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**The Genre of the Stars – Stylistic Analysis of
Online Weekly Horoscopes**

Bachelor Thesis

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The Genre of the Stars – Stylistic Analysis of Online Weekly Horoscopes
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Abstract

The thesis deals with the stylistic analysis of online weekly horoscopes. The analysed material consists of 432 weekly horoscopes sourced from three websites – *Astrology*, *Horoscope* and *Teen Vogue*. The texts were sourced over the period of 12 weeks and analysed concerning register, authorial style, and genre. The subject of the research was to determine aspects shared across the three sources regardless of the influence of the authorial style of the expected target audience. These aspects were then the subject of the genre analysis. The goal of this research project was to establish whether online weekly horoscopes can be considered an independent genre.

Key words

genre analysis, register analysis, analysis of authorial style, horoscopes, weekly horoscopes, online horoscopes

I hereby declare that the presented thesis is my own work and that I have cited all sources of information in accordance with the guideline for adhering to ethical principles when elaborating on an academic final thesis.

Signed in Uherské Hradiště at 27th day of June of 2023

Tereza Kučerová

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Introduction

Genre analysis is not a new concept in the world of linguistics. Academics all around the world have dedicated their time and efforts to analysing all sorts of genres – among the most-well known, John M. Swales (1983), who introduced the idea of analysing the structure found within introductions of academic articles by using the MOVE structure analysis, or Vijay K. Bhatia (1938), who focused his attention onto the world of promotional discourse. After them, many others followed. The category of genre in linguistics became a great way to classify the types of written and spoken discourse in a dynamic way which takes in consideration participants of the communication and operates within the walls of genre community, i. e. among people with shared knowledge and interests.

With time, more types of discourse had spiked interest of genre researchers. The world of discourse remains to a great degree still unexplored. There are less distinctive types of communications, which may or may not be considered an independent genre. These communicative events provide potential for interesting new research.

The field of astrology cannot be considered a target field among the researchers, yet in the last few years it inspired a number of studies within the academic sphere too. Possibly induced by the revival of horoscopes and their raising popularity among the general public, online horoscopes now deserve this kind of attention. Their credibility and personal beliefs in astrology is not the quintessential part of these studies, and neither is it a subject of this study. It appears that online horoscopes are becoming an object of mainstream entertainment for much broader audience. The function of online horoscopes is not distinctive either – in these days they are used as a form of information sharing, a way of providing entertainment to the reader, as well as a promotional tactic. The question is whether such kind of communication can be considered an independent genre.

The aim of the present thesis is to deal with weekly horoscopes that are published online on astrological websites, as well as in online magazines. To analyse this unique type of online discourse, a combination of approaches is used. Namely these horoscopes are analysed with regard to genre, as well as register. Within the register analysis, the participants of this communicative event are analysed too. Since the horoscopes selected

for this research project are written by three different authors, the impact of authorial style on the final texts is analysed as well. The goal of this study is to determine whether online weekly horoscopes can be considered an independent genre, and to specify the rhetorical tools used to realize their function.

1 Online horoscopes

From the early days, people have been fascinated by the stars. The art of interpreting messages hidden in the sky goes back into the times of ancient Mesopotamia (Brennan 2017, 1–8) and have developed significantly over the thousands of years.

Astrology and astronomy, terms which were once used interchangeably to refer to the “science of stars”, have now two separate meanings. And while the first of the two terms refers to a legitimate branch of science, the other, astrology, gained its worldwide popularity despite falling under the category of pseudo-science. Current astrology is described by the modern definition as: “a discipline that characterises and foretells things and events according to the configuration of celestial bodies,” (Kasak 2000, 1). While traditional astrology, which by Avelar and Ribeiro (2010, 4) was defined as “all of the textual astrological knowledge practiced since the Hellenistic era until the end of the 17th century,” tends to be more astronomy based, modern astrology, which was developed after the 17th century, is more character and spirituality based.

Astrology is based on the expectation that the astronomic environment, such as the position of planets and stars, can affect our feelings and behaviours, as well as our personality, which is influenced by the position of the planets at the moment of our birth. The planets in question include the Sun and Moon, which are referred to as planets for the convenience of astrological language, and the eight known planets, including Pluto. The main tool of astrology is the astrology chart, often referred to as a horoscope (Kent 2016, 28). Horoscopes are charts depicting the position of planets in relation to a certain time and place on Earth. However, the term “horoscope” is now mostly used to refer to the astrological predictions published in magazines or on the internet (Daher 2022, 19). In this thesis, the terms “horoscope” and “predictions” are used interchangeably.

In horoscopes we may often come across the terms “signs of the zodiac” and “houses”. Since these terms are also discussed in this study, I will introduce them briefly. “Zodiac” refers to a band of fixed stars which surrounds the path the planets travel across the sky. There are 12 zodiac signs (Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius, and Pisces) and each of them is associated with a specific set of characteristics and qualities (Kent 2016, 29). Usually the first (and sometimes the only) piece of astrological knowledge people obtain is what their Star sign

is, based on their date of birth. The 12 astrological houses are, according to Kent (2016, 29), “sections of the horoscope, which symbolize the position of the Sun, Moon, and planets in relation to the horizon and the meridian. Each house symbolizes a specific area of life experience, such as work, finance, and relationships.”

Now, in the 21st century, we may observe that astrology gained back its popularity. In times when science is reaching new potentials, and education is more accessible than ever before, it may seem to be quite a paradox that the scepticism around astrology is decreasing, and its popularity is rising.¹ Horoscopes make a regular appearance in a number of magazines, mostly targeted on female audience, and as the article published by *The New York Times* mentions (Hess 2018), they are also accessible online via astrology-oriented websites, mobile apps, or even on the social media, such as through astrology dedicated Instagram accounts, Twitter, or Facebook pages.

The rise of astrology seems to be related to the decrease in popularity of organized religion, and also the rise of “wellness” and “self-care” trends. In the UK the online interest in both “wellness” and “horoscopes” has doubled since 2010. The times of uncertainty and overstimulating amount of information may also be the reason for people to turn their attention to horoscopes. The promise of gaining some sort of control over their lives, an offer of something to believe in, something to rely on.

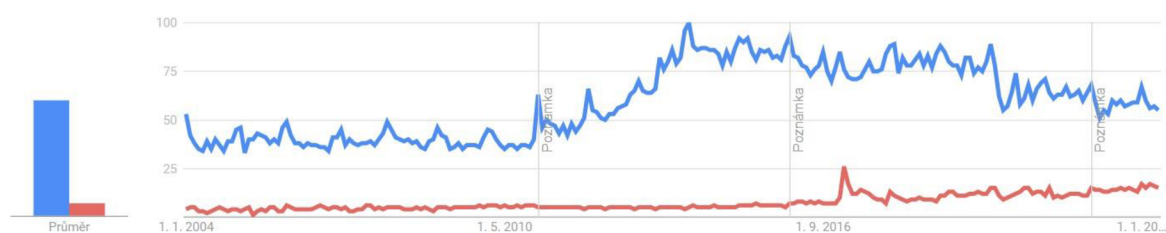


Figure 1 Chart demonstrating the growth of trends on Google Trends. The blue line demonstrates the key word “horoscopes”, and the red line demonstrates the evolution of searching the key word “wellness”.

With its rise in popularity, horoscopes are no longer used only as a tool to predict what is to come by interpreting the messages hidden in the sky. They now create a part of media discourse, used not only for the entertainment of the reader, but also as a marketing

¹ According to a Pew Research Center poll from 2017, almost 30% of Americans believe in astrology.

strategy or a domain of business. Article published by *The New Yorker* shares many opportunities which have been introduced as a result of the rise in popularity of astrology. From a selection of zodiac-themed items, Amazon “shopping horoscopes” to the organization of astrology-oriented summer camps, horoscopes became a boom in the business world as well (Smallwood 2019). The popularity of horoscopes is then no longer a question of whether the readers believe in them, but whether they give them their attention.

1.1 The Barnum Effect

In the previous section of this chapter I mentioned that there is a significant number of people who not only read the horoscopes but rather believe in their accuracy as well. According to a study conducted by Catherine S. Fischten and Betty Sunerton (1983), the reliability of daily and monthly predictions appears to be low, as a prediction conducted by one astrologer can be completely unrelated to the prediction conducted by another – either because they focus on different topics or use different theoretical formulations. Some of the predictions from various astrologers explored in this study even appeared to be contradictive (Fischten and Sunerton 1983). With this information a question arises: “Why then people believe in horoscopes?”

The study by Fischten and Sunerton (1983) explored the influence of the so called “Barnum Effect.” The Barnum Effect, also known as the “Forer Effect” in psychology, is a phenomenon which occurs when individuals believe that description, usually personality description, is applicable specifically to them, despite the fact that the description is written vaguely in a way that it applies to almost everyone (Vohs 2016). This way of presenting generic information is used in personality tests, by magicians, palm readers, psychics, and also by the authors of horoscopes. Even people who do not believe in astrology or other spiritual techniques may feel like the predictions apply to their lives.

Fischten and Sunerton (1983) conducted a series of studies analysing differences associated with horoscope reading habits, the reliability of daily and monthly horoscope predictions and astrologically based personality descriptions. Another focus of the studies concluded whether knowing one’s zodiac sign has any effects on the perception of the usefulness of descriptions. In this series of studies 366 American college students took part. Fischten and Sunerton (ibid.) found out that 64% of respondents who read the description of their own zodiac sign found it to be moderately accurate. Female respondents were more

likely to answer “very accurate” than male respondents. Women also appeared to read horoscopes more frequently than men.

The results of comparing personal usefulness of predictions between people who know their zodiac signs and people who do not was also interesting. People who were not aware of their zodiac sign did not find its prediction any more useful than the predictions for the other 11 signs. However, people who knew their zodiac sign, found the prediction for their zodiac sign more personally useful than for the other zodiac signs. People who know their sign tend to ignore prediction which does not fit in with their current life situation and focus on the aspects of it which do fit (Fischten and Sunerton 1983). For this reason it is important for the author of horoscopes to include as vague information as possible so the reader can find aspects they can relate to.

The results of Fischten and Sunerton’s study (1983) suggest that belief in horoscopes is based on the reliability of astrological description, the knowledge of one’s own zodiac sign description, the Barnum Effect and familiarity.² The belief is also influenced by the reader’s level of education, culture, or age.

To conclude this chapter, it seems like the key to creating horoscope predictions that will attract and maintain readers is not necessarily their astrological value, as it is the way these predictions are written and presented to the reader. To analyse the author’s choice of style, as well as linguistic aspects used in horoscopes, let us delve into the research conducted in this thesis.

² Based on personal evaluative descriptions, such as: *as a Virgo, you are an honest person*, the reader creates a picture of what characteristics should each person have, based on their zodiac. Later on they learn to recognize these characteristics in people and connect it to the zodiac sign, despite generic nature of these characteristic values.

2 Literature review

In this chapter I will look at the overview of literature dedicated to the study of discourse, and more specifically, to genre analysis.

2.1 Discourse analysis

People are social creatures, constantly engaging in communicative events with one another. From casual chitchat with a friend, listening to the news on the radio, reading the advertisement on the bus, to listening to a lecture or reading a new literary bestseller, in the current age of mass media communication, we are faced with discourse at nearly every point of our day, let alone our lives. For this reason, both written and spoken discourse have been a subject of studies for decades. It has been analysed in various ways, some using the *register* framework, some analysing it with regard to *genre*, however, often combining the two overlapping approaches.

The term *register* was described by Halliday (1985, 29) as a “variety of language corresponding to a variety of situation.” The general situational features explored using the register analysis are *field of discourse*, *mode of discourse* and *tenor of discourse* (Halliday 1985, 39). These features are given an agentive property and are able to activate corresponding features in semantics (Halliday 2002, 54). This framework was later on further developed by linking it to the meta-functions of language, identified by Halliday in Systemic Functional Linguistics. In recent years, Halliday’s original framework has been elaborated on by a number of scholars, including Biber and Conrad (2009), who differentiated between the situational and linguistic characteristics included in registers (Biber and Conrad 2009, 9), and developed a framework for the situational analysis of registers, which is less in depth in the matter of actual linguistic features used, and more context-oriented.

The context of situation is a key part of Halliday’s approach. The analysis of register is based on the analysis of linguistic characteristics used in a certain text variety together with analysis of the situation of use of the variety (Biber and Conrad 2009, 2). The context of situation is also closely related to genre analysis. Genre, defined by Swales (1990, 58), “comprises a class of communicative events, the members of which share some set of

communicative purposes.” According to Bhatia (2004, 23), “genres are recognizable communicative events, characterized by a set of communicative purposes identified and mutually understood by members of the professional or academic community in which they regularly occur.” Genre analysis can be understood as a goal-oriented social process with communicative purposes. Thus, the organization of the discourse must be taken into account when analysing the genre. Each genre is expected to have its structure, consisting of components carrying a communicative function. These components can be identified in text using the analysis of *moves* or *steps* (Swales 1981a, 1990; Bhatia 1982, 1993). The organization of genre is expected to be stable, which is why the aim of genre analysis is to identify the rhetorical organization of features by using *MOVE structure analysis* (Siriruttanaphon 2016, 7). Bhatia (2004, 23) states that “genres are highly structured and conventionalized constructs, with constraints on allowable contributions not only in terms of the intentions one would like to give expression to and the shape they often take, but also in terms of the lexico-grammatical resources one can employ to give discursive values to such formal features.” When performing a MOVE structure analysis the researcher first determines the lexico-grammatical resources used to realize a discursive intention, i.e. *move*, then the in-text organization of these moves needs to be analysed.

Move 1 Establishing a territory

- Step 1 Claiming centrality AND/OR
- Step 2 Making topic generalization(s) AND/OR
- Step 3 Reviewing items of previous research

Move 2 Establishing a niche

- Step 1A Counter-claiming OR
- Step 1B Indicating a gap OR
- Step 1C Question-raising OR
- Step 1D Continuing a tradition

Move 3 Occupying the niche

- Step 1A Outlining purposes OR
- Step 1B Announcing present research
- Step 2 Announcing principal findings
- Step 3 Indicating RA structure

Figure 2 *Creating A Research Space* (CARS) Model by Swales (1990)

Settings which were explored by the academics the most in regard to genre analysis, were the academic and research spheres (Swales 1990) and the sphere of professional discourse (Bhatia 1993), as these settings are highly structuralised and remain more or less unchanging. The real world of discourse, on the other hand, is dynamic and more prone to violating any fixed structure. Especially in this day and the age of internet and fast-changing trends, communication set in real life is always progressing, and new genres are being identified. To identify a genre, different analysis models can be used. Swales's (1990) CARS³ model can be applied to known genres, while a framework developed by Bhatia (1993), consisting of seven steps, can be a useful tool to analysing any genre, including the unknown ones. Depending on the purpose of the analysis and the aspects of the genre, some, or all seven steps need to be considered (Bhatia 2013, 63).

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

Figure 3 Bhatia's 7 Steps Model for Analysing Unfamiliar Genres (2013)

Since the focus of this study was an unspecified genre, I used Bhatia's framework to analyse the genre in question. For this reason, I will present the framework in more detail.

The seven steps are as follows:

³ *Create a Research Space* (Swales 1990)

1. Placing the given genre-text in a situational context

First, the typical genre-representative text must be placed intuitively into a situational context based on internal clues in the text as well as one's previously acquired knowledge and the overall common knowledge. If the researcher is not a part of the genre community, this knowledge must be acquired by further research of available literature (Bhatia 2013, 63–64) or by consulting a person within the genre community.

2. Surveying existing literature

This step includes literature concerned with linguistic analyses of researched genre, similar genres, relevant methods used for discourse/genre analysis, literature relevant to the genre community and discussions of the social structure of said genre, including possible previous academic research (Bhatia 2013, 64).

3. Refining the situational/contextual analysis

After intuitively placing the text in a situational context, the researcher must refine this placement by further analysis of participants of the communication, their relationships, defining the temporal and spatial context, analysis of texts surrounding the researched text, linguistic traditions which form the background of the genre, topic identification and any extralinguistic reality which may occur in connection to this text (Bhatia 2013, 64–65).

4. Selecting corpus

Corpus is a convenient tool for analysis of linguistic features and their occurrence in texts. Before selecting a corpus of suitable kind and size, the researcher must define a genre which is easy to distinguish from other genres of similar relations, as well as establishing the purpose of the genre (e.g., communicative purpose, situational-context used in relation with the genre, distinctive textual features etc.). In order to decide whether the text belongs to a specific genre, at least one criteria must be clearly stated (Bhatia 2013, 65).

5. Studying the institutional context

Next step is focused on studying rules which govern the use of language in previously established setting. These rules are usually implicit, and they are understood and followed by the participants of the communication unconsciously. This may include the organization of the language features, which is further explored later in this framework (Bhatia 2013, 65–66).

6. Levels of linguistic analysis

For further analysis, the researcher decides which features of language are the most relevant to the purpose of their study and select a level at which they occur. One or more of the three levels may be the focus of the analysis (Bhatia 2013, 66).

a. Level 1: Analysis of lexico-grammatical features

Level 1 includes lexico-grammatical features and frequency of their occurrence. They are analysed quantitatively, often by using the corpora, and the goal is to determine which features are used predominantly. However, this type of analysis does not supply us with the most information on aspects of analysed genre and the purpose the chosen features occurring in said genre have. On this level, the stylistic variation and variety of language used can be observed rather than their frequency (Bhatia 2013, 67–68).

b. Level 2: Analysis of text-patterning or textualization

On this level of analysis, the researcher focuses on features of lexis or syntax and the way the members of the community assign restrictive values to them, as well as other various aspects of language use. Example of such analysis may be the use of NPs and nominalizations in genres such as advertising, legislation, or scientific research articles. The goal of this analysis is to obtain information on form-function correlations (Bhatia 2013, 69–73).

c. Level 3: Structural interpretation of the text-genre

Final level deals with the structural organization of the text-genre. On this level MOVE structure analysis is performed. To be able to conduct this

analysis, the rhetorical moves must be determined. Each rhetorical move serves a particular communicative function, which is dependent on the nature of the topic, the background knowledge of the target audience, the participants of communication, their relationship and more (Bhatia 2013, 72–76). Example of structural organization framework is Swales's (1990) CARS model, which was already mentioned in this chapter, or Bhatia's (2004) move structure used to evaluate promotional texts.

7. Specialist information in genre analysis

Finally, in the last step the researcher consults their findings with a specialist, who is usually a member of the researched genre community. By doing so, the description-based analysis is completed with an evaluation and relevant explanation (Bhatia 2013, 80–81).

In this study, I applied Bhatia's 7 Steps model as a guideline to analyse the genre of horoscopes. However, having considered the nature of this genre, as well as scope of the bachelor thesis, I followed only some of the seven steps.

2.2 Move analysis

Move analysis is the analysis of *move structure*, which is defined by Bhatia (2004, 9) as an organization of cognitive structures which fulfil communicative purposes of a genre. A move is a functional unit occurring in text, which has an indefinable rhetorical purpose. Moves normally consist of at least one proposition, but they may vary in size (Connor and Mauranen 1999, 51). When we speak about elements, which together realize the move, we speak about 'steps' (Swales 1990) or 'strategies' (Bhatia 1993a). Moves may also vary in frequency – the ones occurring more frequently can be described as conventional (or obligatory), while the less frequently occurring moves may be described as optional (Kanoksilapatham 2007, 24).

The idea of using rhetorical moves as a tool to analyse genre was originally introduced by Swales (1981). He used the moves as a way to describe the rhetorical organization of research articles (Kanoksilapatham 2007). His approach of move analysis was originally developed within the more general field of English for Specific Purposes

(ESP) as a tool to teach non-native speakers how to organize the research articles (Kanoksilapatham 2007). However, later on it was revised and extended by several scholars. Move analysis have been applied to academic disciplines such as biochemistry (Kanoksilapatham 2005; D. Thompson 1993), computer science (Postegueillo 1999), or academic genres such as university lectures (S. Thompson 1994), textbooks (Nwogu 1991) More recently the professional discourse has been analysed by Bhatia (1993b), or Pang (2002). In recent years, the rhetorical structure analysis has been applied to texts which do not belong to neither the category of academic, nor professional texts, e.g., analysis of structure in suicidal notes conducted by Samraj and Gawron (2015), analysis of social media communication (Lomborg 2013), analysis of TED talk videos (Ada Xia 2023), and more. Applying genre analysis to astrology and horoscopes is also not entirely new concept. The previous research focused mostly on horoscopes published in women's magazines (Kryzhanivska 2018; Zareva 2013), Siriruttanaphon (2016) conducted a study which dealt with horoscopes written by English native speaker published online on the internet.

When conducting move analysis, the researcher is not restrained by any fixed rules. Frameworks mentioned above function simply as guidelines, which can be altered according to the needs of the researcher and applied to text-genre of their choice. Kanoksilapatham (2017, 33) suggests a procedure consisting of three steps:

1. Understanding the overall rhetorical purpose of the text in order to identify the move categories used in the selected genre.
2. Analyse the function of each text segment and determine its local purpose.
3. Searching for any common functional and/or semantic themes, which are represented by the various text segments identified in Step 1.

Kanoksilapatham (2017, 33) underlines the importance of Step 2 by stressing the need for moves to be distinctive. They must have clearly identifiable purpose, which is shared across the texts belonging to the same genre, rather than the texts sharing similarities of form (Swales 1990, 46). In some cases it is easy to identify the purpose, in some it is more difficult, especially in case of genres which consist of sets of communicative purposes, meaning they may have a combination of two and more

purposes, which are realized through different functional units, i.e. through various moves (Swales 1990, 46–47).

Move analysis is a great tool for understanding the internal organization of texts. Quite like in mechanics, the whole is made out of individual parts which need to be connected in specific way in order for it to function properly. We are taking the whole apart, exploring each part of the unit, so we can understand how it functions, and eventually build our very own car. By analysing the moves and the linguistic units realizing their function, we not only acquire in-depth knowledge of what parts texts of each genres consist of, but we also learn which tools are needed in order to create our own text belonging to the analysed genre.

3 Methodology framework

This study is concerned with stylistic analysis of online weekly horoscopes. However, horoscopes as a subject of stylistic analysis offer a broad scheme of aspects which might be interesting to look at in greater detail. In order to avoid over-exceeding the scope of a bachelor thesis, this thesis focuses on analysing register and genre of selected horoscopes with additional acknowledgment of impact of authorial style on said horoscopes. The goal of this research is to determine whether horoscopes can be considered an independent genre.

In my research project I collected 432 weekly horoscopes and analysed them with respect to register and genre. These source texts come from three different sources and three different authors. For this reason I decided to also include an analysis of authorial style to see to what extent it impacts the texts.

For the base of my register analysis I selected a model by Biber and Conrad (2009). For analysing the authorial style I chose a model by Leech (2007). And finally, to conduct a genre analysis, I decided to use both Bhatia's 7 Steps Model for Analysing Unfamiliar Genres (2013) as well as move analysis based on Swales (1981). All of these models were used only as a base and were altered to suit my needs. For more details see Chapter 3.3.

This research project is based on a combination of qualitative and quantitative research. The majority of this research is qualitative; however I used three corpora, varying in size from 10,204 words (*Astrology*) to 13,758 words (*Teen Vogue*), to support some of my findings with number of incidence of various word types. The corpora were mostly used when analysing the authorial style as a tool to compare each author's texts and to demonstrate the differences in their choice of words.

3.1 Sources of materials

Horoscopes have experienced a boom in the last few years, and they are now a common part of the online space. If we type "*horoscopes online*" into the Google search engine, we are presented with about 388,000,000 results. Most of the results presented would lead us to websites dedicated to astrology, offering their readers articles on spirituality and various practices including tarot reading and zodiac.

To conduct this research, I chose three astrology-oriented websites as the source of material for the analysis. *Horoscope* is, by their definition, *the leading lifestyle expert in horoscopes*, and it is the first search result we are offered after searching for “*horoscopes online*”. Second, it is *Astrology*, a website offering personalized tarot reading as well as daily, weekly, and monthly horoscope predictions. To see more variety, an online magazine was added to juxtapose these two “traditionally astrology-oriented websites”. *Teen Vogue* is an American online publication which has a section on Identity where it publishes weekly horoscopes. This last source was added so the horoscopes can be analysed as genre across more types of websites and types of target audience.

For this analysis, I collected a final number of 432 source texts⁴. All of the source texts are weekly predictions, collected over the period of 12 weeks from December 11 of 2022 to February 26 of 2023. To get an idea, each zodiac sign weekly prediction is approximately 70–100 words long. Together the source texts create a corpus of 35,515 words.

3.2 Data collection

Data used for this research consist of 432 weekly horoscopes sourced from two astrology-focused websites (*Astrology* and *Horoscope*) and from an online magazine with an astrology themed section (*Teen Vogue*). The source texts were collected over the period of 12 weeks from December 11 of 2022 to February 26 of 2023. Since the zodiac has 12 different signs, each of these signs has its own weekly prediction. This means there are 12 source texts per one week from three different sources. Each of the selected sources have different author.

Online horoscopes create only a part of broader and bigger online space which is entwined with another types of texts. This means they could be analysed in context of their surrounding – of visuals, titles, hyperlinks, advertisements etc. For purpose of this research, I selected only the core texts of the predictions, and did not include the names of zodiac signs as well as the information specifying the time period of each sign.

⁴ These texts can be found in 3 Analysed texts. For better orientation, the titles of signs were left in. However, they were not included in the corpora.

3.2.1 *Horoscope.com*

Horoscope is a website focused on astrology. By their own description they aim their content consisting of “light-hearted horoscopes, Tarot readings, and zodiac sign information” on general audience of all ages. In comparison with *Astrology.com*, *Horoscope* falls under the category of more “mainstream” astrology focused website, one that does not expect from its audience to have any special knowledge surrounding the astrology in order to understand and enjoy its content.

The content of *Horoscope* consists of daily, weekly, and monthly predictions. Yearly predictions are one of the *Horoscope* paid services (together with tarot readings, specially assembled birth charts, analysis of love compatibility between zodiac signs and more). Outside of time specific predictions, *Horoscope* offers also predictions focused on love, money, health, and other fields of everyday life, as well as recommendations of movies suited for each zodiac sign, or articles informing the readers about various astrology topics such as the planets, or the 12 Houses, as well as articles concerning astrology in connection with pop culture (celebrities and their zodiac signs).

The weekly predictions for *Horoscope* are written by Mary Bergner. Outside of being the author for *Horoscope*, she also writes articles (as well as monthly love and yearly overview horoscopes) for *Astrology*.

3.2.2 *Astrology.com*

Astrology.com is a website focused on spirituality, more specifically zodiac, horoscope and other. It also publishes articles surrounding the astrological themes, educational articles on all types of astrological branches, and offers paid services such as online tarot readings, assembling birth charts, personalized horoscope readings, and more.

Since zodiac appears to be the main focus of *Astrology*, it offers a broad variety of horoscope predictions, both in sense of periodicity – daily, weekly, monthly, yearly predictions, but also in field specialisation – love, work, dating. Predictions specific to certain type of addressee can be found there as well – e.g., teen or even cat and dog horoscopes. The contents of this website seem to be aimed on an audience with more serious interest in astrology, rather than on casual readers.

The author of weekly horoscopes for *Astrology* is Kyle Thomas, who is presented by the website as “A globally recognized pop culture astrologer, author, and life coach with over a decade of professional experience and clients all over the world.” His writing and horoscopes have been translated into other languages and featured in magazines such as *Cosmopolitan*, *Bustle*, or digital news such as *Elite Daily* and *Yahoo News*.

3.2.3 *Teen Vogue*

Teen Vogue is an American magazine and a sister publication to *Vogue*, published by one of the world’s most renowned media companies *Condé Nast*. As the name suggests, *Teen Vogue* is aimed on younger audience and covers topics relevant to this age group, e. g. fashion, politics, culture, and identity, which includes a sub-category dedicated to spirituality and horoscopes. Since 2017, *Teen Vogue* is now a digital-only publication.

Unlike *Horoscope* and *Astrology*, *Teen Vogue* offers only weekly zodiac predictions.

The author of weekly zodiac predictions for *Teen Vogue* is Lisa Stardust. Other than her periodical horoscopes, she also writes articles on additional zodiac-centred topics such as tarot readings, manifestation practices etc., for this magazine. Outside of *Teen Vogue*, Lisa Stardust is a NYC-based astrologer, tarot card reader, manifestation guide and a life coach who has been practicing astrology professionally for over 15 years. She has published two astrology bestsellers. Her writing has been featured in *The Today Show*, *Oprah Daily*, *Vogue*, *Teen Vogue*, *Cosmopolitan* and others.

3.3 Data analysis

The analysis of selected data is divided into three steps: analysis of situational characteristics (register analysis), authorial style analysis, and genre analysis. The goal is to define in what ways do horoscopes as individual texts differ, what aspects they share, and to find out, whether their overall function is shared, and whether they may be considered an independent genre.

The majority of this research project is qualitative, i.e. consists of commentary of the analysed material. However, to support and better demonstrate some of my findings, I used three corpora – one for each source. These corpora were used to compare specific aspects of my research more easily – e.g., the difference in word choice among the authors. The

corpora were used to compare the incidence of various word types. The numbers presented in this thesis demonstrate the absolute frequency of analysed words, i. e., the actual number of occurrences in the corpus. The results of corpora research can be found in 1 Results from the corpora.

As a base of register analysis I used the *Situational characteristics* model by Biber and Conrad (2009). This model is originally used for comparative quantitative research; however, I chose it for the framework mentioned in this model. I selected categories which were relevant for my research project and excluded the ones which were not relevant to the study of horoscopes (see Figure 4). To this framework I then applied results sourced from a qualitative analysis as well as the corpora results (e.g., the use of personal pronouns).

- I. Participants**
 - a) Addressor(s)
 - b) Addressee(s)
- II. Relations among participants**
 - a) Interactiveness
 - b) Personal relationships
 - c) Shared knowledge
 - d) Level of formality
- III. Channel**
 - a) Mode
 - b) Specific medium
- IV. Production circumstances**
- V. Setting – time and place**
- VI. Communicative purposes**
 - a) General purposes
 - b) Factuality
 - c) Expression of stance
- VII. Topic**
 - a) General domain
 - b) Specific topic

Figure 4 The *Situational characteristics* model adapted after Biber and Conrad (2009)

Since each of the three sources has its dedicated author, the impact of authorial style needs to be considered as well. For this purpose I chose a model by Geoffrey Leech (2007) used for analysis of prose. Despite the use of figurative language and prominent influence of stylistic choices by their authors, horoscopes cannot be considered literary prosaic texts, and for this reason I needed to alter the model for the purposes of my research (Figure 5).

In this part of my research I use three corpora compiled out of the sources texts to support some findings. By using these corpora I am able to more easily define the most frequently used words, such as nouns, adjectives, or verbs or the use of modal auxiliaries, and further comment on the differences between the three sources.

- I. Lexical properties**
 - a) Nouns
 - i. *Proper nouns*
 - ii. *Collective nouns*
 - iii. *Abstract/concrete nouns*
 - b) Adjectives
 - i. *Evaluative/descriptive adjectives*
 - ii. *Comparative/superlative adjectives*
 - c) Verbs
 - i. *Main verbs*
 - ii. *Modal auxiliaries*
 - iii. *Uses of tenses*
 - d) Adverbs
 - i. *Semantic function of adverbs*
 - e) Pronouns
 - i. *Pronouns used to address the reader*
 - f) Deictic expressions
 - g) Extralinguistic reference
 - i. *General*
 - ii. *Astrological*
 - iii. *Pop cultural*
- II. Figures of speech**
 - a) Idiomatic phrases
 - b) Tropes
 - i. *Metaphor*
 - ▶ ii. *Personification*
 - iii. *Simile*
 - c) Graphological features
- III. Context and structure**
 - a) Structure of horoscopes
 - b) Sentence types

Figure 5 The *Analysis of authorial style* model adapted after Leech (2007)

Finally, the results of both register analysis and authorial style analysis show us the differences and similarities between the three analysed sources. In the last part of my research I focus on genre analysis. The texts are analysed by using move analysis, based on

Swales (1981). Since there is no existing framework which can be used for analysing the genre of horoscopes, in this research I also use Bhatia's 7 Steps Model for Analysing Unfamiliar Genres (2013). This model is used as a general framework for analysing the data sourced from the results of analyses of authorial style and situational characteristics. I then conduct a move analysis, establishing five commonly occurring moves in weekly horoscopes, and demonstrating their rhetorical function. Lastly, I comment on the frequency and organization of these moves.

