanese horoscope texts, writers make statements giving information to readers and also issue commands to readers. Moreover, statements usually initiate/prepare for commands. So there appears to be a strong probability that “**Statement + Proposal** (command)” is the most likely pattern of exchange.

For example in the first episode -- “**Advising**” of daily text, the pattern of exchange is Statement (the feature of the day is having a good manner with people) ^ Command (pay attention to correct manner when interacting with boss, senior and teacher.)

礼儀を大切にしたい日。

^TODAY is the day when ^ YOU want to value courtesy.

上司や先輩、先生などには、礼儀正しく接するように心がけましょう。

Keep it in mind that interact with boss, senior and teacher and all the like politely.

In these three Japanese horoscope texts, statement is mainly realised by declarative mood and command is mainly realised by imperative mood. The three texts are dominated by clauses that in declarative and imperative mood.

Almost all the declarative clauses that make statement fall in the “declarative: conclusive” type, according to the general paradigm of mood system of

Japanese language (Teruya 2004, 195). For example, many of the declarative clauses end with Predicate, which is realised by adjectival or nominal group followed by “です desu”. “です desu” is a combination of a particle and verb forms, which means “to have the characteristic of or to exist”. It can be used to “indicate condition, or quality, or number, or characteristics, or identity” (Bleiler, 1963: 59). And when the Predicate is verbal group, “masu” which is the polite form of “です desu” is chosen to combine with Predicate.

However, there are three declarative clauses which fall into the type of “declarative: suppositive”, they are with “deshō” at the end (“deshō” is the polite form of the suppositive mood form - “daroo”). And among these three, two of them get the structure: verbal group + the grammatical item “こと koto” + “でしょう deshō”. For example:

- 1) 職場でのチームプレー、お仲間づくりなど、あなたが積極的に動けば動くだけ、成果も上がってくる ことでしょう。(weekly text)

Translation: *The more you work positively in team working in workplace and in making friend, ^IT IS the matter that achievement will also go up.*

- 2) よく聞き、穏やかに話すので、多くの人があなたと会話を楽しむために、笑顔で寄ってくる ことでしょう。(weekly text)

Translation: *Because ^YOU listen well and talk calmly, ^IT IS the matter that many people come with a smile in order to enjoy conversation with you.*

However, the third one has the adjective group -- “大切 important” realising the Predicate and then followed by “deshō”.

原因はあなたの自分勝手な行動にありそう。
運気回復のためには、相手の気持ちを思いやる心遣いが 大切でしょう。(daily text)

Translation: *Reason seems in your selfish action.
For the returning of luck, it is important to think of partner's mood.*

The major selection of the ‘conclusive’ type in the declarative mood is likely to show the strong voice of the speaker in the Tenor system.

In terms of the imperative clauses, half of them are of the ‘jussive’ type. It is the type that with verbal group realising the Predicator in an imperative form, and the words always involve in this type are “ kudasai (“give” or “grant” or “condescend to”)” and “doozu (please)”. The other 50% are of the ‘command: suggestive’ type, of which verb is in the suggestive form – ‘mashoo’. In the ‘suggestive’ imperative clauses, the person/subject “you” is always omitted or indicated by the context, and what is being demanded is mostly action. The actions that ordered by the speakers not only involve the semantic field - exterior “**happening**”, but also involve the interior “**self & feelings**”. This is shown in the following table (15).

Table 15

Semantic Category	Clause
Exterior Happening	相手の得意分野を話題にして。 <i>Please make the expertise of your partner the topic of the conversation.</i>
	ちょっとしたプレゼントをどうぞ。 <i>Have some present please.</i>
Interior Self & feelings	上司や先輩、先生などには、礼儀正しく接するように心がけましょう。 <i>Keep that in mind that interact with boss, senior and teacher, and all the like politely.</i>

Commands are always logically supported by statements in Japanese horoscope texts. For example:

専門的知識を持った人との会話で刺激が。
相手の得意分野を話題にして。

Translation: *There is stimulation in the conversation with person who has expertise. Please make the expertise of your partner the topic of the conversation.*

The “**Statements + Commands**” structure shows the selection of mood creates an ongoing exchange between the speaker “I” and the reader “You”. Moreover, this choice also illustrates how the **agentive role** of speaker is realised in the lexicogrammar stratum in the three Japanese horoscope texts.

Basically, the three Japanese horoscope texts realise two speech functions. Firstly, they give information by making statements, and secondly, demanding non-verbal commodity exchange, which usually is an action. In Japanese horoscope texts, the first function is mainly realised by the declarative ‘conclusive’ mood and the latter one is realised by the imperative ‘jussive’ and ‘suggestive’ mood.

In general, in analysing the interpersonal pattern of the three Japanese texts, I get the proposition/proposal structure which is “**Statement + Command**” typically. The imperative mood is very important in realising the episode “**Advising**”. As “Statement” logically supports the “Command”, this indicates that analysing what writers of online horoscopes command readers to do, and how they initiate action through “Statement”, will help to reveal what are the semantic priorities in coming to terms with the future in Japanese horoscope websites.

Although there is the similar “**Informing**” + “**Advising**” pattern, it does not mean the ideological meaning and the general tendency(s) shown in the information and suggestion given by the writers of online horoscopes is the same in Chinese and Japanese horoscopes. We will later find that Japanese horoscopes do share some of the fundamental values of the Confucian society; however, they also show the impact from Western culture.

In order to reveal subtle cultural differences within similar structure of ‘advice’ in the detailed quantitative study, when examining the imperative clauses in the semantic field “**self & feelings**”, the analysis is mainly focused on the four types of mental process – “*perceptive, cognitive, desiderative and emotive*” (Halliday & Matthiessen, 2004, 208-209).

3. Textual patterns

The thematic organisation of the clauses is a significant factor in the unfolding of a text. In this section, I try to analyse the thematic progression and the information flow patterns of the three Japanese horoscope texts.

According to Teruya (2004), there are similarities and differences between Japanese and Mandarin in the system of Theme. In both Chinese and Japanese, a clause as message can be divided into “Theme + Rheme”. The difference is that Japanese developed particles that mark prominent elements; they are named as “sequential marking” by Teruya (2004). As Teruya (2004: 228-229) has reviewed, these particles are “*known as topical or theme markers; -wa is a representative and general instance (cf. Mikami 1964; Kuno 1973; Shibatani 1990; Teramura 1991; Ootsuki 1987; Okuda 1956; Ishikami 1988) and some others with additional features, for example, negation (-sika), emphasis (-sae), quantity (-mo), etc. (Suzuki 1972). Such morphological signals help identify the realisational relationship between experiential roles and their thematic marking with respect to markedness of thematization.*”

As with Mandarin, in Japanese, Theme is also realised by initial position in the clause and may include interpersonal or textual elements in Theme. “*the -wa element is typically realised clause-initially. However, other elements may also occur clause initially, before the -wa elements; these are: conjunctive Adjuncts:*

sunawaci “i.e.”, *nazenara* “because”, *sosite* “and”, *keredomo* “but”, etc.; *continuative Adjuncts*: *hai* “yes”, *iie* “no”, *eeto/ nnto* “well”, *ee* “uhh”, etc.; *interpersonal Adjuncts*: *mociron* “of course”, *tabun* “probably”, *zahi* “at any cost”, etc. and *Vocatives*: *Nakadakun* “Mr Nakada”, *kora* “hey”, *doroboo* “robber”, etc.” (Teruya, 2004: 231) Based on the above discussion, the system of theme of the three Japanese horoscope texts was examined.

As with the corresponding Chinese texts so far investigated, the thematic progression develops independently in each semantic segment (in each paragraph) in Japanese horoscope texts. There are paragraph Themes, and there are also sub-themes that usually represent part of the paragraph Theme. Both of them help to carry on the flow of information in each paragraph/semantic segment. When putting all of them together, we can see that the information of writers’ interpretations of readers’ luck in several aspects can be organised in these three texts.

For example, there are four paragraphs/semantic segments in Japanese monthly horoscope text. The paragraph Themes for these four paragraphs are ‘the general luck of June’, ‘the situation of mood’, ‘the luck of interpersonal relationship’ and ‘the luck of love’ respectively. Every paragraph/semantic segment starts with an intensive attributive process. From this, we can see, ideationally, writers of Japanese horoscopes on websites try to define the quality of readers’ general luck, mood, and the luck of love and social relationships. Under this pressure, most of the paragraph Themes like “you in this month”, “curiosity”, “social relationship” and “luck of love”, are marked either by “wa” or “ga”. Within each paragraph, most of the sub-themes are realised by *nom.gp-wa* or *nom.gp-mo* or *nom.gp-demo*. The thematic progressions in weekly and daily text share the same feature with the monthly

text, except two circumstantial elements (one marked by “wa” in a weekly text and the other marked by “de” in a daily text are selected as paragraph Themes.

Here I take the first three paragraphs/semantic segments from the monthly text to show the thematic progression.

- (1) 今月のあなたは とても軽快です。
This month -NO you-WA very relaxed -DESU.

Paragraph Theme 1	Rheme
Carrier	Attribute

You in this month are very relaxed.

- (2) どこにでも 飛んでいくし、
Anywhere -DEMO fly to -SI

Sub-Theme 1.1	Rheme	Process: material
---------------	-------	-------------------

^YOU fly to anywhere,

- (3) 誰とでも 会って 話をします。
Anyone - TO DEMO meet -TE talk-WO do-MASU

Sub-Theme 1.2	Rheme	Process: material
---------------	-------	-------------------

talk with anyone ^YOU meet

- (4) 好奇心だつて とても旺盛
Curiosity -DATE very strong

Paragraph Theme 2	Rheme
Carrier	Attribute

Curiosity is very strong.

- (5) 仕事や生活のことばかりでなく、趣味や教養の分野にも、
積極的に興味を広げてみましょう。
Work and life-NOKOTO not only, hobby and education-NO
field-NIMO, Positive-NI interest-WO expand-TEME MASIYOU.

Sub-Theme 2.1	Rheme	Process: material
---------------	-------	-------------------

Expand your interest positively, not only concerning work and life, but also hobby and education.

- (6) 時間は、気にしないで 大丈夫。
Time-WA, without worry-TE ok.

Sub-Theme 2.2	Rheme
Carrier	Attribute

Time is ok without worry.

- (7) 今月は、何を学んでも 習得は かなり速そうです。
This month-WA, whatever study-DEMO, acquisition -WA
very fast -SOU-DESU.

Sub-Theme 2.3	Sub-Theme 2.4	Sub-Theme 2.5	Rheme
Carrier			Attribute

This month, whatever ^YOU study, acquisition seems very fast.

- (8) 人間関係が、とても円滑な時。
Interpersonal relationship-GA, ^NOW very smooth time.

Carrier	Attribute/ Value
Paragraph Theme 3	Rheme

Interpersonal relationship, ^NOW is very smooth time.

- (9) 伝えたい、理解してもらいたい、という意欲が強いので、

Wanting to express, wanting to be understood -TOIU,
desire -GA strong -NODE,

Carrier	Attribute
Sub-Theme 3.1	Rheme

Because the desire of wanting to express and to be understood is very strong,

- (10) 説得力も じゅうぶんです。
Persuasive power -MOenough-DESU.

Carrier	Attribute
Sub-Theme 3.2	Rheme

Persuasive power is also enough.

The Theme provides the environment for the remainder of the message, the Rheme. In the paragraphs of general luck and mood, and the luck of love and social relationship, the message that starts from the paragraph Themes is further illustrated in details in the Rheme, and sometimes, speaker's advice about readers' appropriate actions and the possible result of obeying the command are also given.

Messages combine to form periodic movements of information. The information flow patterns of the three Japanese horoscope texts are shown in the following three paragraphs.

Daily text

Phase of messages concerned with readers' general luck

^Phase of messages concerned with readers' luck of love in the day

^ Phase of messages concerned with readers' luck of money during the day

^ Phase of messages concerned with readers' luck in work during the day

Weekly text

Phase of messages concerned with readers' general luck during the week

^Phase of messages concerned with readers' luck in social relationship and work

^ Phase of messages concerned with readers' mood during the week

Monthly text

Phase of messages concerned with readers' general luck of June

^Phase of messages concerned with readers' mood in June

^ Phase of messages concerned with readers' luck in social relationship in June

^ Phase of messages concerned with readers' luck of love in June.

The analysis of textual organisation of Japanese horoscope texts shows online horoscope writers choose textual elements delicately to develop the predictions of readers' luck in several important aspects. The horoscope texts developed within the matrix of paragraph Theme and clausal Themes carry the information of the exterior “**happening**” and the interior “**self & feelings**” in predictions.

Given that thematic meaning is likely to show the priorities people have, this is clearly going to be a fruitful study to extend. But in this thesis, I am going to keep the textual in mind in relation to the prioritising of meanings/motif. Because the textual meanings prioritise the experiential meaning, i.e. Theme = up 1st (experiential element), in this thesis, I will mainly focus on the experiential meaning in the more qualitative study. This is not to say that the textual is not important for revealing subtle differences, but that waits for subsequent research.

5.2 Quantitative study of Japanese Horoscope Register

In this section, I develop the analysis of clauses in the imperative mood (imperative clauses) and relational processes (identifying and attributive) in two different semantic fields, namely, interior “**self & feelings**” and exterior “**happening**”.

5.2.1 The choice of imperative clause in Japanese horoscope register

5.2.1.1 Imperative Clause in the Semantic Field of “Self & Feelings”

1. The Profile of Target Data

As shown in the following table (16), there are four types of verbs in Japanese target data.

Table 16
the categories and quantity of verbs that realise the imperative clauses in the semantic field of “**self & feelings**”

	Perceptive	Cognitive	Desiderative	Emotive
Chinese	51	13	0	4
Japanese	18	7	1	8

2. Data Analysis

i) the ‘Perceptive’ Type

As with the corresponding Chinese data, in the semantic field of “**self & feelings**”, the “perceptive” type also constitutes highest percentage in Japanese data (about 53%). Regarding the Sensor in the ‘perceptive’ type, over ninety percent is ellipsed “You” and it refers to the readers of horoscope texts. However, there are two exceptions. They are realised by a nominal group that represents specific groups of readers. For example, “とくに、夏休

みに何も予定のない人は要注意！ (Particularly, *people that do not have any plan in summer vacation* should pay attention!)

Totally, eighteen clauses are found of this type, and the Process of these clauses involves only two verbs and one verbal phrase. These three are “注意 (*pay attention to*)”, “用心(*beware, watch*)” and “気をつけて (*be careful*)”. Among them, the verb -- “注意 (*pay attention to*)” realises the Process of twelve clauses. For example:

精神力が試されそうです。

工作中的のアクシデントによる怪我や過労などに注意しましょう。

Translation: *Spiritual strength seems to be tested.*

Be careful with *accidents during work, e.g. injury and overwork.*

About seventy percent (12 out of 18 clauses) of the “perceptive” imperative clause in the semantic field of “**self & feelings**” have ‘Phenomenon’. Most of the ‘Phenomenon’ is realised by nominal group with marker - “ NI”, for example: “traffic accident and so on-NI (交通事故などに)” and “accidents during work, e.g. injury and overwork and so on- NI (工作中的のアクシデントによる怪我や過労などに)” .

There are also seven clauses without Phenomenon. Most of them are in an enhancing (cause: reason or purpose) logico-semantic relation with dependent clause in clause complexes. The dependent clause always ends with the marker -- “node (ので)” or “youni(ように)”. The former one indicates the reason for the writers’ command for being cautious; and the latter one indicates the purpose of the command for being careful. For example,

1) 心も体も夏バテ傾向にあるので要注意 。 (*cause: reason*)

Translation: **Because** there is tendency that heart and body get completely exhausted in summer, watch out.

2) 芝居じみている、なんて笑われないように気をつけて。(cause: purpose)

Translation: ^ IT is like a play, watch out **so that** you would not be laughed at.

The “perceptive” type of imperative clauses in the “**self & feelings**” play important role in the realisation of the typical semantic episode – “**Advising**”. And there is always “**Informing**” (that illustrates possible trouble, or not a good prospect) initiates the “**Advising**” (which is asking readers to be cautious). For example,

“Informing”

嫉妬深い、相手への束縛が強い、気分にはムラがある..... などなど、言われてみれば、本人もきつと自覚できるところがあるはず。

Translation: *If you talk about that the strong restraint to a very jealous partner and the existing of capricious mood, you also definitely know these problems.*

“Advising”

とくにつき合いの長いカップルの人は、恋人への態度にご用心。.....

感情的になりそうになったら、デートを早めに切りあげるなど、工夫が必要。

Translation: **In particular, the person who has been getting along with partner for a long time watches your manner to your lover.**

If you likely become emotional, strategies, like leaving a date early and so on, are necessary.

The “perceptive” type of imperative clause in Japanese data indicate that commanding readers to be concerned about possible trouble, danger or accident is the focus of Japanese horoscope writers.

ii) the ‘Cognitive’ Type

Regarding the other major type – the “cognitive” type, almost ninety percent also about commanding readers take action to avoid or settle possible trouble. For instance,

勢い任せに行動すると後悔しそうなので、選択肢をたくさん用意してしっかり吟味しましょう。

Translation: Because ^YOU seem regret that act naturally, prepare a lot of options and think over.

iii) the ‘Emotive’ Type

The imperative clauses of ‘emotive’ type are different from those of ‘perceptive’ and ‘cognitive’ types. The majority (Five out of eight clauses) exhorts readers to cherish or enjoy the good condition that would promise something positive in their lives.

In a summary, in the semantic field of “**self & feelings**” of Japanese horoscopes, as with the corresponding Chinese horoscopes on websites, the ideological content of the imperative clauses (more than 60%, 21 clauses out of 34 clauses) also show writers of Japanese horoscopes on websites’ express great concern in preventing and solving possible problems when coming to guide readers’ future. This similarity demonstrates the ‘conservative’ approach would be an important value in Confucian societies.

The difference between Chinese and Japanese horoscopes is that there is much less imperative clause expanding in clause complexes in the Japanese horoscopes. There are only thirteen imperative clauses in primary clauses that are expanded by a secondary clause in clause complexes and the majority (almost sixty percent) is single clauses in the Japanese data. However, the majority of imperative clauses expand with other clauses in clause complexes in Chinese horoscopes. This shows Japanese data relies more on the episodic movement at the semantic level to convey the same

meaning to readers in the semantic field of “**self & feelings**”. However, the “**Informing** (*possible problematic happening*) + **Advising** (*give advice in terms of the solutions or prevention of problems*)” is also the most typical episodic movement in Japanese data in the semantic field of “**self & feelings**”. The comparison illustrates that there are variants in the grammar to realising similar function across Chinese and Japanese horoscope websites.

5.2.1.2 Imperative Clause in the Semantic Field of “Happening”

In the semantic field of “**happening**” in Japanese horoscopes on websites, imperative clauses are mainly realised by material process and involve several verbal processes. There are one hundred and nine (109) imperative clauses found in this semantic field.

1. the Prioritising of the Wisdom of Taking ‘conservative’ approach

In the semantic field of “**happening**”, about 31% (34 out of 109 clauses) of the imperative clauses shows that the writers of Japanese horoscopes prioritise the principal of being ‘conservative’ (caution; judgement).

Similarly with the corresponding Chinese data, the construing “**Informing** problematic happening” + “**Advising** take action to avoid possible trouble” is the typical episodic movement. This also shows that writers of Japanese horoscopes are very concerned about possible hurdles.

Nevertheless, a similar meaning is realised differently in the grammar. Many of the corresponding imperative clauses in Chinese horoscopes in the “**happening**” involve two kinds of enhancing logico-semantic relations --

“condition: negative” and “reason: purpose” with other clauses in clause complexes. The imperative clauses and the secondary clauses that are led by the enhancement marker -- “otherwise” or “in order to avoid” together - illustrate Chinese horoscope writers’ great concern in commanding readers to avoid dangers (see Chapter 4, section 4.2.1.2). However, in Japanese horoscopes, many imperative clauses involve clause simplexes. Japanese writers’ concern for avoiding possible dangers is mainly demonstrated in the combination of Process and Goal and Circumstantial element (Location: time and Manner: means) in clauses.

In the semantic field of “**happening**” in Japanese horoscopes, firstly, there are seventeen imperative clauses, important in the realisation of the typical episode – “**Advising**” (web users to avoid possible troubles/dangers).

For example,

- 1) 先入観で相手の人柄を決め付けないようにしましょう。

Translation: *Do not label the personality of partner with preconception.*

- 2) ポリシーや絶対的な優先事項を事前に伝えて理解してもらいましょう。

Translation: *Convey and understand policy and things that have absolute priority beforehand.*

- 3) 誤解されそうな行動は控えましょう。

Translation: *Control action that would cause misunderstanding.*

Secondly, there are another seventeen imperative clauses in Japanese horoscopes. These very likely indicate speakers’ concern for a ‘conservative’ approach. Although there is no information about the possible unpleasant happening provided in the “**Informing**” episode, readers of web horoscopes are asked to take a cautious approach, e.g. taking a rest, enjoying a holiday, and slowing down. This tendency is evident mainly in the selection of

Circumstantial element – “Manner: quality” and the combination of Process and Goal in clauses. For example,

- 1) ただし、ハードな運動はまだまだこたえる時。
ゆったりペースで、楽しみながら体を動かしていきましょう。

Translation: At relaxing pace, move body with pleasure.

- 2) 休日は努めて、「命の洗濯」をテーマに、のんびりと過ごすよう心がけま
しょう。

Translation: Act on holiday, and under the theme of "refreshing", keep in mind to spend the holiday time leisurely.

Although both of the Chinese and Japanese writers of web horoscopes show their concern in the prevention of possible difficulties and in taking a conservative way forward when guiding web users about their future, there is difference in the proportion. About 31% of the imperative clauses in Japanese horoscopes prioritise the ‘conservative’ approach. This is only half of that in Chinese horoscopes (60%) in the semantic field of “happening”.

