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ADJECTIVES AND MODAL VERBS USED IN HOROSCOPES AND THEIR IMPACT ON READERS

Аннотация

Horoscopes focus on multiple issues related to human existence in general, they also focus on the particular issues and concerns of human life. In this article we analyzed adjectives and modal verbs used in horoscopes and their impact on readers. The findings of the article have revealed that mainly positive adjectives and modal verbs of possibility and prediction are used. Furthermore, these adjectives impact the readers' emotions positively and the modal verbs mainly provide a sense of hope and control regarding the future.

Key words: Modal verbs, adjective, horoscope, astrology, communication, mass media, auxiliary verbs, central auxiliaries, marginal auxiliaries, lexicology.

ПРИЛАГАТЕЛЬНЫЕ И МОДАЛЬНЫЕ ГЛАГОЛЫ ИСПОЛЗУЕМЫЕ В ГОРОСКОПАХ И ИХ ВЛИЯНИЕ НА ЧИТАТЕЛЕЙ

Аннотация

Гороскопы фокусируются на многочисленных вопросах, связанных с человеческим существованием в целом, они также фокусируются на конкретных вопросах и проблемах человеческой жизни. В этой статье мы проанализировали прилагательные и модальные глаголы, используемые в гороскопах, и их влияние на читателей. Результаты статьи показали, что в основном используются положительные прилагательные и модальные глаголы возможности и предсказания. Кроме того, эти прилагательные положительно влияют на эмоции читателей, а модальные глаголы в основном обеспечивают чувство надежды и контроля относительно будущего.

Ключевые слова: Модальные глаголы, прилагательное, гороскоп, астрология, коммуникация, масс-медиа, вспомогательные глаголы, центральные вспомогательные, маргинальные вспомогательные, лексикология.

MUNAJJIMLAR BASHORATI MATNLARIDA QO'LLANILADIGAN SIFAT VA MODAL FE'LLAR VA ULARNING O'QUVCHILARGA TA'SIRI

Аннотация

Munajjimlar bashorati, umuman olganda, inson mavjudligi bilan bog'liq ko'plab masalalarga, shuningdek, inson hayotining alohida muammolari va tashvishlariga e'tibor qaratadi. Ushbu maqolada biz munajjimlar bashoratida ishlatiladigan sifatlarni va modal fe'llarni xamda ularning o'quvchilarga ta'sirini tahlil qildik. Maqolada topilgan ma'lumotlardan ma'lum bo'lishicha, asosan, ijobiy ma'no anglatuvchi sifatlarni, ehtimollik va bashoratning modal fe'llari qo'llangan. Bundan tashqari, bu sifatlarni o'quvchilarning his-tuyg'ulariga ijobiy ta'sir qiladi va modal fellar asosan kelajakka nisbatan umid va nazorat tuyg'usini ta'minlaydi.

Kalit so'zlar: Modal fellar, sifat, munajjimlar bashorati, astrologiya, aloqa, ommaviy axborot vositalari, yordamchi fellar, bosh ko'makchilar, ikkinchi darajali ko'makchilar, leksikologiya.

Introduction. A horoscope refers to the movement and positioning of the stars when we are born. According to astrological studies, the positioning of these stars at the time of our birth plays a vital role in determining our future as defined by the Collins Dictionary: The Horoscope provides a prophecy about the events that some people believe is going to be true in the future. The horoscope columns make people believe in these prophecies with the help of the use of language more specifically adjectives and modal verbs. Position of the stars is the basis of the horoscope. Horoscopes are one of the permanently featured parts of major print media such as magazines and newspapers in the present times. Chang[1] also finds out that horoscopes are published in print media like newspapers and magazines. So, these column(s) of horoscope appear in the print media permanently and attract the attention of its readers out and out.