The goal is to establish whether horoscopes have a set of fixed tools used to realize their general function regardless of the influence of authorial style and situational characteristics of this communicative event, and whether they can be considered an independent genre.

4 Register analysis using the *Situational characteristics* model adapted after Biber and Conrad

The original model for analysing the situational characteristics of register by Biber and Conrad (2009) was compiled from previous theoretical frameworks developed for the study of register (e.g., Biber 1998, 1994; Crystal and Davy 1969; Halliday 1978; Hymes 1974; Basso 1974). This general framework can be applied to analysis of any type of text; however, I altered it for the purpose of this study. Characteristics such as *social roles*, *specific purposes*, and *social status of person being referred to* were excluded from the study as they are not relevant to the purpose of the present research project. On the other hand, I added a sub-chapter on *level of formality* as it is an interesting aspect of horoscopes.

According to Biber and Conrad (2009, 36), to produce effective register analyses, they must be based on comparing sources from various registers. Texts chosen for this study may belong to one genre, however they do differ in register. To see in what ways, let us look at the following analysis.

4.1 Participants

There are traditionally at least two participants of communication – the producer of the text, i.e., the addressor, and the person to whom the text is addressed, i.e., the addressee. While in spoken conversation these two roles are usually easy to assign to specific persons, in context of written communication it can be less apparent.

4.1.1 Addressor(s)

The author is known in all three sources. We may find their name under the title of each article. However, none of the authors present themselves in the predictions itself. They either remain hidden and stay away from the first-person singular pronoun *I* and choose to use the plural *we*, or they do not emerge from the text in any way.

Based on the predictions only, I would not be able to tell the sex, age, social class, or other characteristics of the authors, neither would I be able to tell if the text was written by a singular person or a collective.

4.1.2 Addressee(s)

Addressees of the online horoscopes are unknown. There may be a target audience in mind of the author (e. g. teenage girls in *Teen Vogue*) but this target audience is based on analytics and stereotypes. It is possible for anyone who comes across the text to read it, regardless of their stance towards the horoscopes, their age, sex, social status, and more.

Horoscopes are written as if the addressee was an individual, not a broad audience on the internet, which we can see in the use of singular pronoun *you* (more on this in Chapter 5.1.5.1).

4.2 Relations among participants

Relations among participants are influenced by the knowledge of who the participants are. In context of horoscopes, the addressee is anonymous, so the relations are technically distant, yet the texts are written in a way that would be expected in a communication between closely related persons.

4.2.1 Interactiveness

Participants technically do not interact with each other at all. Addressee consumes the text passively and has no direct way of responding to the addresser. However, we may find rhetorical questions (and rhetorical answers) in the texts, which are used to simulate the spoken two-way communication between the participants, contributing to the interpersonal aspect of communication.

4.2.2 Personal relationship

There is no personal relationship among the participants. However, the texts are written in a way which simulates its existence. By the use of neutral or even informal language, the nature of topics discussed and use of commanding sentences, it feels as the addresser and addressee are socially equal and have a close relationship.

4.2.3 Shared knowledge

Shared knowledge in regard of the astrological terminology is expected mostly in *Astrology*, as this source uses the astrological terminology without further explanation the most. *Horoscope* uses astrological terminology less frequently, and *Teen Vogue* tends to

avoid using it altogether. However, there are expectation of other kinds of shared knowledge, such as common knowledge, or the knowledge of pop-culture references (for more see 5.1.7).

The knowledge based on situational context plays rather prominent role in horoscopes. The addresser of horoscopes does not know the situational context of the addressee, however as the content of horoscopes is put often in vague way, the addressee may put it in the context of their current life situation, and then they may feel like there is some level of shared knowledge of this situation between them and the addresser.

4.2.4 Level of formality

Levels of formality vary from source to source. None of the three sources uses formal language or simulates distant relationship, typical for formal setting. *Astrology* uses neutral language and avoids any familiar addressing to the reader while maintaining a sense of intimate relationship between the author and the reader. *Horoscope* and *Teen Vogue* use informal language (*We're jelly.*, *veg on the couch with the fam*), abbreviations used on the internet (*FOMO*, *BFF*, *FWB*), slang (*to entertain their tag along*, *the tea is shocking*), and more. In *Horoscope*, we can even find examples of vulgar expressions – *the day-to-day bullsh*t*, *not giving a f*uck*, *don't look for ways to F them up*.

4.3 Channel

All three sources are examples of written text. If I were exploring them further through the Crystal and Davy model (1969, 70), it could be said that the texts are written not to be read out aloud, however as they sometimes mimic the spoken conversation between close participants with aspects of spoken language, they may be read as if heard.

4.3.1 Mode

The texts are an example of written communication published on the internet. The structure of the texts is analysed in Chapter 5.3.1.

4.3.2 Specific medium

Online horoscopes are electronic texts accessed freely by the public on the internet, which means there are other pages accessible through hyperlinks (e.g., further information on the

zodiac signs, another time period of prediction, different category of prediction – *love, family, work*, and more), graphics, and advertisement – both for services offered by the page (in case of *Astrology* and *Horoscope*) or for products advertised by external businesses (in case of all three sources).

4.4 Production circumstances

Circumstances influencing every communication include place and time, as well as the participants of the communication. The written communication usually differs in setting of place and time and generally is more revised and planned than the spoken communication, which happens in one moment in time (although it may be recorded), and in the same place (although it may be realized through telephone). In relation to that, the addressee has more time to comprehend the written text, in contrast of listening to the spoken word (Biber and Conrad 2009, 43–44).

4.5 Setting – time and place

The physical setting of horoscopes, both place and time of communication, is generally not shared by the participants, as it is written, prepared communication, published on the internet where it is freely accessible to the addressee at any point in time, from anywhere in the world.

It is important to note, that horoscopes are bound to a specific moment in time, based on the astrological conditions which serve as a base for the conduction of astrological prediction. Based on this statement the predictions are technically relevant only for a certain amount of time, yet the websites offer retrospective insight into the past predictions. This way the addressee may reflect on time period which has already passed and the reliability of the horoscopes.

4.6 Communicative purposes

Every kind of communication has its purpose, a reason why it occurs in the first place. Many registers combine several communicative purposes (Biber and Conrad 2009, 45). Some registers lead to a clearer purpose than others – e. g., the main purpose of news report is to inform people, the main purpose of a joke is to amuse people.

4.6.1 General purposes

In some communicative events, including horoscopes, it is hard to detect the main purpose. They either have more than one purposes, none of them being necessarily prominent, or they can be interpreted in different ways based on the choice of an addressee. Also, it is possible for the purpose to be switched in the middle of a communicative event, this kind of switch of purpose can be regarded as a shift in sub-register (Biber and Conrad 2009, 45).

General purposes of horoscopes may be descriptive and explanatory (sharing information about astrological conditions and social context of the addressee's life), persuasive (advice, commands), but also entertaining (reading horoscopes purely for the enjoyment, not to follow their advice).

In a study conducted by Ipsos (2019), 20% of respondents answered that they turn to horoscopes/astrology in order to understand parts of their life, while 72% disagreed with this statement. However, 54% of respondents said that they still read horoscopes for the enjoyment. Total of 37% respondents said they turn to their horoscopes to see what their day/week/month/year is going to be like, 34% read them in order to understand their own mood or to explain behaviours of others. Sign compatibility belongs to popular parts of astrology – 32% of respondents consult astrology to evaluate relationship compatibility, however only 11% of them then avoid people with signs which they are not compatible with. This only shows that horoscopes have a variety of functions, and it depends on the addressee and how they decide to consume this media.

4.6.2 Factuality

Factuality of horoscopes is a question of personal beliefs – people either believe them to be true, or not. There are of course people who believe in horoscopes, however, consider online horoscopes to be the mainstream and not 100% reliable astrological tool.

From my position it is hard to judge in what ratio do the authors convey factual information, personal opinion, and speculation in their predictions. And since the addressee has no way of asking them directly (provided that they are not paying for personalized readings), we must expect it to be a combination of all three. While there may be information which can be supported by facts (such as position of the planets in respect to

each other), the majority of astrology is based on personal interpretation, both on the side of the author, and the addressee.

4.6.3 Expression of stance

Every author of horoscopes expresses their stance in different way. As explored in Chapter 5.1.3.2 concerned with modal auxiliaries, we can see some sources tend to present information as factual, some as speculation or as a personal opinion. Similarly to modality, the use of evaluative language, present in all three sources, shows that personal opinion is a prominent part of horoscopes. Overall, in horoscopes, both stances, personal and epistemic, seem to be used in relatively equal combination.

4.7 Topic

Topic is the field, or domain, oriented aspect of register analysis. Within this category we focus on the topics discussed in the text, together with the use of corresponding vocabulary. The topic is the most influencing factor in regard of vocabulary choice, as the terminology used in a text are to a major extent determined by the topic of the text (Biber and Conrad 2009, 46).

4.7.1 General domain

General domains include science, religion, politics, etc. With horoscopes, the general domain could be spirituality, or more specifically astrology. The vocabulary connected with astrology, such as zodiac sign names, names of planets, and other terminology is however not used in equal amount in all three sources. *Teen Vogue*, despite its rare use of astrological terminology, is still easily read as a horoscope prediction. It is not only the vocabulary, but also the structure, both grammatical and textual, what helps us to determine the general domain of a text.

4.7.2 Specific topic

Specific topics within the text can be analysed purely based on the lexis used, which tells us what topics horoscopes can be concerned with. This varies from source to source, based on the author and also the target audience, which, as was mentioned before, plays a major role in contents of online horoscopes.

Astrology, which I established is the most general oriented, and also the most “professional” presenting source, has a broad range of topics including *romance, work, travel, money, health, home and family*⁵, *spirituality, self-care, friendships* and more. Most of the weekly predictions focus on one topic only, sometimes with the exception of brief mention of one more. *Romance, work, and money* are by far the most frequently discussed topics, usually predicting positive outcomes and possibilities, but sometimes warning about issues and obstacles too.⁶ A topic specific to this source, which I decided to label: *an overall success*, appears very frequently and predicts positive outcome in every thinkable way, celebrating the addressee as *celebrities or stars*, promising them popularity among all. The contents of each specific topic may feel repetitive when read continuously as a whole, as the phrases and words chosen are being often repeated by the author.

However, if you're not in alignment, you may go your separate ways.
(Astrology, Aquarius, Feb 5)

However, if you've seen frustrations and tension in recent months and know you're not aligned, it's time to go your separate ways and find someone better. (Astrology, Sagittarius, Jan 22)

However, if you're not in alignment, you may decide to go your separate ways. (Astrology, Leo, Jan 15)

While *Astrology* is very straightforward when it comes to the topics discussed, *Horoscope* uses very ambiguous language, which results in less prominently expressed topics, and leaves more space for interpretation on the addressee's side.

You'll already be opening up in new ways early in the week, and when your intense co-leader Mars goes direct in your natural eighth house of transformation on Thursday, you'll be unstoppable. You've been feeling the tension build in these last few months, letting you know that something's got to give. This is your time, Scorpio. Take the next few months and make them your own. (Horoscope, Scorpio, Jan 9)

⁵ *Home*, in the sense of physical place, and *family* are often included in one prediction.

⁶ Purely negative predictions appear rarely, and even if they do, the addressee is often reassured and advised to keep calm and focus on the positives.

Another prominent part of *Horoscope* predictions are the expected feelings surrounding each topic. The author presumes the way the addressee feels in the moment and reflects on it. Together with communication and interpersonal relationships, productivity and progress are the most discussed topics. In relation to that, the work-life balance is another re-appearing topic. *Horoscope* highlights general relationships and social relations over romance, which appears rarely in this source. Any concrete topics, such as health, money, and family, are not mentioned often. *Horoscope* keeps in touch with current trends and in its predictions includes social media and topics that surround it.

As mentioned, the topics are influenced by the target audience. In case of *Teen Vogue* the topics related to school and relationships are often discussed. While *Horoscope* focuses on relationships in broad sense, *Teen Vogue* speaks about friends, partners, and relationship to oneself, discussing close relationships rather than the big picture. It stresses the importance of healthy boundaries within relationships, as well as standing up for others and, most importantly, oneself. *Teen Vogue* mentions variety of relationship dynamics: crushes, on-going relationships, situationships⁷, break-ups, exes.

Whether the content of predictions is positive or negative, the author advises the addressee to look at the bright side, promoting positive mindset, together with manifestation.

The week ahead could make you feel lost in the world. Don't let your tender emotions weigh you down and bring out your insecurities. When you're blue, try to do a self-care activity that will make you feel better about yourself. Whether it's a face mask, a healing bath, or a walk in the park — placing your energy in a positive endeavor will boost your vibe. This will help you center yourself and boost your confidence. You'll begin to see that you are a wonderful and beautiful being who is special. Now, give yourself a big hug! (Teen Vogue, Taurus, Jan 29)

While the general topic of horoscopes remains the same, each source chooses to discuss different specific topics. In case of weekly horoscope, each prediction has usually

⁷ Situationship is a currently popular term referring to a romantic relationship that is undefined and commitment-free, as well as dismissive of the associated norms and expectations of the society. In horoscopes published by *Teen Vogue* we may see that situationships are a frequently discussed type of relationship as it is becoming more and more popular especially among younger generations.

one to two topics discussed, and the topics differ from one zodiac sign to another. This results in situations where the chosen topic may not always seem to be relevant to the addressee current situation. This may lead to the addressee choosing to read the topic specific horoscope (*love, family, work*), which is usually offered by the websites, or to pay for the personalised reading. If the addressee is more of a casual reader, there is a chance that they disregard the prediction and either not return to this source again or do so but with lower expectations.

4.8 Conclusion

To conclude the analysis of situational characteristics, online horoscopes are written texts published and accessed freely on the internet. They share the general structure and function, but may differ in expected target audience, and specific topics discussed. The levels of formality vary from source to source as they depend on the author and the target audience. It can be said that online horoscopes share the same mode but may differ in field and tenor.

5 Analysis of authorial style using the adapted model after Leech

In the previous chapter I established the participants of this communication – the anonymous addressee and the authors. Horoscopes are not only influenced by their target audience, function, and topics, but also by the stylistic choices of the authors. According to Leech (2007, 60), “all writers, and for that matter, all texts, have individual qualities.” Authors’ choices of language need to be taken in consideration in order to determine the aspects shared by all of them. These aspects may then be considered “genre specific” and further explored in the following chapter.

Leech’s model of authorial style analysis (2007) is originally used for analysing the style of prose texts in literature. Despite horoscopes not belonging to this category, they share certain aspects with prosaic texts that may be analysed using the framework. The model was adapted to only include features which may be relevant to the research of horoscopes as a genre.

5.1 Lexical properties

In this chapter I focus on lexical properties of horoscopes, namely nouns, adjectives, verbs, adverbs, pronouns, deictic expressions, and extralinguistic references. All of these properties are explored from the perspective of a quantitative analysis first, using the corpora to determine the most frequently used words in said category⁸, and then certain examples are chosen and commented on in more detail.

5.1.1 Nouns

For the purpose of this analysis, I look at frequency of use of four types of nouns: *proper nouns*, *collective nouns*, *abstract* and *concrete* nouns.

First, let us look at the corpora results of the most frequently used nouns per every text source to see if any of the words appear in all three sources, and also to determine the difference in their frequency of use.

⁸ The numbers appearing in this study represent the absolute frequency of these words, i.e., the real number of occurrence of these words per source, according to the corpora.

If we look at first twelve most frequently used nouns from each source (see Table 1), it appears that the top nouns are pretty cohesive across all of them. Most frequent words include *week*, which is to be expected in weekly horoscopes. Interestingly enough we also see the presence of word *year* in two source texts. In all three sources the word *time* is also frequently used.

Analysing the specialised vocabulary used in horoscopes, the word *energy* is the most frequently used one in all three sources. However, if I compare the rest of the specialised vocabulary, you can see that *Astrology* is the source which uses the biggest variety of thematic words. The following numbers demonstrate the number of occurrences of the words in each source. In the top 12 frequently used nouns we can find *moon*, *Jupiter*, and *Venus*.⁹ If I were to observe up to 40 most frequently used nouns from *Astrology*¹⁰, you could notice a frequent use of names of the zodiac signs, namely *Libra (12.000)*, *Cancer (12.000)*, *Capricorn (12.000)*, *Virgo (12.000)*, *Leo (12.000)* and *Scorpio (10.000)*, which appear in every prediction as a form to address the addressee.

Although *Horoscope* does not use as wide range of terminology as *Astrology* does, as demonstrated by the Table 1, the names of zodiac signs can still be found in the list of 40 most frequently used nouns. Unlike *Astrology*, *Horoscope* does not use the names in every single one of their predictions.

In contrast, in *Teen Vogue* we see zero incidence of the names of zodiac signs among the 10.000 and higher most frequently used nouns. Overall, the specialised vocabulary is rare in this source. We may observe more target audience specific nouns, meaning the use of informal words like *pal (11.000)* and *boo (10.000)*. In addition to that, while the other two sources use predominantly neutral or positive marked nouns, *Teen Vogue* uses negatively marked nouns such as *drama (20.000)*, *issue (18.000)* and *problem (16.000)*.

⁹ There is also the noun *house*, which is the second most frequently used noun from this source. However, it needs to be taken in consideration that the corpora are not able to differentiate between the two potential meanings of this word – house as a physical place, and house as one of the 12 astrological houses representing different areas of life. For this reason this word could not be included in the results.

¹⁰ For more examples of the most frequently used nouns see 1.1 Nouns with incidence 10.000 and higher.

Astrology	Horoscope	Teen Vogue
week (113.000)	week (162.000)	time (72.000)
<i>house (93.000)</i>	time (71.000)	week (65.000)
moon (58.000)	<i>people (47.000)</i>	life (56.000)
time (51.000)	<i>thing (44.000)</i>	way (49.000)
way (37.000)	way (38.000)	friend (41.000)
life (35.000)	<i>house (38.000)</i>	<i>people (39.000)</i>
Jupiter (35.000)	energy (37.000)	relationship (33.000)
Venus (32.000)	sign (33.000)	situation (31.000)
energy (27.000)	weekend (24.000)	moment (28.000)
<i>year (22.000)</i>	universe (24.000)	<i>thing (26.000)</i>
matter (21.000)	something (24.000)	energy (25.000)
heart (21.000)	<i>year (24.000)</i>	mind (22.000)

Table 1 Twelve most frequently used nouns. Nouns appearing in two source texts are in italics, nouns appearing in all three sources are in bold.

5.1.1.1 Proper nouns

The use of proper nouns differs from source to source. Looking at predictions published on *Astrology*, we may see that the names of zodiac signs are used as a way to address the reader. It usually appears within the first sentence of the text. Names of planets and astronomical objects are another example of frequently used proper nouns, e. g. *Venus*, *Jupiter*, *the Moon*. In *Astrology*, *Jupiter* occurs also under another astrology specific term, *Great Benefic*. The use of terminology without further explanation shows that the author is expecting their audience to be more knowledgeable and well-informed on the topic of astrology than for example the audience of *Horoscopes*, that is presented with explanatory notes along the used terminology.

Horoscope uses the names of zodiac signs to address the reader too, the only difference is found in the sign of *Sagittarius*, which is often shortened to *Sag*, creating less formal atmosphere of communication. Names of planets do not appear in the *Horoscope* predictions as often as in the *Astrology* ones; however, they can be found in some of them. Unlike in *Teen Vogue*, which rarely contains the names of planets and zodiac signs.

Proper nouns specific to *Teen Vogue* are pop-cultural references like *Taylor Swift*, or names of the social media such as *TikTok* and *iMessage*.

5.1.1.2 Collective nouns

Collective nouns do not appear frequently in any of the sources. Since the predictions are aimed on individuals, the only true collective nouns found in them are *family*, *community*, *group*, and such.

5.1.1.3 Abstract/concrete nouns

The majority of nouns used in predictions across all the sources are abstract nouns. Nouns referring to events, actions, or states (*date*, *overthinking*, *truth*, *competition*), nouns referring to qualities (*dynamic*, *greatness*, *positivity*, *happiness*), nouns referring to mental phenomena (*idea*, *loyalty*, *power*, *achievement*). Often, we see the use of inner qualities like *confidence*, *ability*, *perspective*, *imagination*, *spirituality*, or thematic abstract concepts such as *lunation*, *zones* and *house of responsibilities*, *house of love and relationships*, or *house of finances*. The exception is, again, *Teen Vogue*, which does not use any specific astrological terms but includes general spiritual concepts such as *manifestation* or *mindset*.

Concrete nouns refer to subjects which can be physically identified – people or material objects. To great degree, horoscopes consist of the spiritual and abstract themes and if any concrete nouns are used, they often denote people, e. g. *friend*, *crush*, *relative*. While *Astrology* uses neutral marked nouns like *friends*, *clients*, we may find examples of informal words like *singles*, *fam* or *pals* in *Horoscope* predictions, or slang words and abbreviations like *BFFs*, *boo*, *S.O* or *bestie* in *Teen Vogue*.

If I look at concrete nouns referring to material objects, the most discussed ones across all sources are *money*.

5.1.2 Adjectives

Adjectives create another sizeable class of words with high frequency of use in all kinds of texts regardless of their topic, level of formality or function (Leech 2006, 6). For the purpose of this study, I will consider evaluative and descriptive adjectives, and the use of comparative and superlative adjectives. In case of evaluative adjectives, i.e., adjectives expressing judgement of quality of the referent, I try to determine whether positive or negative marked adjectives are predominant. In case of descriptive adjectives, I focus on thematically specific adjectives. Lastly, by analysing the use of comparative and

superlative adjectives I try to determine, which aspects of predictions are highlighted by their use, and again, whether the overall relation is positive or negative.

Let us begin by looking at the frequency of adjectives and comparing the twelve most frequently adjectives used in each of the sources (see Table 2). The most frequently used adjective in *Astrology* is *solar*. Interestingly enough, in the other two sources this adjective is not used at all. This adjective is mostly used to modify the noun *house*, e. g. *solar twelfth house*, corresponding with high number of use of said noun (see Table 1). If we look at the top twelve adjectives used in *Astrology*, we see more of thematically specific words like *planetary* or *full*, which modifies the noun *moon*, referring to an astrological condition. This adjective is used in the same way in *Horoscope* as well, however in *Teen Vogue* the adjective *full* is used in different collocations like *full swing* or *full throttle*. This supports the assumption that *Teen Vogue* appears to be the least “professional” source regarding astrological accuracy and the use of terminology.

If I were to categorize the types of adjectives with the most incidence, descriptive adjectives are predominant, especially in *Horoscope*. If we focus on evaluative adjectives, *Astrology* and *Horoscope* use mostly positive adjectives like *sweet* and *good*, while in *Teen Vogue* we may observe both the use of negatively marked adjectives as well as positively marked ones, e.g., *good/bad*, *hard*. As we saw in the most frequently used nouns in *Teen Vogue* (see 5.1.1), negatively marked words are a significant part of style of the texts source.

Astrology	Horoscope	Teen Vogue
solar (95.000)	good (55.000)	good (44.000)
new (69.000)	<i>other (27.000)</i>	<i>more (25.000)</i>
<i>full (25.000)</i>	<i>more (22.000)</i>	<i>important (24.000)</i>
week's (19.000)	most (22.000)	new (23.000)
ready (17.000)	big (22.000)	hard (19.000)
sweet (17.000)	new (22.000)	<i>other (18.000)</i>
mental (16.000)	<i>own (19.000)</i>	first (18.000)
great (15.000)	social (17.000)	<i>able (15.000)</i>
good (15.000)	ready (17.000)	bad (14.000)
planetary (14.000)	<i>able (17.000)</i>	emotional (12.000)
professional (14.000)	<i>full (15.000)</i>	<i>own (12.000)</i>
<i>important (14.000)</i>	little (14.000)	ready (12.000)

Table 2 Twelve most frequently used adjectives. Adjectives appearing in two source texts are in italics, adjectives appearing in all three sources are in bold.

5.1.2.1 Evaluative/descriptive adjectives

When looking at evaluative and descriptive adjectives, it is important to note that the majority of English adjectives may become evaluative depending on given circumstances. That being said, the use of descriptive adjectives seems to surpass the use of evaluative adjectives. Descriptive adjectives used in the text sources include temporal *recent* (all three sources), *seasonal* (*Teen Vogue*) geographical *inner* (*Horoscope*), *cosmic* (all three sources), categorical *family* (*Teen Vogue*), *professional* (*Horoscope*), general *other* (all three sources), *same* (all three sources), and thematically specific *planetary* (all three sources), *zodiac* (all three sources) adjectives.

Evaluative adjectives can denote both positive and negative judgement of the referent. In *Astrology* the used adjectives tend to carry positive meaning, like *phenomenal*, *glorious*, *lovely*, *exciting*. *Horoscope* uses a combination of both positive and negative marked adjectives, some are the same as in *Astrology*, like *good* or *perfect*, some words are unique to this source, like *perfectly-angled pics* or *well-lit selfies*. For the negative marked adjectives, we can find *upsetting parts of the day*, *distressing situations*, or *one unhappy Fish*. *Teen Vogue* uses evaluative adjectives (and adjectives in general) less frequently, however when used, there is relative balance of both positive and negative marked adjectives, like *wonderful*, *splendid*, or *negative*, and *sly*.

Focusing on the position of adjectives in sentences, most of them are in attributive position (preceding the referent), like *intense barriers*, but we can find a number of examples of adjectives in predicative position (following the referent) too, like *the iron is hot*, *don't be cruel and unkind*, *you're being productive*. Adjectives are put into this position so their meaning can be highlighted, i.e., in such sentence they carry the most important information.

5.1.2.2 Comparative/superlative adjectives

Comparing the frequency of use of comparative and superlative adjectives, we can see that *Astrology* and *Teen Vogue* use both types relatively evenly, while *Horoscope* tend to use the comparative form. Both comparative and superlative adjectives found in *Astrology* tend to be used in positive context, like *you are the luckiest and most fortunate zodiac sign*, *you are the most favored in your career* or *this is one of the luckiest places for Jupiter to be for you*. *Horoscope* mostly uses adjectives in positive context too, like *world will become*

bigger and better or *get them (animals) on a healthier eating/exercise plan*, however you can find adjectives used in negative context as well, like *greater amount of pressure* or *making your world a darker, sadder place*, or neutral, temporal context like *an older relative's plan*. *Teen Vogue* tends to use the positive marked superlative *the best* more frequently than the negative marked superlative *the worst*. The incidence of *the best* in this source is 14.000, while in *Horoscope* it is 6.000 and in *Astrology* it is only 3.000. Negative marked adjectives used in *Teen Vogue* appear more in the comparative form, like *the messier* and *more unsure it can become*, and *soft launching a new relationship is more complicated than you thought*.

5.1.3 Verbs

Verbs are a large class consisting of both words indicating events and states, and words which qualify the reference to other verbs. For the purpose of this analysis, this comprehensive class of words is explored in limited amount. Namely, I focus on the frequency of lexical versus modal auxiliary verbs (for further analysis of modal auxiliary verbs see 5.1.3.2), the use of dynamic/static verbs, and analysis of verbal tense.

If we take a look at the corpora results of the overall most frequently used verbs¹¹ (see Table 3), it is no surprise to see that modal auxiliary verbs create the majority. Since they are analysed in more detail in Chapter 5.1.3.2, they are not discussed in detail in this chapter.

Astrology	Horoscope	Teen Vogue
be (321.000)	be (323.000)	be (594.000)
could (89.000)	have (106.000)	have (143.000)
will (86.000)	<i>get (84.000)</i>	will (111.000)
<i>may (82.000)</i>	can (74.000)	make (84.000)
have (59.000)	<i>go (57.000)</i>	<i>take (79.000)</i>
feel (39.000)	<i>do (55.000)</i>	<i>don't (68.000)</i>
<i>find (34.000)</i>	<i>don't (43.000)</i>	<i>do (62.000)</i>
can (30.000)	make (42.000)	can (61.000)
make (23.000)	<i>take (40.000)</i>	<i>may (59.000)</i>
<i>use (21.000)</i>	feel (38.000)	<i>get (57.000)</i>
<i>bring (20.000)</i>	<i>might (30.000)</i>	<i>want (51.000)</i>

¹¹ The most frequently used verb across all three sources *be* is counted by the corpora only in this infinitive form, as the short forms such as *it's*, *there're* are not recognized as the same verb by the corpora. For this reason, we must expect the total number of incidence of this verb to be even higher than this.

know (20.000)	come (30.000)	feel (50.000)
come (19.000)	will (30.000)	come (43.000)

Table 3 Thirteen most frequently used verbs. Verbs appearing in two source texts are in italics, verbs appearing in all three sources are marked in bold.

5.1.3.1 Main verbs

If we focus on main verbs only (see Table 4), we may see that the verbs used across all three sources are often a part of phrasal verbs – such as *get (to get through the hard times, to get started, get engaged)*, *come (when it comes to, months to come)*, or *make (it makes sense, make it until Sunday, make sure to)*.

Focusing on stative and dynamic verbs, or according to Leech (2013, 19); *states* and *events*, the difference between these two types lays in semantic terms, rather than grammatical ones, although it does have influence on grammatical rules surrounding their use (e. g. state verbs tend to not be used in continuous tenses, as they are used in an undefined timespan). Looking at Table 4, we can see that the dynamic verbs are in majority, e. g. *make, come, give, get, go, take, work* etc. Stative verbs, which consist of verbs referring to a state or a condition, including the verbs of perception and cognition, are used less often, e. g. *know, want, need, like*. Then there are also verbs which do not fit easily into either category because they can change between stative and dynamic verb based on the context they appear in, such as *feel – it a situation doesn't feel right* (stative), *you're feeling so much more aligned with life* (dynamic).

Astrology	Horoscope	Teen Vogue
feel (39.000)	get (84.000)	make (84.000)
<i>find (34.000)</i>	go (57.000)	<i>take (79.000)</i>
make (23.000)	make (42.000)	get (57.000)
use (21.000)	<i>take (40.000)</i>	want (51.000)
bring (20.000)	feel (38.000)	feel (50.000)
<i>know (20.000)</i>	come (30.000)	come (43.000)
come (19.000)	help (26.000)	<i>give (39.000)</i>
get (19.000)	<i>try (24.000)</i>	go (39.000)
see (19.000)	<i>let (23.000)</i>	<i>find (38.000)</i>
like (19.000)	work (22.000)	<i>know (34.000)</i>
<i>give (17.000)</i>	keep (22.000)	<i>try (33.000)</i>
go (16.000)	need (19.000)	<i>let (32.000)</i>

Table 4 Twelve most frequently used main verbs. Main verbs appearing in two source texts are in italics, main verbs appearing in all three sources are in bold.

5.1.3.2 Modal auxiliaries

Modal auxiliaries are verbs with grammatical function, rather than lexical meaning. Their main role is to express modal notions such as possibility, necessity, permission, and prediction (Leech 2006, 19). Modality is especially interesting part of language connected with horoscopes as the predictions are built on expressing possibility. There are nine modal auxiliaries (*will/would, can/could, may/might, shall/should, and must*), varying in degree of certainty – *it might/could happen* (possibility), *it will/must happen* (certainty), *it should happen* (expectation). Since one of the function horoscopes have is predicting the future, I will now focus on the degrees of certainty used in the texts based on frequency of modal auxiliary use.