2. the Prioritising of the ‘Progressive’ Approach

In the “happening” of Japanese web horoscopes, there are twenty nine clauses (about 27%) relate to demanding readers solve or handle possible problems in a proper way or time. In contrast with the Japanese horoscopes, there are only fifteen (10 %) imperative clauses advising readers to take certain measure to settle problems in the Chinese horoscopes. With the choice of the verb - “avoid” and the logico-semantic relation- “cause: purpose”, about 35% (forty nine clauses) of imperative clauses are found to fulfil the function of demanding that the reader avoid possible problems in the semantic field of “happening” in Chinese horoscopes. However, there are

only seventeen imperative (about 16%) of clauses exhorting web users to prevent possible troubles in Japanese horoscopes. It appears there are much more imperative clauses in Chinese horoscopes showing the writers' concern in preventing problems in the “**happening**”.

In Japanese horoscopes, writers' greater concern about settling problems can be traced to the choice of the verb in Process and the combination of Process and Goal, and the selection of Circumstantial elements (mainly about “Manner: quality” and “Location: time”). For example, “correct the category of supplements and how much you exercise”, “search the reason of lag behind” and “find a better chance”. And sometimes, these grammatical devices are combined together in one clause to bring out the meaning. For example,

- 1) 仕事では、業務の進みが滞る暗示があります。

遅れを取り戻そうとスピードをあげるよりも、まずは滞りの原因を探すところから始めて。

Translation: In work, there is sign of the delaying of work progress.

Firstly begin with the searching of cause of delaying rather than speeding up to catch up.

- 2) 健康面では、健康を意識しすぎてケアが過剰に。

サブリの種類や運動量をいま一度見直してください。

Translation: Concerning health, ^YOU too conscious about health; and care becomes too much.

Please review category of supplement and amount of exercise once more.

Moreover, among these twenty nine imperative clauses, there are ten asking readers to tackle issues in a progressive way. This is always realised by the choice of Circumstantial elements (Manner: quality) and verbs. For example, “早々に処理していくようにしましょう。(Please handle as early as

possible)” and “あなたが苦手だと思う事に挑戦しましょう。 (*Please challenge the issues that you think is difficult*)”. And occasionally, at the semantic stratum, there is an episode “**Promising** (possible good result of obeying the command)” given after the “**Advising**” episode. For example,

Advising: 異性に対してもっとゆとりを持って接してください。

Translation: *Please communicate to the opposite gender with more space.*

Promising: チャンスが増えてきますよ。

Translation: *Chance can increase.*

It seems these twenty nine clauses show that the command from Japanese writers relates to the command of taking action to achieve higher performance and to show their interest in adopting a ‘progressive’ approach in handling problems.

This tendency shown in the above twenty nine imperative clauses also can be seen in other forty two imperative clauses in Japanese web horoscopes. In these forty two clauses, Japanese web users are asked to act positively to make a higher performance and changes when coping with their future. With informing web users of good condition(s) that would promise progress in love relationships, work and other important aspects in the episode “**Informing**”, the command(s) of taking action, adventure and challenges are made in the episode “**Advising**”. For instance,

片思いの人は、8月最終週のアタックが勝率高め。
思いきって連絡してみてください。

Translation: *As for the person that is in an unrequited love, taking action in the last week of August raises the rate of winning. Please contact (^him/her) freely.*

In general, about sixty percent of the imperative clauses in the semantic field of “**happening**” of Japanese web horoscopes involve in the prioritising of the ‘progressive’ approach. This statistic is more than two times of that in Chinese horoscopes. (In Chinese horoscopes, it is found that forty two imperative clauses exhort readers to take action to achieve higher performance. This constitutes thirty percent of the imperative clauses in the semantic field “**happening**”).

It appears that Japanese web horoscopes share some of the main features of both English and Chinese horoscopes.

In Japanese web horoscopes, regarding the ‘progressive’ approach, there are eight imperative clauses command readers to expand their knowledge and get more information by studying, socialising and travelling. It seems acquiring knowledge and information is more valued as a way that may lead to success and happiness in the eyes of at least these Japanese horoscope writers. However, this is not found in English and Chinese web horoscopes in the semantic field of “**happening**”. Please see the following example.

- 1) 「百聞は一見にしかず」、積極的に体験しましょう。また、「学ぶ」気持ち
が 運勢をアップさせてくれる秘訣です。

Translation: "Seeing is believing", experience it positively.

In addition, mood of "learning" is the secret of improving luck.

- 2) 旅行や野外活動も幸運です。
積極的に知らない世界を訪ねてみましょう。

Translation: Travel and outdoor activities are also lucky.

Visit unknown world actively!

In these Japanese web horoscopes, relevant to the prioritising of the 'progressive' approach, there are twenty (more than 18%) imperative clauses showing Japanese writers' concern individualism (the power of one). In contrast to this, there are only few imperative clauses displaying the concern of individualism in Chinese online horoscopes; and there are twelve (8.5%) imperative clauses showing Chinese writers' attention for collectivism (e.g. team work and the importance of social-interpersonal relationship).

The differences between these Japanese, Chinese and English online horoscopes are also can be seen in the following diagrams.

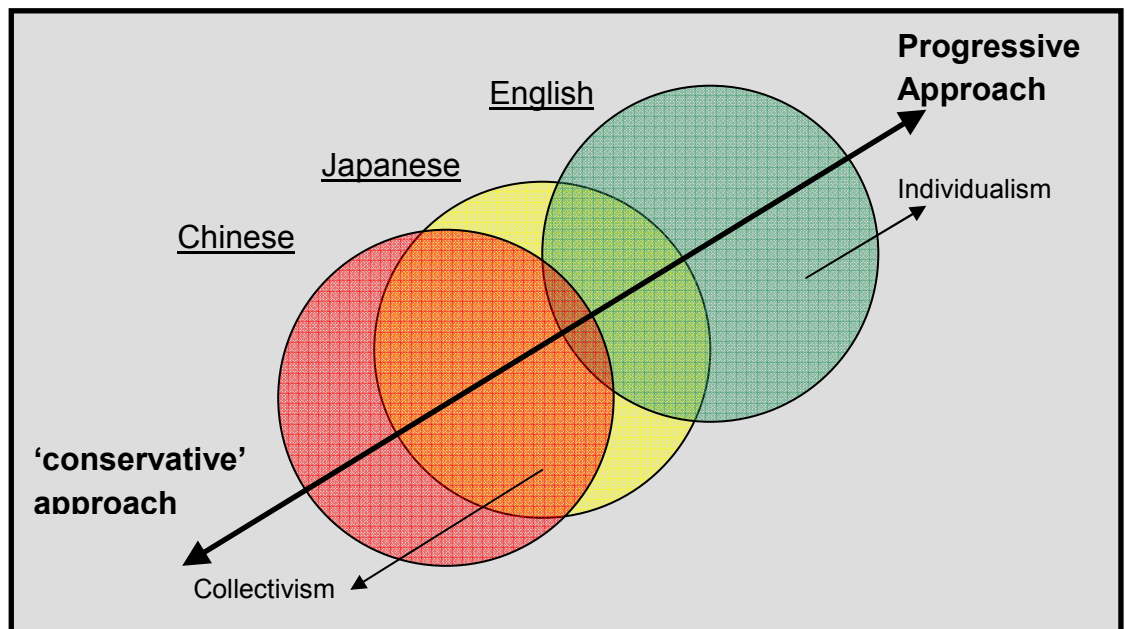


Diagram 6

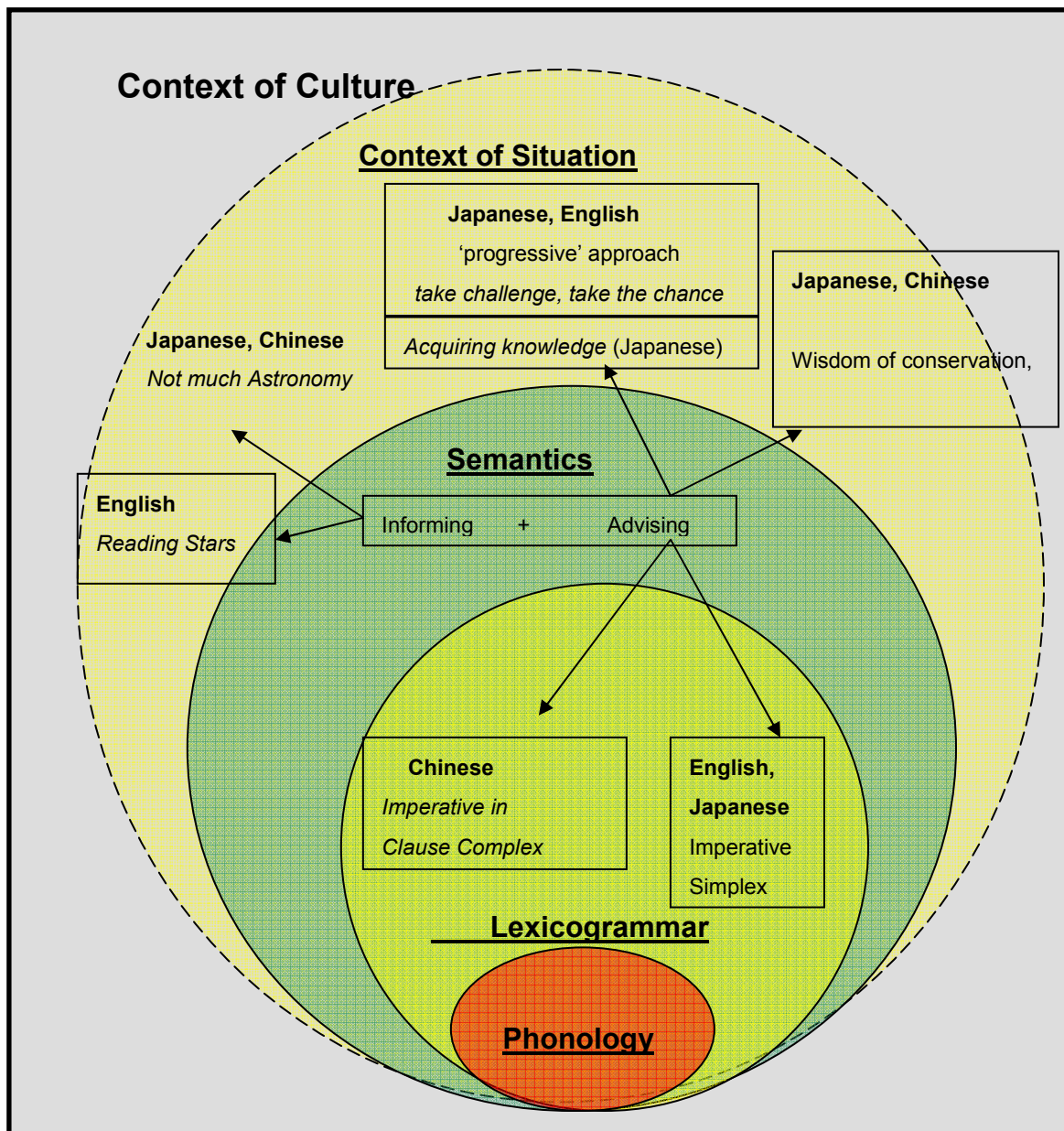


Diagram 7

5.2.2 The Choice of Relational Process

According to Teruya (2004: 219) only clauses that present ‘encoding’ (Value ^ Token) relation between two entities is similar to the identifying process in Chinese and English. However, regarding the clause that realise ‘decoding’ (Token ^ Value) relation, Teruya (2004: 219) states that “the Token instantiates a Value and they stand in an attributive (ascriptive) relation, more specifically a relationship of quality ascription”. Consequently, in my analysis, I separate the clauses that present ‘encoding’ and ‘decoding’ relations. And ‘decoding’ type will be analysed with those clauses that have adjective Attribute, because both of them set up a relationship of ascription between two entities.

5.2.2.1. The Choice of ‘Encoding’ Relational Process in the Semantic Field of “Self & Feelings”

In the semantic field of “**self & feelings**”, the ‘encoding’ relational processes are those with participants or sometimes with Circumstantial elements involving mental process (e.g. embedded mental process, nominalised mental process) or nouns that represent a psychological entity, e.g. “**気持ち** feeling”, “**好奇心** curiosity” and “**趣味** interest”.

In Japanese web horoscopes, there are three ‘encoding’ relational processes employed by writers to construe inner experience of the readers of the online horoscopes. One of them shows Japanese horoscope writers’ concern for a ‘conservative’ approach, because what is identified is the possible problem or the way of solving problem in the process. This clause plays an important role in the realisation of the episode “**Advising**”. It is followed by a sequence in

which writers' advice of taking action to avoid possible troubles is given. For example,

Advising:

心配なのは健康運。

頭痛や歯痛の暗示があるので、鎮痛剤を常備しておく心安心です。

Translation: *Worrying ^THING is the luck of health.*

*Because there is suggestion of headache and toothache,
(^Your) mind will be at rest when (^You) always have
pain-killer ready.*

In contrast, there are other two 'encoding' relational processes show the Japanese writers' interest in a 'progressive' approach. For example, the Token -- "the thing that not difficult to think" identifies the Value -- "how to work hard". This "encoding" relational process looks like a possible good result that would be promised by obeying the command of taking positive action uttered in the former sequence. With the ideological content - "set up plan and work hard to fulfil duties" - the writer's positive attitude towards a 'progressive' approach can be seen.

Sequence1: とかく肩に力が入りすぎる時だけに、まず無理のない簡単なプランを立ててみましょう。

Translation: *When responsibility is too much on shoulder, firstly set up natural and simple plan.*

Sequence2: どう取り組んだらいいかわからないなんて、難しく考えないこと。

Translation: *How to work hard is the thing that not difficult to think.*

5.2.2.2. The Choice of 'Encoding' Relational Process in the Semantic Field of "Happening"

In the semantic field of “**self & feelings**”, a balanced attitude towards ‘conservative’ and ‘progressive’ approaches is seen in the construction of identification. This tendency is also found in the semantic field of “**happening**”. There are six clauses (about 43%, 6 out of 14 clauses) suggest Japanese writers’ in ‘progressive’ approach, and five ‘encoding’ relational processes show speakers’ concern for ‘conservative’ approach.

For example, positive orientation of action, e.g. “acting early and collecting different kinds of information to make sure life has solid content” is identified as the point that can make readers’ luck or mood increase.

- 1) 一足先に秋を見据えて活動を始めることで運気がアツプ。
物事は、**早め早めに前倒しで行うことがポイントです。**

Translation: *Because ^YOU begin activity while fixing eyes on autumn a little bit early, your luck goes up.
Acting ahead of schedule is the point.*

- 2) 忙しく慌ただしい毎日ですが、それなりに充実した好調期。気分良く過ご
せるでしょう。.....
**方々に アンテナを張り巡らせて、いろんな情報をキャッチすることが ポイ
ント。**

Translation: *Although everyday is busy, as such (^this month) becomes a good period with solid content. (^You) can spend this month with good mood.*

Setting up an antenna going around various places and catching different kinds of information is the point.

Some ‘encoding’ relational processes identify good personal or social condition and play an important role in the realisation of the episode “**informing**”. Sometimes, the promising, good conditions are further elaborated with an achievable result given in the following sequence. Sometimes, writer’s advice of taking advantage of the good condition to achieve is given in the following episode – “**Advising**”. With the construction

of favourable conditions for making progress or achievements, readers of online horoscopes are encouraged to use the chance to bring out the best in work and other areas. For example,

1) Informing:

全体運...あなたが光り輝く季節の到来。
気温の上昇に併せて、あなたのテンションもアップ。
仕事やボランティアではあなたの活躍が目立ちます。
誰かのために何かをするのが大好きなあなた。

Translation: *General luck...The arrival of the season when you are brilliant. Temperature rises and your tension also goes up. Your activity is outstanding in work and in work of being a volunteer.*
The one that love to do anything for anybody is you.

Advising:

パワーを最大限に使いましょう。

Translation: *Use the power to the maximum.*

2) Informing:

好調なのは健康運。
体力が十分なので、仕事に遊びにと飛び回ることができます。

Translation: **The thing of good condition is the luck of health.**
Because physical strength is enough, ^YOU can skip around for work and play.

In comparing with the identifying clauses in Chinese online horoscopes, with the Japanese we find that, although the tendency of construing the rationality of taking a 'progressive' approach is a bit stronger in Japanese horoscopes, the 'conservative' approach is still a salient tendency shown in the Japanese data.

5.2.2.3. The Choice of ‘Decoding’ Relational Process in the Semantic Field of “Self & Feelings”

There are twenty three ‘decoding’ relational processes found in the semantic field of “**self & feelings**”. In six of them, the Token “the month” (which is always ellipsed and implied by the context) is used to identify the Value “the timing that web users are of good psychological situation for making efforts and achievements”. These ‘decoding’ relational processes usually play an important role in the realisation of the episode -- “**Advising**”. Sometimes, writers’ advice for taking positive action is given in the same episode. Logically and semantically, these six ‘decoding’ relational processes are involved in construing the legitimacy and rationality of taking a ‘progressive’ approach in the Japanese horoscopes. For example,

1) Advising

sequence1: 好奇心 いっぱいの時。

Translation: **^THIS MONTH is the time that ^YOU are full of curiosity.**

Sequence2: 初めて出会う未体験の世界には、きっと目を輝かすことでしょう。アート、スポーツ、ファッションなど、ワクワクするものを見つけたら、とにかく追いかけてみましょう。

Translation: *In the world that ^YOU never experienced and ^YOU come across it for the first time, it will be surely brighten ^YOU eyes. Anyway, run after it if ^YOU find art, sports, fashion and things that you are exciting at.*

2) Advising

sequence1: 今月は、いろいろなライフプランが思い浮かぶ時。

Translation: **This month is the time that ^YOU think different kinds of life plans.**

Sequence 2: ズっと先の先まで見とおした将来設計を立てておきましょう。

Translation: *Make a design for the future that foresees future's future all the time.*

In another 'decoding' relational process, the identifying relation between the Token -- "the mood of studying" and the Value -- "the secret of keeping luck up" is construed. As discussed in section 5.2.1.2 of this chapter, self-improving -- i.e. expanding knowledge and getting more information by studying, travelling and socialising -- is construed as the way of making progress and of achieving. Thus, this 'decoding' relational process is also regarded as construing the rationality of taking the 'progressive' approach.

忙しく慌ただしい毎日ですが、それなりに充実した好調期。気分良く過ごせるでしょう。方々に アンテナを張り巡らせて、いろんな情報をキャッチすることが ポイント 。 流行をチェックしたり、話題のお店に出掛けてみるなど、フットワークは軽やかに。「百聞は一見にしかず」、積極的に体験しましょう。

また、「学ぶ」気持ち が 運勢をアップさせてくれる秘訣です。

Translation: *Although everyday is busy, as such becomes solid good period with solid content. Setting up an antenna going around various places and catching different kinds of information is the point. Check fashion, and go to shop that people talk about; footwork becomes light. "Seeing is believing", experience it positively. In addition, the mood of "learning" is the secret of improving up.*

In another example, with nominalised mental process, the relationship of identification is set up between the Token - "今月は自分のテリトリーで楽しみを満喫する (Enjoying the happiness in your own territory)" and the Value - "正解 (right answer)". Moreover, with the attributive clause -- "遊びや趣味で芸術感覚を磨くのは大吉。 (Improving the feeling of art in play and hobby is very auspicious)" in the following sequence, playing and enjoying life is further construed as a way of self-improving.

Among the ‘decoding’ Relational Process in the Semantic Field of “**Self & Feelings**”, about half (10 out of 23 clauses) of the relational clauses of ‘decoding’ type show writers of Japanese online horoscopes have some emphasis on the ‘progressive’ approach. At the same time, the other half (twelve clauses) of the ‘decoding’ relational processes may express the writers’ concern for caution. For example, in four of them, the Token “the month ‘August’” (which is implied by the context) is used to identify the problematic timing or right time of taking action to solve possible trouble. See the following clauses:

1) ただし、精神面ではなんとなく心の中は曇り空...という感じのシーズン。

Translation: *However, (^this month) is season that you have blue feelings in heart.*

2) カップルの人は、お互いの考え方をぶつけ合うのによいタイミング。

Translation: *For couples, (^this month) is good time for your two to match each others’ ways of thinking.*

5.2.2.4. The Choice of ‘Decoding’ Relational Process in the Semantic Field of “Happening”

In the semantic field of “**happening**”, there are sixty ‘decoding’ relational (nominal attributive) clauses. Among them, thirty two ‘decoding’ relational processes are employed by writers to construe the rationality of taking a ‘progressive’ approach, and thirty four clauses are used to construe the rationality of taking a ‘conservative’ approach.

i) The Construction of the Rationality for Taking a ‘Progressive’ Approach

In the thirty two clauses that involve in the construction of the rationality for taking a 'progressive' approach, firstly, there are four clauses, in which the Token/Carrier "this month (August)" (it is always implied by the context and ellipsed) instantiates Value/Attribute -- timing of making new start and working hard. They stand in an attributive relation. For example, “今月は、いわば次のことを始めるための準備期間です。(This month, can say, is period of preparing next coming things.)”

At the stratum of semantics, almost all of these four clauses play an important role in the realisation of the episode -- “**Advising**”. These four 'decoding' relational clauses are followed by a sequence that is realised by an imperative clause. The imperative clause carries writers' command of making movement in work and other domains of life. For instance, the example mentioned in last paragraph is followed by “まだ予定がない人は、まずやりたいことのリストを作ってみましょう。(People who have yet no plan, make list of the things that ^YOU want to do.)”

Similar with these four 'decoding' relational clause, in another four clauses, an attributive relationship is established between the ellipsed Token/Carrier - “this month” and Attribute/Value. And the Attribute/Value is a timing that is good for readers of online horoscopes to make efforts, achievements and to improve capability. For instance,

でも、実際にあなたの処理能力やアイデアは、誰にも負けないくらいに光っている月。なるべくひとりで没頭できる仕事を選んで。

Translation: However, ^THIS MONTH is month that your capacity of processing things and ideas are really defeated by nobody and you are brilliant person. Choose the work that ^ YOU can devote to alone as much as possible.