Though horoscopes focus on multiple issues related to human existence in general, they also focus on the particular issues and concerns of human life. These issues entail love, luck, marriage, friendship, relationships, self-reflection, spending money, gaining self-control, fine and change, etc. Similarly, Zareva [9] also notes that horoscopes mainly focus on the issues and concerns about the daily lives of humans. Hence, the prime focus of horoscopes is matters pertaining to daily routine matters and concerns of humans. As the focus of a horoscope is issues and concerns related to the daily lives of humans, the horoscope column(s) aim to flatter the reader(s). In the same vein, these horoscopes intend to provide predictions, give advice, reproach, and make the readers cautious. Further, these horoscopes aim to predict future events. It performs several functions: expressing thoughts, expressing emotions, conveying messages, and carrying out communication. One of the six functions of language is

emotive: to express emotions [2]. Similarly, dwelling upon the proper functions of language, Unnsteinsson [8] puts forward that the proper function a language performs is nothing but communication. Another function language performs is to control the thought process of humans. They utilized the discourse stylistics method and found out that the lexical bundles used in the selected English websites had some new structural and functional traits in them. Similarly, Surzhykova [7] conducted a corpus-based study on constructive rhetoric organization and linguistic features of Russian and English in horoscopes of two different websites. With the help of the Framework of Move Analysis, the researcher found five typical moves that help form an archetypal series of horoscopes. Further, the findings of the study also discovered the process through which the horoscopes are prepared methodically. In the same vein, Ragini [6] accomplished modal-based research to investigate the relationship between the zodiac signs and the English learning knacks of students at the University level. With the help of Reid's Perceptual Style Questionnaire, the researcher found that a great relationship between the language learning attitude and the horoscope of the participants existed.

Methodology. This research was designed to investigate the frequent lexis, analyzing modal auxiliary verbs, adjectives and the use of modal auxiliary verbs, adjectives in horoscope. The qualitative data of the concordance analysis will complement after all examples. Likewise, we conducted a corpus-based study about the use of modal verbs in the horoscopes of magazines and their role as language learning material. The study indicated that these modal verbs prove to be suitable material for language learning.

Analyses and results. The use of modal auxiliaries is very problematic, tricky yet very important in English. Modal auxiliary verbs are paramount in English to perform various functions. According to Halliday, modal auxiliaries serve as a method through which it becomes possible for the speakers to take up a viewpoint on an incident and interfere in it. Similarly, Quirk et al. stated that modality is the speaker's decision on the authenticity of the topic. In the same vein, Radford et al. opined that auxiliaries are placed just before lexical verbs to perform different semantic functions. Correspondingly, Huddleston and Pullum stated that modality is the decision the speaker makes about the "Possibility" and "necessity" of the subject(s). Modal auxiliaries are generally divided into two main categories: central auxiliaries and marginal auxiliaries. Central auxiliaries entail, will, would, can, could, may, might, should, shall, and must, whereas, marginal auxiliaries include need, need to, used to, and ought to which sometimes perform the function of the main verb and sometimes that of the auxiliary. Leech asserted that to express ideas related to free will, obligations, purpose, understanding, and opinions both in writing and speaking, the modal verbs are key. The use of modality has been a tool of newspaper media to influence the opinion of the readers regarding certain social issues. Different adjectives play different roles and functions in order to accomplish communication. Take for instance personal adjectives. These adjectives seem to establish a relationship of the audience directly with the speaker. Through the use of personal adjectives, the readers/audience and the speaker experience more proximity and intimacy. Evaluative adjectives are paramount to forming judgments. Further, these adjectives can be used to leave an impact on the perception of and attitude of the reader. Positive adjectives further give vent to positive and encouraging responses. However, negative adjectives are essential for the formation of a critical outlook. Likewise, descriptive adjectives including general and social adjectives can be very useful in bringing clarity to the meanings and presetting social values. Lastly, contextual adjectives are much needed for enabling language to make meanings in specific contexts. These adjectives are not only useful for description but also have an impact on the sentiments and understanding of the consumer of the text. In this article we have analyzed six horoscope texts.

Taurus. You're going to need a full tank of fuel to tackle all the tasks on your plate. Eat nutritious meals, starting with a protein-rich breakfast, so you can get it all done. With the Libra moon activating your sixth house of work and wellness, it's bound to be a busy day. Take periodic breaks to get up and stretch, go for a walk in the fresh air, make a cup of refreshing peppermint tea and enjoy a healthy snack like a handful of almonds. You'll burn out if you don't decompress when you need to.

Adjectives which used above daily horoscopes: fresh, healthy, full, nutritious, rich, periodic.