The source that promotes their predictions as most certain to happen is *Teen Vogue*. Both for its use of *will*, but also *can*, which is often used not as a verb expressing possibility (*which can create issues with your crew*) but also as a verb expressing ability (*you can make anything happen*). In contrast, its use of low degree certainty modal auxiliaries such as *could* or *might* is less frequent than in *Astrology*. However, both *Teen Vogue* and *Astrology* use *may* to express the low degree certainty, while *Horoscope* seems to prefer the use of *might*. What is shared by all three sources is the absence of future time reference modal auxiliary *shall*, which is more formal and hence does not correspond with the language used in horoscopes.

In terms of concrete wording, the choice of modal auxiliary depends on the author's style. Overall, it can be said, that *Teen Vogue* tends to present its predictions with more confidence than *Astrology* and *Horoscope*. These sources tend to use modal auxiliaries of possibility to predict the future.

Astrology	Horoscope	Teen Vogue
could (89.000)	can (71.000) /can't (16.000)	will (111.000) /won't (15.000)
will (86.000)	might (30.000)	can (61.000) /can't (7.000)
may (82.000)	will (30.000) /won't (19.000)	may (59.000)
can (31.000)	could (13.000)	should (31.000) /shouldn't (13.000)
would (16.000)	would (12.000)	could (17.000)

	/wouldn't (2.000)	
might (15.000)	should (10.000) /shouldn't (3.000)	might (4.000)
must (4.000)	may (3.000)	would (4.000) /wouldn't (2.000)
should (3.000)	must (0.000)	must (0.000)
shall (0.000)	shall (0.000)	shall (0.000)

Table 5 Modal auxiliary verbs in order of the frequency of use. Negative forms of the verbs are not included in *Astrology* because the source does not use shortened form of the verb.

5.1.3.3 Use of tenses

Verbal tenses, in combination with aspect can express whether the situation takes place in past, presence or future. Since horoscopes are predictions of future, we might assume that the most used verbal tense in them is the future one. However, looking at the source texts proves us different.

For example, *Astrology* uses present tense to announce a state or to state fact (*Prosperity is a choice, Gemini.*), future tense realized through the verb *will* in combination with conditional to express possibility (*If you do now, you'll see long-term prosperity.*) or modal clause in combination with present tense to express astrological conditions (*This week's shimmering full moon highlights your domestic sphere and could bring a happy shift regarding home or family.*). Present perfect, past perfect and past tense in general are used sparsely if ever. Since *Astrology* uses commanding sentences in great extent, many sentences are realized through infinitive form of verbs. *Horoscope*, in comparison, does rely on the use of present tense, and the use of commanding sentences, combination of *will* and conditional is less prominent. Finally, *Teen Vogue* has the biggest variety in tense use. Present and future tenses are frequently used there, as well as commanding sentences. Compared to the other two sources, *Teen Vogue* also uses present perfect tense and even past tense to refer to situations which have either happened in past (*You got caught with your hand in the cookie jar.*) or are still in progress (*Now that you've met your crush and want to spend all your free time with them-*).

5.1.4 Adverbs

Adverbs are a class of words modifying verbs, adjectives, and other adverbs (Leech 2006, 7). In this study I will look at frequency of adverbs, their semantic function, and what parts of speech they generally modify in context of astrological predictions.

Let us begin with the most frequently used adverbs from each texts source (Table 6). It appears that the adverbs use is relatively cohesive across all the sources, most of the top 12 adverbs are used in all three sources. *Astrology* has the least variety of adverbs with incidence of 10.000 and higher.¹²

We may see that the most frequently used adverbs are often parts of phrasal verb constructions – *up* (*set up, end up, snuggle up*), *out* (*break out, find out, seek out*). Adverbs with the function of sentence connectors like *so* – *so do that, Sagittarius*, that can also act as a degree modifier – *with so many routines, you’ll feel so much better, when*, used especially in *Horoscope*, and *Teen Vogue*, with the function of connecting parts of sentences – *when life gives you lemons, make lemonade* or referring to certain time – *you thrive later when air dominates the planetary movements* are also frequent. Another re-occurring time related adverb is *now*, which is an example of deictic expression (more on them in Chapter 5.1.6). Example of such expression used in a commanding sentence could be: *Do it now*.

Astrology	Horoscope	Teen Vogue
up (53.000)	when (54.000)	out (70.000)
now (50.000)	out (51.000)	not (68.000)
even (25.000)	up (49.000)	when (49.000)
out (23.000)	not (37.000)	up (38.000)
also (23.000)	even (36.000)	just (31.000)
around (22.000)	so (33.000)	how (28.000)
so (20.000)	now (28.000)	now (28.000)
more (16.000)	really (27.000)	even (28.000)
not (15.000)	early (23.000)	more (27.000)
most (14.000)	just (22.000)	so (27.000)
just (12.000)	more (21.000)	back (25.000)
when (12.000)	about (20.000)	why (21.000)

Table 6 Twelve most frequently used adverbs. Adverbs appearing in two source texts are in italics, adverbs appearing in all three the sources are in bold.

Adverbs used in horoscopes tend to modify verbs or other adverbs, while modification of adjectives appears less frequently. In *Astrology* the adverbs are focused more on manner and degree of verbs – *sings sweetly, deeply connect, spinning joyfully*, adverbs modifying adjectives are used for example to intensify the positive marked

¹² Full list of these adverbs can be found in 1.3 Adverbs with incidence 10.000 and higher.

evaluative adjectives – *tremendously happy news*. Meanwhile, *Horoscope* and *Teen Vogue* use adverbs in both positive and negative context – *it's so wrong*, *super lucky*, *feeling somewhat blue*, and advice – *play it cool*, *you shouldn't lean too exclusively on your romantic partner*.

5.1.4.1 Semantic function of adverbs

Adverbs used in all three sources are mostly adverbs of time, manner, and degree. Examples of adverbs of time include deictic *now*, *here*, *this week ahead* but also non-deictic expressions like *normally*, *usually*, *at first* and so on. Adverbs of manner include *simply*, *likely*, *hard*, *easy*, *well*, *back-and-forth*, *fast*, *simultaneously*, *head first*, *nonstop* and more. In sense of degree, we can find examples of mild degree like *relatively*, *quite*, or strong degree *totally*, *extra*, *too*, *really*, and *very*. All three sources also use adverbs of frequency – *always*, *never*, *once again*, *sometimes*, and *often*.

One of the most frequently used adverbs in *Astrology* is *around*. This adverb mostly carries the same meaning as the verb *concerning* – *a major win around wealth*, *news around matters of the heart*, whilst in *Teen Vogue* it is used as an adverb of place – *look around*, *connections around campus*. Adverbs of place appear in all three sources as well – e. g. *everywhere*, *across*, *under* and *away*.

5.1.5 Pronouns

Pronouns and their use are an interesting part of horoscopes as they are the primary tool to address the anonymous reader. If we observe the most frequently used pronouns in the texts sources, we can see that unlike nouns, adjectives or even verbs, the pronouns used in horoscopes are in majority the same across all three sources as their choice is influenced by the type of addresser-addressee relationship in horoscopes (as analysed in 4.1). However, focusing on the differences, I can comment on two interesting ones – the use of possessive pronoun *our* in *Astrology*, and the frequent use of *they/their/them* in both plural and singular form in *Teen Vogue*. The use of *our* in *Astrology* is exclusively used in the context of possessing planets such as *Jupiter (our Great Benefic)*, *Mars (our planet of action and drive)*, and *Venus (our goddess planet)*, where the collective possession has more of a metaphorical function.

The higher incidence of *they/their/them* in *Teen Vogue* in comparison with the other two sources is interesting for two reasons. First, *Teen Vogue* tends to discuss interpersonal topics more than the other two sources. It often mentions other people and mutual relationships and in this context these pronouns are in the plural form. However, with the rising popularity of the use of *they/them* as a singular gender-neutral referent (in contrast to ‘unisex’ reference of *he*, or lengthy *he or she*, which also does not include people who do not identify as men or women), and the language used among the target audience of *Teen Vogue*, singular form of *they/them* is becoming the default pronoun to address a person before gaining further information about their gender.

Astrology	Horoscope	Teen Vogue
your (369.000)	you (520.000)	you (702.000)
you (373.000)	your (368.000)	your (463.000)
it (41.000)	it (94.000)	it (118.000)
yourself (24.000)	what (43.000)	yourself (74.000)
our (22.000)	yourself (40.000)	their (73.000)
who (20.000)	<i>them (27.000)</i>	<i>them (73.000)</i>
what (17.000)	who (18.000)	they (57.000)
they (10.000)	they (11.000)	who (41.000)
-	-	what (29.000)

Table 7 Pronouns with incidence 10.000 and higher. In order to highlight the differences in the most frequently used pronouns in all three sources, pronouns appearing in only two of them are in italics, and pronouns used in only one of them are in bold.

5.1.5.1 Pronouns used to address the reader

In context of this study, the most important pronouns are the ones addressing the addressee of horoscopes. Since the addressee of the prediction is anonymous and can be anyone, regardless of age, gender, race, level of interest, amount of knowledge surrounding this field, etc., the author must find a way how to both address the addressee as inclusively as possible, but also to create the feeling that the prediction is addressed specifically to the addressee and to no one else, as well as create an illusion that there is a close relationship between the addresser and the addressee. For this reason, the most frequently used pronoun to address the reader is the singular form of *you*, both in the position of a subject (*you may choose to embrace solitude*) and of an object (*flirty style helps you keep things casual*). In comparison, the plural form of *you* is rare to find as it appears only in the context of interpersonal relationships – *This will help you to create a better dynamic in your relationship and strengthen the bond between you two.*

Since the horoscopes are usually kept gender-neutral (for the reasons mentioned above), the masculine and feminine marked personal pronouns *he* and *she* are not found in these texts with the exception of *Astrology*, where *he* and *she* are used to refer to the planets (*he – Jupiter, she – Venus*).

Another type of pronouns we can come across in these sources are interrogative pronouns *what* (so *what* are you gonna do with all the power?!) and *who*, that can also be used to specify the subject (*friends and supporters who believe in you*).

It is important to note, that the author of the horoscope always remains anonymous and hidden, so the first person singular pronoun *I* does not appear in any of the texts.

5.1.6 Deictic expressions

Deictic elements are elements of language which are contextually bound, i.e., they are dependent on context in which they are used (Saeed 2016, 190). Which means their reference is shifted based on the context in which they are used (Leech 2006, 32). Deictic elements are used in horoscopes to make the predictions feel up to date so the addressee of the texts can apply their contents to the situational context of their current life. Deixis can be realized through adverbs of place (*there/here*) or time (*now, then, tomorrow*), or by demonstratives (*this/these, that/those*).

In the source texts, we may observe that the most frequently used deictic elements (the following numbers demonstrate the number of occurrences of the words in each source) are demonstratives *this* (*Astrology – 225.000, Horoscope – 163.000, Teen Vogue – 111.000*) and *that* (*Astrology – 67.000, Horoscope – 134.000, Teen Vogue – 213.000*), adverb of time *now* (see Table 6) and adverb of place *there* (*Horoscope – 51.000, Teen Vogue – 45.000*).

In context of horoscopes, we can also see the use of person deixis, which is the system grammaticalizing the roles of participants by the use of pronouns (Saeed 2006, 194). Typically the first-person singular pronoun is used for the addresser, however that does not apply to horoscopes as the addresser remains invisible. Second person pronoun *you*, in either its singular or plural form, is used to address the addressee, which does apply to horoscopes (see 5.1.5). Third person pronoun is then used for the category of neither-

speaker-nor-addressee, in horoscope it is usually the plural form *they*, however often it is used as a singular gender-neutral *they*.

5.1.7 Extralinguistic reference

When communicating with the addressee of horoscopes, the author may expect their audience to have some sort of shared knowledge – be it common knowledge, knowledge of astrology, or even of pop-culture. Based on the target audience, the expected type and level of knowledge may vary, and it is up to the author to alter the types of extralinguistic references they make. Let us explore the use of following types of extralinguistic references: general, astrological, pop cultural.¹³

5.1.7.1 General

In this category we find the examples of common knowledge references. These are often concepts, which have gained figurative meaning over the time. An example could be *a five-star week for romance is upon you or prepare for a week that feels like you've hit the mega jackpot in Astrology, or a mysterious Venmo deposit from someone you don't even know and *whether you're a true believer or the "bah humbug" type* in Horoscope. Extralinguistic feature can also be a word or a phrase in another language used without translating it, such as Latin *Carpe diem!* or *vice versa* in *Teen Vogue*.*

Another example of common knowledge reference could be reference to some historical, or mythological figures, that we can see in *Astrology* – *you are the pure embodiment of an Adonis or Aphrodite this week*.

5.1.7.2 Astrological

Since online horoscopes are easy to access to any type of reader, it is difficult to expect the level of astrological knowledge they share. For this reason, all of our sources have dedicated pages on basic astrological terms and zodiac sign characterization, as well as they specify the time period of each zodiac sign in the actual prediction, usually right under the title. However, any further use of astrological terminology varies from source to source. *Teen Vogue* uses the least amount of it, which includes the sparse use of names of zodiac signs or the occasional mention of phrases like *planetary retrograde*. *Horoscope* uses the

¹³ Technically, abbreviations can be considered a blend of linguistic and extralinguistic features, however they are analysed in the next chapter (see 5.2.3), so for that reason they are not included there.

names of zodiac signs and few astrological terms such as *lunation* or *two-faced Twin*. This source also mentions the 12 houses of the zodiac.

Astrology is by far the most terminology heavy source out of these three and the expected astrological knowledge of the reader is the highest, which shows in the use of extralinguistic references such as the 12 houses of the zodiac, *new moon*, *a fellow Water sign*, *planetary ruler*, *Great Benefic* and more. These terms are left without further explanation, expecting the reader to understand not only the reference but also the effect and function of these referents.

5.1.7.3 Pop cultural

Pop culture includes aspects of entertainment, fashion, media, technology, trends and so on. These references can be more or less audience specific, the narrower the target audience, the more niche reference can be used. For this reason, they do not appear in any significant quantity in *Astrology*, however you may find references to widely known referents there, such as the movie *The Lion King* – *stand atop your metaphorical Pride Rock*, *Leo*. The content of *Horoscope* is to some extent focused on social media, so there is a prominent use of abbreviations and hashtags like *#Nomorefomo* and *#Pureroyalty*. Reference to classics can be found in this source as well, such as the one to *A Christmas Carol* – *you're not a complete Scooge*. Meanwhile *Teen Vogue* combines the use of abbreviation like *TLC*, *FWB*, and social media references like *before you peacock in iMessage*, and *this has the potential to become a series on TikTok*, and references to celebrities like *listen to the magical words of Taylor Swift in this moment: Shake it off*, or *Bey's (i.e., Beyonce) concert tickets finally dropped* as well as TV series and movies such as *before you end up stuck in the middle like every character from Emily in Paris, instead of running away from the good, the bad, and the ugly (...)*.

5.2 Figures of speech

In this chapter, I focus on the use of foregrounded features. There are many ways by which foregrounding can be realized, for the purpose of this study the following ones shall be analysed: idiomatic phrases, tropes (metaphor, personification, simile), and graphological features.

5.2.1 Idiomatic phrases

Idiomatic phrases create a prominent part of all three sources. The source with the most frequent use of idiomatic phrases is *Astrology*, however the number of idiomatic phrases in each source is high enough to consider them being a stable feature of horoscopes.

Examples found in *Astrology* include:

- *set up a memorable date with someone who lights your heart on fire,*
- *you will likely see the fruits of your labor,*
- *you'll be on top of the world,*
- *you're firing on all cylinders,*
- *you may be tying the knot,*
- and more.

Examples found in *Horoscope* include:

- *giving you the ability to put yourself in someone else's shoes,*
- *get the ball rolling,*
- *you should get all the views, likes, and comments you've been after. And then some.*
- *don't look a gift horse in the mouth,*
- *to get out of yet another jam,*
- and more.

Examples found in *Teen Vogue* include

- *not pigeonholing yourself is a requisite for your personal evolution,*
- *keep your feet on the ground and head out of the clouds to avoid problems,*
- *instead of crying over spilt milk,*
- *have the fire under your belly to make it happen,*
- *your friends will be more likely to come around and be joined at the hip with you
again*
- and more.

5.2.2 Tropes

The amount of tropes used in horoscopes varies from source to source. Overall, figurative language can always be found in this type of text, as the predictions are, just like poetry, metaphorical. Out of these three sources, the one with the most frequent use of figurative language and tropes is *Astrology*, especially in the use of personification and similes. *Horoscope* and *Teen Vogue* (which are more matter-of-fact types of texts), on the other hand, make use of metaphors.

5.2.2.1 Metaphor

Phrases with metaphorical meaning are found in all three sources, however, *Teen Vogue* seems to have the biggest number of metaphors used, compensating for the lack of other tropes. If we analyse the evaluative quality of these metaphors, we can see that *Astrology* tends to be exclusively positive, while *Horoscope* and *Teen Vogue* express both positive and negative situations.

Examples found in *Astrology* include:

- *aim high and know that bosses and VIPs will give you applause,*
- *you're set to be the top person on everyone's party list,*
- *your ideas are pure gold,*
- *you have the tools and skills to build your kingdom of gold,*
- *you're the star,*
- and more.

Examples found in *Horoscope* include:

- *just be ready for the loud, intrusive knock of the Leo full moon,*
- *this is a good time to set fluid budgets,*
- *which can lead to some distractions and flaky behavior,*
- *you can be a selfish sign, Leo,*
- *lashing out (...) is a big cosmic no-no right now,*
- and more.

Examples found in *Teen Vogue* include:

- *the roller coaster of emotions,*

- *think of it as a vacation from the emotional turbulence,*
- *don't be the class clown,*
- *a chance encounter with an old flame,*
- *activities that allow you to blossom,*
- and more.

5.2.2.2 Personification

Personification, possibly for the lack of actual participants in horoscopes, tends to be one of the most, if not the most, frequently used tropes. In *Astrology* the objects given human characteristics are usually the planets (*as Venus and Jupiter sing from the heavens, as Venus and Jupiter cozy up*), astrological agents (*this week's full moon sings hymns across the sky*) and overall abstract concepts (*achievement calling your name, luck is raining down upon you*). *Horoscope* uses personification in the same context but in lesser extent. Since astrological aspects appears sparsely in *Teen Vogue*, personification is realized through abstract concepts (*your pride and ego won't let it show, love can wait a few hours*), and in comparison with *Astrology*, is not used as frequently.

5.2.2.3 Simile

Unlike the use of idiomatic phrases or personification, the use of simile is less uniform across all three sources. Most examples of simile can be found in *Astrology*:

- *this week could make you feel like a guardian angel is guiding you,*
- *prepare for a week that feels like you've hit the mega jackpot,*
- *an exciting project that could be like a jewel in your crown,*
- *this week feels like you stepped into a fairytale romance,*
- *as the full moon resounds like a trumpet from the crown of your sky,*
- and more.

While similes used in *Astrology* are quite poetic, similes in *Horoscope* are more pragmatic, e.g., *your brain is like a sponge*. Overall, similes do not appear frequently in neither *Horoscope* nor *Teen Vogue*.

5.2.3 Graphological features

Since weekly horoscopes are relatively short texts, graphological foregrounding is an easy way to insert some variety into them and to highlight certain parts of the text. *Horoscope* and *Teen Vogue* use this way of foregrounding especially through their use of features typical for online communication, such as abbreviations and hashtags. *Astrology*, on the other hand, does not tend to use graphological foregrounding in any way.

In *Horoscope* we may find examples of graphological deviation realized through the use of italics (you might not feel like anyone *really* cares; *yada, yada, yada* – then do it all over again), the use of quotation marks (*embrace this “stick close to home” cosmic mentality; feel “normal” again*), the use of asterisk to censor vulgar expressions (*bullsh*t; your superpower is not giving a f*ck*) or using the first letter only to express the vulgar expression (*don’t F it up*). Another prominent graphological feature are abbreviations such as *DIY* (“do it yourself”) *project, any money that comes your way is MTB* (“meant to be”), *your BFF* (“best friend forever”), *feelings of FOMO* (“fear of missing out”), *plan some one-on-one time ASAP* (“as soon as possible”) and more. *Horoscope* is also concerned with social media themes, so the use of hashtags is often present as well - *#yessss, #Pureroyalty, #Nomorefomo*.

Teen Vogue tends to use less variety of graphological features. Amongst the regularly used ones are quotation marks both to express reported speech (*finally saying “no”*), and to mark irony (*make sure you’re not “accidentally” standing under the mistletoe*), and abbreviations used in texting such as *FOMO, BFF, S.O.* (“significant other”), *24/7, TBH* (“to be honest”), *TLC* (“tender loving care”), *FWB* (“friends with benefits”) and more.

5.3 Context and structure

The word count of weekly horoscopes selected for this analysis varies from 70 to 100 words, the average changing from source to source – predictions in *Teen Vogue* tend to be the longest and consistent in their length, *Astrology* and *Horoscope* less so.

5.3.1 Structure of horoscopes

Before I focus on the structure of the source texts, let us observe the structure of the page as a whole. Starting with *Teen Vogue*, weekly predictions for all 12 zodiac signs are,

together with an image of a woman representing each zodiac sign, published on a single page in the form of an article. The title being the corresponding week range and a motto, e.g., *Weekly Horoscope – January 1 – January 7, Change Will Come Soon*. The article is then prefaced by short introduction to the weekly astrological conditions and their general influence. At the end of the article there are links to related articles with more horoscopes, however they are not locked behind any paywall.

When accessing *Astrology* and *Horoscope*, you will be presented with a list of zodiac signs with their own individual graphics, and by clicking on one of them, you will be forwarded to a prediction for that zodiac sign in specific time period (daily, weekly, monthly, yearly). Both websites publish their predictions in a way that each zodiac sign, each time period, and each type (general, love focused, work focused) of horoscope has its own page. There are links to other predictions by which you can easily change the zodiac sign, time period or type of the horoscope. You are even able to look at the prediction for last day/week/month. At the end of each prediction, there is a link offering you some sort of service, such as creating a personalized horoscope, offering further information, doing a Tarot reading etc., which is locked behind a paywall.

However, both *Astrology* and *Horoscope* publish their weekly predictions in form of an article as well (which can be found under the name of the author). The article published on *Astrology* is structured as following: introduction, mantra for the week, zodiac sign ratings for the week and finally weekly horoscopes for individual zodiac signs. At the end of the article there is again an offer for personalized interpretation of your horoscope, locked behind a paywall, and a list of latest articles.

Articles published of *Horoscope* are opened by a longer introduction to the week presenting the astrological conditions for that period of time. Then the individual weekly predictions follow. At the end of each prediction there is a link to *Read your full *name of the zodiac sign* weekly horoscope*, which leads you to the individual page of the zodiac sign, which was mentioned above, where you can find longer and more detailed horoscope for your sign. At the end of the article there are links to more related articles. Unlike on *Astrology*, there is no offer for paid content found on this page.

The text of each prediction is structured into one paragraph. The texts are coherent, easy to read and understand. They are also cohesive. Since there is usually 1 to 2 topics

discussed in each prediction, the authors link the sentences together using both grammatical (e.g., ellipsis: *You're the star! Be one.*) and lexical (e.g., use of synonymy) cohesion.

5.3.2 Sentence types

Types of sentences are closely related to the function of horoscopes, which is to inform and to advise (as well as entertain). For this reason, the majority of sentences are demonstrative sentences and commanding sentences. Some of the advice are put in a form of a suggestion, using the modal auxiliary *should* or *can*. The use of exclamatory sentences is less frequent. *Horoscope* uses frequently interrogative sentences, which, regarding the nature of this communication, function as rhetorical questions.

5.4 Conclusion

Despite the fact that horoscopes do not belong to literary prose texts, the application of Leech's model (2007) can still help us to analyse the language used in these texts. The results show us that authorial style influences the final product significantly. From the choice of lexis to the modality, and consequently, the level of certainty on which the predictions are presented to the reader. It also shows us that the decisions made by the author are dependent on the expected target audience.

Despite all these differences, the Leech model also helped to determine commonly shared features, such as the use of singular *you* or gender-neutral singular *they* pronouns, preference of individual nouns rather than collective nouns, use of evaluative language over descriptive language, the use of causative verbs, or the use of deictic expressions. Interesting was also the amount of figurative language found in horoscopes.

The adapted model after Leech does not allow an in-depth analysis of every single style choice occurring in these texts. Such analysis could serve as an interesting subject for further studies.

6 Genre Analysis

Based on the research presented in the two previous chapters, I was able to determine a number of elements with similar function. These elements realize moves of this genre. To answer the research question, it is necessary to analyse the rhetorical organization of these moves, their occurrence in chosen texts, to specify whether they are obligatory or not, and to see if there is any fixed structure present.

6.1 Moves found in weekly horoscopes

Genres are inherently dynamic – i. e., they are constantly changing and evolving. This is even more prominent in online genres, which tend to follow trends with shorter delay than genres outside of this sphere. Horoscopes, as a genre, are fluid. The tools used to realize their function are changing with time. I discussed the function of horoscopes in the previous two chapters, now I analyse the moves which are used to realize it. Given to the limited length of the analysed weekly horoscopes, I found only five regularly occurring moves in these texts. The moves are:

MOVE 1: Establishing the general field

MOVE 2: Simulation of close relationship

MOVE 3: Applicability to the situational context

MOVE 4: Positive assessment of the reader

MOVE 5: Advisement

Before I comment on these moves further, two facts need to be taken in consideration. First, not all of the moves appear frequently enough to be considered obligatory. Second, some of the moves may be blending together – especially Move 1 and Move 3, which are often overlapping within one sentence, and sometimes the only difference between these two moves is their position in the sentence (more on that in 6.2).

6.1.1 MOVE 1: Establishing the general field

Given to the length of weekly horoscopes, usually only one general field of topic is covered in prediction for each sign. In general, the topic is introduced within the first sentence of the prediction – either by using a key word to clearly distinguish it (mostly found in *Astrology*), or by a whole sentence with more vague introduction into the topic of discussion (often a declarative sentence expressing some vague universal knowledge or stating astrological conditions for the week). Another tool used to fulfil the function of Move 1 is the mentioning of astrological houses, which are connected to specific fields (frequently used in *Astrology*, also found in *Horoscope*). In some cases the astrological houses are labelled only by their number and are not further specified by the field they cover – in such case the addressee is expected to have the knowledge to analyse the meaning behind the astrological terminology.

*A major win around **wealth and prosperity** could materialize this week, Virgo. As Venus and Jupiter unite in your **solar eighth house of big money matters**, you could **quite literally hit the jackpot**. This would be an auspicious period to expand your **investment** and asset portfolio or re-negotiation your **bonuses** or **benefits packages**. These would bring lucky **financial breakthroughs** to a great degree. Think for the long term and turn your attention to creating **wealth**.* (Astrology, Virgo, Feb 26)

Sometimes this move is less prominent (especially in *Teen Vogue*), and it is included in Move 3. In such situations, the author does not define the field by using specific key words or even by opening the prediction with a general introduction into the topic, but the field is understood by reading the whole contents of the prediction (i. e. lexis used in the field).

*Underneath your tough exterior lies a **sensitive soul**. When people **poke at you in jest**, it doesn't feel so great. Although your pride and ego won't let it show, **you're hurting underneath**. This week, you may be **feeling somewhat blue** when a friend makes a harsh comment (or a few) in front of your crew and family, causing you not only to roar your heart out at the moment, but to speak your mind. Do yourself a favor and listen*

to the magical words of Taylor Swift in this moment: Shake it off. (Teen Vogue, Leo, Feb 26)

6.1.2 MOVE 2: Simulation of close relationship

As I previously established, relationship among the participants, despite them not knowing each other personally, is simulated to be close. Authors strive to make their predictions appear personalized to the addressee as an individual, rather than to a broad audience, by using singular *you* to address them. In *Astrology* and *Horoscope* the addressee is also being addressed by their zodiac sign. *Horoscopes* and *Teen Vogue* also use conversation tools such as rhetorical questions and rhetorical answers to create the illusion of a real dialogue between the participants. Another way to realize this move is the use of declarative sentences commenting on characteristic features, habits, or behavioural quirks of the addressee in combination with verb *to know*, such as: “*More often than not, you take a joke too far because you **don’t know** when to stop,*” which, once again, create the illusion that the author knows their addressee personally.

*Yes, Aries, we all know how important it is for **you** to be #1 and win at all **you** do. However, **you’re** learning that always taking home first prize isn’t what life is about. Sometimes **you** fail and other times **you** just get by. No one is perfect and that is ok. The moment **you** stop putting an immense amount of pressure on **yourself** to succeed is when **you’ll** begin to fully embrace life. The stress and anxiety **you** are adding to **yourself** isn’t worth it — mostly because it’s having an adverse affect on **your** emotional well-being. Lighten up!* (Teen Vogue, Aries, Dec 11)

Based on the target audience, some horoscopes are less formal than others. We may find examples of informal language especially in *Horoscopes* and *Teen Vogue*, e. g., the use of abbreviations commonly used in texting or the use of vulgar expressions. The informal sphere of language is typically used among people with close relationship, which is why I consider this another tool that can realize Move 2.

You** don’t ever shy away from expressing **yourself**, but there’s something about the feeling **you** get when Mercury plants itself in **your** powerful first house late this week that makes **you** feel invincible. And **your** superpower is **not giving a f*uck** what anyone else thinks! **Are you

*acting a little weird? Are you going to get more stares than usual?
Probably. But, Aquarius, there is something so freeing about just not
caring.* (Horoscope, Aquarius, Feb 6)

Move 2 is not concentrated into one sentence, or even one part of the prediction. Tools by which it is realized appear throughout the whole text, sometimes more prominently than other times, often depending on the target audience of the prediction. However, it is always present to some extent as it is possibly the most important one out of the moves listed. Creating an intimate atmosphere and prediction that seems to be personalised to the addressee is a key aspect of horoscopes. For this reason this move cannot be omitted.

6.1.3 MOVE 3: Applicability to the situational context

As I mentioned in Chapter 1.1, the key to creating a prediction which will be to some extent truthful and believable is the use of vague language and describing situations which are relevant to a large number of people. The author is relying on situational context of each addressee, to which the prediction can be applied to. Some predictions are more specific than others, however in such case the author is taking the risk of their prediction not being applicable to some addressees. They may then find the horoscopes less trustworthy.

This move is realized by modal verbs of possibility (*may, can, will*) together with introducing a possible situation which may apply to the addressee. Another tool used are if-clauses, which narrow the scope of target addressees to a smaller group that may relate to the situation presented.

*Reach out your hand this week, Capricorn. You **could** find that the perfect partner takes it and pulls you ever closer. This week's full moon sings hymns across the sky from you in your partnership sector. **Depending on** where you and your significant other stand, you **may** be making long-term promises, discussing moving in or engagement, or even tying the knot. **Singles can** use this majestic might to their benefit by looking for someone with staying power.* (Astrology, Capricorn, Jan 1)

Move 3 is closely related to Move 1. Sometimes they may even be overlapping. The more specified Move 1 is the more specific examples used in Move 3 can be expected. In *Astrology*, the author often lists a number of possible situations to give their addressee more concrete concepts to relate to. They often use downtoners and other words connected to expressing uncertainty, e.g., *maybe*, *probably*, as well as preposition *like* to give examples. In other sources, including *Horoscope*, the general idea is expressed loosely and in respect to that the situations in Move 3 are described rather vaguely. In this case the situational context is even more significant as the prediction has no actual meaning standing on its own.