Sometimes, the Attribute/Value represents a timing of change or a time that readers have fun and a creative nature. In the following first example, the Attribute is construed as a period that would see dramatic changes in personal relationships. And the positive result of this social “earthquake” is further elaborated in the following clause complex. In the second example, a kind of ‘naughty nature’ of the reader is construed in the ‘decoding’ relational clause. And this characteristic is displayed by the Attribute/Value - “*expert finding fun things*” and is further developed by demonstrating the reader’s creative approach in play in the following clause complex.

1) 対人面では、親しい友人の顔ぶれが入れ替えになる時期。事情があつて親友と疎遠になったり、たまたま会った人と意気投合して仲よくなったり。

Translation: **^ THIS MONTH is period when people that not of same kind become members of close friends.** *There are circumstances that ^YOU become estranged from a close friend and find a kinder spirit and make friends with whom ^YOU met by chance.*

2) 今月のあなたは、楽しいことを見つける名人です。

Translation: **This month, you are expert finding fun things.**

自分の中の「子供の心」を開放して、どんなことにも遊び心でのごむので、ちよつと退屈な毎日に創意工夫を採り入れてみたり、楽しいものに変えていくこともできるわけです。

Translation: *Because ^YOU open "the heart of inner child" in yourself and expect any kind of thing in a sense of fun, ^YOU try to take inventive perspective in slightly boring every day life and can change it into fun things.*

In another eight ‘decoding’ relational clauses, a nominal group represents luck of love, money or work and is the Carrier to instantiate a Value that has a positive feature. With good conditions for luck, writers advise take a ‘progressive’ approach and sometimes the possible promising result of

obeying advice is given in the following sequence. For example, with the ‘decoding’ relational clause -- “仕事運は絶好調! (*The luck of work is peak form!*)” realising the first sequence of the episode “**Advising**”, the following sequence offers the writer’s order of working hard. The order from the writer is “結果が必ずついてくる星回りでもあるため、残業、早朝出勤も覚悟で、がむしやりに働いてみてください。(*For the luck of getting a result, please work as mad with expecting working overtime and going to work in early morning*)”. This also can be seen in the following example.

恋愛運は温かいムード。

カッブルの人は、恋人と気持ちが通じ合い、毎回のデートも充実します。婚約や結婚など目標のあるカッブルは、ふたりで計画を盛り上げていくとよいでしょう。

Translation: The luck of love is warm mood.

Couples with the aim of having engagement and getting married, it is good to heap up a plan together.

Sometimes, even when disadvantaged condition of making progress construed by the ‘decoding’ relational clause, horoscope readers are still advised by writer to take the challenge/chance achieve their aims. This construction of the rationality of adopting a ‘progressive’ approach is realised in a clause complex that expands in an enhancing relation. For example,

ちよっぴり刺激が多すぎるときですが、チャンスを手頃に利用すれば、望みどおりの展開を狙えます。

Translation: Although ^THIS MONTH is the time that stimulates

are a bit too many, if you can well use the chance, you can aim at the development that ^ YOU wish for.

In general, in the thirty two ‘decoding’ relational processes, the good timing for horoscope readers to take ‘progressive’ approach to make

achievement(s) is construed. At the same time, changes and challenges are interpreted as good opportunities. The creativity of individuals is cited.

ii) The Construction of the Rationality of Taking 'Progressive' Approach

Besides establishing the rationality of taking 'progressive' approach, many (twenty four) 'decoding' relational processes in the "**happening**" show writers concern for caution.

Firstly, in thirteen 'decoding' relational processes, the "Token/ Carrier - "this month (August)" instantiates "Value/Attribute" - a problematic timing in which unpleasant issue(s) would merge. Many of these processes play an important role in the realisation of the "**informing**" episode and are followed by an episode of "**Advising**" or a sequence that offers writers' suggestion(s). And the suggestion(s) is about the way of settling or avoiding the unpleasant event. For instance:

1) **Informing:** 体調は、上向きになってきています。
ただし、ハードな運動はまだまだこたえる時。

Translation: *The physical condition looks up. But ^ THIS MONTH still not the time that hard exercise answers.*

Advising: ゆったりペースで、楽しみながら体を動かしていきましょう。

Translation: *Taking relaxing pace, move body while being happy.*

2) **Informing:** 片思いの人は、恋心が相手に届きにくいとき。
一生懸命に伝えても、タイミングが悪いと台無しです。

Translation: *As for person that in unrequited love, ^THIS MONTH is time that your love feeling is hard to touch the partner. Even*

express (love feeling) hardly, because time is bad, you mess up.

Advising: もつと好機を見計らうようにして。

Translation: *Please wait for better opportunity.*

Moreover, writers of Japanese online horoscopes are not only concerned about possible problems but also about the solutions. There are four other relational processes of the ‘decoding’ type construing an attributive relation between the Token/Carrier -- “the point (the way of solving problems)” and Value/Attribute. The Value/Attribute is usually realised by nominal group that demonstrates ways of solving possible problems. As shown in the following example, one Japanese online horoscope writer construes a problematic happening by using the nominal group with embedded clause -- a); and then further elaborates the problematic happening by employing the ‘decoding’ relational process - b) and with the ‘as descriptor’ attributive clause in clause complex - c); and at last the point of getting the luck stabilised is given by the ‘encoding’ relational process - d).

- a) 数々の惑星が、乙女座を通過する今月。
- b) あなたの運氣もソワソワと落ち着きのない様子です。
- c) 楽しい出来事と悲しい出来事が、
次々とあなたを通りすぎますが、どれも規模は小さめ。
- d) 一喜一憂せずに、淡々と対応するのが運氣安定の秘訣ですよ。

Translation:

- a) *This month when many confusing stars passing the Virgin.*
- b) ***Your fortune is restless mode.***
- c) *A pleasant event and a sad event pass you in sequence, but the scale is small.*
- d) *Coping calmly without being glad or sad is the secret of stabilising fortune.*

In another ten ‘decoding’ relational processes in the semantic field of “**happening**”, attributive relation is established between an entity

representing general luck and luck of love and an entity representing negative feature of the luck. Most of them are followed by a sequence in which advice for adopting the ‘conservative’ approach (for example, being cautious, patient, gentle and relaxed) to avoid or solve possible problem(s) is given.

1) **運勢はややダウン気味...。**

心も体も夏バテ傾向にあるので要注意。

Translation: **The fortune is a slight down tendency...**

Because there is tendency that heart and body get completely exhausted in summer, watch out.

2) **運気はゆったりモード。**

何事も進展がスローなので、ちょっとヤキモキしそう。

でも、ここはあえて急がずゆっくり進めば、幸運度がグンとアップします。

Translation: **Luck is relaxing mode.**

*Because progress of everything is slow, seems worry a bit.
However, if move slowly without hurrying up, degree of good luck improves remarkably.*

Generally, in the analysis of choice of ‘decoding’ relational processes in the semantic fields of “**self & feelings**” and “**happening**”, it also found that writers of Japanese online horoscopes establish the rationality and legitimacy of taking such a ‘conservative’ approach. At the same time, being progressive is also a great concern.

5.2.2.5. The Choice of ‘as descriptor’ Type of Relational Clause in the “Self & Feelings”

As Teruya (2004: 217) described “the ‘as descriptor’ type sets up a relationship of property ascription between two entities. This type of relational process is about a class membership and can be characterised in terms of

two participant roles, Carrier and Attribute. The Attribute is realised by an adjectival group. Attributive processes may be composed of three functional roles (in this case, the Process is generally conflated with the Attribute): “Carrier + Grounds + Attribute” or “Carrier-domain + Carrier + Attribute’.”

i) The Construction of the Rationality of Taking ‘Progressive’ Approach

There are eight ‘ascriptive’ relational processes involved in the construction of the rationality of taking a ‘progressive’ approach.

Six of them establish the good condition of readers’ mental strength. For example, in four clauses, the Carrier is realised by a nominal group that represents readers’ mental strength, e.g. “stamina, consciousness of controlling desires, fighting spirit and mind”, and the Attribute is realised by the adjectival group -- “strong”. Sometimes, by means of nominalisation, the Carrier “having a concentrating state” is ascribed to the Attribute - “important”. At the stratum of semantics, these relational processes play an important role in the realisation of the “**Informing**” episode; and this episode is usually followed by another episode -- “**Advising**”. In the “**Advising**”, writers’ suggestion of using a good mental state to make an achievement is provided. For example,

Informing: ストイック 禁欲的 な意識が強くなり、能力を更に磨く為に、体調管理やスケジュールにも気を配っていきそうです。

Translation: Abstinence-like consciousness becomes strong, in order to improve ability more, ^YOU seem mind physical condition management and schedule.

Advising: 頭の回転の速さやセンスの良さなどで華やかな雰囲気を醸し出し、周囲から可愛がられる存在となれそうです。

どんな時でも愛嬌を惜しまず発揮していきましょう。

Translation: ^YOU bring out gorgeous atmosphere with good points of the speed of turning head and good sense and ^YOU seem to be able to be loved by people.
Show it without regretting amiability at any time.

In another two 'ascriptive' relational processes, the Carrier is realised by nominalised mental process or nominal group with embedding mental clause as Qualifier. And the Carrier is ascribed to the Attribute "very auspicious" or "necessary". With this kind of attributive relation established in these four clauses, the movement to self-improving in the domain of readers' inner world is positively appraised. This can be seen in the following example.

でも、今月は自分のテリトリーで楽しみを満喫するのが正解。遊びや趣味で芸術感覚を磨くのは大吉。

Translation: *Enjoying the happiness in your own territory is right answer. Improving the feeling of art in play and hobby is very auspicious.*

Also, sometimes by ascribing Carrier to qualitative characterisations, making dramatic change in ideology and taking action at an early stage to fix problems are positively evaluated. For example,

うまくいかなかった事を引きずってエネルギーをくすぶらせることの方が害が大きいこととして、意識をスパッと切り替えることが大切になりそうです。

Translation: *As the harm is big when you dragging things that ^YOU are not good at and ^YOUR energy ties up, completely changing your sense seems become important.*

最初の段階で気持ちのこもった行動を取らないと、後で印象だけを変えようとしても無理なようです。

Translation: *At initial stage, when ^YOU do not take action when your mood is fully charged, changing impression later seems impossible.*

ii) The Construction of the Rationality of Taking ‘Conservative’ Approach

There are twelve clauses in which a relationship of property ascription is established. And they are for the construction of the rationality along with the importance of having the wisdom of being conservative. For example, in six of them, the Carrier is ascribed to one of the three qualitative Attributes -- “important, necessary or wise”. And the Carrier is nominal group or nominalised mental process that represents the movement of avoiding or noticing possible problems. Consequently, the principle of being conscious to possible hurdles when facing the future is construed by these relational processes.

At the stratum of semantics, these six ‘ascriptive’ relational processes are important for the realisation of the semantic episode “**Informing**” or “**Advising**”. And these ‘ascriptive’ clauses are always followed by a clause or clause complex indicating the happening of possible problematic issue. For example:

Informing: *表立った動きを避けて、静かに過ごす事が賢明です。*

事故やケガに注意が必要。

何かに夢中になっている時に、思わぬ出来事に遭遇しそう。

Translation: *Avoiding conspicuous movement and spending time calmly is wise. Paying attention to accident and injury is necessary. When ^YOU indulging in something, ^YOU seem meet an unexpected event.*

Besides these six ‘ascriptive’ processes, there are other two ‘ascriptive’ processes revealing possible problems by ascribing qualitative characterisations -- “uneasy” or “impossible” to the Carrier. For example:

これって本当に一番良い方法なのかなと不安になったり、

Translation: “*Whether this is the really best method or not*”, ^YOU become uneasy,

5.2.2.6. The Choice of ‘as descriptor’ Type of Relational Process in the “Happening”

i) The Construction of the Rationality of Taking ‘Conservative’ Approach

Forty two relational processes of ‘as descriptor’ type are involved in construing the rationality of taking the ‘conservative’ approach in the semantic field of “**happening**”. These relational processes either realise the typical semantic episode “**Informing** (*possible problematic happening*)” or “**Advising** (*how to avoid/ solving possible issues*)”.

Among these forty two clauses, twenty appear important in the realisation of the episode -- “**Informing** (*possible problematic happening*)”. In most of these clauses, the Carrier represents different aspects of personal life. The Carrier is realised by nominal group, nominalised verbal group or nominal group with embedded clause as Qualifier. And the Carrier is ascribed to the Attribute that is realised by an adjectival group with negative feature, e.g. “悪い (*bad*), スロー (*slow*), 不安定 (*not stable*), 低め (*low*) and 不調 (*not good*)”. Consequently, these attributive clauses relate to the construction of unpleasant happenings in the readers’ day to day life. For example,

1) 仕事運は低め。

関心の比重がプライベートのほうに傾いてしまい、仕事に身が入らないかも。

Translation: **The luck of work is low.** Your concern turns to private things, and maybe can not concentrate on work

- 2) 対人運は低め。相手の気持ちを裏読みしすぎて、疲れてしまう予感。.....
今月はさりげない気配りを大切に。

Translation: **The luck of interpersonal relationship is low.** When you perform too much reading the feeling of your partner, the feeling of being tired exists.....
Please cherish casual attention this month.

- 3) 運気はゆったりモード。何事も進展がスローなので、ちよつとヤキモキしちゃう。でも、ここはあえて急がずゆつくり進めば、幸運度がグンとアップします。

Translation: Luck is slow mood. **Because the progress of anything is slow,** you seem worry a bit. However, regarding this, if ^YOU progress slowly without hurrying up, luck degree would go up.

There are another two 'ascriptive' relational processes, in which the Carrier that indicates certain behaviour is ascribed to the adjective Attribute -- “だめ (useless, disapproval)”. This classification of improper action in dealing with love relationships usually is the elaboration of the problematic luck in the “Informing” episode.

1)Informing

恋愛運は、占有する愛の暗示。わがままがすぎるよう。好きな人だからって、**あなただけが独占してはだめ。**

Translation: Luck of love is a suggestion of occupying love. Selfishness seems too much. Although it is the person that you like, **occupying only by you is disapproval.**

2)Informing

恋愛運は、悩ましい恋の暗示。
あなたばかりが熱くなってもだめ。
もういちどお相手の気持ちを確かめては。

Translation: *Luck of love is suggestion of troublesome love.*

Only you getting hot is useless.

^YOU must check the feeling of partner once again.

Similarly, another three ‘ascriptive’ relational processes also further elaborate (either specifying or restating) the problematic situation of health or other aspects that is illustrated in the former clause or clause complex in the episode “**informing**”. For example,

Informing:

健康状態も不安定。

Translation: *Health situation is not stable.*

特に大きな病気をするわけでは無いけれど、
不定愁訴のような症状に悩まされる事も多くなりそうです。

Translation: *Although there is no very serious illness, things that make
**^YOU suffer symptoms that can’t explain clearly seem
become more.***

There is another relational process, which contributes to giving information about the good condition of readers’ interpersonal relationship. However, potential issues that might appear are demonstrated in the following sequence in the same episode – “**Informing**”.

Informing:

Sequence 1: 対人関係も、信念にしたがって発言するので、**説得力抜群。**あなたの話なら耳を傾けてみよう、という人も多勢現れてくることでしょう。

Translation: *Regarding personal relationship, because ^YOU speak according to faith, **persuasive power is distinguish.** Many people appear listening to your story.*

Sequence 2: ただ、華やかな気分の時だけに、ちょっとオーバーに自分を表現するところもありそう。芝居じみている、なんて笑われないように気をつけて。

Translation: *However, at this gorgeous time, expressing yourself a bit too much seems also exist. It is like a play, watch out so that ^YOU are not laughed by people.*

Besides employing 'ascriptive' relational processes to inform of possible problematic happenings, there are seventeen clauses that play an important role of the realisation of the episode -- "**Advising** (*how to avoid/ solving possible issues*)". The Carrier in many of theses relational processes is nominal group that represents cautious and relaxed orientation in daily life. They are ascribed to the Attribute -- "good", "important", "wise" or "necessary". With the attributive relation setting up in these processes, adopting a 'conservative' approach for making an achievement or handling problematic issues is positively appraised by the writers. For example:

- 1) **また、毎日、健康に元気に過ごすためには、日々の生活を丁寧に過ごすことが大切。**

Translation: *In addition, for living healthily and energetically everyday, spending everyday carefully is important.*

2) **Informing:**

職場でイライラすることが多い月。

それは思いどおりにならないことが多いからです。

でも、今月は自分本位な仕事の進め方を考え直すのによい時期。

Translation: *^THIS MONTH is month that irritating things are many in workplaces. This is because not going to the way that others want is often. However, this month is the time that is good to reconsider how to progress egocentric work.*

Advising : *イライラする前に、周囲の人と自分の役割を確認しましょう。 仕事のモチベーションをあげるには、息抜きも必要。*
オフには仕事を忘れて思いきり遊ぶようにしてください。

Translation: *Confirming ^YOUR own duty with surrounding people before being irritated. In order to get the motivation of*

working up, relaxation is also necessary. Please forget work and play with all one's might.

ii) The Construction of the Rationality of Taking 'Conservative' Approach

In the semantic field of “**happening**”, there are thirty two relational processes of ‘as descriptor’ type involve in the construction of the rationality of taking ‘progressive’ approach. Comparing with the relational processes construing the rationality of taking ‘conservative’ approach in the semantic field of “**happening**”, the Attribute in many of these thirty two clauses are of positive characteristic, instead of negative feature. These Attributes are realised by adjective groups, e.g. “良好 (*fairly good*), 満点 (*perfect*), 十分 (*one hundred percent good or enough*) and スムーズ (*smooth*)”. In these clauses, the Carrier is realised by noun or nominal groups, most of which are “luck of love, work and money”.

The majority of these thirty two clauses play an important role in the realisation of the episode - “**Informing**” or “**Advising**”. And these ‘ascriptive’ processes are usually followed by writers’ advice to take positive action to make progress. For example, with relational clause “恋愛運は後半になるほど充実。 (*The luck of love is indeed full in the latter half*)” realising the first sequence of episode “**Informing**”, the suggestion - “心当たりがあるなら、ぜひ接近を。 (*If there is someone that you like, ^YOU definitely approach.*)” is given to exhort readers to move forward.

Looking from the semantic stratum, in the configuration of “**Informing** + **Advising**”, these thirty two ‘ascriptive’ relational processes are employed to establish advantageous conditions for making progress or achievement.

Logically and semantically, they involve the construing of rationality of taking a 'progressive' approach.

By analysing the relational processes in web Japanese horoscopes, I found that identification and classification relations are employed to inform readers of possible problematic issues in the semantic field of “**self & feelings**” and “**happening**” and the rationality and legitimacy of being wise of taking 'conservative' approach are also established. At the same time, construing good conditions for readers to take progressive action and positive appraisal of taking this approach is also realised with the choice of relational processes. Particularly, the construction of the rationality of taking conservative and 'progressive' approaches can be seen clearly from how relational processes realise the semantic movement -- “**Informing + Advising**”.

Japanese horoscopes on websites do share the major feature of the corresponding Chinese horoscopes, which is prioritising the 'conservative' approach in dealing with future. At the same time, Japanese online horoscopes also share a similarity of emphasising adopting 'progressive' approach with the corresponding English horoscopes on websites. The similarities and differences between Japanese and Chinese, Japanese and English horoscope websites are shown in the following diagram (8).

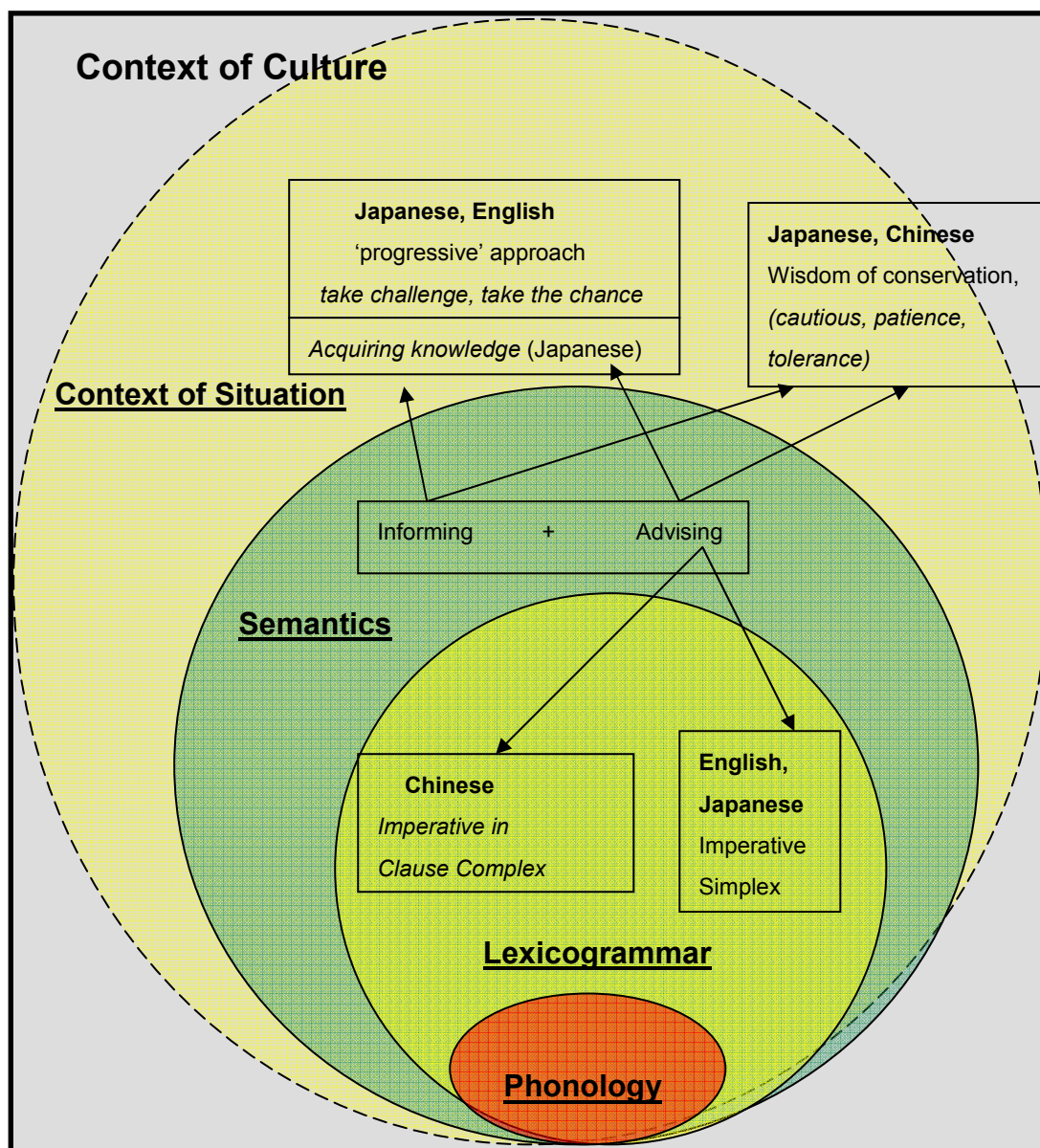


Diagram 8

Chapter 6 The Qualitative Study of Astrology Websites

Chapter 3, 4 and 5 focused on the grammar of English, Chinese and Chinese horoscope texts. By qualitative and quantitative studies, different social functions of horoscope register across three languages were revealed. Although in these studies, the horoscope texts are from websites, their status in the hypertext system of websites and how they are in relation to other hyperlinked texts were not taken into discussion. In this chapter, by conducting qualitative studies of astrology websites across three languages, I investigate how the social functions are realised in the hypertext system of astrology blogs/websites. At the same time, by examining the **Context** and the selection of linked materials in astrology blogs/websites, the factors (the parameters in the **Context**) that could possibly affect the choice of linking materials to astrology blog/sites are examined. Thus, the possibility of applying SFL approach proposed by Halliday to the analysis of the hypertext system of particular register is discussed.