Modal verbs: need(2), will, can.

Aries

Your connections could prove valuable to you today, autonomous Aries. Today's Libra moon is lighting up your seventh house of partnership. Whether you need the name of a great accountant or you're looking for a creative collaborator, start working your contacts and put the word out. We can only get so far flying solo. Give people a chance to help you go the distance.

Adjectives which used above daily horoscopes: valuable, great, creative, far, autonomous.

Modal verbs: could, can, need.

Virgo

Keep it simple, Virgo. Maybe multi-tasking seems unavoidable these days, but it's often possible to get more done by zeroing in on the essentials and working with the resources that you have at your disposal. With the balanced Libra moon in your second house of money and material security today, it's possible that you'll identify a time-consuming project (or high-maintenance client) that's not delivering the financial rewards you'd hoped for. Could this be your cue to move on?

Adjectives which used above daily horoscopes: multi-tasking, unavoidable, balanced, financial, time-consuming.

Modal verbs: maybe, will, could.

Pisces

Give yourself permission to put on your blinders and focus intently on something that you actually care about. Tune out all the chatter around you and tumble down that rabbit hole, Pisces. Whether it's a passion project or some engrossing research, you'll be fully immersed and ready to give it your all. The moon is hiding out in your intense, deep-diving eighth house today, inviting you to double down on one thing and one thing only. After work, the same applies for people. Choose your plus-one for the night and enjoy some quality bonding time.

Adjectives which used above daily horoscopes: intense, deep-diving, engrossing.

Modal verbs: will.

Leo

You're quite loquacious today, Leo! With the convivial Libra moon hovering in your outgoing third house, it's an ideal time to make phone calls, send emails and fire off text after text. Time permitting, check in with friends, colleagues, siblings, clients-whoever you're due to catch up with. Call a brainstorming meeting, have lunch with your "work wife" and don't even think about going straight home tonight. Rendezvous with friends at a lively spot in your neighborhood and have fun chatting up everyone from your server to an attractive stranger at the table next to you.

Adjectives which used above daily horoscopes: loquacious, convivial, outgoing, ideal, straight, fun, attractive.

Capricorn

Under pressure? Today's Libra moon in your ambitious tenth house is tapping into your goal-getter nature and tempting you to overextend yourself. Your nerves could be frayed by the time you break for lunch. Maybe you're looking at this the wrong way, Capricorn. What would happen if you delegated a task or two or pushed some off until later in the week? The world probably won't come to an end. If you do decide to burn the candle at both ends, at least remember to order in a nutritious dinner. And be sure to leave the office when you feel sleepy[10].

Adjectives which used above daily horoscopes: ambitious, sleepy, outgoing, autonomous, goal-getter, unavoidable.

Modal verbs: could, maybe, would, will.

The analysis of the data shows that the modal verbs showing possibility and prediction, have been used in the horoscope columns. This implies that the horoscope focuses more on possibilities and predictions rather than obligations or necessities. The choice of these adjectives helps the readers feel positive about future possibilities. Moreover, the concordances of these modal verbs are all positive lexical actions. None of those, as far as the small sets of data have shown, create any necessity or obligation. The modal verb could is surrounded by the nouns and verbs of future possibility. The modal verb can is surrounded by the nouns and verbs of future possibility.

Conclusions. Based on the responses of the readers, the readers feel positive and hopeful and have control of future events with stronger possibilities. The choice of adjectives and modal verbs used in the horoscope columns indicates a positive impact on the readers. Various types of adjectives such as positive and general create a positive attitude in the readers about their future. It can be concluded that the use of modal verbs of possibilities and predictions of the future infuses optimism and happiness. The choice of these adjectives decreases the element of dejection and pessimism, if any. The use of these adjectives and modal verbs implies these texts of horoscope seem to be designed in such ways that do not create any sense of urgency or pessimism. All the possibilities are open in the future. Hence, it can be concluded that the use of these modal verbs and adjectives has a great role in order to only create feelings of happiness and future possibilities. The language of these adjectives and modal verbs is positive. The results appear to be significant in order to show how the use of language particularly that of the media, sets the attitude of the people about certain events or possibilities.

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