Control issues plague you during the week (when don't they, though, right, Scorpio?!), but then you get to let loose over the weekend thanks to the playful Leo full moon that appears in your responsibilities zone. Expect to get positive attention — maybe a surprise party — for a recent accomplishment like finishing your MBA or career-related success like a raise or promotion. Take a bow even if you aren't comfortable being in the spotlight. (Horoscope, Scorpio, Jan 30)

6.1.4 MOVE 4: Positive assessment of the reader

Horoscopes are, in majority, focused on positive mindset. Even when the predictions warn the addressee about issues coming up, they try to offer solutions and re-direct the addressee's attention to the positives. In some cases the horoscope offers a positive evaluation of the reader, highlighting their positive values, or even celebrating them regardless of any knowledge of the actual person.

You're the star! Be one! (Astrology, Cancer, Jan 1)

Research conducted by the academics of Lund University (2020) explored the link between astrology and narcissism. The main result proved that the more narcissistic a person is, the more they are prone to believe in astrology. This is not all that surprising, due to the positive focus and the self-focused nature of horoscopes, which appeals to people with narcissistic tendencies. (Andersson; Persson; Kajonius, 2022)

The relationship that you have with yourself is the most important one. Although others may want to usurp your power, you shouldn't allow

*their words to get the best of you. When people try to boss you around or make you feel less than amazing this week, it's essential to note **that you're fabulous and their insecurities are being projected onto you.** Don't let their words tear you down. You can and will rise above the negativity **by focusing on your greatness. Your unique and genuine gifts will prove your awesomeness to the haters.*** (Teen Vogue, Gemini, Feb 5)

This move is realized by declarative sentences addressed to the addressee directly, expressing a compliment or positive evaluation, or by reassuring the addressee that they are entitled some things (e.g., kindness of others), sometimes even putting the addressee in the position of victim of unfortunate circumstances and clearing them of any responsibility. In the analysed sources this move does not appear as frequently as others do, however, it still plays a significant role in astrology and for that reason is included in this study.

6.1.5 MOVE 5: Advisement

General function of horoscopes is to inform and advice the addressee on all kinds of issues. Advice creates a fundamental part of predictions. Usually it is realized through commanding or declarative sentences, either directly telling the addressee what to do, or by suggesting what actions would be useful for them to take. Advisement is also realized through modal verbs of advice (*should*), or sometimes by modal verbs of obligation (*must*). In this move the astrological conditions are often used as a supporting base for the advisement.

Beware what you say, write, and post this week, Scorpio. Mental Mercury is causing chaos in your communications sector. This could confuse your intellect so you aren't registering what others are saying accurately or instead make others look at you like you're somewhere off in left field. This is a good time to revise your path and reconsider better ways of articulating your plans and thoughts, so use it for this instead.
(Astrology, Scorpio, Jan 8)

Move 5 appears either right at the beginning of the text, or in the second half and at the end of it. Especially commanding sentences are used to open or close the prediction, giving the addressee a clear direction.

*It's all fun and games until someone gets hurt. And, that person could very well be you. **Instead of hiding your feelings from your boo, openly discuss your feelings.** Withholding emotions won't make you closer, it will only create more distance between you. Flirting with your ex to get your current partner's attention will backfire, too, because they'll be onto what you're doing. **The greatest advice is to be yourself and cut out the manipulative tactics.** Your significant other/crush likes you for the person you are on the inside and these schemes will only confuse their emotions. (Teen Vogue, Cancer, Dec 25)*

Vagueness, as I discussed, plays an important role in horoscopes. This applies to Move 5 as well. Some predictions offer a very specific advice, some keep their suggestions vague. In some cases the advice is not presented directly but it overlaps with Move 3, in such case the addressee views it more as a takeaway message.

6.2 Organization of the moves

Now that I established the five moves occurring in weekly horoscopes, it is time to analyse their organization in text. In this chapter I focus on the structure of horoscopes with respect to the moves, as well as their frequency of occurrence.

6.2.1 Structure of the moves

Unlike the genre of introductions of research articles analysed originally by Swales (1981), the structure of moves in horoscopes is not strictly fixed. As this study showed, horoscopes are heavily introduced by the community of participants – specifically the authors and their style, and the interests of their target audiences. Online horoscopes are also part of the online space, which means they evolve at great speed – e. g. follow certain trends. All of this has influence on structure of horoscopes, resulting in dynamic organization of the moves.

However, after analysing the organization of moves more closely, a general structure was revealed. In majority of the source texts, the prediction was opened by either Move 1 or Move 5. Move 3 is then following. The predictions were mostly concluded by Move 5, leaving the advice for the end, so the addressee has to read through the whole text until the

end to get the advice. The advice is then presented as the most important information for the addressee to take away.

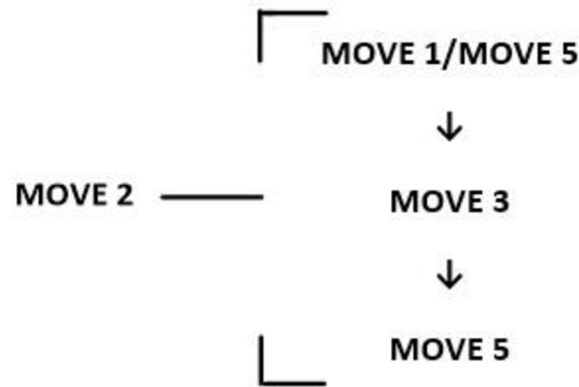


Figure 6 Most common organization of the moves found in weekly horoscopes

Move 2 is not, as I established, represented in condensed way. Instead, the tools realizing its function can be found throughout the whole prediction. In case of *Astrology*, Move 2 is realized consistently within the first sentence, by addressing the addressee using the name of the zodiac sign. However, this does not apply to the other two sources.

Move 4 is found rarely. Its position in the structure is not fixed by any general standards. Sometimes we can find it at the end, however it is not a rule.

6.2.2 Frequency of the moves

Analysis of frequency of each respective move can be complicated by the occasional overlap of Move 1, Move 3, and Move 5. In some cases, two or more moves can occur within one sentence. This means one tool can realize the function of three moves, e.g., in the following example of the first sentence of prediction, Move 1 is realized through the use of keyword *romance*, Move 3 is realized by vagueness of the situation (*step out of your comfort zone*), and Move 5 is realized through a takeaway message (*if I decide to take action, romance could blossom = take action*). This fact needs to be considered when analysing the frequency of these moves.

Romance could blossom when you step out of your comfort zone, Taurus.

(Astrology, Taurus, Dec 25)

Based on the research, Move 1, Move 2, Move 3, and Move 5 are due to their frequent appearance considered obligatory for this genre. In every weekly horoscope, we are presented at least one topic of interest, one situation, which can be modified by applying it to the reader's social context, either a suggestion, advice or a takeaway message, and horoscopes are inherently presented from the simulated position of a close person.

Move 4, positive assessment of the reader, is not found as frequently as the other four moves, and inclusion of this move depends purely on the choice of the author, rather than it being required by the genre. For this reason, Move 4 is considered being an optional move.

Conclusion

Despite horoscopes being considered a part of pseudo-science, their popularity among the general public is rising and together with that is growing the number of academic papers and studies dealing with this subject. As we learned in this study, online horoscopes have retreated from their original form quite significantly. Their function is no longer unitary – horoscopes appear in the sphere of online discourse for a variety of reasons. They help businesses to make money. They give people a sense of control over their lives. They spark curiosity in many. Whether you decide to believe in their prophecy or not, you may find yourself being drawn to them. We learned the reasons behind this appeal too. The Barnum Effect is an interesting phenomena that allows us to understand why horoscopes are prone to be applicable to a broad range of people that in their core share only the zodiac Sun sign. The psychological manipulation behind horoscopes sparked a number of studies, in this research project it laid the foundation for a stylistic and linguistic research of language used in online weekly horoscopes.

The research showed a number of things. First, online weekly horoscopes are texts of similar range – both in length and in number of topics discussed. These texts are also influenced by the expected target audience. They are suited to the interests of their consumers. The expected target audience has also influence on the language chosen in these texts, as we saw in examples of generation specific slang, use of neutral/informal language or extralinguistic references. Lastly, all of the analysed sources aspire to create an impression of close relationship between the author and the addressee, as well as a unique and individual message to the addressee as an individual, not a part of a large group of people.

The analysis of authorial style proved that horoscopes allow space for expression of authors' styles. Horoscopes are not unlike prose texts in this matter. Each author has their own unique style, and this allows addressees to find the style of horoscopes they will resonate with. We saw that after the influence of expected target audience, authorial style is the second most important aspect in creating differences between the analysed sources. Mostly this difference is realized through various choice of words, in some cases it affects the types of sentences used as well as level of certainty at which the predictions are presented.

Horoscopes are texts with shared rhetorical functions. These texts are made out of a set of specific parts which together create the whole. However, as I mentioned already, their shared units are not set in any fixed organization. Their construction is not stable. Unlike the moves found in introductions to research articles or in promotional leaflets, moves occurring in horoscopes are not always clearly distinguishable and in some cases may be overlapping.

This applies to online weekly horoscopes. It may be interesting to conduct this study with respect to yearly horoscopes, which are longer and cover more topics. In such texts, we may expect to find more prominent structure. Potential for another interesting research also lays in an in-depth stylistic analysis of horoscopes. In this thesis we learned that horoscopes are as texts surprisingly creative, and language used in them can be rather imaginative. Exploring the authorial style more closely may give us even better understanding of these texts.

Finally, after I analysed the register and linguistic choices influenced by individual authors that were used in these online weekly horoscopes, I found among the differences a number of shared values. To determine whether these values are assigned by the genre, I explored their function in texts and conducted the MOVE structure analysis. This leads me to the research question which marked out the focus of this thesis. Can we consider online weekly horoscopes to be an independent genre? Based on the results of my analysis of texts published in *Astrology*, *Horoscope* and *Teen Vogue*, the answer is – no, not exactly. I would argue that online weekly horoscopes may be considered a semi-genre. It is a kind of discourse used by a specific genre community, however there are many addressees of online horoscopes which are not necessarily part of it. They just happened to come across these texts on the internet. They do not share the knowledge of the community members; they may not even share their interests. This number of addressees is not negligible either. Another argument relates to the organization of online horoscopes, which is, as we established, not fixed. However, the parts creating the texts are shared across all the source texts – regardless of the type of source, their author, or their target audiences. For this reason online horoscopes cannot be excluded from the genre discussion completely just yet, and they would need further analysing.

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Resumé

Bakalářská práce se zabývá stylistickou analýzou týdenních horoskopů publikovaných online. Pro průzkum bylo vybráno 432 zdrojových textů. Tyto texty byly shromážděny za období 12 týdnů, a to v rozmezí od 11. prosince 2022 do 26. února 2023, ze tří webových stránek – *Astrology*, *Horoscope* a *Teen Vogue*. Práce je kombinací kvalitativního a kvantitativního průzkumu, nicméně kvalitativní průzkum tvoří většinu této práce. Korpusy, které vznikly z jednotlivých zdrojů, byly použity pouze jako pomůcka pro rychlejší a přesnější analýzu frekvence výskytů jednotlivých příkladů slovních druhů. Výsledky korpusové analýzy také posloužily jako podklady pro jednotlivé analýzy. Zdrojové texty byly analyzovány s ohledem na registr, autorský styl a žánr. Pro analýzu registru byl využit model *Situational characteristics* Bibera a Conradové (2009). Tento model je běžně používán pro kvantitativní korpusovou analýzu, v této práci byl však využit pouze jako kostra pro analýzu kvalitativní, tj. jednotlivé kategorie uvedené v tomto modelu posloužily jako kostra pro komentář poznatků ohledně analyzovaných textů. Vzhledem k tomu, že každý se zdrojů má vlastního autora, bylo nutné zohlednit také jejich vliv na výsledný text. Pro analýzu autorského stylu byl využit model Geoffreyho Leech (2007). Tento model byl vytvořen pro analýzu autorského stylu v umělecké próze, pro potřeby tohoto průzkumu jej tedy bylo nutné upravit. Především v této části byly využity korpusy, díky kterým bylo možné číselně vyjádřit rozdíly mezi vybranými autory, projevující se ve volbách daných slov, např. konkrétních podstatných jmen, přídavných jmen nebo sloves. Pomocí těchto dvou analýz byly určeny prvky, které jednotlivé zdroje horoskopů sdílí bez ohledu na odlišnosti vycházející z autorského stylu nebo předpokládaného adresáta textu. Ty byly následně analyzovány s ohledem na žánr. Žánrová analýza se skládá ze dvou částí – nejprve bylo třeba specifikovat dříve neurčený žánr. K tomu byl využit Bhatnův (2013) model pro analýzu neznámých žánrů (*7 Steps Model for Analysing Unfamiliar Genres*). V druhé části byly určeny rétorické prvky, které se v týdenních horoskopech publikovaných online vyskytují, a předmětem dalšího průzkumu se stala jejich organizace v textu za využití *MOVE structure* analýzy, která originálně vychází ze Swales (1981). Cílem práce bylo zjistit, zda mohou být týdenní horoskopy publikované v online prostředí považovány za nezávislý a úplný žánr. Průzkum ukázal, že vybrané texty se liší především ve volbě jednotlivých slovních obrátů a úrovni formálnosti komunikace. Ukázalo se, že zásadní roli ve volbě těchto prvků hrají předpokládání adresáti horoskopů – jejich věk, způsob vyjadřování i témata, u nichž autor očekává, že upoutají

jejich pozornost. Všechny z analyzovaných textů se naopak shodovaly v používání oslovení v jednotném čísle *you*, používání genderově neutrálního jazyka a snaze o navození dojmu důvěrného vztahu mezi autorem a adresátem textů. Primární funkce horoskopů je adresáta informovat, pobavit, motivovat a poskytnout mu radu. V rámci průzkumu bylo určeno pět rétorických prvků, které hrají zásadní roli v textech tohoto žánru: *určení probíraného tématu, navození dojmu důvěrného vztahu, vztahení informací na situační kontext adresáta, pozitivní hodnocení adresáta a poskytnutí rady*. Až na *pozitivní hodnocení adresáta* tvoří tyto rétorické prvky většinu týdenních horoskopů publikovaných online. Vzhledem k tomu, že však organizace těchto prvků v textu není stabilní, nelze týdenní horoskopy označit za nezávislý a úplný žánr. Týdenní horoskopy by však mohly být považovány za sub-žánr.

Appendix

1 Results from the corpora

1.1 Nouns with incidence 10.000 and higher

	ASTROLOGY	HOROSCOPE	TEEN VOGUE
1	week (113.000)	week (162.000)	time (72.000)
2	<i>house (93.000)</i>	time (71.000)	week (65.000)
3	moon (58.000)	<i>people (47.000)</i>	life (56.000)
4	time (51.000)	<i>thing (44.000)</i>	way (49.000)
5	way (37.000)	way (38.000)	friend (41.000)
6	life (35.000)	<i>house (38.000)</i>	<i>people (39.000)</i>
7	Jupiter (35.000)	energy (37.000)	<i>relationship (33.000)</i>
8	Venus (32.000)	sign (33.000)	situation (31.000)
9	energy (27.000)	weekend (24.000)	<i>moment (28.000)</i>
10	year (22.000)	<i>universe (24.000)</i>	<i>thing (26.000)</i>
11	<i>matter (21.000)</i>	<i>something (24.000)</i>	energy (25.000)
12	<i>heart (21.000)</i>	year (24.000)	mind (22.000)
13	planet (19.000)	<i>Leo (23.000)</i>	<i>person (21.000)</i>
14	sector (19.000)	life (22.000)	feeling (20.000)
15	someone (18.000)	<i>everyone (18.000)</i>	drama (20.000)
16	opportunity (18.000)	mind (17.000)	<i>heart (19.000)</i>
17	sky (16.000)	Gemini (16.000)	issue (18.000)
18	job (16.000)	family (15.000)	year (17.000)
19	mind (16.000)	<i>emotion (14.000)</i>	<i>world (16.000)</i>
20	<i>relationship (16.000)</i>	<i>Mars (14.000)</i>	<i>emotion (16.000)</i>
21	family (15.000)	everything (14.000)	<i>matter (16.000)</i>
22	passion (14.000)	attention (13.000)	problem (16.000)
23	project (14.000)	<i>world (13.000)</i>	<i>love (15.000)</i>
24	romance (13.000)	someone (13.000)	someone (15.000)
25	side (13.000)	part (13.000)	<i>everyone (15.000)</i>
26	Mercury (13.000)	<i>Cancer (12.000)</i>	truth (15.000)
27	<i>love (12.000)</i>	zone (12.000)	school (14.000)
28	Libra (12.000)	work (12.000)	place (13.000)
29	<i>Cancer (12.000)</i>	<i>Virgo (12.000)</i>	family (11.000)
30	home (12.000)	Aquarius (12.000)	<i>something (11.000)</i>
31	Capricorn (12.000)	friend (12.000)	pal (11.000)
32	<i>Virgo (12.000)</i>	idea (11.000)	word (11.000)
33	expansion (12.000)	success (11.000)	reason (10.000)
34	<i>Leo (12.000)</i>	Aries (10.000)	text (10.000)

35	luck (11.000)	thought (10.000)	boo (10.000)
36	pace (11.000)	<i>person (10.000)</i>	step (10.000)
37	ruler (11.000)	day (10.000)	head (10.000)
38	plan (11.000)	-	chance (10.000)
39	wealth (11.000)	-	action (10.000)
40	<i>Mars (11.000)</i>	-	group (10.000)
41	Scorpio (10.000)	-	-
42	<i>universe (10.000)</i>	-	-
43	goddess (10.000)	-	-
44	spirit (10.000)	-	-
45	<i>moment (10.000)</i>	-	-
46	month (10.000)	-	-
47	health (10.000)	-	-
48	friend (10.000)	-	-
49	period (10.000)	-	-
50	zodiac (10.000)	-	-
51	path (10.000)	-	-
52	star (10.000)	-	-

1.2 Adjectives with incidence 10.000 and higher

	ASTROLOGY	HOROSCOPE	TEEN VOGUE
1	solar (95.000)	good (55.000)	good (44.000)
2	new (69.000)	<i>other (27.000)</i>	more (25.000)
3	<i>full (25.000)</i>	more (22.000)	<i>important (24.000)</i>
4	week's (19.000)	most (22.000)	new (23.000)
5	ready (17.000)	big (22.000)	hard (19.000)
6	sweet (17.000)	new (22.000)	<i>other (18.000)</i>
7	mental (16.000)	<i>own (19.000)</i>	<i>first (18.000)</i>
8	great (15.000)	social (17.000)	<i>able (15.000)</i>
9	good (15.000)	ready (17.000)	bad (14.000)
10	<i>planetary (14.000)</i>	<i>able (17.000)</i>	emotional (12.000)
11	professional (14.000)	<i>full (15.000)</i>	<i>own (12.000)</i>
12	<i>important (14.000)</i>	little (14.000)	ready (12.000)
13	more (13.000)	<i>planetary (13.000)</i>	past (11.000)
14	mighty (12.000)	usual (13.000)	great (10.000)
15	likely (11.000)	lunar (10.000)	open (10.000)
16	major (11.000)	great (10.000)	easy (10.000)
17	sure (11.000)	<i>first (10.000)</i>	true (10.000)
18	long-term (10.000)	next (10.000)	-
19	high (10.000)	wrong (10.000)	-
20	-	happy (10.000)	-
21	-	possible (10.000)	-

1.3 Adverbs with incidence 10.000 and higher

	ASTROLOGY	HOROSCOPE	TEEN VOGUE
1	up (53.000)	when (54.000)	out (70.000)
2	now (50.000)	out (51.000)	not (68.000)
3	even (25.000)	up (49.000)	when (49.000)
4	out (23.000)	not (37.000)	up (38.000)
5	<i>also (23.000)</i>	even (36.000)	just (31.000)
6	<i>around (22.000)</i>	so (33.000)	<i>how (28.000)</i>
7	so (20.000)	now (28.000)	now (28.000)
8	more (16.000)	<i>really (27.000)</i>	even (28.000)
9	not (15.000)	<i>early (23.000)</i>	more (27.000)
10	<i>most (14.000)</i>	just (22.000)	so (27.000)
11	just (12.000)	more (21.000)	<i>back (25.000)</i>
12	when (12.000)	<i>about (20.000)</i>	<i>why (21.000)</i>
13	<i>again (11.000)</i>	<i>as (19.000)</i>	<i>then (21.000)</i>
14	<i>how (10.000)</i>	<i>still (18.000)</i>	<i>too (20.000)</i>
15	however (10.000)	<i>especially (15.000)</i>	<i>only (19.000)</i>
16	<i>ahead (10.000)</i>	<i>always (15.000)</i>	<i>as (18.000)</i>
17	<i>down (10.000)</i>	<i>most (15.000)</i>	<i>always (18.000)</i>
18	-	<i>probably (14.000)</i>	<i>well (17.000)</i>
19	-	<i>well (14.000)</i>	<i>off (16.000)</i>
20	-	<i>off (13.000)</i>	<i>instead (16.000)</i>
21	-	<i>too (11.000)</i>	<i>away (15.000)</i>
22	-	<i>very (11.000)</i>	however (14.000)
23	-	<i>there (11.000)</i>	<i>down (14.000)</i>
24	-	<i>else (11.000)</i>	<i>never (11.000)</i>
25	-	<i>sometimes (11.000)</i>	<i>right (11.000)</i>
26	-	<i>much (11.000)</i>	<i>there (10.000)</i>
27	-	<i>why (10.000)</i>	<i>also (10.000)</i>
28	-	however (10.000)	-

1.4 Verbs with incidence 10.000 and higher

	ASTROLOGY	HOROSCOPE	TEEN VOGUE
1	be (321.000)	be (323.000)	be (594.000)
2	could (89.000)	have (106.000)	have (143.000)
3	will (86.000)	get (84.000)	will (111.000)
4	<i>may (82.000)</i>	can (74.000)	make (84.000)
5	have (59.000)	go (57.000)	take (79.000)
6	feel (39.000)	do (55.000)	don't (68.000)
7	find (34.000)	don't (43.000)	do (62.000)
8	can (30.000)	make (42.000)	can (61.000)
9	make (23.000)	take (40.000)	<i>may (59.000)</i>

10	use (21.000)	feel (38.000)	get (57.000)
11	<i>bring (20.000)</i>	might (30.000)	<i>want (51.000)</i>
12	know (20.000)	come (30.000)	feel (50.000)
13	come (19.000)	will (30.000)	come (43.000)
14	get (19.000)	help (26.000)	give (39.000)
15	see (19.000)	<i>try (24.000)</i>	go (39.000)
16	<i>like (19.000)</i>	let (23.000)	find (38.000)
17	give (17.000)	<i>work (22.000)</i>	know (34.000)
18	go (17.000)	<i>keep (22.000)</i>	<i>try (33.000)</i>
19	<i>move (16.000)</i>	<i>aren't (20.000)</i>	let (32.000)
20	<i>would (16.000)</i>	<i>need (19.000)</i>	<i>should (31.000)</i>
21	don't (16.000)	<i>want (19.000)</i>	help (28.000)
22	take (15.000)	<i>won't (19.000)</i>	<i>keep (24.000)</i>
23	let (14.000)	know (17.000)	put (22.000)
24	help (14.000)	<i>isn't (17.000)</i>	start (19.000)
25	set (13.000)	<i>look (16.000)</i>	could (17.000)
26	connect (13.000)	see (16.000)	<i>think (16.000)</i>
27	put (12.000)	mean (16.000)	<i>need (16.000)</i>
28	arrive (12.000)	can't (16.000)	see (16.000)
29	do (11.000)	find (15.000)	create (15.000)
30	build (11.000)	<i>love (13.000)</i>	<i>aren't (15.000)</i>
31	<i>look (11.000)</i>	give (13.000)	<i>won't (15.000)</i>
32	align (11.000)	could (13.000)	use (15.000)
33	meet (10.000)	put (12.000)	doesn't (15.000)
34	assess (10.000)	<i>think (12.0000)</i>	prove (14.000)
35	-	<i>would (12.000)</i>	understand (14.000)
36	-	<i>like (12.000)</i>	<i>love (13.000)</i>
37	-	stay (11.000)	<i>isn't (13.000)</i>
38	-	use (11.000)	remember (13.000)
39	-	<i>say (11.000)</i>	become (13.000)
40	-	<i>start (10.000)</i>	<i>move (13.000)</i>
41	-	<i>show (10.000)</i>	<i>bring (12.000)</i>
42	-	<i>should (10.000)</i>	embrace (12.000)
43	-	leave (10.000)	lead (12.000)
44	-	-	focus (12.000)
45	-	-	tell (12.000)
46	-	-	<i>show (11.000)</i>
47	-	-	happen (11.000)
48	-	-	play (10.000)
49	-	-	<i>work (10.000)</i>
50	-	-	listen (10.000)
51	-	-	hurt (10.000)

52	-	-	allow (10.000)
53	-	-	decide (10.000)
54	-	-	talk (10.000)
55	-	-	say (10.000)

2 Example of MOVE structure analysis

Astrology, Aquarius, Jan 1

MOVE 1

MOVE 2

MOVE 3

MOVE 2

MOVE 5

Productivity and efficiency will be on *your* mind this week, *Aquarius*, as *you* juggle a million little tasks, routines, and responsibilities. As the full moon rises, *you*'ll likely be running at full speed! This is a fantastic period to assess your work and life balance, as well as how you can streamline your priorities and calendar. If you're feeling a bit burnt out, it's time to have a check-up with your doctor.

Horoscope, Gemini, Feb 27

MOVE 1

MOVE 2

MOVE 3

MOVE 4

MOVE 5

You really vibe well with this week's easy, breezy conversational flow, *Gemini*. The ability to put your naturally free-spirited thoughts and ideas into words has a casualness and confidence to it now that lets you really be heard. Your voice is one of the most attractive things about you, especially when you're saying things that other people really want to hear. Strategic flirting over the weekend gets you exactly what you want!

Teen Vogue, Gemini, Dec 11

MOVE 1

All that glitters may not be gold when it comes to your friendships.

MOVE 3

There are a lot of people pretending to be your BFFs but aren't in reality.

They are using you for their own personal purposes to rise on the popularity ladder at school.

Discovering this betrayal will come as a shock and will be hard —

therefore, you should surround yourself with family members and

longtime pals who you know have your back for good. Their

MOVE 5

unconditional love, generous support, and loyalty is going to help

you heal and make you feel stronger than ever throughout the week.

3 Analysed texts

3.1 Astrology

WEEKLY HOROSCOPE FOR FEBRUARY 26

ARIES

You are the pure embodiment of an Adonis or Aphrodite this week, Aries. You will feel like you are a mainstream celebrity everywhere you go! Embrace your rock star magnetism and treat yourself to pure and total pleasure. This would be a phenomenal week for a photo shoot or to pamper yourself with a shopping spree or facial. Whether single or attached, set up a memorable date with someone who lights your heart on fire.

TAURUS

This week could make you feel like a guardian angel is guiding you and your romantic life, Taurus. As your planetary ruler — Venus — and Jupiter unite in your solar twelfth house, you may meet a soulmate connection from a past life or simply your past who is ready to re-enter your life. Previous good karma you've amassed around romance and relationships could also “pay off” and reward you now.

GEMINI

Prepare for a week that feels like you've hit the mega jackpot, Gemini. As Venus and Jupiter sing from the heavens of your solar eleventh house, you will likely find a major achievement manifest that fills you with total euphoria. A major lifelong hope, dream, or aspiration may now be at hand, manifesting before your very eyes. Simultaneously, you may feel lifted up by friends and supporters who believe in you.

CANCER

A pinnacle victory in your professional life could arrive this week, Cancer. This is due to the union of Venus and Jupiter in the heights of your solar tenth house of achievement. A major award, promotion, public recognition, or favorable press could arrive, bringing applause for your skills and efforts like resounding thunder. You have worked hard to get here and will likely see the fruits of your labor.

LEO

Don't stay home or in your comfort zone this week, Leo. With Venus and Jupiter spinning in a lover's dance in your solar ninth house of expansion, this would be a glorious moment to set off on a long-distance vacation or journey or to plan one for the year ahead. Book your hotel and flights and research where you'd like to explore. This could end up being one of your favorite memories.

VIRGO

A major win around wealth and prosperity could materialize this week, Virgo. As Venus and Jupiter unite in your solar eighth house of big money matters, you could quite literally hit the jackpot. This would be an auspicious period to expand your investment and asset portfolio or re-negotiation your bonuses or benefits packages. These would bring lucky financial breakthroughs to a great degree. Think for the long term and turn your attention to creating wealth.

LIBRA

One of the most blessed weeks for partnership is upon you, Libra. As your planetary ruler and mighty Jupiter unite across the sky from you in your solar seventh house of relationships, you'll have tremendous luck and harmony in significant connections. A discussion or commitment about moving in, engagement, long-term promises, or marriage could send you into a euphoric mood.

SCORPIO

A major milestone around your employment could appear this week, Scorpio. For instance, you may receive the opportunity to work on an exciting project that could be like a jewel in your crown. Another way the energy of this week could affect you is by bringing tremendously happy news regarding your diet, fitness goals, or physical health. No matter what, know your life is back on the right track!

SAGITTARIUS

This week will feel like you stepped into a fairytale romance, Sagittarius. As Venus and your planetary ruler — Jupiter — unite in a conjunction in the skies of your solar fifth house, you'll be on top of the world. This foretells glorious news around matters of the heart — from romance to children, hobbies, sports, or even creative endeavors. Embrace the magic of the moment!

CAPRICORN

This week will bring magnificent good news around home and family matters, Capricorn. As Venus and Jupiter cozy up in your solar fourth house of domesticity, you may find a lucky breakthrough around real estate, moving, or renovating. On the flip side, you may now be celebrating the big shift, such as with a housewarming or lovely dinner party where you entertain friends and kindred spirits.

AQUARIUS

Your ideas will bring prosperity, fortune, and luck to you this week, Aquarius. As Venus and Jupiter unite in a conjunction in your solar third house of communication, you may now be offered a contract that helps you to speak your truth and empower others. If involved in advertising, writing, speaking, performing, or marketing, you may have a big win around a milestone project that leads you to more money down the road.

PISCES

Wealth could be raining down on you like showers of gold, Pisces. As Venus and your planetary co-ruler — Jupiter — mosey along in the heavens hand in hand, they will sparkle within your solar second house of income and possessions. An exciting windfall around money could manifest out of thin air. You may find that you are offered a lucrative new job, client, or raise at your place of employment.

WEEKLY HOROSCOPE FOR FEBRUARY 19

ARIES

It's time to reconnect with your soul, Aries. As the new moon this week appears, you'll be ready to lie low, recharge, and get back in touch with your intuition. You may choose to embrace solitude and rest even more than usual. However, some of you may decide it's time to run some physical or mental health check-ups. This would be an excellent time to get in touch with a specialist or therapist.

TAURUS

Draw up your vision board of big goals this week, Taurus. As the new moon arrives, it will invigorate your solar eleventh house of hopes, dreams, and aspirations. This is an excellent time to start to build toward some of your next milestones and connect with others who may be able to help you on your way. Aim high and know you're worthy. The stars are leading you forth.

GEMINI

Set your sights on your career strategies this week, Gemini. As the new moon in your solar tenth house of achievement arrives like a chariot, you'll find that new opportunities to rise higher in your professional realm are being offered. This may bring news of a promotion, award, favorable press, or another public recognition. If unhappy with your current employer, consider applying for a competitive firm.

CANCER

Your connection to the universe could feel quite strong this week, Cancer. You may feel at one with your higher self and spirituality. This is because of the arrival of the new moon in a fellow Water sign—also known as your solar ninth house of expansion. This would be an excellent period to join a community, research religion, or even find a mentor or guide. You may find that a new path forward presents itself.