6.1 The Qualitative Study of English Astrology Websites

The English astrology blogs/websites that I investigate in this study are astrology blogs of Australian “Yahoo” (<http://au.lifestyle.yahoo.com/horoscopes/>) and “Msn” (<http://astrosurf.ninemsn.com.au/astrosurf/>), and two other sites that are run by individual astrologists, their web addresses are “<http://edtamplin.com/>” and “<http://aphrodette.com/index.php>”.

As the homepages of English astrology websites are mainly composed of hyperlinks that allow users view free astrological texts or engage in different types of paid astrological consultation, they are regarded as “Source Html” pages and the linked pages are regarded as “Hyperlinked Html”.

The astrological blogs of Australian “Yahoo” and “Msn” combine vertical and horizontal structure at “Source Html” -- homepage. When users scroll to see the whole page from the top to the end, they can view several sections that expand horizontally from left to right. So, overall there is a vertical axis, but within each specific section, horizontal disposition is usually selected. These sections are composed of hyperlinks of articles, services or tests. Some of the sections focus on one astrological practice, for example, twelve zodiac horoscopes or Taro or other astrological genre. Some of the sections show focus on one perspective of readers’ life, for instance, love, work or money. Some of the sections provide hyperlinks that allow users have access to several astrological genres, and they report several aspects of individual life (*see Fig. 1 in P 230 and Fig.2 in P 232*).

In the qualitative study of English astrology websites, the top section of homepage, and sometimes the section below the top section are selected as focus. Because they are of the most important information value based on the layout of the homepage.

Firstly, by investigating the linked articles to the top section of the homepage, how the social function of English horoscope register realised in the **Channel**—World Wide Web -- is examined.

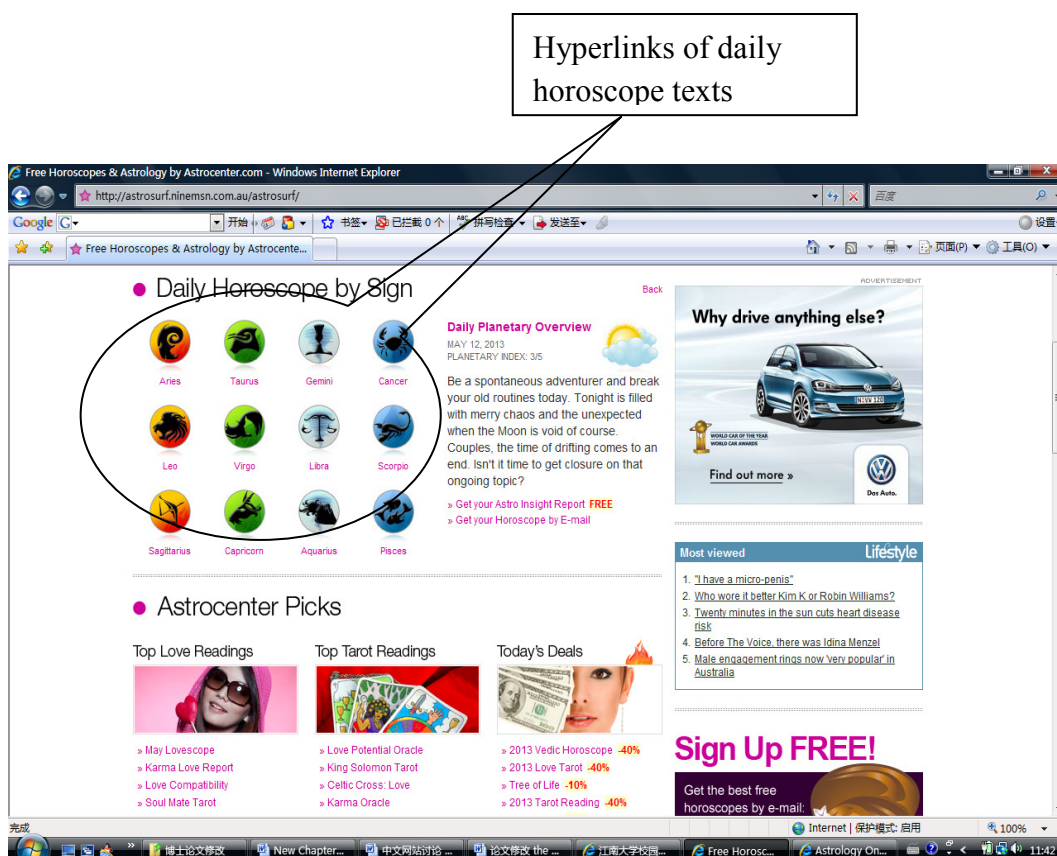
6.1.1 The Realisation of Social Function in English Astrology Websites

In the second section of Chapter 3 (*P 79 - P109*), the quantitative study of English horoscope register was conducted by examining the grammar of online horoscope texts. Comparing with Chinese horoscope writers, English horoscope writers more tend to promote readers to adopt progressive approach in life. The linguistic analysis shows that urging readers to take the opportunities achieve the desired things is one of the important social functions of English horoscope register.

In terms of the realisation of this important function of English horoscopes in the new **Channel** – World Wide Web, I firstly take the astrological blog of Australian “Msn” as an example to illustrate.

In the top section -- the first horizontal section of the homepage of Australian ‘Msn’, under the title – “*Daily Horoscope by sign*”, there are hyperlinks of daily horoscope texts – the twelve zodiac signs (see Fig. 1). At the right side of these signs, there is a short “*Planetary Overview*” of the day --12, May, 2013. The overview starts with the imperative clause -- “*Be a spontaneous adventurer and break your old routines today!*” Readers are asked to be explosive and to make something new by writers.

Fig 1



(source: <http://astrosurf.ninemsn.com.au/astrosurf/>)

Then, with clicking the signs of twelve horoscopes, in daily predictions web users

always meet commands from the writer that have the similar message, that is, taking action to get new things and achieve the desirable. Moreover, it is found that many weekly and monthly texts also focus on construing the same meaning. For example, in the following material clauses from weekly and monthly texts, the goal “*exciting new doors*”, “*wanderlust*” and the environmental element “*on top of things*” are selected to construe promising happening and results in the future. And sometimes commands are given to impel web users to take positive action to achieve them. For example, the imperative clause – “*go with it*” in the weekly prediction for Aries.

Weekly horoscope text for Aries (12, May, 2013—18, May, 2013)

An unexpected travel invitation could also come your way.

*Go with it because it could open some **exciting new doors**.*

(Source: <http://astrosurf.ninemsn.com.au/astrosurf/horoscope-weekly.aspx?When=0&ZSign=0&Af=-1300>)

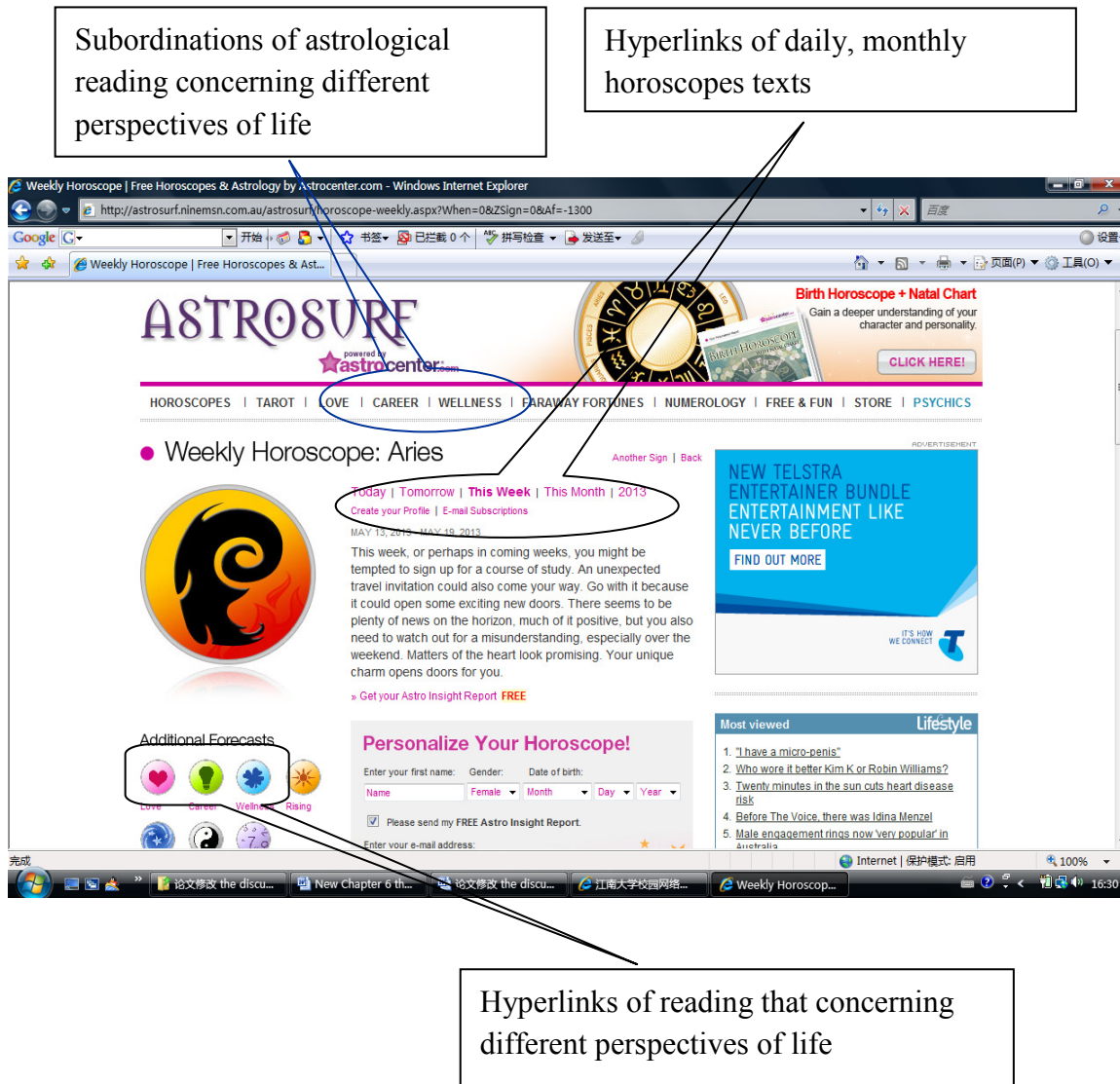
Monthly horoscope text for Aries (May, 2013)

*A New Moon in Taurus on May 9 will inspire you to take control of your money and get **on top of things**.There will be plenty of variety, new contacts, and stimulating conversations. The Full Moon in Sagittarius on May 25 will bring **wanderlust**,.....*

(Source: <http://astrosurf.ninemsn.com.au/astrosurf/horoscope-monthly.aspx>)

At one hand, daily, weekly and monthly texts are sharing same domain in the stratum of semantics. At the other hand, with hyperlinks in the astrology blog, these three types of texts could connect together into a hypertext system and are very accessible for all the web users. This can be seen in the following Figure (2).

Fig. 2



The top section of the homepage of Australian “Msn” focuses relatively on solo astrological genre – zodiac horoscopes. At the same time, several other genres are also included in Australian “Msn” (see Fig.1). For example, in the section that below the top section – “Astrocenter Picks”, readers can find hyperlinks of “Tarot” and “Numerology” reports. And even reports that composed by employing combined astrological practice (for instance, “Zodiac Love Tarot”, “Vedic Horoscope”) or ancient divination traditions (for example, *Chinese horoscopes*, *Karma oracle* and so on) also appear in this section. Moreover, these astrological practices or traditions are used to give predictions on various aspects of individual life. For example, in the sub-column – “Top Love Readings”

of “Astrocenter Picks”, there are hyperlinks to “Karma Love Report”, “Love Tarot”, “Lovescope” and so on. This concern on individual’s heartfelt areas also can be seen in the constitution of the subordinations of this “Msn” astrology blog. As shown in Fig.2 – the page of weekly horoscope prediction, “Love”, “Career” and “Wellness” are among the nine subordinations at the top. And at the bottom of Fig.2, users can use the hyperlinks of these three subordinations to view reading concerning relationship, work and health.

Different from the free predictions of twelve horoscopes linked to the top section of Australian “Msn”, most of the linked reports to the following section – “Astrocentre Picks” are not free. However, there is a brief introduction of each type of the report. The report can be personalised and delivered to specific client, if he/she pays for the service. In order to check the clue of the focus in meaning construction, the brief introductions (*of the reports linked to the “Astrocentre Picks” on the day – 12, May, 2013*) are examined. The introductions usually introduce the function of the report and reveal the truth/factors that have impact on individual life. And in or after giving general profile of the function of the report, usually, writers often exhort potential clients to take the advantages brought out by the report to achieve promised things in life. For example, in the introduction of the report --“*12-House Tarot*”, potential clients are asked to “*Learn which forces of destiny are influencing each major area of your life, and **how to bring more happiness and fulfillment into your world***”. Also, in the introduction of “*Karma Love Report*”, another imperative clause is used to promote the same progressive approach — “***Be empowered to experience better romance and intimacy, now and forever, with this powerful and insightful reading***”.

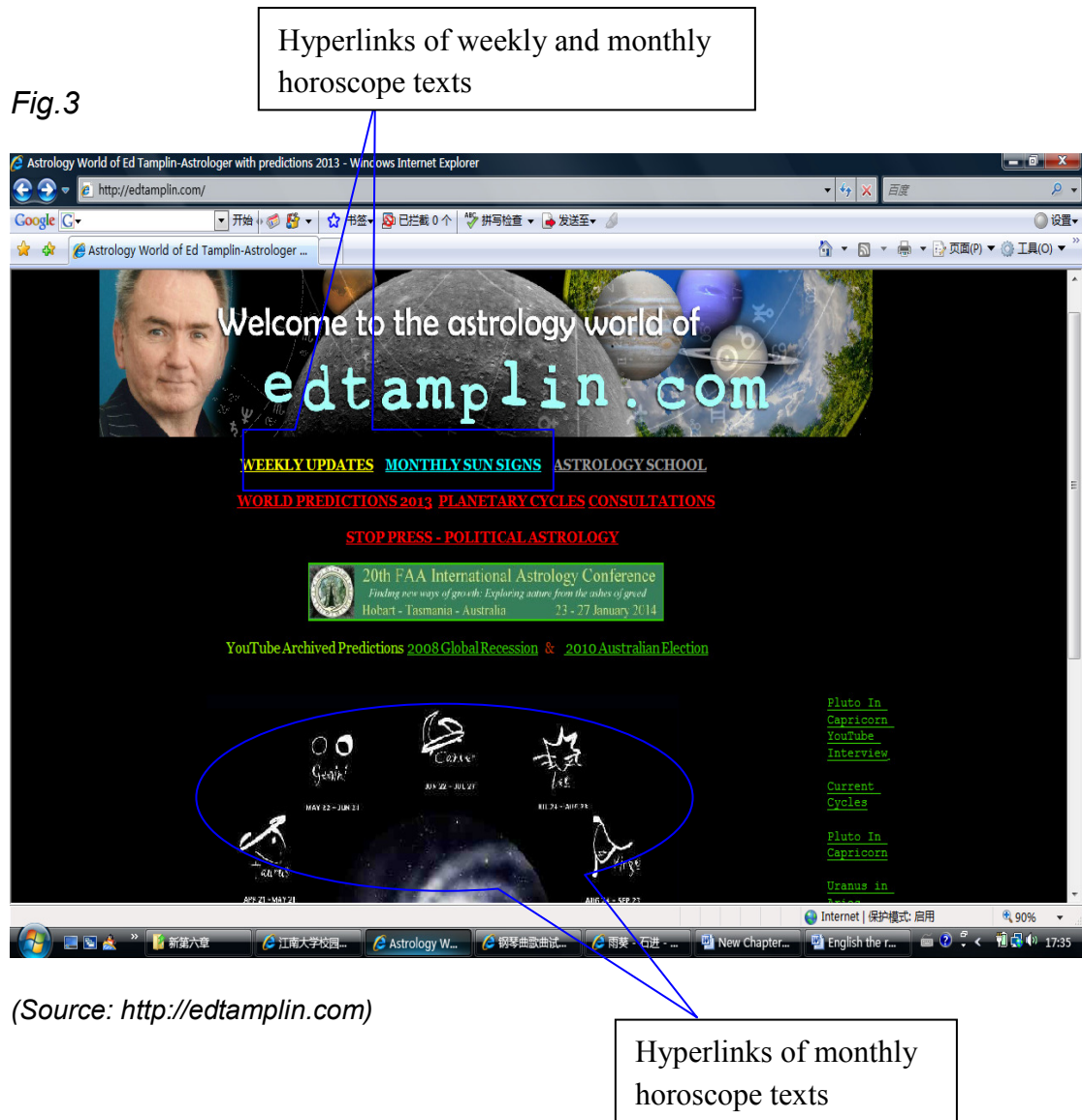
In the qualitative study of the astrology blog of Australian “Msn”, the linked pages to the top section -- “daily horoscope by sign” and to the second top section--“Astrocenter Picks” at the homepage and this blog’s subordinations are

investigated. It shows that the hyperlinks of astrological texts and readings of one genre or different genres are well organised in the hypertext system of this astrological blog. At the same time, these texts and readings share some domain in the meaning construction, that is, prioritising the progressive approach when dealing with future. These two facts indicate that the **Channel**—World Wide Web -- can allow different kinds of astrological texts connecting together and integrate into a network to realise the social function of English horoscope register. Comparing with other traditional **Channel**—book, magazine and newspaper, the realisation in website can be broader and deeper.

However, the hypertext system of the other two sites ([“http://edtamplin.com”](http://edtamplin.com) and [“http://aphrodette.com/index.php”](http://aphrodette.com/index.php)) that run by individual astrologists and the astrology blog of Australian “Yahoo” are not as sophisticated as that of Australian “Msn” .

In terms of the website [“http://edtamplin.com”](http://edtamplin.com), the hyperlinks of the top section at the homepage are also checked. In this section, there are links of free horoscope texts, articles of political astrology and advertisements of astrology school and host astrologist’s consultation service. Because this qualitative study mainly concern about the astrological forecast for individuals, so only the linked free texts (the weekly and monthly sun-sign horoscope predictions) are selected for examining the realisation of the social function of the horoscope register. The other reason for this selection is also because the hyperlinks of weekly and monthly predictions are put at important spots in the homepage by host astrologist. Firstly, they are put at the first line at the top section. Secondly, the links of monthly texts are further highlighted by the twelve sun signs in the middle of the section below the top section. This is shown in the following Figure (3).

Fig.3



(Source: <http://edtampalin.com>)

In examining the monthly and weekly astrological texts, in terms of meaning construction, a complementary relationship between them is seen. For example, in the monthly text of “Aries” (*the issue of May, 2013*), the first sentence in the first paragraph is an attributive clause, it says “*This has been a major change time*”. And the first sentence of third paragraph further elaborates the details of the change with the material clause -- “*May should provide more time to re-appraise and fortify situations*”. Furthermore, in the weekly prediction for “Aries”, with the identifying clause (1), the possible change in May is identified as in the area of finance. And the attributive clause (2) also responses the positive aspect of the change in May indicated in the monthly text. These two relational clauses proceed in the following paragraph.

(1) *"It may be the time to part with the bucks for an **important purchase**",*
That's what money is for. So don't bemoan if your bank balance is temporarily
eclipsed via necessities. (2) *You may have new money making inspirations as a*
result.

In the monthly text, although there is suggestion of being calm when facing changes, however, being progressive is still emphasised. For example, *"For most it has already happened. But even if it hasn't fully worked out, now is no time to give up."* And this message is fully picked up in the weekly text. For example, the first paragraph says – *"If you don't know the way, you ask somebody. If you can't do the job, you pay someone who can, or buy the tools for the task. This week is all about resources and putting your hands on them."*

It is found that in the website -- "<http://edtamplin.com>", monthly and weekly horoscope texts complement each other in meaning construction. Although they are not in one linked page, the hyperlinks allow them connect together in the hypertext system of the website. In the astrology blog of Australian "Yahoo", there is also only free prediction of one astrology practice – zodiac horoscope. The complementary relationship among daily, weekly and monthly horoscope texts also exists. For example, in the daily text of the 22nd of May, 2013, readers are asked to face fears bravely; in the weekly text (*the week begins from the 20th of May, 2013*), the writer commands readers to "Keep mind focused on what you want" regarding their career; and in the monthly prediction (*the month of the May of 2013*), the writer also exhorts readers act positively to make accomplishment in finance. The monthly text proceeds in the following paragraph.

Month of May.*It's very easy to sweep money issues under the carpet – many of us just don't like to think about dollars and cents because it causes anxiety! However you are in a cycle where you need to be very mature about your finances. Do that, and you could end up making more money than you ever*

counted on, sooner rather than later.

(Source: <http://au.lifestyle.yahoo.com/horoscopes/monthly-horoscope/aries>)

In contrast to the site -- "<http://edtampalin.com>" and the astrology blog of Australian "Yahoo", in the site -- "<http://aphrodette.com/index.php>", the picture is a bit different regarding the relationships among astrological texts and materials.

In the site -- "<http://aphrodette.com/index.php>", the only available horoscope text is monthly predictions of the twelve zodiac horoscopes. The hyperlinks of these texts -- twelve zodiac signs are in red colour and locate at the top section of the homepage (see Fig. 4). Although other type of prediction is not available in this site, some background information of astrology is provided. Firstly, there is a brief introduction of astrology, tarot as well as the host astrologist's mission. They locate in the middle of the homepage. Secondly, another profile of astrology is accessible by clicking the superordinate in the top section of the homepage. By examining the grammar of these two articles, the purpose of studying astrology and the mission of host astrologist that construed are revealed. As shown in the following relational and material clauses, studying the heaven is for getting the information of the best timing for individuals to achieve success. And the host astrologist and her friends have the expertise to reveal people's "potential, challenges, gifts and the opportunities that lie in future".

Identifying clause:

Astrology is the study of the stars and how they reflect in human behavior on Earth.

Attributive clause:

Timing is crucial to success

Material clause:

and these planets as they move through the zodiac can inform us of the best time table for success in each aspect of our lives.

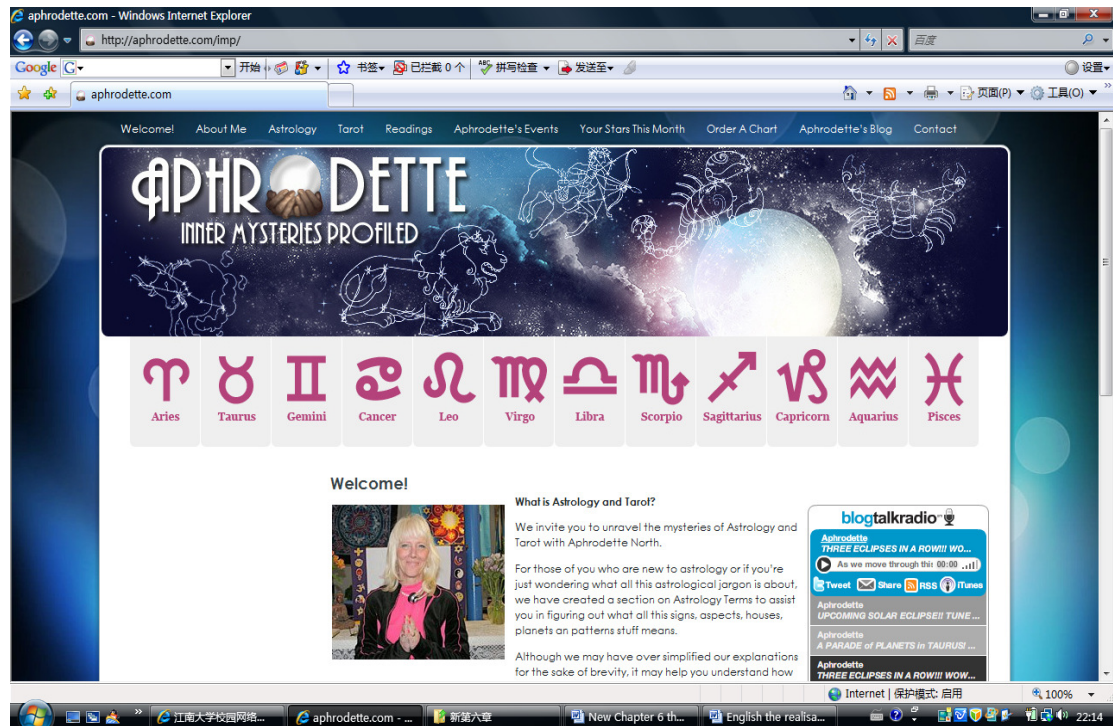
(source: http://aphrodette.com/imp/?page_id=7)

In line with the concern over the heaven, at the top section of the monthly horoscope texts, the planetary movements (“LUNATIONS”) and the cosmos impact on human (PLANETARY ALERTS) are given by the host astrologist as a background information. Moreover, in all the monthly texts, reporting planetary movements and their influence on readers constitutes the first phase of meaning construction – “**Informing**”. And this phase is usually followed by the phase -- “**Promoting**”. In the later phase, imperative clause is always employed to exhort readers to take advantageous condition make progress in life. For example, the monthly prediction for the zodiac sign – Gemini proceeds in following paragraph.

Informing—“*On the Lunar Eclipse, your ruler is conjunct both Venus and Jupiter! Excellent ideas and help with friends and family even in a social situation are seen! Multi-tasking can be fine as long as you stay in the rhythm of it all! Self-expression is keen and objective in this cycle.*”

Promoting—“*Be creative!*” (source: http://aphrodette.com/imp/?page_id=11)

Fig.4



(source: http://aphrodette.com/imp/?page_id=11)

As the analysis shows, in the site -- “<http://aphrodette.com/index.php>”, the background information and the monthly texts construct the same meaning. The meaning is that the planetary movements have significant impact on individuals and readers should take the right opportunity to achieve the ideal promised by the heaven. And in the website, the horoscope text and the background information could connect together via hyperlinks.

In a summary, comparing with traditional text, through hyperlinks, the **Channel**—World Wide Web -- allows articles of one genre or different genres being arranged by different timing frames (daily, weekly, monthly and yearly) or by various perspectives (love, career, finance and so on). Moreover, it is observed that the linked articles/materials to the top section of homepage are sharing some domain in the meaning construction. Based on these observations, I could say that the hyperlinked astrological materials in English astrology website integrate as an organised network to realise the social function of

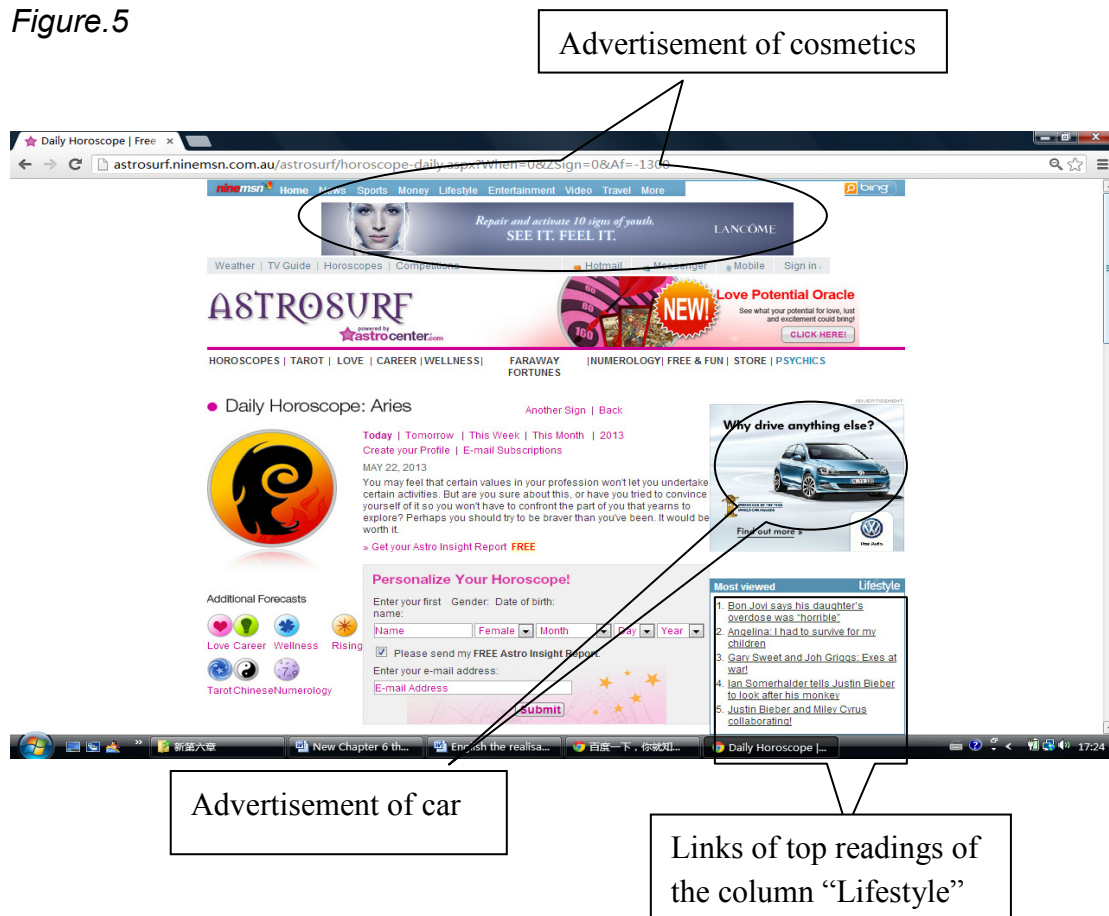
English horoscope register. The World Wide Web can promise the function have an all-round and full-scale realisation.

6.1.2 The Qualitative Study of the Selection of Hyperlinked Pages in English Astrology Websites

The **Channel** – Internet allows articles and materials connected by hyperlinks. A website can be a hypertext system of great flexibility. In this section, by examining the linked materials and overall context of English astrology blogs/websites, I want to investigate whether the materials being linked to are randomly selected or there are factors affecting the selection of them.

In terms the astrological blogs of Australian “Yahoo” and “Msn”, the astrological article or material is dominant in the linked pages to the top section of homepage. Astrological article or material occupies the spot that of the most information value – the majority of the top section from left to right. At the same time, at the ‘margin’ -- the edge at the right side, the bottom section and small slot at the top of the page, some non-astrological materials are linked. For example, advertisements usually can be seen in these slots. This is shown in the following Figure (*Fig. 5*) from the astrology blog in Australian “Msn” .

Figure.5



By observing the linked non-astrological materials appear in the astrological blogs of Australian “Yahoo” and “Msn” for one week (6th to 12th May, 2013), it is found that the advertisements of travel deals, healthy food or recipe, car and fashion goods (shoes, clothes) show up in the homepage and the linked pages. In “Yahoo”, the section of “most viewed article” of the column – “Lifestyle” is also seen in the hyperlinked pages.

However, in the sites that run by individual astrologist -- “<http://edtampin.com>” and “<http://aphrodette.com/index.php>”, these commercial advertisements are not found. In these two sites, except providing some free horoscope predictions and background information of astrology, various astrological materials and the links of referential readings and other astrology sites are given by the host astrologer. Take “<http://aphrodette.com/index.php>” as an example, host astrologist’s talk in radio and

the astrology magazine -- “Soul’s Journey” are linked to the homepage. Regarding the non-astrological materials, the advertisements are of astrology school, books and personalised service for individual clients. The notice and photos of the events of astrological community are also involved.

Checking the websites of Australia “Yahoo” and “Msn”, the “Horoscope” is subordinate to the “Lifestyle & Health” in the Taxonomy of the menu at the homepages. “Horoscope” and other subordinations -- “Fashion”, “Recipes”, “Health & Wellbeing”, “Dating”, “Travel”, “Motoring” and “Homes” constitute the Taxonomy. From this fact and the fact that commercial advertisements (car, healthy food and so on) are chosen to be linked to the hypertext system, comparing with the sites that run by individual astrologers, horoscope is not regarded as a serious professional service in Australian “Msn” and “Yahoo”, although in these two astrology blogs, various astrological tools are employed to give suggestions/guidelines about web users’ heartfelt areas in life. This might explain why commercial goods are advertised in Australian “Msn” and “Yahoo”, but they are not selected by the host practitioner of the “<http://edtampin.com>” and “<http://aphrodette.com/index.php>”.

Regarding both of the private and astrological blogs of “Yahoo”, “Msn”, except non-astrological materials, astrological materials (free article, pay report, and so on) regarding several aspects of users’ life are dominant in quantity and also usually locate at the spots of most information value in the linked pages. As discussed in the section 6.1.1 in Chapter 6, various horoscope texts share some domain in the meaning construction. Semantically, they focus on prioritising the cultural principal of being progressive in dealing with future. This shows that the general semantics of the English horoscope register could motivate the **Field** choice.

By investigating the general selection of the hyperlinked materials and the general context of the English astrology blogs or websites, it seems there are three factors could affect the **Field** of their hypertext system.

Firstly, the general semantics of the register affects the “core **Field**”.

Secondly, the genre of the social function (professional, sub-professional or entertainment) of the astrology blog/site may decide the “sub-**Field**”. For instance, for supporting the professional service offered by the host astrologist, astrological readings (*for example, introduction of basic terms and conceptions of astrology*) and some other astrology blogs are linked to sites “<http://edtamplin.com>” and “<http://aphrodette.com/index.php>”. This maybe because astrology is more regarded as a serious and rational expertise by the host astrologist. However, this is not always done in the astrology blogs of Australian “Msn” and “Yahoo”. Instead, the top readings of the column -- “Lifestyle” are attached to the astrology blogs of Australian “Msn” and “Yahoo”.

At last, the affiliated areas (the other subordinations under the same superordination with the subordination -- “Horoscope”) in astrology website/blog may affect the “extensive **Field**”. For example, only the fashion goods (shoes, clothes), cars, tour package, healthy food/recipe are advertised in the astrology blog of Australian “Yahoo” and “Msn”, but not medicine or financial service.

It seems the hyperlinked pages are likely not randomly selected in the English astrology blogs and websites. Some factors/parameters could affect the three different **Fields** that of different hierarchy.

6.2 The Qualitative Study of Chinese Astrology Websites

In the second section of Chapter 4 (p 147-179), the quantitative study of Chinese horoscope register was conducted by focusing on the grammar of online horoscope texts. The Chinese horoscope writers issue more cautionary advice to readers than the more provocative message by English horoscope writers is shown in the linguistic analysis. And one of the prominent social functions of Chinese horoscope register is helping readers to be alert and to avoid possible hurdles in their life.

In this section, a qualitative study is taken up to examine how this social function of Chinese horoscope register is realised in the new channel -- dynamic hypertext system of Chinese astrology websites. At the same time, under the context of Chinese astrology sites/blogs, the **Field** (what kind of articles, tests and advertisements are linked to the astrology sites/blogs) is also examined.

In this qualitative study, I examined four Chinese astrology websites. They are <http://lady.163.com/astro/>, [http:// astro. pclady.com.cn](http://astro.pclady.com.cn), <http://astro.women.sohu.com/>, <http://lady.cn.yahoo.com/astrology/>.

In terms of the constitution of homepages, Chinese astrology websites and English astrology websites share some similarities. The homepages of Chinese sites also are mainly consist of hyperlinks of free articles, tests and astrology blogs of astrologers. All the five astrology websites combine vertical and horizontal structure at homepage. When web users open the homepage, they firstly can see a section contains the hyperlinks of top readings of the website. When scroll down, they can see several sections that arranged by different functions (for instance: texts/tests regarding *love or dream explanation and so on*) or various astrology genres (*for example, zodiac horoscope, Chinese horoscope, FengShui and so on*). Overall there is a vertical axis, but within each specific section, horizontal disposition is usually selected.

Due to this layout of the homepages, the left corner and the middle part of the top section are spots that have the most information value. Consequently, in the qualitative study of Chinese astrology websites, the top section of homepage and the hyperlinked pages to this section are selected as focus.

Firstly, by examining the linked articles to the top section of the homepages, how the social function of Chinese horoscope register realised in the **Channel**—World Wide Web -- is investigated.

6.2.1 The Realisation of the Social Function in Chinese Astrology Websites

In the horoscope texts that are examined in the quantitative study (chapter 4: *p147-179*), writers employ the identifying and attributive clauses to construe the knowledge of danger/ trouble hiding in the future. Due to the limit of volume, the potential problem can not be elaborated in many details. However, in the **Channel** -- astrology websites, the realisation of the social function of horoscopes is a different picture. Firstly, the possible problem could be highlighted with picture and bold verbal title at the top section of the homepage. Then, with hyperlink, the identification and clarification of the problem can be done to a great extent in the linked text(s).

For example, in the site “<http://astro.pclady.com.cn>” (the issue of 6th, May, 2013), concerning the possible problems in love relationship, general descriptions and warnings are found in monthly horoscope texts of twelve horoscopes. For example, “At end of the month, the possibility of encountering disaster regarding relationship is high”, “struggling in relationship with other people happens, you need especially be careful”. Then, the possible unpleasant happening regarding relationship is further specified and highlighted in the hypertext system of the astrology websites. In the top section of the homepage, firstly, there is a picture

with the verbal title “*Be careful, Junky Friend*”; secondly, there is a title (serves as a hyperlink) in bold character at the right side of the picture. The title says “the evil horoscope who likes most to grab lover from friend”; thirdly, there is an abstract revealing this kind of stereotype that likes to get things from friends (see Fig.6). By clicking the hyperlink -- “the evil horoscope who likes most to grab lover from friend”, a four-page article reveals this potential aggressive tendency of people who are of “Aries” and several other zodiac signs. Moreover, at the bottom of each page, another six articles are also linked. In many of these six hyperlinked articles, more potential hurdles in love are discussed. For instance, there are three article -- “Astonishing! Which horoscope is the one mostly easy to be the ‘spare tyre’ in relationship”, “The five horoscopes that are mostly easy to be lustful” and “Immoral men in horoscopes”. In “http://astro.pclady.com.cn”, besides offering users texts to read, a platform for discussing and sharing knowledge, experience and opinion are provided. And this platform is very accessible to users. After reading the article, just scrolling down a bit, users can see the other readers’ comments about the text. And readers can log in the community via “Win log” and the popular Chinese social network –“QQ” on computer or mobile phone.



Fig. 6

Hyperlink and abstract of the linked article

After investigating other three Chinese astrology websites, it is found that they are similar in achieving the realisation of the social function of asking users to be cautious and helping them to avoid problems. This is illustrated in the following diagram (9).

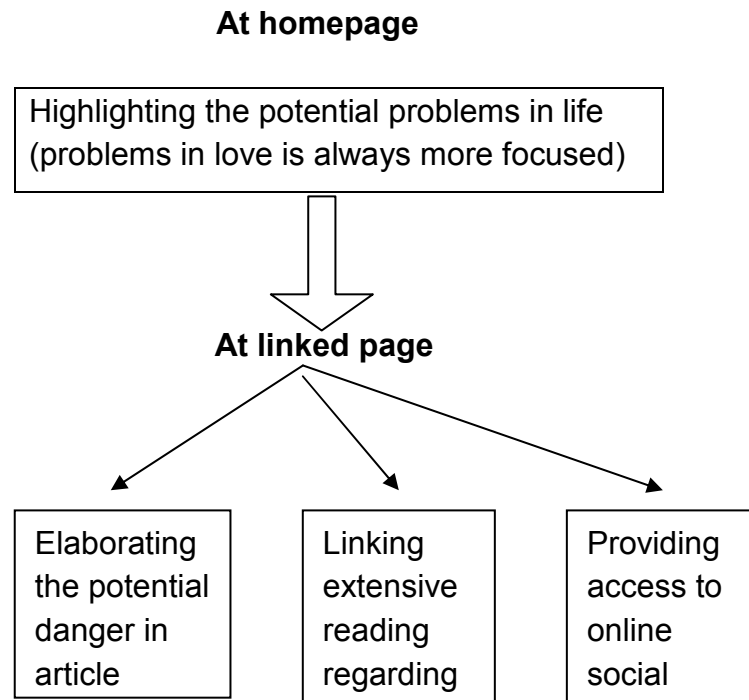


Diagram 9

It can be seen from the above diagram that the hypertext system of website provides the environment for a deeper and broader realisation of the social function of Chinese horoscope register.

6.2.2 The Qualitative Study of the Selection of Hyperlinked Pages in Chinese Astrology Websites

As discussed above in the section: 6.2.1, the **Channel** – World Wide Web -- allows different kinds of materials to link to the hypertext system and thus can promise the social function being realised deeper and broader. In this section, by checking the materials linked to the hyperlinked pages of the top section at homepage, I

investigate whether the materials being linked to are randomly selected or there are factors affecting the selection of them.

In Chinese astrology websites, the astrological materials are also dominant in the linked pages of the top section at homepage. Astrological article or material occupies the spot that of the most information value – the majority portion of the top section from left to right. Comparing with English astrology websites, there are much more free astrological articles or tests in Chinese sites.

For understanding the “core **Field**” -- astrology article and tests of Chinese astrology websites, I investigate the focused areas of the articles/tests which are linked to the top section (left and middle) of the homepage.