LEO

Trust, honesty, and vulnerability will be key themes this week for you, Leo. The new moon will whisper from the depths of your solar eighth house of intimacy and sexuality. Understanding exactly where you stand in your relationships will be crucial now. You may even have a chance to rebalance any connections that aren't in true alignment. Allow yourself and your partner to assess what each of you gives and receives.

VIRGO

A week of promises and commitments could be here for you, Virgo. As the new moon arrives across the sky from you in your solar seventh house of relationships, you will likely notice a more significant focus on your union. Existing connections can make important long-term plans together, while singles may now have an opportunity to find someone who has long-term potential. Above all, know teamwork will get you further than flying solo.

LIBRA

Being lean and efficient when it comes to your responsibilities and plans will be a paramount concern for you this week, Libra. As the new moon dawns in your solar sixth house of productivity, you'll be ready to take on more projects and healthy habits going forward. Take a second to review your health and diet, as well as your employment. If you'd like to switch jobs or take on more clients, you're in luck to do so.

SCORPIO

Embrace passion and heartfelt joy this week, Scorpio. The new moon arrives like a fleet of angels in the heavens of your solar fifth house of true love and creativity. This is the most important week of the year for singles to line up dates with prospective suitors, as you may find someone who truly aligns with your spirit. Couples can use this sensual energy to reignite the spark in their rapport or even try for a child.

SAGITTARIUS

A shift is coming to your domestic life and routine, Sagittarius. This week's new moon will slither within your solar fourth house of home and family. Some of you may now have the opportunity to move, renovate, or redecorate your living space. Another way this may affect you, though, is that you may now have to handle some family-related concerns, especially in regard to a parent or situation involving your lineage.

CAPRICORN

New ideas will be popping up out of thin air for you, Capricorn. This is due to the new moon in your solar third house of communication, which will likely see you taking on a newfound writing, speaking, or intellectual project in the days ahead. You'll have a very active mind during this time, so you can receive and process information quite readily. Embrace this energy so you can cultivate a wider perspective of life.

AQUARIUS

An important week for your finances is upon you, Aquarius. With the new moon in your solar second house arriving, you'll find that you have an opportunity to assess your income and expenses. A raise, new job offer, or lucrative client or side hustle may also pop up near this time. If you were feeling unfulfilled in your professional life, now would be a great moment to apply elsewhere.

PISCES

It's time to master plan your life, Pisces. This week's new moon falls in your zodiac sign — your solar first house of identity — and will be like a booster rocket to your personal and professional goals. Use this energy to carve out your most important initiatives and seize the day. Luckily, the universe is on your side as you assert yourself now. Don't be afraid.

WEEKLY HOROSCOPE FOR FEBRUARY 12

ARIES

Spend time focusing on giving yourself an extra special dose of self-love this week, Aries. Sweet Venus, our goddess planet of love and beauty, is dancing softly through the depths of your solar twelfth house of privacy and seclusion. Not only can you treat yourself to a spa day or rest and recharge, but you could find yourself reflecting on everything you've built in your love life in the entire year past.

TAURUS

Great joy is coming your way this week, Taurus. As your planetary ruler, sweet Venus, dances in the heights of your solar eleventh house, you'll have many opportunities for celebration with your lover and friends. Meeting someone new through social media, a dating app, or your network will also increase your chances of finding a suitor who truly speaks to your heart. Attending events and mixers are also phenomenal ways of using this energy.

GEMINI

Applause and accolades could be coming your way this week, Gemini. As Venus dances through the heavens, she will blow kisses to you from your solar tenth house of achievement. This ensures that bosses, authority figures, and VIPs could be especially fond of you at this time and even more open to your pitches and ideas. Awards or public recognition could also manifest for previously completed work.

CANCER

Romance could blossom when you step outside of your comfort zone this week, Cancer. As Venus unites with Neptune in your solar ninth house of expansion, you'll feel eager to pursue new horizons that fulfill you. Singles should consider dating outside of their normal type, such as someone from a different background, culture, or place of origin. Couples may feel an urge to travel now or set up a dazzling vacation later in the year.

LEO

Sensual lovemaking may be quite magical for you this week, Leo. As Venus dances through your solar eighth house of intimacy and sexuality, you'll feel the urge to merge. Don't let this orgasmic energy go to waste! While those in relationships will enjoy this energy more, singles can use this energy to assess their true needs in relationships. By understanding them, you can find someone who is perfect for you going forward.

VIRGO

Relationships will glitter like gold this week, Virgo. This is because sweet Venus will unite with majestic Neptune across the sky from you in your solar seventh house of partnerships. You may have the sudden urge to get engaged, move in, or make a long-term commitment. Singles also have a high probability of meeting a soulmate connection who could end up being their forever partner! Put yourself out there!

LIBRA

The week ahead will give you a chance to find the perfect work and life balance, Libra. As your planetary ruler, sweet Venus, shakes it up in your solar sixth house of productivity, you'll have a much easier routine. Your job and employment may also be running more smoothly, and relationships with coworkers are also likely to be rather delightful, too. If you are looking for a new job, you may have a winning stroke of luck this week.

SCORPIO

A five-star week for romance and true love is upon you, Scorpio. With sweet Venus uniting with majestic Neptune in the glorious skies of your solar fifth house, you're in the mood to chase your heart's desires. Singles have an extra dose of luck on their side to meet a soulmate or twin flame connection. If you are trying for a pregnancy or adoption, the stars could also align this week, as well.

SAGITTARIUS

Happy news around domestic or family matters could appear this week for you, Sagittarius. As Venus ventures joyously through your solar fourth house, you could make a lovely change to your living space. This would be a fantastic week to throw a party for your kindred and friends. Another way you can maximize this beautiful energy is to hit up stores and find dazzling new items, décor, and furniture.

CAPRICORN

Love could blossom when you least expect it this week, Capricorn. If bounding around to nearby cities or towns, you may stumble into someone who captivates your mind and heart. Couples would have a fabulous time if traveling now, too. However, this same energy will invigorate your social life, so hit up your favorite haunts and you may soon link eyes with someone who ends up as a promising romantic option.

AQUARIUS

Gifts or money could be manifesting as if out of thin air this week, Aquarius. Venus is making you a money magnet! Lovely possessions could also be attracted to you at this time. If you are looking for a new job or to take on a side hustle or clients, this week could bring sweet news around these matters, as well. Open yourself up to lady luck!

PISCES

The week ahead could make you feel like a celebrity, Pisces. All eyes will be on you! This is because sweet Venus will unite with Neptune in your zodiac sign — your solar first house of identity — and allow you to bewitch anyone you meet. You could feel like an enchantress or seductress as everyone bows to your desires and beauty. Enjoy the peaceful and pleasant vibes!

WEEKLY HOROSCOPE FOR FEBRUARY 5

ARIES

Let your heart ignite like a supernova this week, Aries. The full moon will unleash fireworks from your solar fifth house of true love, romance, and passion. This will put you in the mood for laughter, sex, and pleasure. This is an extremely important week for singles to put themselves out there and meet someone new. Couples can use this feisty and flirty vibe to bring the fantasy back to life.

TAURUS

Dig down into your roots, Taurus. This week's full moon will reach into your core as it sizzles within your solar fourth house of domesticity. You may now be in the process of moving or renovating or even updating your living space. This lunation could also push you to connect with your family or step up to aid one of your parents. Throwing a lovely gathering or dinner party at home would also be a great way to use this energy.

GEMINI

Pack your bags and get ready to soar onto your next adventure, Gemini. As the full moon this week highlights your solar third house, you may be ready for a quick trip or venture out for some short-distance travel. This would enliven you and help you to appreciate a fun change of pace. Another way this lunation may affect you, though, is that you could be debuting a milestone writing, speaking, or communications-related project.

CANCER

Prosperity will certainly be on your mind this week, Cancer. You may have an opportunity to assess your finances and income with the energy of the full moon energizing your solar second house. A raise, new job offer, side hustle, or lucrative client may appear at this time. Another way this could affect you is that a sudden big expense crops up that you have to tackle.

LEO

Stand atop your metaphorical Pride Rock, Leo. This week a full moon in your zodiac sign will ignite and put you center stage. You naturally thrive whenever this takes place, as you're able to more easily assert yourself and move toward the acquisition of important personal or professional goals. Above all, know what it is that you want and steer the sails in that direction.

VIRGO

This week will encourage you to cuddle up and rest, Virgo. You'll be feeling a bit tired and burnt out, ready to rest and recharge. This would be an excellent time to refuel your mind, body, and spirit as you snuggle up privately and enjoy the rejuvenating power of solitude. Pay extra special attention to your dreams, psychic premonitions, and intuition. The universe is providing important information for you to assess.

LIBRA

Popularity will be the name of the game this week for you, Libra. With the full moon electrifying your solar eleventh house, you'll be ready to circulate, mingle, and connect with many friends and acquaintances. You may notice that you're attending more events or instead spending more time with your closest confidants. Networking is especially in favor at this time. If you have a big goal you'd like to reach, ask people that you know for aid in seeing it come to life.

SCORPIO

A golden crown is being laid upon your head this week, Scorpio. A big opportunity to rise higher in your career and professional life may now be at hand. With the full moon bringing activity to your solar tenth house of recognition and glory, previously completed projects and work may now be up for review. A promotion, favorable press, award, or new job offer may also be here for you to reap.

SAGITTARIUS

Adrenaline will course through your heart, mind, and spirit this week, Sagittarius. This week's full moon will invigorate you with the desire for excitement and a change of pace. As it shivers in your solar ninth house, you may have an opportunity for long-distance travel. However, you could also find that you're ready to make academics, intellectual pursuits, media endeavors, or even spiritual matters more of a focus for you, too.

CAPRICORN

This week's full moon encourages you to take a microscope to your relationships and intimate desires, Capricorn. You could find that you're cuddling up closer with someone of importance or instead finalizing a major separation or settlement. Another exciting way to use this energy is to bring a surge of activity to your assets, big wealth matters, or investments. Prosperity and purpose could be here for you to unite as one.

AQUARIUS

Two may become one this week, Aquarius. With the full moon taking place across the sky from you in your solar seventh house of relationships, you are finding that union and commitment are major focuses for you at this time. You may decide to move in, make long-term promises, become engaged, or even be wed. However, if you're not in alignment, you may go your separate ways.

PISCES

A very busy week lies ahead of you, Pisces. As the full moon in your solar sixth house of productivity demands that you pick up the pace this week, you'll be juggling a million irons in the fire. With so many routines, projects, and responsibilities popping up, this is a great period to assess your work-life balance and how you can improve it going forward.

WEEKLY HOROSCOPE FOR JANUARY 29

ARIES

Luck is raining down upon you in every single way, Aries. As Jupiter, our Great Benefic, continues to amplify the blessings within your life, you are the luckiest and most fortunate zodiac sign of all at this time. Know that you are worthy of everything you want to build and take action confidently as you manifest the life of your dreams. Every door you wish to open can if you take the lead.

TAURUS

Trust your profound intuition this week, Taurus. As Jupiter, our Great Benefic, whispers in the depths of your solar twelfth house, you are being guided by spirits and angels from the other side. Listen to your dreams as you pick up frequencies and messages from the cosmic universe. This is a fantastic time to begin developing plans and projects you'd like to build within the coming decade ahead.

GEMINI

Embrace your role as Mr. or Mrs. Popular, Gemini. As Jupiter, our Great Benefic, sizzles through the heavens of your solar eleventh house, you're set to be the top person on everyone's party list! This is one of the luckiest places for Jupiter to be for you, so you'll want to take advantage of it and reach for fulfillment in every single way. If you can dream it, you can have it or be it!

CANCER

Glory is yours, Cancer. With Jupiter, our Great Benefic, racing along your solar tenth house of achievement, you're set to see tremendous expansion around professional goals and your career. While previously completed hard work could see acclaim now and in the months to come, it's also important for you to hustle and push as far as you can. You're the most favored in your career, so aim high and know that bosses and VIPs will give you applause.

LEO

Choose a life of adventure, Leo. Jupiter, our Great Benefic, is gliding happily along once again in a fellow Fire sign. This means that you're being gifted opportunities for personal and professional expansion in every single way. Don't choose to simply sit in a box because others are more comfortable that way. Let your wings break through the roof! Soar onward to whatever horizon fascinates you most.

VIRGO

Wealth could be building for you like golden coins raining from the heavens, Virgo. This is because Jupiter, our Great Benefic, is once again spinning joyfully in your solar eighth house. Big money matters could be grasping for your attention. A magnificent way to harness this glorious vibe is to seek to expand your investment and asset portfolio. If you do now, you'll see long-term prosperity.

LIBRA

Dance with a twin flame, Libra. With glorious Jupiter, our Great Benefic, spinning across the skies from you in your solar seventh house of relationships, you are the most favored in all matters of commitment, union, and marriage. Couples may soon choose to move in, get engaged, or even be wed. However, if you are single, this is the prime time to look for a long-term relationship, as you could end up aligning with a soulmate.

SCORPIO

Focus on becoming stronger and healthier than ever before, Scorpio. As Jupiter ignites your solar sixth house, you're likely to see advancements in your fitness, physical health, and diet. If you've had any health challenges in recent years, you're favored to find the right medical professionals who can put you on the path to becoming better than ever before. Go for it! You're ready!

SAGITTARIUS

Choose a life that is filled with passion, magic, and adventure, Sagittarius. As Jupiter aligns in your solar fifth house of pleasure and romance, you are favored in all matters of the heart. If single, you have a high likelihood of finding a soulmate connection, so be sure to look your best and line up prospective suitors. You never know when they could cross your path! If committed, use this fiery energy to reignite your spark.

CAPRICORN

You'll feel right at home this week, Capricorn. As Jupiter energizes your solar fourth house of domesticity, home, and family, you could see joy and growth around all of these themes. If you'd like to get into real estate, this is an auspicious transit. Another way you can use this energy is to move or relocate. Last, if you'd like to grow closer to your kindred, use the sweet energy now.

AQUARIUS

Your ideas are pure gold now, Aquarius. As Jupiter aligns at a sweet angle to you, he will send positive vibrations from your solar third house of communication. This will surely help your intellect to grow, so if you'd like to enroll in a course for better certifications or mental expansion, you're in luck. Last, if you begin working in any communication-related endeavors, you'll see applause and glory.

PISCES

Transform your life into gold now, Pisces. With Jupiter, our Great Benefic, dancing vibrantly in your solar second house of finances, you're likely to be seeing more wealth coming your way. If you're ready to prosper, look for ways to monetize further, whether that's a new job, asking for a raise, picking up a side hustle, or even taking on a lucrative client. All of these could bring you great growth and happiness.

WEEKLY HOROSCOPE FOR JANUARY 22

ARIES

The fire of life is once again coursing through your veins, Aries. As mighty Mars, your planetary ruler, continues to regain his strength and speed, you're feeling energy in ways you haven't in many long months. With him surging through your solar third house, you'll have more power and impact in regard to communication-related projects. You may also now begin to travel and bound around a bit more in the months ahead.

TAURUS

Money matters will become an even bigger focus for you, Taurus. Mighty Mars, the red planet of energy, is once again picking up the pace in your solar second house of finances. While this could have you spending more money on big-ticket items, it can also give you the drive and power to amplify your wealth. If out of work, look for a new job with a fabulous salary that will respect your talents and time.

GEMINI

Look in the mirror and pat yourself on the back, Gemini. You made it through the most challenging transit you've seen in years as mighty Mars now continues to regain his potency in your zodiac sign. This means that while you've likely felt extreme exhaustion and faced delays and obstacles that never seemed to end, you're now roaring back to life and can conquer anything and anyone in your path.

CANCER

Prepare to get busy behind the scenes, Cancer. With mighty Mars, our red planet of action and activity, regaining strength in your solar twelfth house of privacy, it's likely that you're back to business and hard at work developing projects away from prying eyes. If the project had spun off the tracks or faced endless delays, you're likely to see progress once again. Hop to it and know you can use this time to your greatest advantage.

LEO

Reach for the stars this week, Leo. Mighty Mars, the red planet of passion and power, is once again sizzling through your solar eleventh house. This means that you're likely to notice a surge of popularity within your social circle and your network. This is a great time to align with the right people who can guide you to reach some of your heart's wildest and most wondrous hopes and dreams.

VIRGO

Set those professional benchmarks, Virgo. After facing so much turbulence in your career, mighty Mars is once again charging through your solar tenth house of achievement. This will empower you with the strength to reach higher in your career and tackle large-scale projects. If you'd like to look for a competitive job or pursue an award, now is the time to strike. Aim for victory and know it can be yours.

LIBRA

Pull up your calendar and start daydreaming about where you'd like to vacation in the year ahead, Libra. Now that mighty Mars, the red planet of passion and activity, is regaining speed in your solar ninth house of expansion, you may have more opportunities in the months ahead to soar off to exotic or unique locales. Don't let this energy go to waste because you could find that these experiences become the best that you've ever had.

SCORPIO

Sex and passion could be sizzling like a roaring fire for you now, Scorpio. As your planetary co-ruler, mighty Mars, begins to regain potency in your solar eighth house, you could find more synergy in union and intimacy. This is an excellent time to get up close and personal with your sweetheart, so don't let this feisty and ferocious energy go to waste!

SAGITTARIUS

Major turning points and decisions in relationships are here for you, Sagittarius. As mighty Mars, the planet of passion, once again regains speed across the sky from you in your solar

seventh house of partnership, you could be making long-term plans as a team with a significant other. However, if you've seen frustrations and tension in recent months and know you're not aligned, it's time to go your separate ways and find someone better.

CAPRICORN

Your calendar is erupting with projects, plans, and priorities, Capricorn. Now that mighty Mars, the planet of activity, is picking up the pace in your solar sixth house of productivity, you're likely feeling like you have a million irons in the fire. You thrive when you're busy, so this pace of life is a welcome change compared to the exhaustion and stagnant energy you experienced in the past few weeks and months.

AQUARIUS

Passion and pleasure are knocking on your door, Aquarius. As mighty Mars, the planet of sex and energy, regains speed in your solar fifth house, you're ready to have fun and embrace life to the fullest. This is a major period for singles looking for romance and love to put themselves out there and meet up with as many prospective suitors as possible. Someone could ignite a flame within your heart!

PISCES

Big decisions around your domestic life could be arriving for you, Pisces. This is because mental Mercury, our planet of action and drive, will be regaining speed in your solar fourth house. You may soon be very busy with a renovation or relocation. However, if there's feisty energy with your family, approach situations with tact and grace. They will work out much better for you if you do.

WEEKLY HOROSCOPE JANUARY 15

ARIES

It's time to pursue euphoric joy as your top priority, Aries. This week's new moon energizes your solar eleventh house of aspirations, hopes, and dreams. You may have an excellent opportunity to pursue a heartfelt vision now. The key to connecting with your network and friends and seeing who can help you strategize and guide you in the right direction. Reach out to people now.

TAURUS

Ascend the throne, Taurus. This week's new moon will bring shockwaves to your professional life. The new moon will help you to leave a profound impact because of its interaction with Jupiter and Pluto. It's time to map out your career strategy for the entire year ahead. Don't rest on your laurels. Soar higher like a phoenix in the night. You are ready to be known as the royalty that you are.

GEMINI

Open your mind and spirit to a whole new adventure this week, Gemini. This week's new moon will invigorate your solar ninth house expansion, encouraging you to step outside your comfort zone and embrace your innate curiosity about people, culture, and the world. Now would be a great moment to consider any long-distance travel you'd like to do in the year to come. Deals on flights and hotels could pop up like treasures from a loving universe.

CANCER

Intimacy is the name of the game this week, Cancer. Luckily, with a new moon smiling over at you from across the sky in your solar eighth house of trust and sexuality, you could be snuggling in closer with your sweetheart. Another way this lunation could affect you, though, is by helping you to increase your wealth through your partner's income, investments, or assets. Think prosperously!

LEO

Dance with a soulmate this week, Leo. The new moon will dance across the sky from you in your solar seventh house of partnerships, helping you to unite more closely. This could bring a decision to move in, get engaged, or even soon-to-be-wed. However, if you're not in alignment, you may decide to go your separate ways. No matter what you choose, be focused on living your truth and following your heart.

VIRGO

Pick up the pace, Virgo. It's time to get productive! This week's new moon highlights your solar sixth house of routines, responsibilities, and employment. You may now have an opportunity to pick up new work on the job or even attract a lucrative client or new employer instead. Another way this may affect you is by helping you to improve your physical health by turning your attention to your fitness regimen and diet.

LIBRA

Let your heart erupt like a supernova this week, Libra. A new moon in your solar sector of romance, fertility, and passion will erupt like a thousand shooting stars streaking across an endless night. This is the most important period of the year for singles to line up dates with prospective suitors. Someone fascinating and unique could fan the flames within your heart. If you are looking to pursue pregnancy or adopt a child, the stars are now aligned.

SCORPIO

Assess your roots this week, Scorpio. A new moon in your solar sector of domesticity, home, and family will ignite and give you a chance for a fresh start. This lunation may propel you to make a decision about relocating, renovating, or redecorating your living space. Another beautiful way of tapping into this energy is to have a gathering with friends and family and reminisce about the good old days with your kindred.

SAGITTARIUS

Ideas are bursting from your mind like seeds in spring, Sagittarius. This week's new moon energizes your solar third house of communication and short-distance travel, helping you to stimulate your mind and advance your intellect. An important contract may even come your way soon, too, so keep your mind and goals sharp as you review where you've been and where you'd like to go. The energy will invigorate and inspire you!

CAPRICORN

Your nest egg is about to grow even more, Capricorn. This week's new moon will highlight your solar second house of income and could bring many ways for you to monetize or expand your wealth. A new job offer, lucrative client, side hustle, or raise may be offered from a loving universe. Be sure to understand your budget and keep a firm handle on your savings.

AQUARIUS

Step into the center of the ring this week, Aquarius. A new moon in your solar first house of identity — your zodiac sign — arrives like a thousand angels welcoming you to heaven. This is the most important lunation of the year to initiate new plans and launch endeavors. Know that what you plant now will set the tone not only for the coming six months but the entire year ahead, too.

PISCES

Rest and recharge as you find stillness this week, Pisces. This week's new moon will coax you to lie low and reflect on everything you've experienced in the year past. This would be a fantastic time to assess your health — especially your mental health — and find ways of letting go of any baggage weighing on your heart and soul. Your dreams are also likely to become especially intense, so listen to their intuitive messages.

WEEKLY HOROSCOPE JANUARY 8

ARIES

Career matters are spinning off the tracks for you this week, Aries. As Mercury, our cosmic messenger, slips further into a deep sleep in your professional sector, you could be reviewing your progress from 2022 as you reconsider paths forward for the months to come. Don't stress yourself out if there are challenges. It's best not to force against the grain.

TAURUS

A big learning curve is here for you this week, Taurus. As mental Mercury backslides in your sector of expansion, challenges could be cropping up around media matters, legalities, academics, or travel. You may have thought you had all your ducks in a row, but the truth is, you didn't. You may be scratching your head as you revise and review and reconsider the best path forward yet again.

GEMINI

Trust issues are shouting your name this week, Gemini. This is because your planetary ruler, mental Mercury, is now slithering backward like a shadow through your sector of intimacy, investments, and shared assets. Something is not linking up, and you may feel the impetus to step up and voice your opinion. Yet, you could feel confused just as well — exhausted and unable to muster the strength to defend your perspective.

CANCER

You're surfing on stormy seas regarding relationships this week, Cancer. As mental Mercury retrogrades through your sector of partnerships, you're clearly realizing that you and someone else are not communicating at the height of your capacity. Worse yet, you may feel like you're not on the same page! The best thing to do is to not jump to conclusions but to set aside time to have a heart-to-heart or table matters till February.

LEO

While you're sure to feel the impetus within you to charge into the week guns blazing, your productivity will be moving at a snail's pace, Leo. This is because mental Mercury is throwing thunderbolts in an angry retrograde tantrum from your sector of routines and responsibilities. You'll be trying to manage everything you've had on your calendar but suddenly realize that everything is slipping through your fingers like sand.

VIRGO

Confusion around matters of the heart is guaranteed this week, Virgo. As your planetary ruler, mental Mercury, decides to roll backward down the hills of your passion sector, you're going to be spinning in circles around matters of love, romance, creativity, hobbies, or children. Don't let it spike your anxiety. Just understand that some things must go with the flow rather than be forced.

LIBRA

Your emotions and thoughts will be swinging back and forth like a pendulum this week, Libra. As mental Mercury rocks your domestic sector, you could be noticing tension around home, real estate, or family matters. Don't let it stress you out. Instead, try to use this time to adjust the sails of your plans moving forward. If you're in the process of signing a new lease or purchasing property, do your best to delay it until February.

SCORPIO

Beware what you say, write, and post this week, Scorpio. Mental Mercury is causing chaos in your communications sector. This could confuse your intellect so you aren't registering what others are saying accurately or instead make others look at you like you're somewhere off in left field. This is a good time to revise your path and reconsider better ways of articulating your plans and thoughts, so use it for this instead.

SAGITTARIUS

Financial hurdles are being thrown at you left and right, Sagittarius. This is because mental Mercury, the planet of the mind, is getting whiplashed by ice and snow in your sector of income and resources. This is a terrible time to make investments or launch a business campaign, so if you can delay until February, you'll be much happier that you did. Instead, use this energy to revise your budget and save for your nest egg.

CAPRICORN

Everything will be topsy-turvy this week, Capricorn. You may not know which way is up or which way is down! This is because mental Mercury, the planet of the mind and communication, is spinning backward in your zodiac sign. This means that you'll feel especially confused and uncertain about how to proceed. In reality, this is to cause you to reflect and revise your path rather than stampeding forth.

AQUARIUS

Shadows from the past are trying to snatch you in the night, Aquarius. As mental Mercury spins backward in your sector of karma, you could feel as if nightmares are consuming your mind and spirit. If secrets and situations from the past are arising this week once again, it's important for you to find closure and resolution rather than crossing swords with hidden enemies.

PISCES

You and your close friends may be consumed by a hurricane of drama this week, Pisces. As mental Mercury throws red flags from your social sector, something is brewing beneath the seas. This is an ideal time to keep your antennae up about the truth of the matter rather than gossiping or jumping to conclusions. Live in pure and total integrity. This will make sure that when the dust settles, you're on everyone's best side.

WEEKLY HOROSCOPE FOR JANUARY 1

ARIES

Feel the cozy warmth of the new year in your heart and your home, Aries. This week's shimmering full moon highlights your domestic sphere and could bring a happy shift regarding home or family. Some of you could find that you are set to move or renovate or even just give an extra special touch to your living space. Others may find that they feel closer than ever to their family or parents.

TAURUS

You have an impactful, emotional message to declare this week, Taurus. As the full moon glides into your sector of intellect and communication, you'll feel clarity around how you need to connect with someone — or many people — of importance. This may provide the mental breakthrough you've needed but have been uncertain of for quite some time. This is an excellent period to harness this power, step up to the microphone, and declare your perspective.

GEMINI

Prosperity is a choice, Gemini, and this week will show you that you have the tools and skills to build your kingdom of gold. The full moon will thump deep within your financial sector, bringing exciting news or a shift to your income. This may take the form of a raise, a new job offer, a lucrative client, or an opportunity to monetize via a side hustle. Be sure to treat yourself a little extra this week, too.

CANCER

The cosmos are crowning you this week, Cancer. As the full moon sings from within your zodiac sign, you'll watch as you're more easily able to proceed toward your greatest desires. Use the beginning of the week to truly dig deep into what makes you happiest and then parade forward confidently as you take the wheel and set your sights on the path to get there. You're the star! Be one.

LEO

The universe is going to help you to pamper yourself this week, Leo. You'll be ready to rest, rejuvenate, or even give yourself a spa day. This is due to the full moon spinning within the most private sector of your sky, helping you to recharge your emotional, physical, and mental batteries. You will have a greater chance of healing anything you wish to. If closure is on your mind, know that you have the power to find it.

VIRGO

Bliss is promised to you this week, Virgo. As the full moon radiates like a beacon in the heights of your sector of joy, you could feel like you've hit the jackpot. Not only are you likely to feel more popular and desired by others, but you could notice that you're meeting truly remarkable and kind people who genuinely support you. Attend a mixer to connect with new faces, or try out a matchmaker if single.

LIBRA

Victory is here this week, Libra. You could feel like you're on top of the world. As the full moon resounds like a trumpet from the crown of your sky, you'll feel achievement calling your name. Depending on how hard you've worked in the past six months, you could now see a promotion, favorable press, a compliment from an authority figure, or even a new job offer that will put your name in lights.

SCORPIO

Prepare for a surge of adrenaline this week, Scorpio. You're firing on all cylinders! As the full moon tickles your expansion zone, you'll be invigorated to chase the sunrise or soar to the furthest sunset. Depending on your interests, you may find good news around media or publishing endeavors, academics, or even a traveling opportunity. Seize the day and know that you are worthy of everything you desire!

SAGITTARIUS

Snuggle up close this week, Sagittarius. You're ready to get up close and personal. With the full moon highlighting how you give and receive, as well as your intimate life, you could be pulling the one you love in closer. However, if you're not on the same page, you may decide to amicably separate and support each other from afar. Regardless of your decision, do your best to lead with care and compassion.

CAPRICORN

Reach out your hand this week, Capricorn. You could find that the perfect partner takes it and pulls you ever closer. This week's full moon sings hymns across the sky from you in your partnership sector. Depending on where you and your significant other stand, you may be making long-term promises, discussing moving in or engagement, or even tying the knot. Singles can use this majestic might to their benefit by looking for someone with staying power.

AQUARIUS

Productivity and efficiency will be on your mind this week, Aquarius, as you juggle a million little tasks, routines, and responsibilities. As the full moon rises, you'll likely be running at full speed! This is a fantastic period to assess your work and life balance, as well as how you can streamline your priorities and calendar. If you're feeling a bit burnt out, it's time to have a check-up with your doctor.

PISCES

Let your heart erupt like a rainbow this week, Pisces. As the full moon sings sweetly in your sector of passion and true love, you could feel like you're spinning in a beautiful whirlwind. Romance, laughter, and magic are all calling your name. Use this week to pursue your desires and embrace pleasure rather than being bogged down by responsibilities or challenges. Choose to live like you're a rose set on fire.

WEEKLY HOROSCOPE FOR DECEMBER 25

ARIES

Applause could be appearing for you now, Aries. People could be celebrating your accomplishments in the months and year past. As Venus shimmers through your solar tenth house this week, acclaim, awards, compliments, and praise will be attracted to you like a magnet. Be proud of what you've built. You have come a very long way and still have exciting feats before you. Revel in the glory before you inevitably get back to work.

TAURUS

Romance could blossom when you step out of your comfort zone, Taurus. This is an ideal time to date outside of your normal type. This could be an individual from a different background, culture, race, upbringing, homeland, or spirituality. With your planetary ruler, Venus, scaling the cliffs of your solar ninth house this week, you'll be in the mood for newfound perspectives, philosophies, visions, and ideas.

GEMINI

Sensuality will be sweet as sugar this week, Gemini. As our goddess planet Venus sings harmonious lyrics from your solar eighth house of intimacy, you'll be feeling the urge to merge. This favors Geminis who are committed more than singles, as you'll have an extra special touch to connect with your one and only. If solo, consider the kinds of affection your body, spirit, and mind need with someone down the line.

CANCER

Harmony in relationships is your absolute favorite, Cancer. Sweet Venus, our goddess planet, will prance across the sky from you in your solar seventh house of partnerships. This ensures a rather blessed flow between you and your one and only. If single, use this magical touch to look for potential suitors who are also looking for a long-term commitment and may be able to provide stability to you.

LEO

It's time to let your hair down and truly indulge in a healthy work-life balance, Leo. This is because sweet Venus, our goddess planet, is bringing her fairy dust to your solar sixth house of productivity. You should have an easier pace of life this week because of it, giving you plenty of time to relax, enjoy your hobbies, and connect with family and those whom you love.