The following table (17) reports the details of the focused areas of astrological articles/test and their percentage in Chinese astrology blog/site. (the statistics is based on one-week (*the week from 6, May, 2013 to 12, May, 2013*) investigation of the articles/tests linked to the top section)

Table 17

	The focused areas of the articles/tests that link to the top section (left and middle) of the homepage
astro.pclady.com.cn	<p>1) problematic type of man in love relationship 40%</p> <p>2) the female who can affect or control counterpart in relationship 40%</p>
astro.women.sohu.com	<p>1) the way of changing bad luck, recovering from disaster, and handling threaten for both genders; 26%</p> <p>2) problem in love (for female)and general lock (both genders) 30%</p> <p>3) the ideal female who has the best luck in love, money 17%</p> <p>4) monthly luck and general luck of love, money for both genders13%</p>

lady.163.com/astro/	<p>1) problem in love (problematic male, female's misbehaviour in handling relationship) 33.3%</p> <p>2) monthly/weekly general luck and general luck of love for both genders 58%</p>
astrology.cn.yahoo.com/	<p>1) problem in love for female and problem of general luck for both genders 44%</p> <p>2) the way of changing bad luck for both gender 16%</p> <p>3) the female who has the best luck in love and money 23%</p> <p>4) monthly luck and general luck of love, wealth and career for both genders 16%</p>

As shown in the above table (17), three dimensions appear to be important in the “core **Field**”. Firstly, there are 30% - 44% linked articles/tests in all the four websites concerning with the potential hurdles in web users’ life. And the problems in female readers’ love relationship are relatively more focused. At the same time, the writers of these articles/tests are also concerned to reveal problems in finance, career and study for both genders.

Secondly, in the astrology blog -- “http://astro.pclady.com.cn”, there are 40% of the article/tests identifying the ideal stereotype—the female who has the best luck and can be the master in having relationship or making money. And this percentage is about 20% in the astrology blogs of Chinese “Yahoo” and “Sohu”.

Thirdly, in the two astrology Blogs of Chinese “Sohu” and “Yahoo”, especially in the former one (about 26%), identifying ways of preventing, settling problems (for instance, changing bad luck to good one) is also an important part of the “core **Field**”.

By observing the articles/tests linked to the top section of Chinese astrology

websites, it shows that for realising the social function of assisting users handle the “waves” in life, there are three important selections in the “core **Field**”. At one hand, the potential challenges are exposed, at the other hand, the ideal stereotype (being beautiful, sexy, rich and successful) are identified. With this gap between “problematic situation” and “lucky stance” shown, offering solutions is also chosen as an important constitution of the “core **Field**”. These focused areas in the astrological materials are selected around the prioritised cultural principles in the semantics of Chinese horoscope register.

Moreover, in the “core **Field**”, the female’s love relationship is especially concerned. Looking at the general context of these four Chinese astrology websites, it is found that most of them are subordinate to the “Lady” in the Taxonomy of the menu at the homepages. The female is chosen as the major target users of these Chinese astrology blogs or websites, and this is reflected in their web address which includes the word -- “lady” or “women”. Based on the investigation of the general context and the focused areas in the “core **Field**” of Chinese astrology blogs/sites, the finding with English astrology blogs/sites, that is, the “general semantics of the register” affects the “core **Field**” is verified. Moreover, it also shows that another contextual factor – “target reader” can motivate choice in the **Field**.

By observing the linked articles/texts to the top section of Chinese astrology blogs/sites, a general picture of “core **Field**” is revealed. In order to further study the factors that might affect the choice of linking materials to the hypertext system of Chinese astrology blogs/sites, the constitution of the homepage of the four Chinese astrology blogs/sites is also examined. It shows that Eastern and Western astrology are employed to forecaste the future and offer solutions. And based on different astrology practices and purposes, some “functional sections” are organised under the top section of the homepage. For example, “Love

Astrology”, “Chinese Horoscope”, “Online Astrologists”, “FengShui Divination”, “Celebrity Astrology”, “Vogue Astrology” and “Interesting Test” and so on. In order to examining the “sub-**Field**” and “extensive **Field**” of Chinese astrology websites, the linked pages of these “functional sections” are investigated.

It is found that astrological articles and tests are dominant in linked pages of these “functional sections”. However, comparing with their English counterpart, the quantity of commercial advertisement (for example, cosmetics, clothes and so on) is much higher. From this fact and the fact that most of the four Chinese astrology blogs/sites are subordinate to the “Lady” in the Taxonomy of the menu at the homepages with other subordinations – “Have Fun”, “Love Relationship”, “Vague”, “Arts”, “Photo Gallery”, “Health” and “Pets” and so on, generally they can be regarded as the “sub-professional” type in terms of the genre of social function. Chinese astrology blogs/sites provide predictions about future, but it looks they are only regarded as an alternative reference in guiding individual life.

In terms of the choice of commercial advertisement, there is a big contrast between some “functional sections”. For example, regarding the astrology blog of Chinese “Sohu”, no commercial advertisement is found in the linked pages to the section -- “Online Astrologists”; however, many advertisements (*for example: clothes, accessories and lady’s remedy*) appear in the hyperlinked pages to the sections of “Vogue Astrology” and “Celebrity Astrology”. This might because astrology is more regarded as a serious expertise by astrology masters in the “Online Astrologists”. However, talking about celebrities of different zodiac horoscopes is more entertainment-oriented. Because of this kind of variations in the context of different “functional sections”, the “sub-**Field**” of them are of different pictures. In the hypertext system of the sections that of professional type, background information about Chinese and Western astrology (Fengshui, Yijing, zodiac horoscopes and so on) is linked. In the hypertext systems of the

“functional sections” that of sub-professional and entertainment types, readings about the things that can help web users to transfer into the ideal model, like healthy food, skills in doing make-up and matching clothes and so on are attached.

Although, different from the English counterpart, the contextual variations are found between the “functional sections” that of different types within Chinese astrology blog/websites, the genre of social function (professional, sub-professional or entertainment) also show its influence on the “sub-**Field**”.

In terms of the “extensive **Field**” of Chinese astrology blogs/sites, basically, advertisements and materials relating to the column that of the same Taxonomy in the menu at the homepage are involved. For example, in “<http://lady.163.com/astro>”, the commercials of clothes, cosmetics always appear in the linked pages. However, comparing with there English counterpart, sometimes in Chinese astrology blogs/sites the affiliated area extends to other taxonomies and sometimes all the other taxonomies of the menu at the homepage. For example, news also links to the hypertext system of “<http://astro.women.sohu.com/>”, “<http://astrology.cn.yahoo.com/>” and “<http://lady.163.com/astro/>”. It seems that a “hyper-extensive **Field**” emerges in these three Chinese astrology blogs. This may indicate that as the hierarchy of **Field** comes down from “core **Field**” to “extensive **Field**”, the range of **Field** has higher possibility to expand beyond the range of the register.

By conducting investigation on linked materials to the top section of Chinese and English astrology blogs/websites, it is found that regarding **Field**, there are three kinds of **Field** areas in a tree of hierarchy. And it seems the range of them depends on some key parameters in the context. (see *diagram13, in P273*)

6.3 Qualitative Study of Japanese Websites

This study is based on the observation and analysis of Japanese astrology blogs/websites. They are horoscope blogs of Japan “Yahoo” (<http://fortune.yahoo.co.jp/>), “Msn” (<http://fortune.jp.msn.com/>) and www.nifty.com (“<http://uranai.nifty.com/index.jsp>”) and the astrology website - “<http://www.szeus.co.jp/>”.

Homepages of these four Japanese websites have similar function and features of with those of English and Chinese astrology blogs/sites, so they are also regarded as “Source Html” and the linked web pages as “Hyperlinked Html” pages.

These four Japanese websites combine vertical and horizontal structure at the homepage -- “Source Html” page. When opening the homepages of these blogs/sites, users can see two to three sections from left to right. The middle section or the left section occupies (*when the homepage is generally composed of two vertical sections in homepage*) the largest space at the homepage. And within the middle or the left section, there are several horizontally displayed small sections. Usually each of the horizontal small sections has hyperlinks of one astrology genre (zodiac horoscope or novel astrology practice and so on) or one purpose/content of divination (for example, “free predictions”, predictions for “love relationship”, “marriage” and so on). The different genres and different purposes/contents of astrology are also arranged in the superordination at the left vertical section or in a small horizontal section at the top of the homepage. Based on this structure and layout of homepages, the top slots of the left and middle sections have the most information value(see *Figure7*). Consequently, the hyperlinked pages to these two sections are selected for the qualitative study of Japanese astrology websites.

Firstly, by investigating the linked articles to the slots that of the most information value in the homepage, how the social function (revealed in the analysis of Japanese horoscope register) realised in the **Channel**—World Wide Web -- is examined.

6.3.1 The Realisation of Social Function in Japanese Astrology Websites

In Chapter 5 (*section 5.2, P194--P228*), the analysis revealed that Japanese horoscope writers also exhibit a desire to prevent and solve problems in guiding the readers' futures. The texts appear to be similarly 'conservative' to Chinese horoscope writers yet also feature writers; that is, acting positively and making changes. (eg expanding knowledge by studying, travelling. socialising).

In terms of the realisation of the functions of Japanese horoscopes in the new **Channel** – World Wide Web, the astrological blogs of “www.nifty.com” (the site address is “http://uranai.nifty.com/index.jsp”) and Japanese “Msn”, and one astrology websites – “http://www.szeus.co.jp/” are investigated. Because in 2013, there are only daily horoscope text is found in the astrology blog of Japanese “Yahoo”, so it is excluded in this investigation.

At the homepage of the astrology blog of Japanese “Msn”, the top slot of the middle vertical section includes the links of popular articles of the column – “Lifestyle”. Thus, the free texts of twelve zodiac horoscops at the second top slot of the middle vertical section are selected as a focus. This selection is also because the texts of twelve horoscopes are also linked to the second top slot of the left vertical section at the homepage. (see *Fig.7*)

Figure 7



(Source: <http://fortune.jp.msn.com/>)

By checking the available free monthly and daily horoscope texts, a complementary relationship is found between them. For example, in the monthly (May, 2013) prediction for “Aries”, although the writer points out that the general luck and the luck of money is good, the emphasis is put on exhibiting unfavourable tendency and possible dramatic change. Then, readers are suggested to cherish people around them instead of only considering themselves. And readers are also advised to be prepared when confronting big change in finance and other aspects of life. In the daily texts, these points are reemphasised in the illustration of the luck of work, money and love. In daily texts, at one hand, being cautious and conservative is suggested by the writer. For example, in the daily text of 23rd, May, 2013, readers are asked to cherish money and protect their property, and the text also says that good preparations would lead to a problem-free situation in work. At the other hand, a positive attitude when facing difficult situation is also indicated in daily texts. For instance, in the prediction of 24th, May, 2013, it says -- “Concerning extremely poor life,

there is significance in the practice with pleasure". The text seems issue the message that it is meaningful to fight with hardship.

The original monthly and daily texts proceed in the following paragraphs.

Monthly text for "Aries" of May, 2013:

春の訪れを機に好調期に入ったあなたの運勢は、引き続き良好。その波に乗り続けるためには、自分のことばかり考えていてはダメ。仕事を頑張れるのは、周囲の力があってこそ。陰であなたを支える家族や身近な人のことは大切にしましょう。一方、お金にまつわる運勢も上昇中です。そのピークを迎えるのは今。あまりの劇的な変化に面喰うこともあるけれど、今まで通りしっかりと地に足をつけて歩くこと。(source: "http://www.fortune.jp.msn.com")

Translation: Your fortune that entered a period of good condition with taking advantage of the coming of spring will hold good. For continuously riding this wave, only considering yourself won't do. Regarding trying to work hard, there is power around. Let's cherish family members and people around you who are supporting you behind your back. On the one hand, the fortune concerning the money is rising too. Now is welcoming this peak. However, you may encounter an excessive dramatic change, you step well on the ground and walk so far.

Daily text of the day – 23rd, May, 2013:

金運 自分の財産は自分で守る・・・を基本に、お金を大切にしてください。

Translation: Luck of money please cherish the money with taking the basis of protecting your own property by yourself.

仕事運 下調べや準備は完璧にしておけば、この先安泰なり。

Translation: Luck of work If investigation and preparation are perfectly done, it becomes peace and security ahead.

Daily text of the day – 24th, May, 2013:

ラブ運 子供は相手にしてはダメ! 大人の恋愛を目指すようにして。

Translation: Luck of love you must not take child as lover! Please aim at the love of adult.

金運 極貧生活は、楽しみながら実践してみることに意義あり。

Translation: regarding the extremely poor life, there is significance in the practice with pleasure.

In the astrology blogs – “<http://uranai.nifty.com/index.jsp>” and “<http://www.szeus.co.jp/>”, the monthly prediction is of the same text. In these two blogs, the monthly and daily texts also share some domain in the meaning construction. For example, regarding the luck of love, in the monthly text of May, 2013, the writer demonstrates a slow pace of the development of love relationship. And in the daily texts of 23rd, May, 2013 in the astrology blog – “<http://www.szeus.co.jp/>”, taking a conservative strategy in winning heart is also suggested. *The original texts proceed in the following paragraphs.*

Monthly text for “Aries”:

恋愛運は、時が育む恋の暗示。ゆっくと愛は深まっています。いつも一緒にいて。 (source “<http://www.szeus.co.jp/>”)

Translation: Regarding the luck of love, there is suggestion of the love that time brings it up. The love deepens slowly. ^YOU TWO will be always together.

Daily text for “Aries” of 23rd, May, 2013:

どうもしつくりいきません。 しばらく距離を置いては。
(source “<http://www.szeus.co.jp/>”)

Translation: ^YOU TWO can’t get along with. Then keep some distance.

Regarding the fortune of money, readers are exhorted not to spend money blindly in the monthly text of May, 2013; then in the daily texts from the blog -- “<http://www.szeus.co.jp/>”, a problem relates to finance is reminded by the writer, at the same time, a positive attitude is suggested when facing it; also, a friendly remind regarding the issue of forgetting wallet is given in the daily prediction of the blog -- “<http://uranai.nifty.com/index.jsp>”.

Monthly text for “Aries” of May, 2013,

今月は、ショッピングが楽しい時です。必要な商品知識も、しっかり手に入りそう。納得のできるものに出会えたら、迷わずに購入しましょう。 (source "<http://www.szeus.co.jp/>")

*Translation: This month is the happy time of shopping. It seems ^YOU take the necessary information of products well. **If come across a product that you can be satisfied with, purchase without being misled.***

Daily text for "Aries" of 23th, May, 2013,

予算不足。ここは、諦めるよりなさそう。 (source "<http://www.szeus.co.jp/>")

*Translation: **Budget is not enough. At this point, it seems become not giving up.***

Daily text for "Aries" of 23th, May, 2013,

財布を忘れて出かけてないか繰り返し確認するようにしましょう。

(source "<http://uranai.nifty.com/index.jsp>")

Translation: Confirm repeatedly whether you forget wallet or not while going out.

In a summary, it is also found in Japanese astrology websites that by hyperlinks, the **Channel**—World Wide Web -- allows articles of one genre or various genres to be arranged by different timing frame (daily, weekly, monthly) or by various perspectives (Love, Career, finance and so on). Moreover, it is observed that the linked articles/materials to the slots that of important information value are sharing some domain in the meaning construction. Japanese horoscope writers prioritise the significance of being cautious and conservative. At the same time, being positive is also promoted.

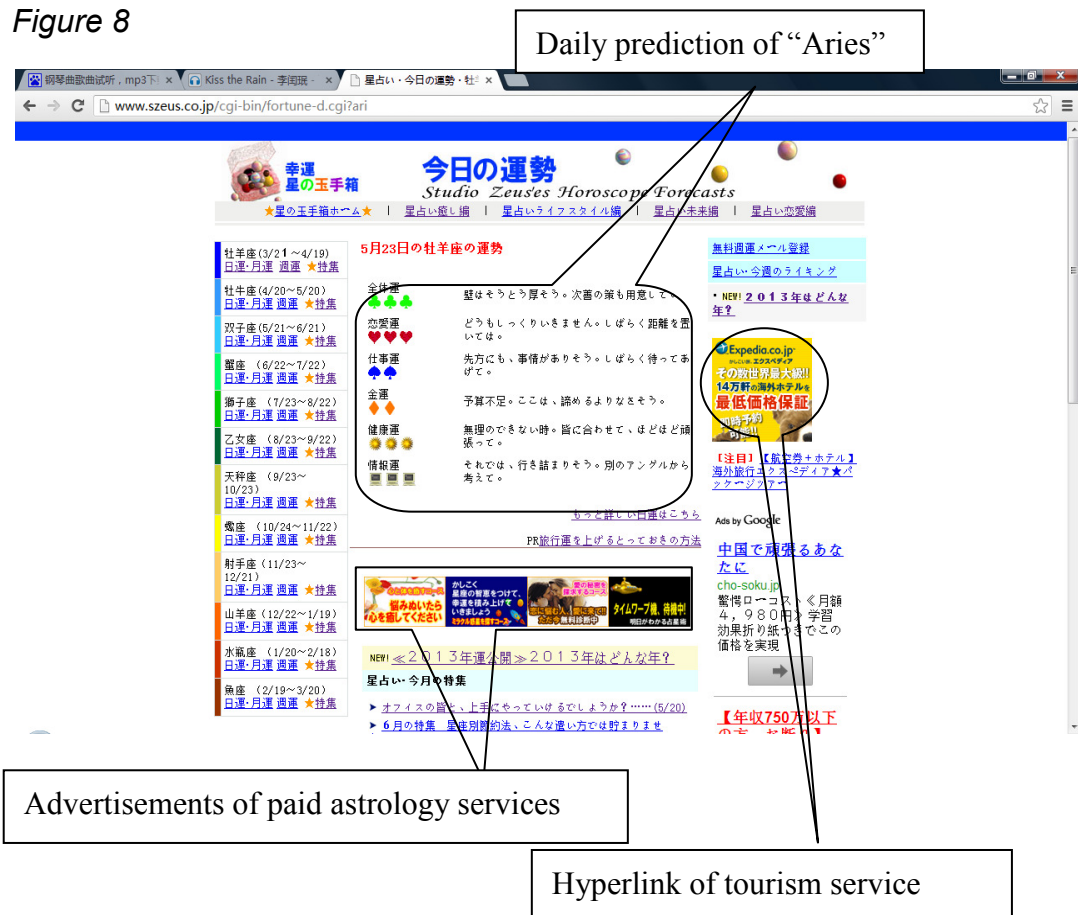
These observations show that the hyperlinked astrological materials in Japanese astrology blogs/website integrate as an organised network to realise the social function of Japanese horoscope register. The World Wide Web can promise an all-round and full-scale realisation of the social function.

6.3.2 The Qualitative Study of the Selection of Hyperlinked Pages in Japanese Astrology Websites

The **Channel** – Internet allows articles and materials connected by hyperlinks. A website can be a very flexible system of hypertexts. Here by investigating the linked pages to the slots that of the most information value in Japanese astrology blogs/websites, I aim to find out what factors would affect the selection of linking materials in the hypertext system of Japanese astrology websites.

Regarding all the four Japanese astrology blogs/websites, in the linked pages to the top slots of left and middle sections in the homepage, the astrological article or material is dominant. As shown in the following Figure (Fig. 8). Daily horoscope text of “Aries” occupies the top part of the middle section. At the same time, at the ‘margins’ -- the edge at the right side and the slot below the daily prediction, some non-astrological materials are linked. For example, advertisements usually can be seen in these slots.

Figure 8



In terms of the focused area of astrological material, similar with corresponding Chinese sites/blogs, a lot of attention is given to the love relationship in the astrology blogs of Japan “Yahoo”, “Msn” and the site -- “niftyi”. Specific predictions for different aspects of the love relationship are developed in these three blogs. Usually, there are more than ten topics under the superordination -- “Love and Marriage”, for example “crushing on someone, having a fair, sex, restarting an old relationship” and so on. Moreover, “Love and Marriage” is also the most focused area of paid astrology service in these three blogs. And the hyperlinks of this kind of paid service are always highlighted with picture and locate in the top slot of left or middle section in the homepages of astrology blogs of Japan “Yahoo”, “Msn” and the site -- “niftyi”. What different from the Chinese websites is that the target users of these article/service are both genders, but not only the female. As discussed in the section – 6.3.1 of this chapter, being ‘conservative’ is prioritised in the free Japanese astrology texts, at the same time, taking the ‘progressive’ approach is also advised. This hybrid nature of Japanese horoscopes is demonstrated in the quantitative study of Japanese horoscope register in Chapter 5. By investigating the astrological materials in the astrology blogs of Japan “Yahoo”, “Msn” and the site -- “niftyi”, it is found that being similar with corresponding Chinese and English astrology blogs/sites, the general semantics of the register Japanese horoscope register is an important factor that influences the selection of astrological materials.-- the “core Field”.

When looking at the non-astrological materials in the linked pages of these three astrology blogs, many commercial advertisements are found. Most of the advertisements are about healthy food, weight-control service, movie game and cosmetics. Based on this fact and the fact that they are subordinate to the “Lifestyle & Health” or “entertainment” in the Taxonomy of the menu at the

homepages, in these three blogs, astrology is not regarded as a serious professional practice. This type of social function at the stratum of context may explain why the “**Field**” extends to the readings and advertisements that of the affiliated areas in the astrology blogs of Japanese “Yahoo”, “Msn” and the site -- “www.nifty.com”. Moreover, in the astrological blog of Japanese “Yahoo”, a “hyper-extensive **Field**” emerges with some top news attached to this blog. This might indicate that as the hierarchy of **Field** comes down from “core **Field**” to “extensive **Field**”, the range of **Field** has higher possibility to expand beyond the range of the register.

Regarding the site – “<http://www.szeus.co.jp/>”, free daily, weekly and monthly horoscope texts are the majority of the astrological material. These predictions show horoscope writers’ concern about different aspects of web users’ life. Similar with the above mentioned three astrology blogs, love and marriage is also a focused area. The hyperlinks of paid divinations about love and marriage are also always highlighted with picture. In this site, there is a special paid service for predicting the luck in travel. Clients can be informed of which travelling destination can help to lift their luck up. Moreover, in every page of the daily, weekly and monthly free predictions, there is a hyperlink which leads to the discussion about “the way of lifting luck of travel”. When users click on it, the homepage of the site “<http://nicetrip3.com/index.html>” opens up. This site provides handy tips of how to keep safe in overseas travelling. In almost all the hyperlinked pages of the sites – “szeus” and “nicetrip3”, there are advertisements of hotel, online shop of travelling goods, ticket booking centre and financial service for travelling. These choices of non-astrological materials can lead to an impression that they might be randomly selected. However, at the bottom of the homepage of website, it claims that this site can offer horoscope composition (texts) for promoting commodities and services. (“商品コンセプトに沿った楽しい星占いをご用意しております。”) Examining from this general

context of the site –“<http://www.szeus.co.jp/>”, the special choices made in the “core **Field**” (the prediction for “Luck of travel”) and the “extensive **Field**” (commercial advertisements that offers service for travelling) are very likely related to the special commercial function of the horoscopes in this site.