VIRGO

Let laughter overtake you, Virgo. With Venus, our sweet goddess, dancing through your solar fifth house of true love, romance, and passion, you're feeling so much more aligned with life. If single, this is an auspicious period to line up dates with prospective suitors who may be a soulmate underneath it all. If you are a parent and have children, enjoy memorable moments with them.

LIBRA

Host a special gathering at your residence with family, friends, and loved ones this week, Libra. If you do, you could end up making beautiful memories that you carry in the center of your heart forever. With your planetary ruler, Venus, radiating light from your solar fourth house of domesticity, you'll feel centered, balanced, and right at home. Share gifts, food, spirits, and laughter with one another.

SCORPIO

Your siblings may provide tremendous happiness to you this week, Scorpio. As our sweet goddess planet, Venus, dances upon the steps of your solar third house, connecting with your kindred will warm your heart. If an only child, consider interacting with neighbors and nearby friends—these people will also bring you so much joy that you could nearly burst. The end of the year is always the perfect time for reflection and celebration.

SAGITTARIUS

There is pleasure in both giving and receiving, Sagittarius. As sweet Venus, our goddess planet, brings her magnetism to your solar second house, it is time to truly give from the heart to those whom you care for. Be thoughtful and kind with your presents and know that they will be received with gratitude. Don't you worry, though. Happy surprises will also be drawn to you, too.

CAPRICORN

Embrace true happiness this week, Capricorn. As sweet Venus, our goddess planet, makes her way into the core of your heart, you'll feel like you're radiating like a star. Everyone will be praising you and your beauty, so open yourself up to the laughter, attraction, and magic. Indulge in self-love, too, as this is the most important kind of affection that exists. If you don't love yourself fully, no one else can.

AQUARIUS

Practice self-love and self-care this week, Aquarius. As Venus, our sweet goddess planet, smiles upon you from the depths of your solar twelfth house of solitude and privacy, it's clear that you should treat yourself to some pampering. With the year coming to a close, gift yourself a spa day, massage, or facial treatment. You'll feel relaxed and centered which is just what you need going into a whole new year.

PISCES

Share your light and love like you're a star, Pisces. With Venus, our sweet goddess planet, moving through your solar eleventh house this week, she'll sprinkle blessings upon your life and relationships. Be sure to connect with everyone whom you care for, regardless if it's a personal or professional rapport. They will find your kindness, magnetism, and gratitude to be truly uplifting.

WEEKLY HOROSCOPE FOR DECEMBER 18

ARIES

Reach new career heights, Aries. Despite the holidays, you may actually be assessing your strategy for 2023 when it comes to your professional ascent. Use this time to review what you've achieved and what can make you more competitive in your industry and the job marketplace as you plot out conquest and glory. The key to success is always having a plan in your back pocket to strike when the time is right.

TAURUS

Embrace fresh starts and new beginnings, Taurus. This week's new moon echoes from the horizons of your solar ninth house of expansion. You may now be considering what new territory you'd like to explore in 2023. This may be related to academics, spiritual communities, long-distance travel, or even media or publishing endeavors. If you start to plot out a plan, it could manifest before you know it.

GEMINI

Despite the holidays being upon you, this week's new moon may put you in the mood to assess your assets and investment portfolio, Gemini. This would be an auspicious time to review your wealth and start planning strategies for expanding it in 2023. Have a conversation with an advisor, financial specialist, or a significant partner. They may be able to provide valuable wisdom and insight.

CANCER

Partnerships glitter like gold for you now, Cancer. This week's new moon is putting you in the mood to snuggle up even closer. You may now decide it's time to commit, move in, get engaged, or even be wed. Singles can use this period to draw up a list of qualities they'd like to find in a forever partner and then start contemplating where this kind of person exists and how to meet them.

LEO

A busy schedule awaits you, Leo. As the new moon dawns this week, she will encourage you to pick up the pace and be especially productive. You may now be juggling many last-minute projects, plans, and routines on top of your holiday festivities. Don't let it stress you out. Just be sure you're focusing on the perfect work-life balance, and you'll be fine.

VIRGO

The holiday season is putting you in the mood for love, Virgo. As this week's new moon arrives, you'll feel inspired by the beauty of your life. It highlights your solar fifth house of passion, romance, fertility, and creativity, so there could be magic behind every corner. Use this period to live in the moment and pursue pleasure and joy no matter what. Life is captivating when you open yourself up to it.

LIBRA

Get ready for a magical holiday at home and with family, Libra. This year could help you to feel like you've finally settled into the perfect domestic rhythm after years of ups and downs. Be sure to enjoy the sweet beauty tucked between every moment and glistening within every candle that flickers in the darkness. You could feel so embraced and held by a loving universe at this time.

SCORPIO

Travel may pop up for you now because of this week's new moon, Scorpio. You may be rushing about between nearby towns or even catching a quick flight to somewhere to see your kindred. With your solar third house activated, you'll feel busy and brisk but certainly excited. Adventures await, so embrace this change of pace and live in the magic of the moment. A smile will arise on your face no matter what.

SAGITTARIUS

Gorgeous gifts are likely to come your way this week, Sagittarius. As the new moon in your solar second house of possessions arrives, you may feel your heart swell as something

you've dearly wanted now makes its way to you. On the other hand, you're also just as likely to be splurging on something decadent for someone you love to the stars and the moon. Be giving.

CAPRICORN

The universe loves you so very much, Capricorn. This week's new moon arrives like that joyous moment you see the winter's first beautiful snowflakes. It will highlight your zodiac sign, opening a door for you to carve out a new path in the weeks ahead that puts your goals and desires front and center. Don't be bashful. Be proud of who you are and what you bring to the table.

AQUARIUS

While the holidays are sure to be brisk, they will likely also give you a happy reprieve, Aquarius. You may desire to sleep in, rest up, or just canoodle on the couch beneath the beautiful lights. This could make you feel like a kid again as you recharge your mind, body, and spirit. Give some time to yourself as a gift, and do something you truly cherish and enjoy.

PISCES

Celebrations are sure to blanket your week, Pisces. Joy, laughter, and pleasure are behind every corner. This week's new moon will invigorate your life with many friends, family, and loved ones. Be sure to tell each of them how much they mean to you and why you appreciate them. You will find this reflected back to you in spades when you speak softly and sweetly from the heart.

WEEKLY HOROSCOPE FOR DECEMBER 11

ARIES

Soon Jupiter will return to your zodiac sign, Aries, ushering forth a whole new era for you. This week, deeply connect with your spiritual side. Your psychic abilities may be amplified now, so it would be wise to write down any messages you are channeling or picking up from the universe. You are extra sensitive now and may harness incredible new levels of perception. Be open and surrender.

TAURUS

There is still likely at least one dearly held hope, dream, or aspiration that comes to mind that you want more than anything, Taurus. Use this week to lay out a strategy of how you can manifest it and make it happen. Connect with people in your community or network who may be inclined to support and help you now. The key to manifesting desires is speaking up when the time is right. Do it now.

GEMINI

Glorious success has been raining down on you throughout 2022, but you still have higher echelons you seek to scale, Gemini. With Jupiter still orbiting in the late degrees of your

solar tenth house of achievement, now is the time to strike and try to get all the pieces in place. Assess your strategy to become more powerful.

CANCER

You have one last week to see major progress on a traveling, publishing, or academic goal, Cancer. If you have always wanted to pursue these horizons, you must use Jupiter in your solar ninth house now. The Great Benefic will not return for nearly twelve years, so you have to use luck and expansion while you have it. Otherwise, the door will soon close. Soar into the exhilarating new frontiers.

LEO

Big financial opportunities could be right around the corner, Leo. However, the key to working with this energy is to seize this last and final week. Jupiter is orbiting in the corner of your solar eighth house of assets, settlements, and investments. If you're ready to meet with a financial advisor to build your wealth, don't let the time pass you by. Strike while it's hot and in your favor.

VIRGO

If you've been praying to meet a soulmate, this week is giving you one final opportunity to connect with one by the grace of our Great Benefic, Jupiter, Virgo. He will stand across the sky from you in your solar seventh house now before he moves onto other territories in the sky. Know what you desire in a significant partner and put yourself in the opportunity to align with whoever is meant for you.

LIBRA

This week could give you one last major boost regarding your physical health, diet, and fitness, Libra. As Jupiter remains in your solar sixth house for one final week, you must lay the seeds of new patterns and habits. If you'd like to talk to a specialist and gain their perspective, this could truly be invaluable. Strength and health come from a mindset and the decision to build.

SCORPIO

True love could be right around the corner, and with mighty Jupiter orbiting in the final degrees of your solar fifth house of passion and romance, you have one last week to strike while the iron is hot, Scorpio. Don't just wait for a soulmate to come to you, though. It's crucial that you make yourself the most loveable, beautiful, and kind version of yourself to align with this person.

SAGITTARIUS

The cosmos are in your favor if you'd like to move, redecorate, or renovate, Sagittarius. Your planetary ruler, mighty Jupiter, will continue to orbit in your solar fourth house for just one more week. He will not return for nearly twelve years, so if you'd like luck to be on your side around any of these matters, seize the day and trust your intuition as it guides you.

CAPRICORN

Jupiter is blessing your ability to amass vast quantities of ideas, new perspectives, and knowledge, Capricorn. He will dance for just one week longer in your solar third house. This is a crucial time to enroll in new classes or places where you can upgrade your credentials. If you've been ready to work on a milestone intellectual endeavor, harness these important vibes now. You could find that this one lifts you up like a hot air balloon.

AQUARIUS

The key to prosperity is always keeping your eyes on the prize, Aquarius. Glorious Jupiter will orbit in your solar second house of finances for just one week longer. If you'd like advice about how to build wealth, connect with a mentor or financial advisor. They could have fantastic insight into ways you can build income streams while cutting out any unnecessary expenses. Harness these vibes like you're being covered in gold.

PISCES

For just one week longer, you wear the crown as the celestial favorite, Pisces. This is because your planetary co-ruler, Jupiter, the giver of luck, is set to leave you behind. Use this final week to plant seeds in your personal or professional life that you'd like to see bloom in the next decade. Blessings could still rain down upon you if you seize this moment now.

3.2 Horoscope

WEEKLY HOROSCOPE FOR FEBRUARY 27

ARIES

You have a broad emotional range this week that you don't normally have. Use this to your advantage in your interactions with the people you care most about, Aries. Your compassion and thoughtfulness are turned up a notch over the weekend as well, giving you the ability to put yourself in someone else's shoes. Seeing things from a different perspective changes everything.

TAURUS

A lot of your success (or lack of it) this week depends on your communication style, Taurus. You can be quite diplomatic as long as everything goes your way but then throw a hissy fit when things go sideways. And let's not even get started on that infamous stubborn streak. If you can manage to stay true to your patient earth element, nothing should be too far out of your control.

GEMINI

You really vibe well with this week's easy, breezy conversational flow, Gemini. The ability to put your naturally free-spirited thoughts and ideas into words has a casualness

and confidence to it now that lets you really be heard. Your voice is one of the most attractive things about you, especially when you're saying things that other people really want to hear. Strategic flirting over the weekend gets you exactly what you want!

CANCER

This week you share a lot of personal things that you usually keep to yourself. Why do you think your creative ideas won't be well-received, Cancer? As one of the most imaginative signs of the zodiac, your artistic visions are far beyond what the average person can see. Sharing your gifts with the world via social media gets you the attention you deserve, even if it requires you to be a little more outgoing than you're comfortable with.

LEO

You love to show off, so you don't need anyone to ask you twice to increase your social media presence this week! Upping your game by regularly posting perfectly-angled pics and well-lit selfies gets you the attention you crave — both personally and professionally. You never know who's stalking your pages, so be sure to post things that appeal to a broad range of people. And as always, keep it classy, Leo!

VIRGO

Ruled by mentally-sharp Mercury, you're an excellent communicator, Virgo, and you have the right cosmic energy surrounding you to enhance those precise verbal skills. Your words are concise and to the point, but that makes sense for an earthy sign like you who craves efficiency. You don't see the need to go on and on and on about something when you've already stated your opinion. If being seen as the strong silent type works for you, why change anything?

LIBRA

Your desire to keep the peace is supported by the gracious verbal gifts from the universe this week, Libra. Your charming, flirty style helps you keep things casual in any setting. At the same time, you're able to keep people's minds off more upsetting parts of the day with your subtle (and often unintentionally hilarious) distractions. Your ability to soothe and placate even the most distressing situations definitely should not be wasted!

SCORPIO

Scorpio, it's a generally well-known fact that you generally don't like to draw unnecessary attention to yourself. So, the universe encouraging you to put yourself out there this week is a big ask. However, you're also fairly smart and savvy when it comes to the way things work. As a result, you're quickly able to see the advantages of using what you have to get ahead. And if that means that you need to do a little self-promotion, you're up for the task.

SAGITTARIUS

You're pretty open-minded, which can take you far this week, Sag. You have plenty of opportunities to explore new ideas and concepts that lead to effortless, spontaneous adventures. Still, there will also be times when you'll have to take the initiative and make

more of an effort to get things started. Waiting around for your friends to get the ball rolling is a waste of time, especially over the weekend. If you really want to have some fun, let your imagination and creativity take the lead!

CAPRICORN

Once you figure out a new or unique way to use social media to promote yourself or your business early in the week, you won't be able to think about anything else. Where have you been that you haven't heard about this until now, Capricorn?! Your brain is in fast-forward mode to the point that you have difficulty focusing on other things on your priority list. Take a breather over the weekend and show someone you've been neglecting some love. Get creative.

AQUARIUS

The light and airy lunar energy early in the week sets the tone for lots of open-minded discussions and thought-provoking conversations. Sharing your unique perspective on life results in making new friends from different generations, cultures, and socio-economic classes. You don't set out to change anyone's mind. However, if that's the result of a debate, you aren't disappointed. At the end of the day, you're just happy to interact with a broad range of people and stand out from the rest of the crowd in some way.

PISCES

Your increased social media presence early in the week might surprise your friends, family, and other followers but in a good way. You might not feel like anyone really cares about what you do or think on a day-to-day basis, but you're oh so wrong about that, Pisces. Coming out of your introverted shell has some amazing results, even though you might not want to commit to doing it forever. However, for now, it feels good to be a little more transparent.

WEEKLY HOROSCOPE FOR FEBRUARY 20

ARIES

If you can find a way to harness the hot-blooded fire energy from early in the week and let it fuel your fire without being a jerk about it, you'll be good to go. And if you can't manage to keep that massive ego in check, you'll find out quickly that nobody likes a winner who shoves it in their face any more than they like a sore loser. And goodness knows you have the capability to be both.

TAURUS

Maintaining the power surge you feel early in the week might be a struggle but if you can do it, you'll finish the week out strongly and successfully. Your patient sign has an earthy influence later in the week, so don't be in too much of a hurry to get your point across. Your way with words will impress the right people and get your projects seen by VIPs who can help you develop them and take them to the next level.

GEMINI

You're not the pushy type, so a lot of the aggressive energy early in the week may be lost on you. You thrive later when air dominates the planetary movements, and you can persuade people with your impressive words and ideas. Working as part of a team is the highlight of your week, especially if you find people with opinions and theories different than your own. You love a good debate!

CANCER

There isn't a lot of watery energy around you this week, Cancer, so you might not feel like anyone truly gets you. Having a hard time expressing your feelings is nothing new, but the week's cosmic events might make it particularly difficult for you to open up. Wait until the weekend to really pour your heart out, and make sure you're venting to the right person. The wrong person won't protect your well-guarded secrets the way they deserve to be protected.

LEO

With one of the biggest egos in the zodiac, Leo, it's a little more difficult for you to put yours away sometimes. If you don't manage to keep it under wraps this week, you could suffer some serious consequences. Your individual contributions matter when you're working as part of a group late in the week, but you aren't the only one with great ideas. Share the spotlight.

VIRGO

A lot of the planetary energy for the week asks you to lighten up and go with the flow, Virgo, especially when it comes to love and business. We all know you can become very set in your ways, but sometimes it pays to mix up your routine and do things a little differently. You have a lot to add to the group talks later in the week, but you gain just as much from listening to other people's opinions and perspectives.

LIBRA

A lot of casual airiness surrounds you this week and lets you come to your own conclusions, Libra. You get plenty of input from outside sources, but your fair-minded, nonjudgmental way of listening has people feeling at ease long enough for them to want to stick around and listen to what you have to say as well. Having good conversations with all types of people is the highlight of your week.

SCORPIO

Although you're all fired up to start a new week, Scorpio, the flame that burns bright often goes out quickly. If you find that you lose a lot of your enthusiasm and excitement as the week continues, you have your inner sense of determination to fall back on. You're someone who doesn't always have to have their efforts recognized by the masses, so you're happy working on a smaller scale now. Celebrate your success with a small group of true friends this weekend.

SAGITTARIUS

Gain the competitive edge early in the week and hang onto it as long as possible, Sagittarius. If you have people coming after your job or something else you've worked hard for, you're not in the mood to give it up without a fight. Late in the week, your emotions will be fueled by others working alongside you to reach the same goals you've set for yourself. Accepting them as your teammates means you have to be willing to trust them. Can you do that?

CAPRICORN

You're a "steady as it goes" sign, for the most part, but that doesn't mean you can't get caught up in the excitement early in the week and use it to propel you toward a meteoric rise. If you can harness the energy carried over from the weekend, you can reach the level of success you desire, especially when it comes to convincing people what you're capable of. We're not saying your stellar performance is all smoke and mirrors, but we also wouldn't be surprised if you didn't have a trick or two up your sleeve, Capricorn!

AQUARIUS

You don't get wound up very easily, so any internal fires left burning early in the week from this past weekend's inception of some heavy Aries energy fizzle out quickly, Aquarius. You're happy to take on a much more grounded, logical perspective on life from Tuesday on — except for some heavy flirt sessions that call on you to be casual and witty on Wednesday. Reasoning with yourself over the weekend can prevent you from getting stuck in a heavy emotional storm that most other signs can't escape.

PISCES

Your aggression early in the week will catch some people off guard. However, let's be real, Pisces — not always being the nice one works in your favor more than you'd like to admit. You can find power in stepping up instead of hanging in the background. And although this isn't likely the personality you'll adopt the whole week, coming out of the gate, fighting reminds your haters and competitors that you have a whole other side to you that they probably shouldn't mess with.

WEEKLY HOROSCOPE FOR FEBRUARY 13

ARIES

When you let your emotions get the best of you, Aries, you have a hard time hiding your disappointment, frustration, anger, etc. Try your best to stay calm as you navigate the ups and downs that the universe dishes out. You strive to be independent, but the main lesson of the week might be to lean on people when you really need them. You don't have to go it alone unless you have something to prove.

TAURUS

You can try to stay strong, Taurus, but when the watery energy around you makes you swim against the tide most of this week, you'll no doubt get tired. And that's when help

comes in. When other people throw you a lifeline, reach out and grab it. Even though you prefer to solve your own problems in your own time and in your own way, sometimes it makes more sense to roll with the waves and take what the universe is offering.

GEMINI

Your short attention span helps you keep from dwelling on negative stuff for the most part, but even you experience the tug of heavy emotions this week, which can leave you feeling down and not like yourself at all. Luckily, logic takes over later in the week and you can reason your way out of most of the disappointing/depressing thoughts you may have been having. And hey, Gemini, if all else fails, fake being happy until you actually are, like only a two-faced Twin can!

CANCER

You're one big ball of emotions, and the more difficult things you experience this week, the harder it is for you to express how you truly feel about it all. Here's a thought – instead of being so concerned about how everyone else is dealing with what's going on, how about you take care of yourself for a change? Dealing with tragedies, emergencies, and crises can be beyond draining emotionally, physically, mentally, etc., Cancer. Be good to yourself when the world isn't.

LEO

There will be a lot of up and downs this week, but they won't necessarily bring the drama that you like to be a part of. You probably won't get the kind of attention and excitement you crave until late in the week, Leo, so for the rest of the time try to keep yourself busy and entertained. Good things happen fast when Venus pairs up with fellow fire sign over the weekend, though, so have a bag packed and be ready to go at a moment's notice! Adventure waits for no one!

VIRGO

You can't wait to leave the nonsense of the week behind and move into the weekend, Virgo, where reliability and logic prevail, and you can get down to business working on a project that's long overdue. You're happy to leave the emotions out of it as you team up with friends and/or family members and build or make something sturdy, useful, and long-lasting that you can all be proud of.

LIBRA

For a sign who looks for balance in your everyday life, this could be a rough one, Libra. There are too many unknown factors that make it hard for you to wrap your head around finding a possible solution that will work for everyone. It's normal to dream of escaping and getting away from it all, but you won't let yourself bolt when there are people who need you. It's really hard to be the voice of reason in troubling times, but here you are, trying your best.

SCORPIO

There are lots of watery emotional vibes around you this week dragging you out to sea further and further, Scorpio, but will you let them lift you up above the deep water and carry you to shore, or will you get swept up in the current and drown? Honestly, you could lean either way, but chances are good that your determination and willpower will kick in at some point and bring out your inner survivor. You're not going to let your negative thoughts win, are you?

SAGITTARIUS

This is definitely one of those weeks, especially for fire signs, that you know if you can just get through the day-to-day bullsh*t and make it to the weekend, you'll feel so much better. So do that, Sagittarius. Wake up each morning, get a shower, eat breakfast, grab some coffee, get your work done and your errands run, yada, yada, yada — then do it all over again the next day. And then when Saturday and Sunday come, it's your time. Dream big. Go on an epic adventure. Embrace the possibilities.

CAPRICORN

You're a lot more confused and distracted than usual this week, Capricorn, but that doesn't mean you can't still be productive. You might not be able to do as much on your own as you're used to or would like, but if you save your most difficult chores and tasks for later in the week, you'll have the help you need to see everything through. Your individual efforts and contributions are admirable, but sometimes it takes a team to understand the assignment. And that's okay.

AQUARIUS

You're not feeling like yourself as the universe puts you all into your feels midweek. Still, you can gain some positive perspectives from the emo experience, even though it makes you uncomfortable. You're great at keeping an open mind, Aquarius, so as long as you do so during the emotional awkwardness that surrounds you for most of the week, you can rest assured that you're doing your best. Letting loose and being weird over the weekend is what you need to feel "normal" again.

PISCES

You can't help but be oversensitive this week, Pisces, and you don't understand why other people don't feel the same way. So, feeling like you're different than everyone else is part of your problem, along with caring just too damn much. If you can manage to make it until Sunday without a major breakdown, celebrate your perseverance by doing something totally spontaneous. With fiery energy empowering you, you can be anyone and do anything, which is exactly what you need to feel as special as you are.

WEEKLY HOROSCOPE FOR FEBRUARY 6

ARIES

You've got the world at your feet early this week, Aries, so what are you gonna do with all that power?! Try to focus your energy on something constructive before you're tempted to use your newfound powers for evil. When Mercury matches with Aquarius in your networking zone over the weekend, you can make some very real connections that can help you climb further up the ladder of success. Don't F it up by saying the wrong thing to the wrong person.

TAURUS

Use this week's Mercurial energy to push your own boundaries, Taurus. You normally like to lay pretty low and not make any waves, but some of the week's planetary movements challenge you to stand up for what you want (and be loud about it if necessary). Sometimes the ends really do justify the means. There's nothing wrong with helping yourself before you help someone else.

GEMINI

With your home planet Mercury dominating a lot of the planetary news headlines this week, your confidence is at an all-time high. You know the power of your thoughts and ideas, and now it's time to share them with the world. Everyone you meet won't agree with you or even admire your impressive IQ. But luckily, Gemini, you're a natural at finding the people you vibe with the most. Your time is best spent with like-minded people instead of trying to convince your haters to like you.

CANCER

Feeling the power rise up in you can be scary and electrifying at the same time. The Universe is reminding you what you're capable of this week, Cancer — will you listen? Even though you don't always like to call attention to yourself, you can draw a lot of success into your orbit by showcasing your natural skills and talents. Even the people closest to you have no idea what you're truly capable of. It's time to let them in on your little secret.

LEO

You've got the world hanging on your every word this week, Leo, which is exactly what you want! Not only are you ready to assert your dominance but you're ready to do it in a charming way that will leave people wondering what in the heck just happened?! If you aren't wearing your crown and sitting on the throne after conquering the kingdom of your choice by week's end, it will be a shocker.

VIRGO

Your ruling planet Mercury is getting a lot of good planetary press this week, Virgo, so you can be the star of your own story. Your words are a lot more meaningful than your actions for the better part of the week, especially toward the end, so keep that in mind as you try to

accomplish your goals. If you have a presentation, job interview, or important meeting coming up, your chance of failure is slim. You've got this.

LIBRA

What are your biggest hopes and dreams, Libra? Because guess what? Instead of being the person who always helps other people get what they want, the universe gives you permission to go after your own desires early this week. Imagine that. We're not saying you'll get everything on your wish list, but putting yourself first is a gift on its own. You're worth it.

SCORPIO

There's always something smoldering under your calm exterior, Scorpio, but early in the week, you get the chance to show off some of that internal fire. If you want to. The choice is yours, which only adds to that infamously strong sense of self-confidence. If you have any enemies/opponents out there who have been trying to one-up you, this isn't their week. Your battle cry? Better luck next time, losers!

SAGITTARIUS

Soak up the red-hot energy early in the week and use it to fuel your already fiery personality, Sag. There's no dare you won't take, no invitation you won't accept, or adventure you'll say no to. You're always seeking that great adrenaline rush, so you're super pumped that this week offers you a lot of chances to get your next fix. Over the weekend, your racing thoughts might lead you down some risky paths, but defying the odds is what you're all about.

CAPRICORN

If you have your route mapped out and your final destination in mind, there's no reason to navigate the bumpy back roads this week, Capricorn. Taking the most direct way possible allows you to get where you want to go in record time, far ahead of your competitors. You can sightsee another time. For now, keep your eyes on the road and your foot on the gas. This is your race to win.

AQUARIUS

You don't ever shy away from expressing yourself, but there's something about the feeling you get when Mercury plants itself in your powerful first house late this week that makes you feel invincible. And your superpower is not giving a f*uck what anyone else thinks! Are you acting a little weird? Are you going to get more stares than usual? Probably. But, Aquarius, there is something so freeing about just not caring.

PISCES

This week your dreams might actually turn into reality, Pisces. Does this scare you or excite you? Or is it maybe a combination of both emotions? Getting the chance to manifest your desires gives you very mixed vibes but if the Universe thinks you're ready to accept a bigger role in your happiness, why look the other way? This week's planetary actions are

giving you the tools you need to build a better life, so isn't it about time you learn how to use them?

WEEKLY HOROSCOPE FOR JANUARY 30

ARIES

Rush around and do your thing this week, Aries. You've got places to go and people to see, and you aren't ready to slow down for anything or anyone until Sunday. This full moon's creative vibes encourage you to express your confidence in a whole new way. Having fun means different things to different people but for you, playing competitive games is your go-to. Luckily this lunation makes you a lot better sport than usual.

TAURUS

The usual chores and responsibilities take up most of your week, Taurus, and as a steady earth sign, you're happy to stick to your regular schedule and live life as part of the status quo. Over the weekend, though, as the big bright moon targets your fourth house of roots and family, it's time to focus on what's going on at home. Could a DIY project be on the agenda? Don't take things too seriously during this lunation, even if hard work is involved.

GEMINI

There aren't a lot of big surprises this week. So, even if you try to stir up some drama on social media by trolling an ex or posting some scandalous gossip, you'll probably be denied the reactions you're looking for. Hold up a minute, though, Gemini, because with the spotlight-seeking full Leo moon shining on your third house of communication this weekend, you should get all the views, likes, and comments you've been after. And then some.

CANCER

Most of your week goes by without anything major happening. Still, the financial spark that's lit by the big full Leo moon in your second house over the weekend could create something magical and unexpected in your money zone. You might get a check from a freelance job you forgot about or a mysterious Venmo deposit from someone you don't even know. Don't look a gift horse in the mouth during this lunation, Cancer. Any money that comes your way is MTB.

LEO

The week has its share of ups and downs just like any other week, but you have something exciting to look forward to, Leo — a full moon in your powerful, dominant first house. This means that there will be even more attention showered on you than usual (#yessss) and this is the perfect time to reinvent yourself as the person you always wanted to be. Goodbye old boring self; hello fabulous new identity! Yes — it's just that easy (at least on the outside).

VIRGO

As a steady earth sign, you can weather most ups and downs better than most people, so anything that comes up during the week you deal with pretty well. As the dramatic full moon rises in Leo over the weekend, however, Virgo, your dreams, psyche, and emotions are the target of this ethereal twelfth house lunation. Get ready to be a lot more open to exploring spirituality and connecting with others (including yourself) emotionally than you usually are.

LIBRA

You might be able to lay relatively low for most of the week, but when the outgoing, fun-loving Leo full moon energizes your social zone over the weekend, you'll be on everybody's radar. If you've ever wanted to try out for a reality show, start a business, or plan a big group vacation with all your family and friends, this is the perfect lunation to do it!

SCORPIO

Control issues plague you during the week (when don't they, though, right, Scorpio?!), but then you get to let loose over the weekend thanks to the playful Leo full moon that appears in your responsibilities zone. Expect to get positive attention — maybe a surprise party — for a recent accomplishment like finishing your MBA or career-related success like a raise or promotion. Take a bow even if you aren't comfortable being in the spotlight.

SAGITTARIUS

Life isn't overly adventurous for most of the week, but your expansion zone gets hit by full Leo moon rays over the weekend, activating your chance for travel, risk-taking, and spiritual investigation. Even if you can't go too far from home, Sag, you're able to expand your mind via meditation and education. This lunation pushes you beyond what you thought you were capable of in the very best way possible.

CAPRICORN

If your week is boring, you'll forget all about it when the sizzling full Leo moon arrives in your eighth house of sex, death, and transformation over the weekend. There's really no way you can't be affected by this electric lunation, Capricorn, especially if you've been hoping for change. Endings linked to this powerful lunar energy aren't always easy to deal with, but the evolutionary powers it holds are incredible. Don't fight it!

AQUARIUS

Your rebellious home planet kicks up some dust this week, but that messiness should settle by the time the full Leo moon lands in your house of one-on-one relationships over the weekend. A lot of this dignified yet domineering lunation's focus will be on co-dependent relationships and why you shouldn't lean too exclusively on your romantic partner or BFF. Having your own life independent of this person will actually enhance the time you spend together. We promise, Aquarius.

PISCES

You're surviving through the week of ups and down just as well as most signs, Pisces, but that doesn't mean you aren't looking forward to the week being over and being able to go home, close the door and drift into your own little fantasy world. Just be ready for the loud, intrusive knock of the Leo full moon on Sunday that will insist you take better care of yourself. Wasting this nudge from the sixth house lunar energy that promotes health and wellness with actions like eating better, exercising more, and meditating would be a shame.

WEEKLY HOROSCOPE FOR JANUARY 23

ARIES

It's against your fiery Aries nature to adapt to a more laid-back vibe, but we bet you can do it if you really try! Actually, the whole point of this week is that you don't really have to make much of an effort. Even if relaxing, sitting back, and waiting for things to come to you instead of going out and pursuing them isn't one of your strengths, you might enjoy being in the passenger seat for a bit. Give it a whirl, Aries!

TAURUS

You can really get into living a laidback life of luxury, Taurus, so no one's going to find you complaining about the free-flowing positive vibes that surround you for most of the week. It might take you a minute to get out of work mode, but once you do, you're on board with relaxing and enjoying life 100 percent. Is there such a thing as being too self-indulgent? It's a privilege to be able to find out!

GEMINI

You love the social vibe of the week, Gemini, especially since you're typically the first and last to leave the party. There's no pressure on you to perform or be "on," but your charm still makes you the center of attention in most places you go. Your curiosity drives you to try to uncover the mysteries of the Universe now, but even your deep dives into the unknown are relatively effortless. You can't really explain it, but good things just seem to happen to you while you're on the way to your next great adventure!

CANCER

Your heart of gold shines a little brighter with the positivity radiating from the Universe this week. For the first time in a long time, Cancer, you might feel like your dreams do have a chance to come true. Yes, the struggle has been real, but for now, you should have some time to set aside your doubts and believe in yourself and the goodness of others. You really need this uplifting recharge.

LEO

Leo, you're no stranger to positivity, but everything seems just that much brighter this week, which you love and totally embrace. Never one to turn down the spotlight, you welcome your chance to bathe in the intense light that the universe bestows on you as it

encourages you to show off your talents effortlessly. It won't take much to make others see what you see when you look in the mirror! #Pureroyalty

VIRGO

Virgo, you live to work and be of service to others, so you can't help but get a little panicky when you hear that it might be time to relax and take some time off. The last thing we want you to do now is stress, of course, but yes, you probably won't be called on to do as much as you normally do this week, and that's okay. Laying low and taking some time to yourself doesn't make you any less important, valuable, or needed. We promise.

LIBRA

You usually have an easy time seeing the beauty in the world, Libra. This week everything seems even brighter, prettier, and more dazzling than usual. Including yourself! You radiate confidence now, which makes other people want to be near you. Your chosen aesthetic is alluring and draws people in, allowing you to make new friends or maybe even fall into a new romantic entanglement. Life is good.

SCORPIO

When things are going well, Scorpio, don't look for ways to F them up! You can be quite the pessimist at times, and being one this week will definitely be a huge buzzkill. There's nothing worse when everyone's having a good time than pointing out what could (but probably won't) go wrong. Your control issues make it hard for you to totally relax sometimes, but there's no better time to let go and trust that the universe has your back than this week.

SAGITTARIUS

The universe is giving you a pass on a lot of things that would normally cause you stress this week, Sagittarius, and less time spent on responsibilities and "have to's" means more time for adventures. Woohoo! Solo journeys are life-altering now, but group outings can also be enlightening. Luck is definitely on your side, and you have plenty of encouragement from those who matter. As long as you have some good karma built up, you're unstoppable.

CAPRICORN

"Relaxed" and "laid-back" aren't really how anyone would describe you on a typical day, but that doesn't mean you aren't capable of being those things. Right, Capricorn?! You are sometimes one of the most misunderstood signs of the zodiac. This is a good time to let loose and show that you have a whole other side to you. Show you have a chill mode by leaving on your gym clothes to run your errands instead of changing in the locker room. Or tell a dirty joke. Or leave work early (gasp). Even if none of those actions show who you truly are, it's fun to keep people guessing!

AQUARIUS

Your sign practically invented the laidback attitude, so you won't have difficulty adjusting to the carefree vibrations sent out by the universe this week, Aquarius. Your ability to remain objective, unemotional, and relatively removed from drama and chaos makes you seem like you were born calm and that's okay! No one has to know that sometimes you have to work at it. But not this week. This week you'll master the art of being chill so well that you could teach a class on it!

PISCES

The one major planetary movement this week involves you, gentle Pisces, which is an excellent indication that everything is going to work out just fine for you. As one of the most intuitive members of the zodiac you of course do believe in signs, so you'll be looking for those synchronistic little clues that tell you it's okay to relax and let go of your worries. It might take a minute to recognize them, but once you do, you'll see little reminders everywhere that life can be magical and amazing without putting in a ton of effort.

WEEKLY HOROSCOPE FOR JANUARY 16

ARIES

Your eleventh house lights up this week as you experience a lot of Aquarian energy landing in your friends and trends zone. You'll want to be at all the hot restaurant openings and best parties, not to mention wearing all the latest designer bling and hanging out with the cool kids. Do you have enough time to do it all? Hey, you can sleep when you're dead, right, Aries?

TAURUS

There's an excess of Aquarian energy to deal with this week, and as these uniquely original vibes hit your tenth career house, you'll be ready to make some moves at work that no one saw coming. You're an innovator and a pioneer now, which is a direct 180 from your usual slow, practical approach. Who even are you, Taurus?

GEMINI

The combo of open-minded Aquarius in your ninth house for more than one planetary placement this week is the sign you've been waiting for. It's definitely time for you to expand your horizons and see what else is out there, Gemini. If you've been living life with regret, the Universe is telling you that you aren't fulfilling your destiny. Go out into the world and gain those experiences you've been missing out on. #Nomorefomo

CANCER

You have a steamy week ahead as experimental Aquarius lights up your eighth house of sexual transformation and awakening. There are so many things out there that you've never experienced or maybe even heard of, Cancer, but your inquiring mind will lead you to a lot

of them now. You don't have to try anything that you're not ready to try, natch, but we're guessing your curiosity will get the best of you!

LEO

There's a lot of interesting, eclectic energy surrounding you this week as the Universe absorbs a double helping of what social climber Aquarius is dishing out. Aquarius sits directly across from you on the zodiac wheel, Leo, and therefore this free-thinking force hits you in your seventh house of relationships. It's time to open your world up to new experiences with interesting people.

VIRGO

Erratic Aquarian energy hits your sixth house of order and routine this week, Virgo, which can mean some initial discomfort for a practical sign like yourself. Yes, things are about to get shaken up, but in the best way possible! You know how you're going along your day normally, you hit a detour, and you're afraid it's going to mess everything up; but instead, you end up discovering something you would never have seen if you'd stayed on your original route? Yeah, it's like that.

LIBRA

Have you been working too hard lately, Libra? Because the big dose of silly Aquarian energy in your fifth house of fun and entertainment this week signals that it's time to pump the brakes on your responsibilities and hit the gas on some good times. Can't get any time off? This week's anti-authority energy might urge you to be a little rebel and call out sick. We're not saying that. It's the universe.

SCORPIO

Freedom from your responsibilities is something you'll be seeking while there's heavy Aquarian energy in your fourth house of home and family this week, Scorpio. It's not that you want out of a relationship or don't want to be a parent or part of an extended family, but you can't help but think the demands placed on you are a little unfair. Looking for a way out now is natural, even if it's just temporary.

SAGITTARIUS

You're ready to change up the way you communicate this week as a lot of progressive, revolutionary thoughts flood your mind during Aquarius' heavy influence on more than one planetary entity. You're a technology whiz now, too, which means you could get in on the ground floor of creating a new app or developing a new way people keep in touch. If you invent something really incredible, you'll get to name it, Sag!

CAPRICORN

There's a lot of focus from independent, clever Aquarius on your second house of possessions and financial security this week, which has you feeling that when it comes to money matters, maybe you've been doing it all wrong! Don't waste an opportunity to look at your money from a fresh new perspective now, Capricorn, because there are some life-

changing ideas out there that can and will elevate and strengthen your financial future if you're open to them.

AQUARIUS

This week you have the support from your independent, outspoken and individual first house to really turn up your personality and shine. Your ideas are unique and inventive, and the right people are finally taking notice of what you have to offer. Don't get shy now, Aquarius. With the spotlight fully on you, it's your turn to show off what you've got. The more you push people to question what's "normal," the easier it is for you to convince them that you're a genius.

PISCES

Don't be surprised if your thoughts and dreams are more than a little strange as quirky Aquarius invades your twelfth house on more than one occasion this week. Both the sun and the moon are influenced by this sometimes-controversial air sign now, Pisces, which throws your usual romantic, idealistic daydreams into a weird mix of science fiction and fantasy. This is one wild ride you can't wait to get off of.

WEEKLY HOROSCOPE FOR JANUARY 9

ARIES

You won't pass up a little good luck early in the week, Aries, but you'd much rather work for your success. So, when your ruler Mars finally goes direct in your third house of ideas and communication on Thursday, you're ready to get to work. Spending your energy making sure everyone is on the same page and up to speed makes it easy to complete the tasks and projects you've neglected for the past several months.

TAURUS

You're ready to catch a break, which is exactly what you do in the first part of the week. Use your charm to take advantage of every situation you can, Taurus! Thursday's major Mars move from retrograde to direct in your second house of money hits you in your comfort zone and gets you ready to make some powerful financial moves. Your ambition and entrepreneurial spirit are unmatched now!

GEMINI

Your big news this week, Gemini, is powerful Mars going direct while still residing in your equally powerful first house. Talk about opportunities to make things happen! Your larger-than-life personality dominates the room, but you aren't rude or pushy. Use this amazing energy to tie up the loose ends that have been bothering you for the last several months. Once you get a couple of projects completed, you can start exciting new ones.

CANCER

You can expect a lot of repressed emotions to come up this week, Cancer, especially as intense Mars goes direct while in your intuitive, introverted twelfth house. What have you

been denying yourself lately? Because feelings of FOMO come on strong now as you play the “woulda, shoulda, coulda” game with yourself. There’s no use looking back at things you can’t change now. It’s time to move at full speed ahead, sans regret.

LEO

You’re at your fiery, enthusiastic best when the moon spends time in your sign early this week, Leo, so don’t let that regal Lion charisma go to waste. Teamwork is emphasized as Mars goes direct in your social zone on Thursday, so save group projects and volunteering, etc. for the weekend if possible. Your ability to network and gather people together is legendary now, and there’s very little you can’t achieve with such a helpful crowd behind you.

VIRGO

You can use the extra boost of charm from the Leo moon early in the week, but your real success comes later in the week when Mars leaves its retrograde position while in your success and recognition zone. If it’s been a while since you’ve gotten the credit you deserve, you’re looking forward to the day when the people who matter finally take notice of your accomplishments. And by all cosmic indications, that day is coming soon, Virgo.

LIBRA

It’s time for action and adventure to be at the forefront of your life this week, Libra, as action-packed Mars leaves its stunted retrograde cycle and goes direct while in your ninth house of expansion. So, while you’ve probably felt held back in recent months, this renewed forward energy gives you new opportunities for continued personal growth and the acquisition of valuable knowledge.

SCORPIO

You’ll already be opening up in new ways early in the week, and when your intense co-leader Mars goes direct in your natural eighth house of transformation on Thursday, you’ll be unstoppable. You’ve been feeling the tension build in these last few months, letting you know that something’s got to give. This is your time, Scorpio. Take the next few months and make them your own.

SAGITTARIUS

With kindred fiery lunar energy backing you early in the week, you’re ready and eager to express your emotions. You might run into struggles in your closest relationships when power player Mars moves into your partnership zone on Thursday, Sagittarius, but that’s just a sign to work harder to strengthen bonds that are important to you. Being upfront and honest about how you truly feel will be a consistent theme for the next few months.

CAPRICORN

Your reputation sometimes suffers because of your down-to-business personality, but the fun-loving Leo moon changes all that early in the week. Be sure to take advantage of situations that allow you to show your friendly, playful side (because you do have one).

More serious issues come into focus when motivated Mars moves into your sixth house on Thursday, Capricorn, but you can still take a light-hearted approach to serious matters and have them turn out okay.

AQUARIUS

The major planetary energy of the week focuses on the big Mars move from retrograde to direct. And, because this intense change takes place in your fifth house of entertainment and romance, which might bring out a more aggressive side of you in these two areas of your life. You might be into watching violent action movies or playing hardcore video games now, or you might become more sexually aggressive or competitive than usual. Be safe out there, Aquarius.

PISCES

You can probably sense that a big change is coming, which manifests as the major Mars movement from its retrograde position to a direct one on Thursday. With this shift taking place in your home and family zone, where you usually seek comfort, it could indicate an uncomfortable, disappointing, or even depressing time ahead. Your emotions are on high alert, Pisces, encouraging you to be on the lookout for someone or something that might be trying to ruin the peace and solitude you cherish.

WEEKLY HOROSCOPE FOR JANUARY 2

ARIES

Your brain is moving fast, Aries, and your actions aren't far behind! The early week lunar energy in your third house of communication allows you to calmly and effectively say what's on your mind, which isn't something that's always possible for you. Sharing your ideas (especially your resolutions for the coming year) with someone special makes them real. Your odds of accomplishing something great are better when you declare your intentions out loud.

TAURUS

With the mentally active Gemini moon in your house of finances early this week, Taurus, it's not a surprise that you've got your mind on your money and your money on your mind first thing this new year. When lunar energy is in the way, it can sometimes be easy to get carried away with emotional purchases. Still, because Gemini is, for the most part, a logical air sign, this is a good time to set fluid budgets and weigh your different investment options for the year.

GEMINI

With the power of the moon in your first house early this week, Gemini, you've got the confidence and drive to really get things done. You also have a lot of options now, which can lead to some distraction and flaky behavior. However, if you're able to stay on track, you can make some excellent progress. You love to live in the moment but keeping your long-term goals in sight will help get your year off to a great start!

CANCER

With the Mercurial Gemini moon in your subconscious zone to start the week, your emotions and true intentions remain hidden, perhaps even to yourself. Hopefully, you feel like unraveling a mystery, Cancer, because you have a lot more questions than answers now. Curiosity about spirituality and other mystical topics consume you. However, the seemingly unobtainable information you crave might be closer than you think. Your dreams are very revealing. Pay close attention to recurring colors and themes.

LEO

You can be a selfish sign, Leo, but as the new year starts with the moon in your societal zone, you're more about helping others than you are about helping yourself. Grab onto the social Gemini lunar energy to expand your network and better help your community at large. Step one is finding out what people need, and step two is doing whatever you can to get it for them. By taking the initiative and helping others reach their full potential, your own world will become bigger and better than ever before.

VIRGO

If you aren't happy with what you accomplished last year, Virgo, don't worry because reaching the next level of success will be one of your top priorities early this year. As the smart Gemini moon spends time in your tenth house of career advancement and need for recognition at the start of the week, your mind is squarely on your professional goals and what you can do to climb the ladder of success. To pass your competitors, find ways to work smarter, not harder.

LIBRA

Exploring your mind is a top priority early this year as the curious Gemini moon lights up your ninth house of philosophy, spirituality, and higher education. Learning all you can about a diverse range of topics is both satisfying and revelatory, Libra, so don't pass up any opportunity to participate in life experiences that lead to further knowledge. Your brain is like a sponge. Soak up everything you can!

SCORPIO

When your intensely controlling eighth house is targeted by the matter-of-fact Gemini moon early in the week, money — specifically other people's — becomes an emotional topic. The reading of a will or letter about an inheritance might set you off. You may even be asked to be an executor of someone's estate after they die or be requested to take care of an older relative's finances. Your reputation for being responsible literally pays off, Scorpio, but in some very sad ways.

SAGITTARIUS

You'll be feeling a special bond with and extra emotional attachment to the people who mean the most to you this week, Sagittarius, thanks to the social Gemini lunar energy that lights up your seventh house of partnerships between Monday and Wednesday. If it's been

a while since you've made time for your BFF or favorite relative, plan some one-on-one time ASAP. You need to reconnect and remind yourself why this person means so much to you.

CAPRICORN

You're ready to hit those new year's resolutions hard this week, Capricorn, especially ones related to health, daily routines/habits, and your mental/physical well-being. The Gemini moon spends time in your sixth house now, reminding you that you should be making your mind and body your top priority. Pets are also something that this lunar energy highlights, so it might be time to make a vet appointment for your favorite animal pal or get them on a healthier eating/exercise plan.

AQUARIUS

The casual Gemini moon travels through your fifth house of entertainment, leisure, and expression early this week, Aquarius, setting the tone for a pretty chill first week of the year. Having fun takes top priority, and you won't feel the need to ease back on having a good time, censor yourself or worry about what other people are thinking about your shenanigans at all. What a great way to kick off 2023. We're jelly.

PISCES

You'll be glad you got most of your holiday social obligations out of the way last week, Pisces, because you're ready to grab hold tight to the lunar energy lighting up your fourth house of home and family early this week and never let it go. As a natural introvert, you embrace this "stick close to home" cosmic mentality more than most, and you're more than happy to stay in your PJs, make some snacks, and veg on the couch with the fam or your BFF all day. And if going out to work or running errands is unavoidable, the world will experience one unhappy Fish!

WEEKLY HOROSCOPE FOR DECEMBER 26

ARIES

With your warrior planetary guide Mars retrograde this week, you're more likely to slow down and think before you act than at other times of the year, which isn't a bad thing, Aries. Although this contemplative state easily stirs painful memories, it's harder to run from necessary emotional confrontations. Sometimes you have to really feel all the feels before you can move on. Making a fresh start won't be painless, but it's so worth it.

TAURUS

There's a big "out with the old and in with the new" vibe this week. However, you're one sign that has difficulty forgiving and forgetting, even when it comes to your own mistakes. Try not to be so hard on yourself and everyone around you, Taurus. 'Tis the season to be jolly, and it's hard to do that when you have such heavy things on your mind. Take advantage of the lighter moments that help get you out of your gloomy head space.

GEMINI

This is one of the most festive weeks of the year, Gemini. So, you should be out and about enjoying work parties, socializing with friends, and attending various family functions. And if you're not in the mood for mixing and mingling, there's probably something very wrong. Don't be afraid to push pause and examine what's going on in your head (and your heart). Worry less about being the life of the party and more about why you aren't feeling like your usual outgoing self.

CANCER

There are many fulfilling times with family and loved ones to look forward to this week, Cancer. However, there are also some moody moments that won't quite live up to the hype of what you feel the holidays should be about. And that's okay. The higher your expectations are, the farther you tend to fall when they don't match the perfect scenarios you've created. So what if your gatherings aren't picture-perfect? Those posed Instagram images get lost in your feed eventually, but the memories you create last forever.

LEO

This week isn't the best time to try to turn your own personal issues into public ones, Leo. Yes, you're one of the main attention seekers of the zodiac, but this week's planetary challenges call for you to be less about yourself and more about the greater good. You can do that, right? After all, there are a lot of happy distractions to remind you that maybe you don't have it that bad after all. Try focusing on the positives instead of the negatives just this once.

VIRGO

In between all of the moodiness and drama that other people seem to revel in this week, Virgo, you can actually get a lot done by staying on an even keel. You thrive on being productive and constructive. Although there are a lot of highs and lows to navigate this holiday week, you're somehow able to find a stable balance. Your steady earth sign energy means that you don't always show a lot of outward excitement, but the positive flipside is that you're willing and able to get the job done no matter the circumstances. And that's a valuable gift!

LIBRA

Your emotions are all over the place this week, which isn't something most balanced Scales are used to. Having mood swings isn't necessarily a bad thing, but any mental or emotional instability now can throw you into questioning everything mode. This isn't the best time to cast a shadow of self-doubt over everything, though, Libra. Let the spirit of the season light up your darker moments and help you realize that good (or better) times are still to come.

SCORPIO

It's a good thing you love a challenge, Scorpio, because this week, there are plenty of them for you to conquer. Of course, don't expect everything to be wrapped up in a tidy little bow

because. Despite your determination to solve all the problems laid out before you, life rarely works out like that. There will be little glimmers of hope to keep you going until the new year arrives, so try to focus on them if you have moments when you start to feel a little hopeless.

SAGITTARIUS

It would be great if you could kick back and just enjoy some good times this week, Sagittarius, but that isn't exactly what the universe has planned for you. In these last few days before the year ends, you have your work cut out for you mentally, emotionally, and maybe even physically. Can you handle the heavy energy that's being thrown at you? Of course. But you wouldn't be human if you didn't wish you could catch a break. Maybe next year!

CAPRICORN

Hard work is practically your middle name. So, why are you so surprised that you're stuck doing more than your fair share while everyone around you slacks off?! This isn't the time to play a martyr, Capricorn. Don't volunteer to work overtime or take on extra assignments just to prove a point. You deserve to have some fun this week just as much as (if not more than) everyone else. Don't feel bad about leaving early or passing off some of your responsibilities to someone else. You've earned the right to relax.

AQUARIUS

As an air sign, you have the carefree ability to easily let a lot of things float right by you. So, when some issues weigh heavily on your mind this week, it can be emotionally and mentally uncomfortable. Do your best to acknowledge the problem, consider its challenges, and then come up with the simplest way to solve it as possible. You don't need any unwanted or unnecessary dark thoughts interfering with what should be one of your lightest times of year, Aquarius!

PISCES

There's a lot for you to think about this week, Pisces, which can lower you into an even deeper introspective pit than usual. Memories from the year accumulate in your mind this time of year, and they tend to be sorted in order from most enjoyable to the least. Why do you insist on dwelling so much on the negative and what you could have done differently or better? Worry about those obligatory new year's resolutions next week. For now, try to give yourself a break.

WEEKLY HOROSCOPE FOR DECEMBER 19

ARIES

It's not that you want to take on more than you can handle, especially when you're this close to the finish line. Still, the truth is that a confident, capable fire sign like you is able to step up and do more than your fair share at times like this. But ssshhh...you might only want to advertise your superhuman skills to the people you care most about, though.

Otherwise, you'll be handling other people's holiday business long after you would have had you just stuck to your own list.

TAURUS

You love the festive vibe of this time of year, especially if your investments have done particularly well and you're able to spread cheer via all of the expensive presents you've procured for all your friends, family, and business associates. Gift-giving is one of your specialties, Taurus, and your generosity is evident. And even if you aren't able to break the bank with your offerings to others this year, your thoughtfulness still shines through. It truly is the thought that counts.

GEMINI

Other more introverted signs might be looking for excuses not to join in the festivities this time of year but not you! As one of the more social signs, Gemini, you love going to as many parties as possible and mixing/mingling with other guests of all types. Yes, you'll be busier than usual as you try to keep up with your packed social schedule but try to give more attention to the people who are truly special in your life. An older relative, friend, or neighbor would be delighted with a visit from you this week.

CANCER

If you really think about all the stuff you still have to do, Cancer, you'll easily get overwhelmed. So, instead of worrying about and overthinking everything, why not take a deep breath and practice some positive thinking? The universe is here to help you out in as many ways as possible, and so are the people in your life. This is one of those weeks not to get stressed out. Once you start believing in the magic of the season, you should start to feel all your cares melt away.

LEO

If you feel like you've been on the naughty list lately (or all year), it isn't too late to redeem yourself, Leo! Even though this is probably one of the busiest weeks of the year, you can still carve time out to help other people. Yes, your sign has one of the strongest egos out there, but you don't have to end 2022 on a selfish note. Making an effort to be extra kind and going out of your way to help someone who really needs it are the greatest gifts you can give this week.

VIRGO

With your stellar work ethic and impressive attention to detail, you're a natural for tackling long to-do lists. And because you're a steady earth sign, you rarely get frazzled, even under intense pressure. And all those skills and talents will come in very handy this week, Virgo, as you tend to the last-minute minutia that everyone else probably forgot about. Need to make an extra side dish to accommodate extra dinner guests? Does someone have to redo the tree after the cat knocked all the ornaments off of it? You're the go-to person in these and all other emergency situations!

LIBRA

Your sense of balance seriously keeps you functioning like a normal person this week, Libra! If you weren't able to rationalize things and stay calm via your steady fair-minded perspective and eternal willingness to compromise, you honestly might lose it. Talk of world peace can be trite, especially at this time of year, but you're extremely sincere when you mention that it's on your wish list. If you could have one holiday gift, it would be for everyone – at least in your own little universe – to get along, even if it's for just one day.

SCORPIO

You don't usually like to make a big deal out of giving/getting gifts or doing things for other people, so while everyone else is partying, you're working steadily behind the scenes this week to ensure everyone else enjoys themselves. You're an excellent organizer, expeditor, supervisor, etc., always staying in control and ensuring that things go as smoothly as possible. But, dear Scorpio, don't forget to take some time for yourself. After you've cleaned up and everyone else has gone to bed, enjoy the quiet time of reflection and be proud of your accomplishments.

SAGITTARIUS

Your lively leader Jupiter has a couple of planetary interactions this week that ensure your life stays busy and adventurous, Sagittarius. You can normally count on this time of year to keep you pretty grateful anyway, but this week your karmic plate feels fuller than usual as you count your many blessings. And the best thing about feeling this lucky is that you get to spread around some of that good cheer. Because what fun is keeping it all to yourself, right?!

CAPRICORN

You're probably the "responsible one" in most of your social groups, right, Capricorn? Your family, friends, and coworkers no doubt depend on you to come through for them in a jam and to keep working long after the rest of them have quit, but this week, you shouldn't have to go it alone. You can finally count on the universe and the spirit of the season to blend together and take a bit of the load off your shoulders for a change and that, in your opinion, is a true holiday miracle!

AQUARIUS

Aquarius, whether you're a true believer or the "bah humbug" type, this week is all about social gatherings, which you typically love no matter the occasion. Even if you aren't exactly feeling the spirit, you're still into getting together with people and toasting to whatever. You're less enthused with being at events where your presence is required, but you'll probably show up out of a sense of duty anyway. You might be quirky and contrary, but you're not a complete Scrooge!

PISCES

As one of the most spiritual signs, you immerse yourself in this season perhaps more than most. You love feeling part of something bigger than yourself and this week's events

definitely boost your spirits and help you feel less like you're alone in the Universe. And because your compassionate, sympathetic side is on full display, it's easy for everyone to see what a big heart you have, Pisces. There's always a chance of being taken advantage of. Still, you'd rather help someone and find out they didn't need it after all than turn away someone and then find out they actually did.

WEEKLY HOROSCOPE FOR DECEMBER 12

ARIES

Your hot-tempered leader Mars throws you right in the middle of things from the get-go this week, Aries, but jumping to conclusions without getting the whole story won't work to your advantage. When things go south, you just know you're angry, but you don't necessarily know what or who you're angry with. And lashing out at the wrong people is a big cosmic no-no right now.

TAURUS

If there was ever a time you needed that famous Taurean patience, it's this week. Half the time you aren't sure if you're coming or going, so it really helps you be able to look at things from a logical, grounded point of view. While all your friends, coworkers, and family are panicking in the midst of the cosmic chaos, you're calmly going about your business. What's your secret?!

GEMINI

You're lucky that you let most drama slide past you on the surface, Gemini, because if you were someone who let things get to them, you would not be happy this week. Of course, you have feelings and emotions, too, so naturally, you're going to be bothered by some of what occurs this week, but as a breezy air sign, you're more likely to let it go easier than some other signs. Enjoy that ability to detach when necessary.

CANCER

Your emotions are always on the surface, ready to pool up in a teary mess. So, this week you better have the tissues handy! Your lovely leader the moon is extremely active as usual, getting into a lot of tangles with the bigger planets and affecting your life on a minute-to-minute basis. Try not to let yourself get overwhelmed so easily, Cancer. Avoid catastrophic thinking as much as possible because worst-case scenarios rarely materialize.

LEO

You tend to let your ego prevent you from asking for help when you really need it, Leo, but if you were ever going to enlist assistance from the people in your life, this would be the week to do it. And try to reach out before you get so buried in your pile of problems that it will be impossible for anyone to notice that you're about to hit bottom. The quicker you admit that maybe you don't have it all handled on your own, the better.

VIRGO

Virgo, your ability to stay on task despite what's happening around you this week is admirable. That being said, don't feel like you need to put on a brave face if you're really crumbling on the inside. You're doing your best, but stress gets to everyone. Besides, the people who know you well can tell there's something wrong. And if you say there isn't, they'll know you're lying.

LIBRA

Your steady sign is able to weather this week's ups and downs better than most, Libra. However, that doesn't mean you'll come out of it all totally unscathed. Your main challenge is not to feel taken advantage of when everyone comes to you with their problems. Yes, you're an excellent mediator and solution-finder, but you can't help everyone and still maintain that famous balance you're known for. You'll have to say no at some point.

SCORPIO

Are you really as calm and strong on the inside as you appear to be on the outside? Well, as chaos swirls around you this week, the answer is yes and no. Overall, you're confident that you can handle whatever the universe throws at you. Still, you have moments when you wonder how you're going to get out of yet another jam. If your astrological glyph weren't a Scorpion, it would probably be a rock. You're that solid in a crisis.

SAGITTARIUS

Grab whatever energy you can harness at the start of the week and store it away for safekeeping because you'll need it as the week goes on. Everyone knows you love a good adventure, but your freewheeling good times will inevitably be cut short by work, family responsibilities, and other fun stuff like that. When you feel your light start to dim, though, Sag, remember that you have always had those energy reserves to tap into to lighten up those darker times.

CAPRICORN

Your serious leader Saturn makes a couple of major appearances in the planetary forecast this week, Capricorn. So, you'll inevitably be feeling a greater amount of pressure to be successful amidst everything else that's going on. Whether that pressure comes from you or from outside forces like your family or an employer, it's still very real. Set some realistic goals so that you have something to celebrate when you reach them. You'll need positive reassurance to keep you motivated.

AQUARIUS

You know that big social network you've worked so hard to put together? You're going to need it this week, Aquarius. Having various experts and VIPs on speed dial can really help you get out of any trouble you find yourself in, as well as assist you in putting together like-minded groups of people that can do a lot of good for your community. There's a lot that can go wrong this week, so you're super lucky to have the right connections.

PISCES

You'd prefer to look the other way when bad things happen, but your intuition tells you that ignoring the obvious won't work to your advantage this week. Good decision, Pisces, because the longer you put off the unpleasantness, the longer it will stick around, hanging over your head and making your world a darker, sadder place. Even if you aren't up to dealing with every little obstacle the Universe puts in your way, you'll sleep better knowing you at least did something.

3.3 Teen Vogue

WEEKLY HOROSCOPE FOR FEBRUARY 26

PISCES

Your intuitive nature knows that there are certain people who will stand by your side, no matter what. There isn't anything you can do to them that will make them part ways with you. However, that doesn't mean that you should take their loyalty for granted. Don't be cruel and unkind to those you love because you're in a mood and know they'll forgive you and take it. This week urges you to cut out the snarky vibe. Hurting the ones you care for can have major after effects.

ARIES

Sometimes you're moving so fast that you forget how important it is to be there for your friends in their time of need — like how they treat you at all times and listen to you when you're having a meltdown. What you need is a reality check to help keep you grounded and to break up any egocentric vibes in your head. Basically, take a step back to appreciate your wonderful existence and those who are lucky enough to be a part of it. Keep your feet on the ground and head out of the clouds to avoid problems.

TAURUS

If you've been longing for peace and quiet, you may be able to find it this week, but only if you step aside and avoid confrontation with others. Living in your dream world without any outside distractions (except your crush and school) will prove to be the best remedy for your seasonal anxiety. You don't have to take on any responsibility other than that of taking care of yourself — which will give your heart, mind, and spirit the chance to rejuvenate and heal. Also, it will help in building confidence and rejuvenating the soul.

GEMINI

When conflict occurs in your life, you like to hash matters out through endless hours of talking and conversing. This week, you've pushed yourself to the limit and don't want to spend your energy texting back-and-forth about how you feel. You're becoming the strong silent type who just observes and listens — which is totally fine, but out of your comfort

zone. The shift may be awkward at first, but ultimately rewarding as you're beginning to understand that actions speak louder than words and prove what one's true intentions are. Time to put your money where your mouth is, Gemini.

CANCER

Most of the time things don't work out the way we want them to. Instead of crying over spilled milk and dwelling over the past (something you tend to do when you are upset), pick yourself up and try to assess how you can make the situation better in the present and for the future. You have the power to manifest anything you want and implement the changes that can usher you towards living your best life. The caveat is that you have to be willing to let go and have the fire under your belly to make it happen.

LEO

Underneath your tough exterior lies a sensitive soul. When people poke at you in jest, it doesn't feel so great. Although your pride and ego won't let it show, you're hurting underneath. This week, you may be feeling somewhat blue when a friend makes a harsh comment (or a few) in front of your crew and family, causing you not only to roar your heart out at the moment, but to speak your mind. Do yourself a favor and listen to the magical words of Taylor Swift in this moment: Shake it off.

VIRGO

Overthinking is something that comes naturally to your analytical mind. Sometimes you think so much that you psych yourself out of liking people or even doing things like trying out for the school play. Instead of obsessing and stressing, trust your initial gut instinct. If a situation doesn't seem or feel right, the best thing to do is to run away from it. The more you pick at anything, the messier and more unsure it can become. Remember these pearls of wisdom and apply them to your decision-making. They will keep you out of trouble and protect you simultaneously.