By conducting investigation on linked materials to the top section of Chinese, English and Japanese astrology blogs/websites, it is found that regarding **Field**, there are three kinds of **Field** areas in a tree of hierarchy. And it seems the range of them is not randomly decided, but depends on some key parameters in the context, for example, the semantics of horoscope register, the target reader, the genre of the social function of the astrology blog/site and so on. For details, please see *diagram13 in page 273*.

Chapter 7 - Conclusion

“Register in the Round” (M.I.M. Matthiessen, 1993)

7.1 Broad Interpretation of Findings

The qualitative and quantitative analysis of horoscopes on websites produces interesting differences between English, German, Chinese and Japanese websites, and these differences need to be seen against a number of intriguing consistencies. These consistencies demonstrate the way humans reason in an area of potential irrationalism – namely the impressionistic prediction of the future through horoscopes. The cultural patterns of people’s daily living and, in particular their quotidian beliefs across four communities, are put on show.

This is a very strong demonstration of the power of the register theory. I will revisit the notion of register below, specifically in relation to the significance for my thesis and linguistics. But here in a more general view, it is important to emphasise that the qualitative and quantitative analysis undertaken here demonstrate the benefit of seeing linguistics as essentially a study of particular texts in particular contexts, rather than staying at the extremes of, on the one hand, addressing the system in the extremely total abstract, and on the other hand of seeing every text as unique to the point of inquiring a separate individual analysis. This situation is argued through Halliday’s cline of instantiation.

The thesis enquiry further shows that both the qualitative and quantitative analysis need to be brought into relation so that a more delicate approach to variation by functional use can be developed. Through that degree of delicacy, small connections in the lexicogrammar can be seen as direct realisations of the grammar in the context. Consequently, we can see the importance of the dimensions of the Halliday on model: i) instantiation; and ii) delicacy.

In this thesis, the notion ‘stratification’ has been part of the working understanding of the language, and so it is the third dimension that is how I organised much of the discussion – some notes from the context, the salient components of the context (some characterisation of the major semantic steps, e.g. **“Informing”**, **“Advising”** and variants thereof), and combinations in lexicogrammar, which really establish the probabilities that separate one register from another. Put together, these dimensions – ‘stratification, delicacy, instantiation’ demonstrate what functional linguistics is about – the explication of social purposes by the analysis of actual texts.

I should emphasise of course that I have used supplementary tools in this investigation, including the ‘Sysconc’ – a computational application tool, and I have also invoked a more critical dimension of the functional grammar, that is, the notion of the metafunction. In this way I have been able to draw out how by adopting a view from different metafunctions, it is possible to tease out those websites in which reasoning or causation is a more powerful motif as against those where more interpersonal, less causal, explanations dominate.

7.2 What has this Research Opened up?

i) The Significance for Linguistics

In particular, the work here pursues the line taken by Halliday and Hasan (1985) in relation to the register theory and the relationship between context, semantics, lexicogrammar and the notion of purpose. In contrast to the genre theories which tend to set out from the notion of the purpose as a settled characterisation of the genre, in register theory the purpose slowly emerges after a provisional statement of the semantic domain, and the purpose is increasingly revealed as the more delicate choices made in the grammar are brought into the range of analysis.

As mentioned above and demonstrated in the preceding chapters, in the approach of Halliday and Hasan (1985), four crucial dimensions provide a working method: for investigating texture in a fine grained way, and more crucially for investigating culture through the language as well as language through some notions from the culture. So it is reasonable to say that the preceding chapters provide a methodology in cross linguistic and cross cultural studies, albeit one that requires a high level of commitment to the system.

In the qualitative provisional and quantitative studies of the preceding chapters, consistencies are found in the horoscopes websites across four languages (English, German, Chinese and Japanese). They are all about readers' future, the interpretations/predictions in horoscope texts are about giving information and proving advice, and the information provided in texts can be about happening and feelings. Consequently, the two major semantic steps and two semantic fields are generalised as **"Informing"** + **"Advising"** and **"self & feelings"** and **"happening"** respectively (*although there are variations in the realisation of these semantic domains, e.g. in Chinese horoscopes, the **"Advising"** episode is usually realised by clause complex (s); meanwhile, in English and Japanese horoscope, the realisation of the **"Advising"** typically involves imperative clause simplexes*).

However, when the semiotic focus is adjusted down to the particular fields (imperative clause and relational processes) with the provisional studies at the outset of each chapter, subtle differences are found in the purpose across English, Chinese and Japanese horoscope sites. The subtle differences have the effect of being not so obvious, but when they interact with each other, I find Chinese used in ways that contrast with English and Japanese users. The 'difference' here does not mean that something is found in English and it never turns up in Chinese, Japanese or German, but there are different tendencies; and these differences constitute a distinct focus in each language in what we might call the 'same' register across four

cultural contexts or register in the round (M.I.M. Matthiessen, 1993). Moreover, it is also found that these four registers are in different semantic dimensions/spaces, i.e. in terms of 'causation', there are contrasts between the German and English horoscope registers; and regarding the dimension of "conservative", the English and Chinese horoscopes are at the extremes, and the Japanese one appears to be similarly 'conservative' to Chinese horoscopes yet also features aspects of the more individualist and progressive approach of English horoscopes. This is illustrated in diagram 10.

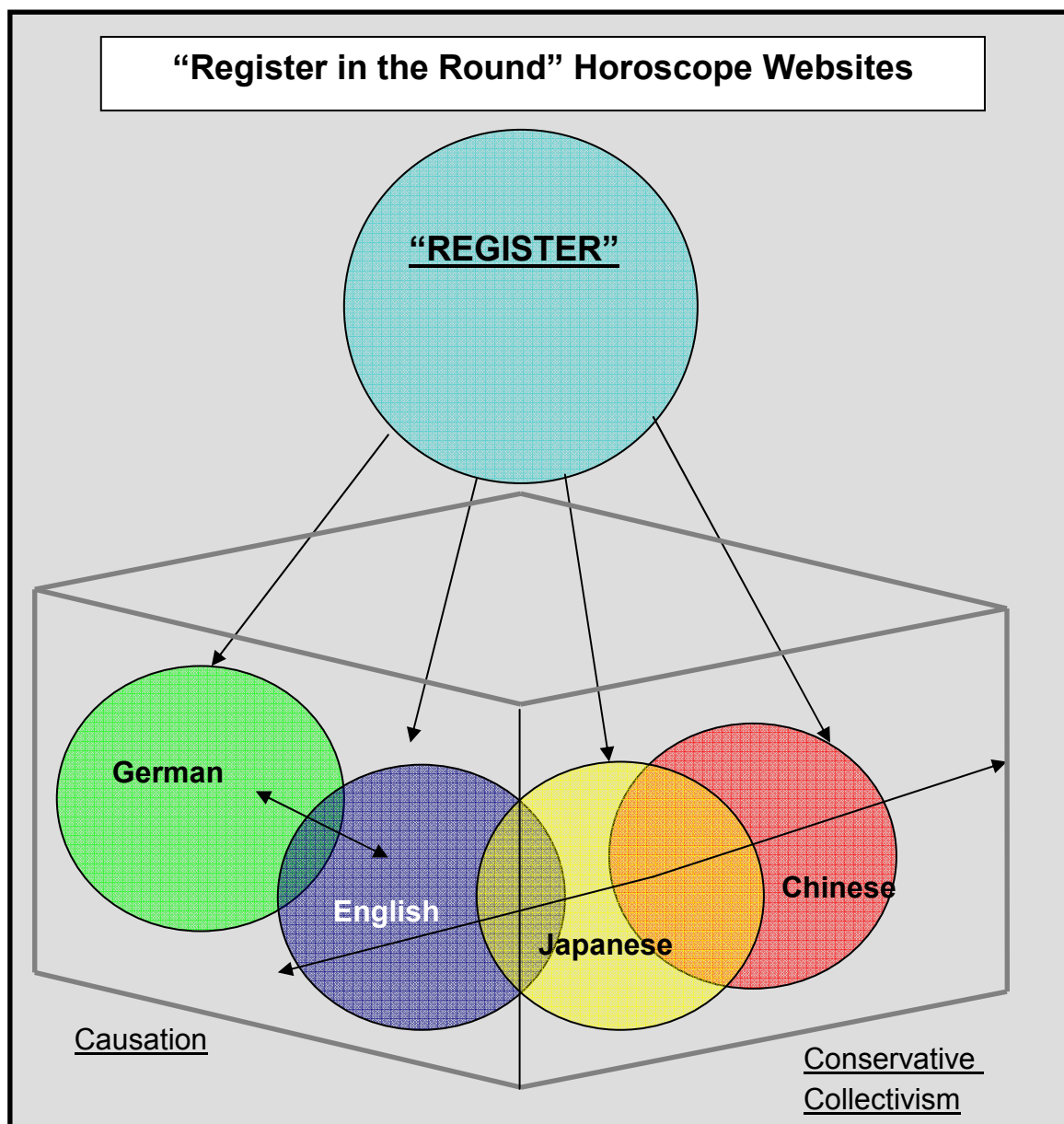


Diagram 10 "Register in the Round"

The functional variations in the semantic systems of English, Chinese, Japanese horoscope registers are further illustrated in the following diagram. As we can see from the contrast shown in the diagram (11), different principles are prioritised in different cultures when dealing with the future. A 'conservative' approach is prioritised in Chinese horoscopes. Readers are ordered to be cautious about potential hurdles by imperative clauses; and through the ascriptions and equivalences, the experiential meaning is construed around the purpose of advising readers to be careful with, and to prevent possible troubles. In contrast to this tendency, the 'progressive' approach is prioritised in English horoscopes. Readers are exhorted to seize the chance to bring new changes to their lives; and in the construction of the identification and classification, the reasons and conditions for readers to take action and move forward are established. At the same time, with the emphasis on individual capability in making progress, a tendency of individuation - the ideology of 'one against the world', 'the power of one' and being competitive is also evident in English horoscopes. Regarding the Japanese horoscopes, they share the feature of emphasising the 'conservative' approach with Chinese horoscopes, and both of them show greater concern for collectivism (e.g. *Chinese and Japanese writers advise more about team working, and social interpersonal relationship and team working are also construed as very important factors for success*) than English horoscopes. However, Japanese horoscopes show stronger tendency into the 'progressive' approach than the Chinese horoscopes. This is shown in diagram 11.

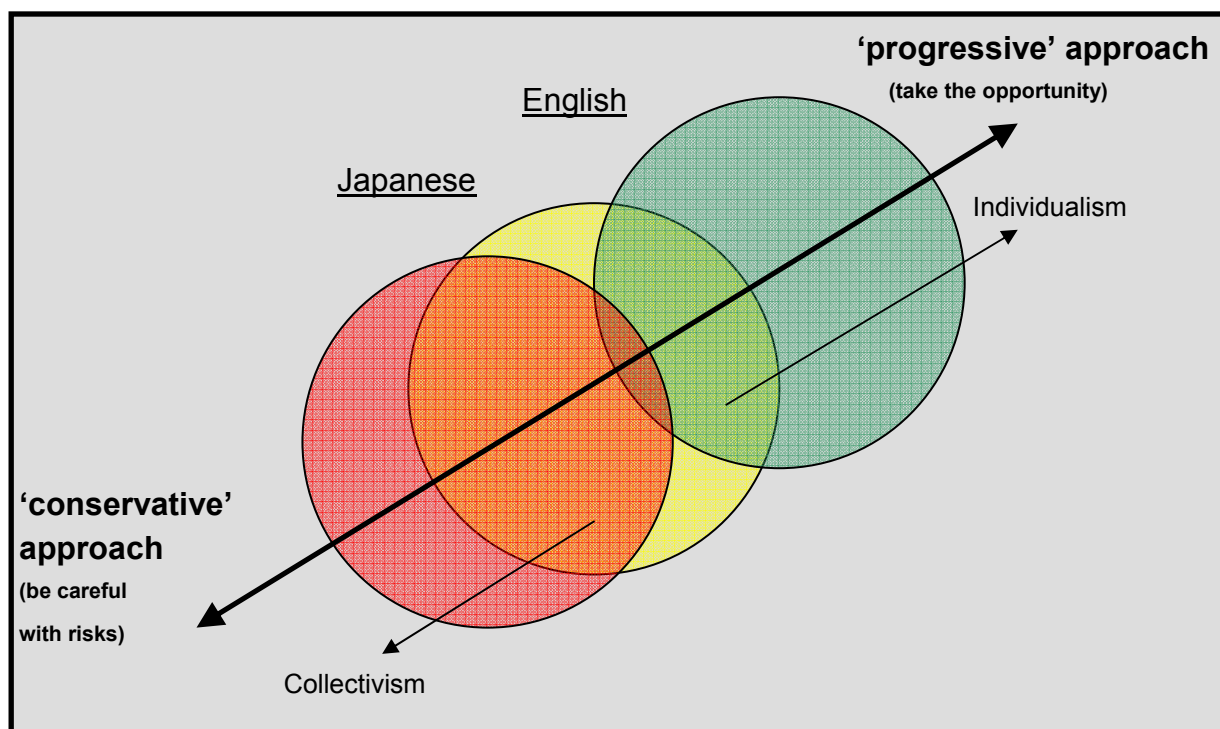


Diagram 11

In the quantitative study of English and German horoscope websites (see the section 3.3 in Chapter 3), the presentation of reasons is a far more important approach for the German writers of online horoscopes than the English writers in construing the rise of heavenly bodies and their impact on human individuals. In German horoscopes, the tendency to foreground reasons is realised through the combination of the circumstantial element -- Manner: *degree, means and quality* and the logico-semantic relation -- cause: reason in the lexicogrammar. However, when turning to the clause complexes, we found that English web horoscope writers tend to get more time, location and the purpose of the influence from the heavens in the construction of the celestial power over readers of the online horoscopes. These are expressed in clauses unfolding circumstantially with “cause: purpose”, and with clauses extending in the form of ‘addition’ and some in enhancing (cause: purpose) relation.

In terms of the comparison between German and English language and culture, Clyne (1991) focused on the academic texts. Based on bulk contrastive studies of

academic discourse and school essays, Clyne (1991: 46-47) indicates that *“Germans are more content-oriented, content of what they are saying is infinitely more important than the conventions for saying it”, and German writers tend to “provide additional content, add a theoretical component in an empirical text, give a historical overview or add an ideological dimension in academic texts”*. In my point of view, these are not only about adding more information in academic texts. Providing a theoretical background and giving a review about the history are also reasoning, they support the presentations in German academic texts in a far broad way.

There is a similarity of approach/tendency found in the comparison of English and German online horoscopes. This again demonstrates that horoscope websites provide a unique opportunity to observe cultural differences across different communities. With more cross linguistic and cross cultural studies of horoscope websites carrying on, it may contribute to revealing different cultural value systems in developing linguistic typology.

In this thesis, with approaching the horoscope texts (from the instance end) and making generalisations based on the results of the provisional and quantitative studies of the online horoscope texts across four languages, the linguistic description of the register variations of horoscopes (a region between the text and the system) could be reached. At the same time, with the delicacy extending to what are shared by this registerial range, for example, online horoscope texts across four languages do favour expansion and the “enhancement (causal-conditional)” logico-semantic relation in clause complexes (see *chapter 3, 4 and 5, at P64 , P123 and P178*), how some elements of generic structure are realised semantically is revealed. Consequently, this thesis appears to contribute to the long term project which is called by Matthiessen (2011) as “Registerial Cartography”. The major differences in the function of horoscope registers across four language websites and the major similarities shared by them are displayed in the following diagram (12).

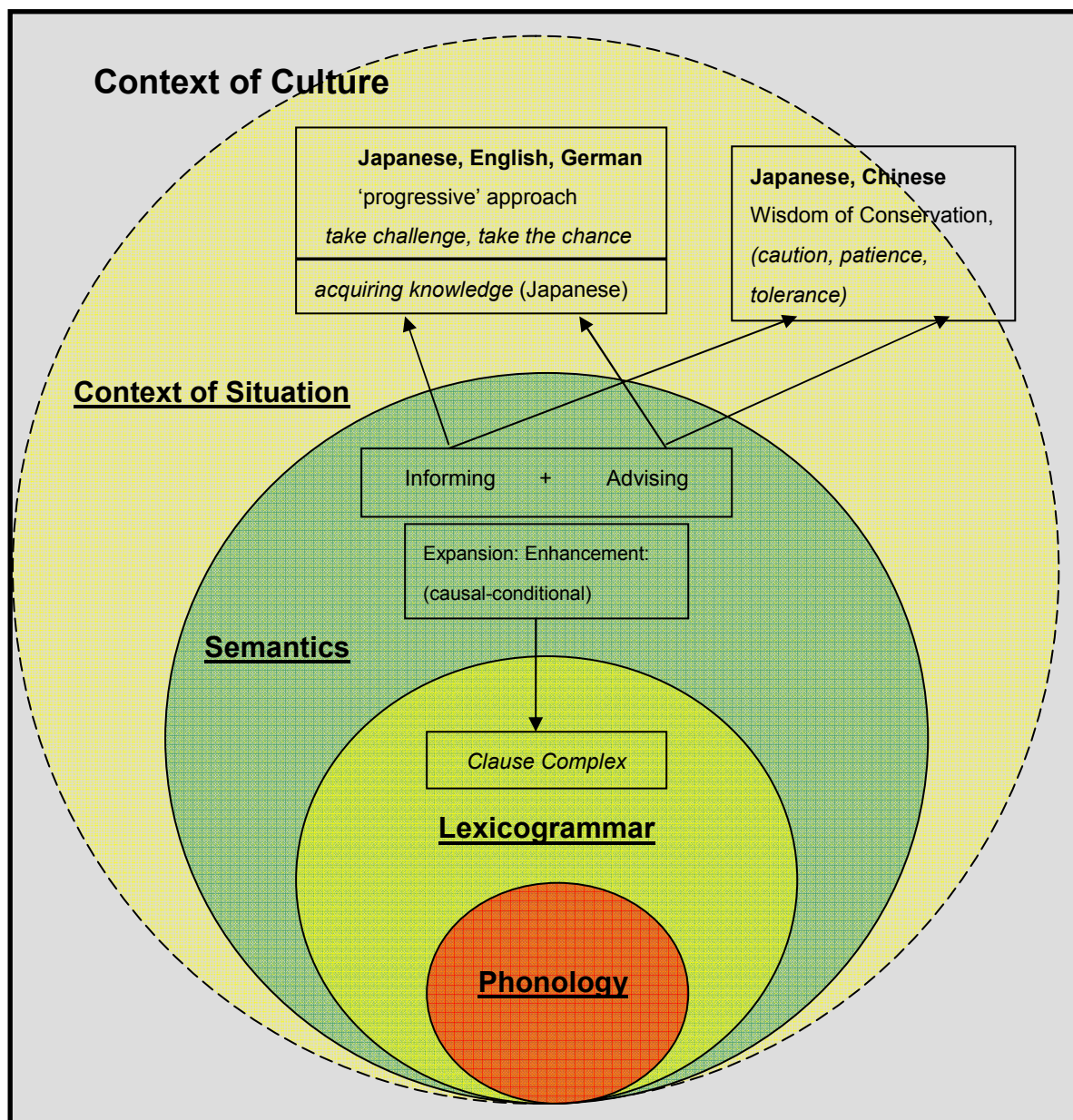


Diagram 12

ii) The Significance for New Media Studies

The qualitative studies of the astrology websites/blogs across three languages reveal that different kinds of horoscope texts and astrological materials share some same domain in the meaning construction. By arranged hyperlinks, horoscope texts and astrological materials can integrate into a network to prioritise different principles in guiding web users' future. This shows that the **channel** – World Wide

Web -- offers the potential of a full-scale and all-around realisation of the different social functions of horoscope registers.

Moreover, the qualitative studies of astrology sites/blogs reveal that the hyperlinked materials are selected around some key contextual parameters.

Regarding the genre of social function, there are two types of astrology site/blog. One is "Professional". All the astrology websites ran by astrologist(s) across three languages focus on providing professional astrological services. Astrology is more regarded as a serious practice in these astrology sites. Consequently, texts of prediction and other astrological reading are found dominant. However, commercial advertisements, like cosmetics, cars, travel package and so on, are not found in this type of site. The focused area of advertising is on promoting astrological consultation, education course and materials (e.g. books and CDs).

The other type is "Sub-professional". The astrological blogs of Australia "Yahoo", "Msn" and of some other comprehensive websites are of this type. In Australia "Yahoo" and "Msn", the "horoscope" usually under the taxonomy of "Lifestyle" with other subordinations, like "Fashion", "Recipes", "Health & Wellbeing", "Dating", "Travel", "Motoring" and "Homes" and so on. Although astrological article is a major constitution in the linked pages to the top section of the homepages, there are many commercial advertisements of the commodities and services (e.g. fashion goods, healthy food and travel package and so on) relating to these affiliated columns.

Regarding the core **Field** of the linked materials -- astrological texts and other materials in the linked pages to the homepages of the "Professional" and "Sub-professional" astrological sites/blogs, the focused area in the **Field** closely relates to prioritising the cultural principles found in the semantics of horoscope registers. For example, in English websites/blogs, different horoscope texts focus on

construing the rationality of taking right opportunities to make positive changes. However, Chinese astrological texts put emphasis in identifying the possible hurdles in users' life and promoting a conservative approach.

It is also evidenced that “target reader” also affects the focused area of astrological texts in astrology websites/blogs. For example, most Chinese websites are subordinate to the “Lady” in the Taxonomy of the menu at the homepages. And the female's love relationship (especially the possible problems in love) is most concerned in the astrological texts of Chinese astrology blogs/sites.

It is also observed that horoscope texts are composed for promoting merchandise and services in one Japanese astrology site. It claims that astrological texts can be ordered by clients to satisfy their needs in expanding business. In this site, for example, a special issue of horoscopes about travel is observed. In the horoscope texts, travelling is construed as a good activity that can bring luck to the readers. In line with this meaning construction and variation in the context, the advertisements of travel agent and services are linked to the homepage of this astrology website.

By conducting investigations on the linked pages to the top section of English, Chinese and Japanese astrology blogs/websites, it is found that there are three kinds of **Field** domains in a tree of hierarchy. Firstly, the astrological texts and reading is dominant, they are regarded as the “Core **Field**”. The two contextual parameters – “social function of register” and “target user” can affect its range. Secondly, the “Sub-**Field**”, which includes the materials providing explanations of astrological background information and so on. The contextual factor – “genre of social function” (professional, sub-professional or entertainment) has some impact on it. Last, commercial advertisements are regarded as a kind of “Extensive **Field**”. They are not astrological material, and the selection of them relates to the affiliated columns in the website.

The interactions between the three kinds of **Field** domains and the corresponding contextual parameters are illustrated in the following diagram(13).

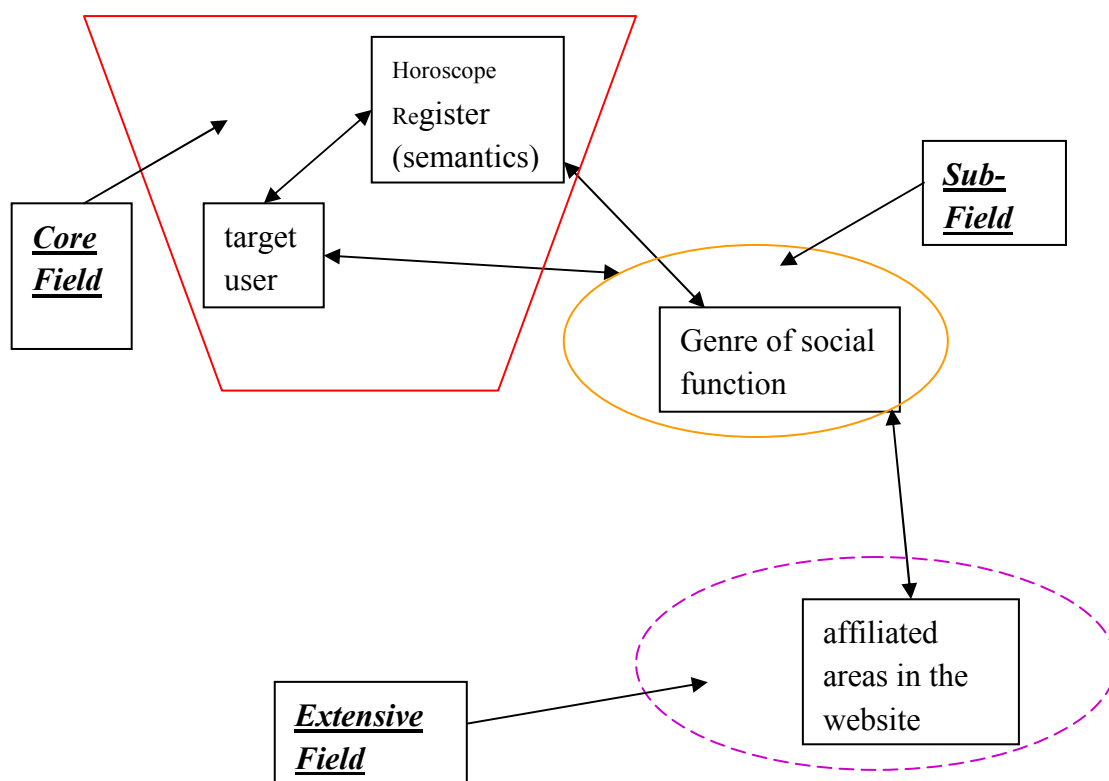


Diagram 13

By taking up the qualitative studies of astrology websites, I found that astrological and non-astrological materials on hyperlinked pages are selected around corresponding context of astrology website/blog. Consequently, I could argue the possibility of applying the systemic functional linguistics in analysing the flexible hypertext system of a particular register – Horoscope register. This finding might help to develop the SFL approach in the new media studies.

iii) The Significance for Studies of Anthropology

The horoscope on websites is a very special register, in which the technological and rational blends with the irrational and the existential. The horoscope register reflects people's daily beliefs and the principles for dealing with the future. With the detailed

quantitative studies carried out, I found that even when the horoscopes hop on the World Wide Web (which means the change of **Mode**), and even when eastern horoscopes on websites are cognate with western horoscopes, for example, Chinese and Japanese horoscopes take the western star signs on their websites, online horoscopes across four languages still show functional variation in the semantic system according to the context of culture. In Chinese and Japanese horoscopes, having the wisdom of being conservative (i.e. being patient, tolerant and cautious) is prioritised and more advice of team working and taking the matter of social membership seriously is given. However, in English horoscopes, adopting 'progressive' approach (take the opportunity to make something new and changes) is emphasised, and in line with this, the notion of 'the power of one' and being competitive (individuation) also steps out.

The different priorities/tendencies displayed in English, Chinese and Japanese online horoscopes are even significant, when we see the readers of online horoscopes are actually technologically sophisticated people, or at least they can use computer and Internet to meet their needs. This appears to show that 'irrational' horoscopes influence people with their rationality. And this rationality seems borne in the motifs in different cultures. Consequently, these motifs shown in web horoscopes are likely to provide a map of cultural value in contemporary societies for the studies of anthropology, e.g. for the study of family and relationships and the study of the management of the conflicts in international corporations.

iv) The Significance for Government and Laws

Horoscopes on websites may seem to be a marginal register, but deal with people's heartfelt anxieties and reflect the issues that people are concerned about in day to day communities. As B.L. Whorf (1956: 151) said: "*A sense of the cumulative value of innumerable small momenta is dulled by an objectivised, spatialized view of*

time like ours, enhanced by a way of thinking close to the subjective awareness of duration, of the ceaseless "latering" of events.unvarying repetition is not wasted but accumulated. It is storing up an invisible change that holds over into later events."

Consequently, the online horoscopes that reflect people's ordinary concern are likely to be useful resources for conducting formal or informal investigations in what people (a specific group of people) are anxious about in communities. And this may provide governments/officials with references in making legislation and policies. For example, in Japan, there is an legal restriction about seeking medical advice through divination.

7.3 Limits of My Study

In this thesis, information is found tightly organised to express writers' interpretations about readers' future in the qualitative studies of horoscope texts across the three languages, namely, English, Chinese and Japanese. And the textual or thematic organisation reveals speaker's priorities in the interaction with the readers. However, because the textual meaning prioritises the experiential meaning, in the cross linguistic and cultural quantitative studies, I mainly focused on the experiential meaning – the analysis of the imperative clauses and relational processes.

Consequently, it will need further studies to show how the thematic organisation produces the subtle differences of how writers prioritise information in horoscope registers.

7.4 Where to Take this Work into the Future?

This cross linguistic and cultural study demonstrates the domain of "horoscope" is very useful for revealing cultural patterns and social changes even over relatively

short periods of time. With the existing differences in the culture, politics and history, how linguistic communities vary, even when one language may be the accepted medium of education and sciences (e.g. English across the world; the Chinese diaspora), interests many scholars. Possibly, the online horoscope texts can provide us a good opportunity and convenience to examine the subtle differences across different linguistic communities.

Appendix

Appendix 1 – Data of Qualitative and Quantitative study of English Horoscope Register

Appendix 2 – Data of Qualitative and Quantitative study of Chinese Horoscope Register

Appendix 3 – Data of Qualitative and Quantitative Study of Japanese Horoscope Register

Appendix 4 – Data of Quantitative study of German and English Horoscope

Appendix 5 – Networks of Field, Tenor and Mode

Appendix 1 – Data of Qualitative and Quantitative study of English Horoscope Register

1.1.Data of Qualitative study of English Horoscope register

Monthly Aries Horoscope - Month of April, 2008

This is an action-packed month for you. ||| If your love life's hit the skids, or just got lazy, || panic not. ||| Venus into Aries on April 6 will help you work things out, one way or another. ||| Happy in love? ||| It can even get better now. ||| Set out your plans, dreams and schemes for the coming 12 months || also by April 6 (magic date) when the New Moon gives you a restart in any part of your life [[that you want it.]] ||| Say your wishes out loud when you wake up. |||

This is a very big month for you, || thanks to the New Moon in Aries. ||| Where do you want to be in 12 months time? ||| What changes are required? ||| Be pro-active. ||| The New Moon is the time for new starts. |||

Meanwhile, the Full Moon signals the end of one sex and money cycle ||| - if change is what you want in one of those areas (or both), || set it in motion. |||

POWER DATES: April 10 ||- stay calm. ||| April 22 - do something different, || surprise someone. ||| April 24 - could be your luckiest day of the month, || if you don't go OTT. |||

Trn #	Spkr	CC #	CI #	Text
1		A	1	This <u>is</u> an action-packed month for you.
1		B	2	If your love life's <u>hit</u> the skids,
1		B	3	or just <u>got</u> lazy,
1		B	4	panic not.
1		B	5	[[5.1 Venus into Aries on April 6]] will <u>help</u> you
1		B	6	<u>work</u> things out, one way or another.
1		C	7	Happy in love?
1		C	8	It can even <u>get</u> better now.
1		D	9	<u>Set</u> out your plans, dreams and schemes for the coming 12 months also by April 6 (magic date)[
		D	10	when the New Moon <u>gives</u> you a restart in any part of your life [8.2 that you <u>want</u> it]].
1		E	11	<u>Say</u> your wishes out loud [[9.4 when you <u>wake up</u>]].
2		F	12	This <u>is</u> a very big month for you, <u>thanks</u> to the New

Trn #	Spkr	CC #	CI #	Text
				Moon in Aries.
2		G	13	Where do you <u>want</u> to <u>be</u> in 12 months time?
2		G	14	What changes are required?
2		G	15	<u>Be</u> pro-active.
2		G	16	The New Moon <u>is</u> the time for new start
3		H	17	Meanwhile, the Full Moon <u>signals</u> the end of one sex and money cycle
3		H	18	if change <u>is</u> [[17.5 what you <u>want</u> in one of those areas (or both)],
3		H	19	<u>set</u> it in motion.
4		I	20	POWER DATES ^ <u>IS</u> : April 10
4		I	21	<u>stay</u> calm.
4		J	22	April 22 - <u>do</u> something different,
4		J	23	<u>Surprise</u> someone.
4		K	24	April 24 - could <u>be</u> your luckiest day of the month,
4		K	25	if you don't <u>go</u> OTT.

Weekly Aries Horoscope – week of 28th April, 2008

Where the love planet Venus goes,|| love follows... ||| This week, Venus moves into your second house of cash, property and possessions, || where she'll stay for around four weeks. |||

On the one hand, you do need to watch yourself, || if you know || you have a tendency || to spend more than you should. ||| You could find yourself [[feeling very flush now]] || -but be sure [[you can cover your basic expenses]] || -before you go [[lashing out cash on something]] || [[which has taken your fancy]] || [[but which you maybe should be hesitating over.]] |||

Your tastes might be more expensive than usual || but before you give into your desires,|| double check with your accountant || or whoever else is likely to go "Tsk tsk" || if and when you spend up big on things [[you don't really need!]] |||

The up-side of this Venus cycle is that you can expect [[more financial opportunities to come your way]]. ||| Keep your eyes peeled, || and you could find the period lucrative. ||| Also use this four-week period as a chance || to work on your self-esteem. ||| Don't just think about that || - do it. ||| Start by making a list of [[what you know is Uniquely Wonderful about you.]] ||| Seriously. |||

Trn #	Spkr	CC #	CI #	Text
1		A	1	Where the love planet Venus goes,
1		A	2	love follows...
1		B	3	This week, Venus moves into your second house of cash, property and possessions,
1		B	4	where she'll stay for around four weeks.
2		C	5	On the one hand, you do need to watch yourself,
2		C	6	if you know [[6.1 you have a tendency to spend more than you should]]
2		D	7	You could find [[7.2 yourself feeling very flush now]]
2		D	8	but be sure [[8.3 you can cover your basic expenses]]
2		D	9	before you go lashing out cash on something[[9.4 which has taken your fancy]] [[9.5 but which you maybe should be hesitating over]].
3		E	10	Your tastes might be more expensive than usual
3		E	11	but before you give into your desires,
3		E	12	double check with your accountant or[[12.6whoever else is likely to go "Tsk tsk"']]
3		E	13	if and when you spend up big on things [[13.7 you don't really need!]]
4		F	14	The up-side of this Venus cycle is that you can expect [[14.8 more financial opportunities to come your way]].
4		G	15	Keep your eyes peeled,
4		G	16	and you could find the period lucrative.
4		H	17	Also use this four-week period as a chance to work on your self-esteem.
4		I	18	Don't just think about that
4		I	19	- do it.
4		J	20	Start by making a list of [[20.9what you know is Uniquely Wonderful about you.]]

Daily Aries Horoscope - 30th April, 2008

Money matters, and/or any agreements [[related to property and possessions]] should be sorted out sooner rather than later || if possible now.||||

Right now you have the planet of Mercury in your Second House of Cash [[making it easier for you to put your mind to your finances]]|||

- in the very near future though, as Mercury moves into your Third House,|| you could find yourself with so much on your plate || that some of the details slip under your radar.|||

Get organized money? ||| - wise [[as best you can now]] || and you'll feel a lot more secure later.|||

Trn #	Spkr	CC #	CI #	Text
1		A	1	Money matters, and/or any agreements[[1.1 related to property and possessions]] should be sorted out sooner rather than later
1		A	2	if possible now.
1		B	3	Right now you have the planet of Mercury in your Second House of Cash [[3.2 making it easier for you to put your mind to your finances]]
2		C	4	In the very near future though, as Mercury moves into your Third House,
2		C	5	you could find yourself with so much on your plate
2		C	6	that some of the details slip under your radar.
3		D	7	Get organized money?
3		D	8	Wise [[8.3 as best you can now]]
3		D	9	And you'll feel a lot more secure later.

1.2.Data of Quantitative Study of English Horoscope Register

1.2.1. Imperative Clause in the Semantic Field of “Self & Feeling”

“Cognitive” Type

1. And on the 30th, **don't forget** about romance.
That's right; remember romance and romance will remember you.
2. The 24th, it's time for you to talk about whatever it is that's on your mind.
On the 29th, get creative, || but come the 30th, **don't forget** to pick up the dry cleaning.
3. Then, on the 24th, boredom is not part of your outlook on life, so stay engaged!
And at the end of the month, there are some new horizons on your travel agenda,
so pack up the travel toothbrush one more time, and **don't forget** the floss!
4. Throw yourself into work or a personal project. August 10 will be a good day to work on something detailed and complicated. **Expect your workload to increase** || or to have a strict deadline on August 12 and 13.
5. The areas which you're due for success include your love life, re money, at work and with your friends. **Forget about the past.**
|| Here come the eclipses and they've got your name on them.
6. Don't worry if you feel a bit of a social dead loss in the first half of August - the best thing you can do for yourself is to work hard and look after yourself.
Don't just **think about it** - do it!
After that, you're moving into a cycle when your love life suddenly get far more interesting.
7. On the 1st, you'd better have your bags packed, your travel toothbrush in its case and your passport handy, because you're about to get some very good news -- **think** tickets or a big invitation -- in the mail. This month is all about good luck and lots of action for you.
8. **Believe in** yourself and your abilities.
Mars will enter your sign on August 19 and bring new energy, purpose, and excitement for several weeks. With the Moon in Aries from August 19 to you'll be motivated to make some changes, but there may be some people who put up roadblocks.

9-10 At the Lunar Eclipse, your ruler is in Virgo and analysis can bring awesome results || as it is traveling in the company of Saturn and Venus.

Redefine love. **Redefine** commitment.

11. By the 22nd, you'll be focused in on a more down-to-earth project -- namely, balancing your checkbook. Yes, even in the Internet age, it's important to keep track of what's going out and what's coming in.

And no, you don't have to use an actual old-fashioned checkbook; just know the details!

By the 27th you're going to want to dance. What to do about it on a weeknight? Put on your headphones and let loose! Wrap up the month with a great workout.

12. **Expect** some change in your social status!

This month's solar and lunar eclipses will lead you closer to your goals and dreams. || With your ruler Mars activating your networking house, you'll find others that can assist you. Success comes from embracing transformation.

13. On the weekend of August 9 your determination and passion will help you make progress on a pet project. Stay focused, though, and **think ahead.**

14. **Expect** your energy to soar and your spirits to be positive after August 1. || A New Moon Solar Eclipse in Leo will increase your enthusiasm and zest for life for about six months. However, you'll be passionate about future projects and will want to get going on them.

15. On August 1 a New Moon Solar Eclipse in Leo will bring out your inner child this month. The Sun, Mercury, and Venus all in Leo during the first week will help you get out of your shell. **Expect to work hard** || but feel productive on the weekend of August 2.

16. Go for it! At the Lunar Eclipse, one of your rulers, Mars, is in a mutable T-square with your other ruler, Pluto, retrograde in Sagittarius and Uranus retrograde in Pisces! **Expect to** fine tune your work, edit and upgrade!

17. Your Officially Amazing New Career Direction starts on August 1 as the New Moon eclipse in your 10th House makes you The Most Likely Sign To Succeed. Seriously. Don't **underestimate** the chance [[you're being sent to rise to the top]].

Lovewise, a friend could play matchmaker.

18. From the 6th (AEST) and 10th Venus and Mercury also move into your career zone [[a move which can spell an extra focus on the achievement of your objectives]].

Realize too [[that others maybe expecting a little more of you at this time, || or your administrative abilities could be in high demand]].

It's basically a take charge time, whether or not you have a career objective attached to that.

19. You should be **aware of** differences of opinion in the work place and you will be able to negotiate this without difficulty.
20. Any ending cycle indicates a period of self-reflection as you contemplate new ideas and plant the seeds of new plans. || **Remember** at this stage such seeds are not ready to break ground and a premature start can spoil what could have been a great potential.
21. Whatever shocks you delights or inspires you now is certain to be apart of your future. Engage yourself, || but **realize** it may take sometime before your dreams manifest.
22. Your ruler, Uranus, is retrograde all month in Pisces and in square to Pluto in Sagittarius, also retrograde! Two steps forward, three steps back!
Do the dance - **expect** little applause just yet! || Several retrograde placements in Aquarius oppose the Solar Eclipse calling you to put more light and intention toward your goals.
23. The 5th, try to stay **aware of** all of your options when it comes handling a tricky situation.
24. You're much more likely to feel the frugal effects of Saturn in your money house, || **imagine** you never have enough, || and that you'll end up with nothing anyway.

“Emotive” Type

1. At the Lunar Eclipse, your ruler has moved on into Virgo and is conjunct both Mercury and Saturn as it trines retrograde Jupiter in Capricorn. || This is an excellent time to be the mentor and lead in organizing constructive change in the World around you. || Facts and examples to back you up come easy now!!
Enjoy!
2. At the Lunar Eclipse, your ruler is in the excellent company of both Mercury and Venus. **Love** **[[what you do, how you think and those [that promote your goals]]]** || Jupiter retrograde in your sign smiles on you all month!
You could wait for your ship to come in - but a well executed launch mid-September is best!
3. You’ll be doing some of your best work this month, ||as the solar eclipse pushes you towards greatness. || A couple of things could happen here. ||You could become healthier than ever, || take on a leadership role at work or **||simply enjoy watching the summer Olympics.** ||This eclipse takes place in your house of wellness, work and sports!
4. By the 6th, things will be looking up. ||Your routine may not have changed, but it will feel fresh and different somehow. || The same old workout will feel entirely invigorating, || and the little things [[that had been bothering you about your love life]]will suddenly seem inconsequential. || Perhaps it's just the lovely summer sunshine; || **whatever it is, || enjoy it!**
5. On the 1st, the month will be getting off to a great start for you. || You'll be achieving some very exciting new things, both at home and at work. || Be sure to take some time to || **really enjoy** the sensation of [[getting what you've always wanted before you move on to the next thing]].
6. The 10th and 11th, things couldn't be better. ||You've generated some seriously excellent energy, || so do yourself a favour || and really take the time to || **enjoy it.**
7. Make the most of the first three weeks of August - ie: indulge and **enjoy yourself as much as you can.** || By the end of the month, it's getting to that time of year again when you're going to be asked to think less about yourself and more about what others need and want. Tedious but true!
8. Don't fall over in shock || but you're actually going to get a bit of a break this month!

Yes, we know, life is arduous right now. || There are endless demands being made of you || and you're not the sort to just shrug them off. || But everyone deserves time out || and yours comes around August 13. || **Enjoy!**

9. By the 12th, a potential bad mood you felt coming will blow over before it even gets started. || Breathe deep and **enjoy the clear skies!**
10. On the 27th, spend the day || **enjoying some romance,** and on the 30th, don't worry -- you'll figure everything out down the road.
11. and **on the 30th, don't worry** || -- you'll figure everything out down the road.
12. **Don't worry** || if you feel a bit of a social dead loss in the first half of August - the best thing [[you can do for yourself]] is [[to work hard || and look after yourself]].
13. On the 1st, there could very well be somebody in your work environment who thinks they deserve something that you've got. || Or maybe they think they deserve something that you're going for Considering how hard you've worked to get where you are (and how hard you're working to get where you want to be!) || you can be pretty sure that they're wrong.|| But if they're spreading their ill will around the office, || it reflects poorly on both of you, || so what's the next step? || Don't let them get away with their sour grapes,|| and **don't fret too much about crushing them** || it's the only way to make something positive (grape juice? wine? balsamic vinegar?) out of their negative attempts.