LIBRA

Unfortunately, triangular situations don't bide well with you — it's actually your worst nightmare. When your boo invites their BFF to tag along for a date, you may get a little annoyed but decide to let it go. A few days later, if they pull the same stunt and have their bestie over for an intimate evening you've been planning, it will be your breaking point. You aren't dating their friend and it is not your duty to entertain their tag along. Play it cool and create clear limits about the situation. Be direct in saying you want one-on-one time.

SCORPIO

Love is a splendid thing. But that is totally dependent on the amount of admiration and respect you are being given from your partner. The roller coaster of emotions that you've been going through, combined with the on-and-off-again nature of your relationship is transforming into something more reliable and consistent this week. The only issue is that you are used to the drama and are dependent on these extremes as an indication that you

are both invested. Accept the good times and embrace them with open arms. Think of it as a vacation from the emotional turbulence you're used to.

SAGITTARIUS

More often than not, you take a joke too far because you don't know when to stop. Making little jabs with friends here and there will eventually lead to you pushing a button that hits too close to home. This leads to your pal getting upset. Cue the scene where they storm off and you apologize relentlessly. Games can be taken too far when there aren't boundaries in place. To avoid this situation from occurring, put a pin in the banter and sassy behavior if they're not up for it. Don't be the class clown. Learn to read a room.

CAPRICORN

Although it is unlike you to take uncalculated risks, you're finding that you can't help but to jump in head first when it comes to matters of the heart. Being infatuated with someone new wasn't on the agenda — but it found its way into your life. Now that you've met your crush and want to spend all your free time with them, try to incorporate your errands and homework in the daily hangouts to make your family more comfortable with their presence around the house. If they see that you're being productive, they won't oppose the relationship too much.

AQUARIUS

You're breaking out of friendships that aren't working anymore and seeking refuge in the arms of people who have been supporting you throughout the process. A few in your squad have shown their true colors and proven to be less than stellar in their actions. After giving them time to change their ways (we're talking months and even years), you're exhausted and tired of not being treated the way you deserve to be. Breaking the foundation will be hard, but after a while you'll realize that you have to surround yourself with good-hearted people who have your back.

WEEKLY HOROSCOPE FOR FEBRUARY 19

AQUARIUS

Your confidence will be up and down all week, making you feel as though you have no control over your emotions. And, being the stoic person that you are, putting your innermost sentiments on display for the world to see could be problematic for you. If someone you know sees you cry, they won't hold it against you, they'll just be aware of the beautiful connection you have to your heart. This won't be a hindrance on your reputation, it'll only make you seem more approachable and human, which is an amazing way for people to view you.

PISCES

With vacation mode in full swing (for the lucky majority of you), use this as the ultimate relaxation time. You've been working extremely hard and have been under too much stress lately, which is why you should indulge in all there is to offer while you're on break.

Internalizing all of your emotions has made you one big stress ball and unable to rest. Having a source of release is the best form of self-care and TLC. You owe this to yourself. Trust that it will prove to be the best form of medication.

ARIES

A lot of your secrets may come pouring out this week by accident. It's important for you to take stock of and accountability for the past. This doesn't require you to make amends with others — especially if doing so will cause more harm than good. But, noting it in your mind and heart is important for you to realize your part. If you don't feel like discussing the matter with your friends or family, then allow them to be aware that you're not ready. You don't have to be pressured to talk about things until you're up for it.

TAURUS

If you've been longing to reconnect with friends, this is a time to contact old acquaintances that you've lost touch with throughout the past months. Don't be shy in sending the first text and making the first move. They'll be happy to hear from you and welcome your text with open arms. You could get reprimanded for dipping out and taking a break from your crew (try not to take offense it's because they care about you), After all, you're a wonderful friend who has been missed by those who truly adore you.

GEMINI

As the old expression goes, "when life gives you lemons, make lemonade." Try not to focus on the negative things that are occurring in your life and embrace the positives. The less light and energy you give to toxic situations and people who are holding you back, the more room you'll have in your life for things that matter and motivate you towards taking charge. Cutting out the bad seeds in your life guarantees peace of mind as long as you keep up the boundaries and don't let anything or anyone get in the way of creating a joyous, sweet life.

CANCER

Last week may have brought you down at times, but this week will be more energetically promising. Suddenly, you'll have an immense amount of optimism that will help you achieve your goals. The world will seem limitless, which is why it's a great time to put your goals and dreams in motion. Meditate on the aspirations on your vision board to ensure they come to life. Before you know it, your intentions will become a reality. The more you believe in yourself and these possibilities, the higher the probability of achieving every single thing you desire.

LEO

Real talk: Your fuse may be very short this week, causing you to have extreme emotional reactions. Before you allow yourself to express your innermost temperament, take a deep breath and exhale your frustrations. This can help in stopping drama from consuming you. Yes, your patience is short, but that doesn't mean you have to take it out on everyone else. The more energy you place on relaxing your roar, the easier it will be to resolve many

issues that are causing you to feel this way. Remember, you can still be a fierce lion even if you are chill.

VIRGO

The road towards love has been rocky at times. However, it's finally marked with good sentiments. Use this week as an opportunity to connect with your boo. It's been a long time since you've had a heart-to-heart conversation while out at dinner or cuddling in each other's arms. Being that you both miss the intimacy factor in your relationship, this is an opportune time for you to heighten that vibe. Even if you decide to watch old movies, chill at home, and order in food — both of you will enjoy and relish the tender moments you are sharing together.

LIBRA

Unfortunately, there is a lot of fake mess coming out this week. You may accidentally discover that a close friend has been talking about you behind your back, and the things they have been saying are not kind. First of all, the reason why they are engaging in this type of petty communication is because they're jealous of you. Second of all, you shouldn't have this energy in their life. When you find out, the only way to remedy the matter is to separate yourself from the frenemies who are trying to take you down.

SCORPIO

The anonymous candygram you received on Valentine's Day from your secret admirer is weighing on your mind. Before you dive deep into exploring who sent you this gift, take a look around your squad. The person crushing on you may be a friend. If you're interested, then make a move to get their attention and to discuss their feelings. If you're unsure and need time to process, use this week to help you unpack your emotions. There shouldn't be any external or internal pressure to date someone. You should only be with whomever you like.

SAGITTARIUS

The last thing on your mind is money or materialism, as you are leaning into your spiritual core. This means that you were trying to understand yourself on a deeper level. You may find some of your old ideology is proving to be outdated with your current principals. This is a moment of growth and change that will rock your life forever. By embracing the changes with open arms, you'll be able to become the person you've always wanted to be. The power and drive to transform is totally within you, Sagittarius!

CAPRICORN

There may be people who are trying to argue with you over your opinions. Responding could escalate the issue with an internet troll who just wants to get a reaction from you. Also, you don't have to take the bait. If someone wants to challenge you, then that is their predicament. You don't have to participate in a back-and-forth squabble on social media, especially when there are better ways to spend your time — that's what the block button is for.

WEEKLY HOROSCOPE FOR FEBRUARY 12

AQUARIUS

Your confidence is peaking this week, making you feel larger-than-life. Yes, it is good to have a great sense of being, but you may start acting out and feeling yourself too much — which can create issues with your crew. Embrace your newly found self-esteem, just don't get too big for your britches and be rude to your friends. For all you know, they could be in a downward spiral. Compassion and empathy are key factors in how you connect with your crew this week. You don't have to be cruel to be kind.

PISCES

It's possible that you may become too wrapped up in your own world to see past yourself this week. Your romance is heating up, and you're pushing yourself extra hard to succeed at school. Because your plate is full, it'll be hard to engage with friends and family as much as you would like. They may take this as a major offense, which is why you shouldn't fully disappear or disengage to deal with your own life before explaining what's going on. Doing so will help you avoid drama down the road when your head isn't lost in the clouds.

ARIES

In order to attain the level of happiness you desire, it's important to let go of the preconceived notions in your heart and mind. There is no one-size-fits-all about what sparks pleasure and joy. Once you realize that you can define your own sentiments, you'll feel lighter and rejuvenated on a spiritual level. Maybe you didn't see something before that you now realize was right in front of your eyes. Open yourself up to all possibilities. There is a whole world out there waiting for you. *Carpe diem!*

TAURUS

Studying and working hard to maintain your GPA is beginning to exhaust you. TBH, it's challenging to keep your eyes open during class. This is what tends to happen to you when your life is off-balance. In order to get yourself back on track, you might consider taking time to chill after school to get your groove back. The bottom line is to not push yourself to the limit this week — if you do so and don't listen to your body, then you may experience burnout. Find your calm center and peace of mind by doing grounding meditations.

GEMINI

This week is going to sizzle — especially since an ex of yours is trying to come back into your life full throttle. They are sending you steamy texts and igniting your heart with romantic memories. The problem is that you already are aligned with someone new. Although you're not ready to say goodbye to your former boo, you shouldn't play your current sweetie. Be honest with yourself about what you want from both of them. It's time to start the decision and elimination process. Good luck, Gemini! You're definitely gonna need it when it comes to love.

CANCER

While you may be feeling uncertain about the future, you shouldn't overanalyze the past to understand how you got in this situation in the first place. You are here to find the right path for yourself. But, it will take a moment to come to fruition and for you to comprehend it. Allow yourself the opportunity to be present without hesitation. The rest of your life is unwritten. There's plenty of time to make decisions. The less you stress, the easier it'll be to clear your head and focus on your immediate needs — then decisions will flow.

LEO

After deception from your friends, you're itching to find out what and who is the real deal. You're not afraid to ask the big questions and seek out the truth at this moment in time. The caveat is that you may not want to hear what other people have to say because it will hurt your fragile ego and cause more pain than it's worth. Before you go poking around and start playing investigator, make sure that you're ready to hear the good, the bad, the ugly, and everything in between.

VIRGO

You never thought that love would find you, but now that it's in your life, you're finding that you aren't being heard and seen clearly by your crush/significant other. In order to break down these barriers and to make your partnership better, you'll have to be 100% direct about your feelings. Even though being totally upfront is uncomfortable for you, confronting the matter head on is the only way to resolve the issue. The longer you keep your head in the sand, the more frustrating it'll be to make headway in your relationship. Talk this out with your boo.

LIBRA

Being a good friend doesn't mean fighting on behalf of your BFFs when they're upset or someone has wronged them. Sometimes they just want you to listen. Actively listening to your pal will require you to quietly pay attention to their words without interrupting them. While you're great at doing all of these things for your bestie, it may be hard for you this week and that can lead to an argument because their feelings will be hurt (or vice versa). Being there for the people you love will deepen the relationships. Try to give your all.

SCORPIO

You're stuck between a rock and a hard place this week. Part of you wants to let go and enjoy the love that life has to offer. The other half of you is afraid of letting go and giving into your romantic whims as they come. Truth be told, you should take a calculated risk when it comes to your heart. If you don't try to connect with the person you're crushing on, then you may later regret it. As long as you approach the person with caution and don't wear your heart on your sleeve then you can proceed.

SAGITTARIUS

Fairy tales can come true if you believe in your aspirations. Everything that you've been planning for the past year will come to fruition midweek. Remember, there is no such thing

as dreaming small. Let yourself have high hopes — with your gusto and desire in the current cosmic climate you can make anything happen, and you are. You deserve this. The lesson is to always embrace your passions and to have enthusiasm for what you want. Now that it's coming to you, the sky's the limit for the present and future visions. You got this, Sagittarius!

CAPRICORN

You're aware that you have more than enough of anything you could ever want, but that doesn't stop the desire you have to attain everything in reach. Although this may come off as selfish at first, people will understand that you're worried about losing your money and goodies. Thinking and obsessing over attaining more can lead to intrusive thoughts which stand in the way of your goals. To resolve such thoughts and behaviors, take a step back and look around. Appreciate what you have and understand that your life is abundant in many ways. Stop comparing yourself to others.

WEEKLY HOROSCOPE FOR FEBRUARY 5

AQUARIUS

Breaking up is hard to do, which is why it's important to give your relationship one last shot. If you're willing to do the work, you may discover that you want to keep going — since you've proven that you can get through the hard times. However, if you don't want to put the effort into your partnership, then it's time to face the music. Moving on is going to be difficult because you invested a lot of yourself into the short lived romance. In the end, you'll discover that it's best for you to let go and be happy.

PISCES

Even if you feel like a goal is a pipe dream, you should give it your all this week. Start manifesting your hopes through action and follow it through because you can achieve anything you set your heart and mind to. Luck is on your side and you should shoot your shot on your desires. If your vision isn't clear, it's ok to step into the unknown as long as you have the intention of success. Now is the time to make things happen. So, take your vision board out and start adding more content and details to it.

ARIES

Your frustrations are heightened because you feel stuck in the mud. You are used to everything flowing and going at a faster pace, which is why the recent slowdown is making you feel stuck in every aspect of life. No matter how impatient you're feeling, it's important to not make any impulsive moves in an effort to remedy your boredom. Doing so can lead to disaster or regret — even though it comes across as the best action for you to take in the moment. Try to center your energy to ensure that you are on the right path.

TAURUS

You would usually rather kiss and make up instead of digging into your issues and really solving them. Putting a superficial bow on situations isn't going to lead to an

understanding, but it very well may cause more confusion as the issue will never be fully dealt with. The week ahead calls for you to take on the conflicts you've been hiding under the rug and to let all the skeletons out of the closet. Remember, dealing is the first step to healing — which is why this is your time to mend the past in order to have a bright future.

GEMINI

The relationship that you have with yourself is the most important one. Although others may want to usurp your power, you shouldn't allow their words to get the best of you. When people try to boss you around or make you feel less than amazing this week, it's essential to note that you're fabulous and their insecurities are being projected onto you. Don't let their words tear you down. You can and will rise above the negativity by focusing on your greatness. Your unique and genuine gifts will prove your awesomeness to the haters.

CANCER

You're running in too many different directions at one time and it's proving to be overwhelming for your crab crawl. Therefore, you should pick a lane and stay in it until you're able to expand. You may even consider letting go of some of the situations and relationships in your life that are getting too heavy to handle. You should not be bogged down with attachments and expectations right now. Use this time to make a clear and definitive plan that can evolve just like you can. This will help your goals and aspirations grow over time and take flight.

LEO

Expecting the return of college applications is stressing you out beyond belief. They will come when they come, and at this point it is just an extremely annoying waiting game. The good news is that this is your moment to kick back and enjoy life. Yes, maintaining a good GPA is important — but after years of endless studying, scholarly dedication, and doing every after school program known to the student body, it's nice to not have to totally worry about your grades. That definitely does not mean you should bail on your studies, just approach them lightheartedly.

VIRGO

Now that you found love, how will you proceed without it ruling your life? Yes, you made it official with your boo, but does that mean changing up your schedule and putting your friends on the back burner? Maybe, but only temporarily. It's only natural to get caught up in your love bubble and to want to spend every waking minute with your significant other in the beginning of the relationship. It doesn't make you a bad person for putting your partner above all the rest. Your friends will understand if you explain yourself with TLC.

LIBRA

You're facing a conundrum so many of us are: Bey's concert tickets finally dropped, but you don't have the funds to secure them. All the more reason for you to start hustling hard to get the necessary money to attend the concert with your pals. Ask your family and

neighbors if you can help out with chores to earn some money fast. You'll be surprised by how easy it will be to get work in your neighborhood if you just ask around.

SCORPIO

Don't be afraid to let your guard down and be real this week. Allowing yourself to be vulnerable with those you love and care about will give you a chance to be fully seen and understood. This means not holding back your truest feelings and letting out your deepest fears. Not only will it strengthen the bond between you and others, but you'll be able to connect in ways that you never thought were possible. Doing so can lead to intimacy and unconditional love that transcends time and has staying power — something that your zodiac sign always longs for.

SAGITTARIUS

Although you may be scared that relationships and situations won't work out the way you want, chances are that they will. You just need to have a lot of faith and trust in the process. When you're feeling uncertain about life, it's important to look the obstacles in the eye and to start knocking them down. The more you stop letting roadblocks rule and control the direction you're taking, the easier your journey is going to be. There will always be things standing in your way. Learning how to navigate past them is important in these situations.

CAPRICORN

No one should ever be put in a box and adhere to a one-size-fits-all mentality. As you begin to grow and blossom this week, you're finding that you have many interests, most of which haven't been discovered until now and juxtapose with your previous way of being. Being open to all possibilities is important. You're always growing and in flux. Not pigeonholing yourself is a requisite for your personal evolution. Embrace the changes that are coming your way and the person you are becoming. Then, everyone else will follow your lead as direct result of your transformation and self-discovery.

WEEKLY HOROSCOPE FOR JANUARY 29

AQUARIUS

You may feel as though everyone you care about is coming for you. The truth is that they are just pushing your buttons to get a reaction. Even though it's hard to roll the negativity off your shoulders, take a deep breath and let these emotions out. The more you disconnect from the energy that's being thrown at you, the better you'll feel. Also, you will begin to realize that they're projecting their sentiments onto you. A great way to combat this issue is to put the source of your drama on pause. You deserve to be treated better.

PISCES

Your goals are shifting, making it hard to commit to a major. TBH, you're unsure about what you want to study at the moment — but you have the wherewithal to know that

you're uninterested in what you are currently learning. Sit into a bunch of different classes to see if anything perks your interest. Since it's the beginning of the semester, there is a lot of flexibility to shift your schedule and classes. Utilize your connections around campus and ask questions from people who are majoring in subjects of interest. Try to find your niche with an open mind.

ARIES

Competition allows you to stay on your toes and keeps you going — even though you may throw shade at classmates who are running against you for student council or president of an after school club, you thrive on the need to win. It makes you feel alive and is a motivator to always achieve more. Instead of giving hate to your opponent and trying to publicly discredit them, use kindness in your game plan. You're a fighter and many aren't. The aggressive instinct isn't necessary here — considering that you will win and get your way in the end.

TAURUS

The week ahead could make you feel lost in the world. Don't let your tender emotions weigh you down and bring out your insecurities. When you're blue, try to do a self-care activity that will make you feel better about yourself. Whether it's a face mask, a healing bath, or a walk in the park — placing your energy in a positive endeavor will boost your vibe. This will help you center yourself and boost your confidence. You'll begin to see that you are a wonderful and beautiful being who is special. Now, give yourself a big hug!

GEMINI

Yes, you should always express what is on your mind — but, that shouldn't derail you from listening to other people. Once you share your concerns with friends and loved ones, give them a moment to respond. Their rebuttal may not be what you want to hear. However, it's important that you listen to them carefully and try to understand their perspective. This will help you to create a better dynamic in your relationship and strengthen the bond between you two. Listen with both ears and be open to what they have to say. Then, try to work things out.

CANCER

You may find that your crew is more standoffish than usual. It's important that you don't take this personally, as it likely has nothing to do with you. Watch out for emotional late night spending as a result, and don't blow your budget if you find yourself pursuing your favorite online stores. Luckily, as the weekend rolls in, the energy will be much more easy going and you will have the opportunity to release any stress or tension from the week. Also, your friends will be more likely to come around and be joined at the hip with you again.

LEO

This is your chance to give back to others — particularly those who've helped you grow and evolve into the awesome person you are today. Think of ways that you can show your

appreciation and love for all the kindness you've been given throughout the years. This will motivate you to continue to aspire towards greatness, as you're humbling yourself by recognizing the people that have helped you on your personal journey by offering support, wisdom, and guidance. Remember, you wouldn't be known as the generous and gregarious lion if you didn't show your TLC. Doing so in your astrological DNA.

VIRGO

A chance encounter with an old flame is making your heart beat extra fast for all the wrong reasons. The reason being is that they're with their new boo, acting like this person is the love of their life in front of you. Their actions are proof as to why they're not your ideal partner — they act immaturity to get an intense reaction from you. Before you let your jealousy show, take a big step back and try to remember why you broke up with them in the first place. Don't confuse your emotions because you're caught off guard.

LIBRA

This is an ideal time for brainstorming, so be sure to write down any brilliant thoughts that stream across your consciousness. It's definitely not the week to let your mind power go to waste, so make sure you're engaging with activities that allow you to blossom. Problem solving should come easily right now as well, especially if there's a group dynamic involved. Don't hide in the background. Be sure to speak up during any meetings you might be present for. Use this time to take on hobbies or topics that are specific to your personal taste while exploring your creativity.

SCORPIO

This cosmic atmosphere will bring a healthy dose of optimism. While you may be acutely aware of any mistakes you've made in the past, there is an opportunity to learn from them. This will help you lean into future endeavors without fear. And, if you feel as though you've hit a roadblock or setback in your personal goals, take a moment to remember how far you've come and how strong it's made you. As the witching hour draws near at the end of the week, you'll find that it's time to embrace your fabulousness and focus on your happiness.

SAGITTARIUS

Although you don't want to overpromise and underdeliver to the person you're crushing on — you have to get real about how much you can currently give to a relationship right now. In the past, you've exaggerated your feelings and capabilities, which caused a lot of drama and friction with your partners. Before you have the conversation with them, it's important that you get clarity on your feelings. If you are swooning hard, then you may want to consider finding a balance that works so you can have your cake and eat it too (your preferred method in romantic ventures).

CAPRICORN

You can't help but interfere in problems between two of your besties. In an effort to keep the peace between them, everything will escalate in seconds. The lesson is simple: Stop

cleaning up other people's messes. If they want to create drama, let them. If they ask for your help in mending fences, stay out of it. The more you interfere in the situation, the less likely you'll be able to get out of it. These problems aren't going to be fixed easily which means you need to get out of this before it's too late.

WEEKLY HOROSCOPE FOR JANUARY 22

AQUARIUS

Unfortunately, you are being put to an emotional test this week. You have an immense amount of schoolwork to do, and your friends aren't respecting the fact that you're busy doing homework and are urging you to come hang out. The guilt trip they're putting on you isn't fair and it's making you feel bad about the whole situation. The solution is simple: Turn your phone off and focus on your studies. That way you won't have FOMO when your squad texts or posts on social media. You can hang with them when you are back on track with your studies.

PISCES

Your intuition may be playing tricks on you. Paranoias and fears are consuming your mind, making you feel as though others are plotting behind your back. Although you may convince yourself of their intentions and believe it to be true, take a step back and observe the situation more closely before you confront them. Ask yourself if the story lines up with your instincts. If you are feeling confused about your visions, then analyze the facts. You'll see that you have not been seeing the whole scope of the situation clearly and be glad you chose to assess matters first.

ARIES

Allow yourself to be the recipient of good will from your social group. Sit back and let others dote on you at the beginning of the week. Let them lavish you with kind words and presents. The infinite attention you're receiving at the moment shows how much you are cared about by those you love. With the romance and confidence factor being high this week in your life, you might even get an unexpected text message from your current crush. Take this as an opportunity to pay forward the good vibes you are getting and invite them out for a date.

TAURUS

Prioritizing your basic needs can be considered selfish by others, but the truth of the matter is that it's important to put yourself first at all times. There may be moments in the week when your pals make comments about your desire to satisfy your personal whims first, which isn't fair because you should be doing that. They just want to take your energy away from you and make you focus on them 24/7. Don't let them! Resist the urge to feel bad or guilty. It is your life and you should always be number one. Do you, Taurus!

GEMINI

It's hard escape exes when they're posting all over your feed with images of them fawning over their current crush/S.O. Before you go down the rabbit hole of Instagram stalking every aspect of their relationship, remind yourself about how amazing and awesome you are. Try not to dwell and obsess over this past relationship. Give yourself time to move away from thinking about exes and their current lives — start putting that energy in rebuilding your life. By the end of the week, you will feel reborn and ready to embrace life at its fullest. Don't worry, be happy!

CANCER

You're embracing a "live and let live" type of mentality. The reason for the recent shift in your mindset is that you are opting to mend fences instead of dragging out the drama in an effort to have chill relationships with your friends and family. Also, you want to take time for yourself to figure out the next steps you're taking, so avoiding conflicts and power struggles with others is key at this moment. Holding back your emotions may make you feel extremely frustrated, which is why you should pick and choose your battles — or don't fight at all.

LEO

Surface level interactions aren't cutting it for you this week. You're in the mood to share yourself completely with that one special someone. There is a desire for deep conversations and closeness in your life right now. However, you may find that some people are acting aloof and cold. Look for ways to engage in conversations with your heart's desire, then ease your way into more intense discussions with those peeps. Remember that everyone's head space is different. Do not take it personally if someone you are currently romantically involved with needs their space.

VIRGO

A FWB relationship is becoming increasingly serious — more than you ever imagined. This week calls for you to make a decision about how you want to pursue the dynamic. Odds are that you'll stay the course and see where it goes because you are beginning to catch feelings. Express your sentiments from a truthful and emotional place when you have the looming conversation about the future. As long as you are honest and don't shy away from what your heart wants, everything can go well and you will be happy to start moving the situation in a different direction.

LIBRA

If you've been feeling artistically stifled, your creativity could take a hit on a high note this week. Having an artistic outlet or hobby that you love is important, as it motivates you to work on projects that bring you happiness. You may even have a few ideas for projects in your mind for the future at this time, which is why it's a good idea to start plotting them out. The more time you meditate on the visions you want to bring to fruition, the easier it will be to make it happen in real life.

SCORPIO

If you've been going back and forth about a crush or partner, this is the week to air out your grievances. It's been hard for you both to see eye-to-eye on the direction of the relationship. Lately, there is a lot of push and pull between you. TBH, you know how you want to proceed. You just don't want to be the person who has to cut ties. But, the time has come for you to make a concrete decision and move forward with your life. You could even meet someone who you're more aligned with once you let go.

SAGITTARIUS

Jealousy can rear its ugly head and create major issues between people if the relationship doesn't have a strong foundation. This week, it's coming into your life in very bizarre ways — mostly through acquaintances who barely know you but are envious of you. Truthfully, you shouldn't dim your light for anyone — especially because of the insecurities of people you barely know. Also, you shouldn't be showing off and acting gauche. Finding the balance that exists in between these two different vibes will throw the haters off your trail and still allow you to live your best life.

CAPRICORN

Wouldn't it be nice if we could all run away from our problems? This week, you're wanting to step aside from the triangular situations in your peer group and focus your energy on anything else. Therefore, it's an ideal week to implement self-care into your life. Spend time at home with people who don't have any drama in their world and have fun chilling. Hanging out with friends, giving each other pedicures, and playing video games is the best way to enjoy yourself while not being a part of the messiness. You need an emotional break from it all too.

WEEKLY HOROSCOPE FOR JANUARY 15

CAPRICORN

You've been wanting to take the lead and become a member of a politically charged group at school, whose values differ from your family's. Before you start a new round of non-stop debating, take a step back to explain your ideology. TBH, this is the best method to get your point across without causing major rifts in your relationships. Also, it'll help your brood to become more conscious of the world around them. No matter what the outcome brings, you chose a very mature way of handling the matter by offering a chance for them to understand you.

AQUARIUS

You're caught up in a major public flirtation with a classmate this week. You'll be able to get their attention by sharing cheeky comments with them throughout the week. You may even wind up having one-on-one time with them over the weekend thanks to your shared interests bringing you together in a fun and unexpected way. Allow yourself to engage and blush in the amorous and lighthearted conversation.

PISCES

Sometimes it's best to stay aloof in the drama in your peer group. It's not that you don't care, but you're unsure of who to side with. The point is that you see how everyone feels and there isn't one person who is 100% right in the matter. Therefore, the only thing to do is to swim away from the situation and give them the opportunity to work out their problems without you — which may be hard for them to do as you'll keep being dragged into their argument. Keep your boundaries up and don't give in so easily.

ARIES

Since you have more pep in your step, you want to take on the world and do more than you've accomplished before. The only problem with this is that your interests tend to fade in a blink of an eye. As long as you can commit to the projects that you're longing to add to your life, then you should embrace them. Don't invest in buying a piano if it's just going to collect dust. Now is the time to lean into your deepest passions.

TAURUS

The week ahead asks you to speak directly from your heart. Even though you are super sincere in the words you say, you'll have to dive deep within to create a powerful connection with your crush or significant other. Don't shy away from expressing your innermost sentiments. Not only will doing so bring you closer together in a more intimate way, but it'll make your partner feel as though you genuinely care and have taken the time to feel some of your famous TLC. Chances are they'll reciprocate in ways that make you happy and satisfy your love language.

GEMINI

On your mark, get set, GO! For the past several months, you've been feeling stuck in the mud due the planetary retrogrades of Mercury and Mars. Now, that both planets are moving at their regularly scheduled speed, your whole world is spinning out of control. It's hard to keep up with all the changes happening — especially since your foot is on the gas pedal and you're unwilling to hit the breaks. If you can, give yourself a moment to rest before you burn out again. Remember, Rome wasn't built in one day...or even two for that matter.

CANCER

There will be pressure to commit to your boo this week. You totally have feelings and want to run off into the sunset with them, but you aren't sure if they're going to play you or not. The truth is that you never know if people are coming from a loving place or not. You have to trust your intuition and gut. Only you will know what the vibe is. If you need to check in with a close friend to get a temperature reading, ask them to give you advice on how to help the relationship to heat up.

LEO

Some part time work will not only boost your confidence and bank account, but it'll keep you out of trouble. Instead of dealing with petty situations and unnecessary drama within

your peer group, you'll be able to escape through other activities (which are healthy, beneficial, and productive for you) and find that there is more to life than you know. Stepping into the real adult world can and will open your eyes to opportunities that come your way.

VIRGO

A serendipitous encounter will lead you toward a new friendship that has the capacity to last years. With this energy present, your plans for the future can change within the blink of an eye, so be sure to think matters through and align with people who share similar interests. Unlike previous weeks, you're not cutting ties with anyone. You're just expanding your connections and cultivating new relationships. After all, it is totally healthy and cool to have a long list of friends who you can hang out with. Embrace your popularity and enjoy the new peeps wandering into your life.

LIBRA

There is no big secret that defines what a true blue friend does for those they care about. You don't always have to give your BFF presents or take them out to lavish meals. More often than not, you just have to be there for the person you love. The week ahead will require you to be present for your bestie. They are going through a lot of changes and need your guidance through it all. All you have to do is stand by their side and listen to them whenever they have a problem. That's what friends are for.

SCORPIO

Beauty routines are often referred to as psychic armor in the magical world. This week calls for you to try out a new regimen in which you can cut out all of the energy vampires that you know. By using a cup of Epsom salt, a dash of cinnamon, and Florida water in a bath, you'll be able to cleanse all of the negative forces that have permeated your life. This will give you a chance to have an energetic detox and start the year off fresh without these external forces weighing you down.

SAGITTARIUS

Over the past months you've played hide and seek with your exes. Finally, you are able to have an open and honest discussion about your feelings. As long as you are upfront with your innermost sentiments and come from a compassionate place, they'll be more than understanding and accept that your intentions are harmless. Truth be told, you do care for them (and always will), but are scared to be confined to a situationship that has outrun its course. FWB or close pals is the best you can do and give considering the past. Honesty is both hard and honorable.

WEEKLY HOROSCOPE FOR JANUARY 8

CAPRICORN

A crush could become more at the end of the week, which is why you should continue to flirt with the person you're vibing with. Although it will take a moment before you're both

ready to commit, it'll be worth the wait. When they ask you out for a chill and casual date, say yes — even if it is just for coffee. Like you, they're dipping their toes in the water to see what the temperature is. With time, this connection can lead to something great and long term. Be patient!

AQUARIUS

After taking a hiatus from one of your besties, you've been waffling back and forth trying to decide if you should reach out. Truth be told, there was no drama — except for the relationship cooling off and them not accepting that you needed time to yourself. If you opt to talk to them, make sure they understand that you want to implement boundaries so that they don't expect too much from you at all times. As long as your BFF shows you that they're mature enough to play by these rules then you can welcome them back with open arms.

PISCES

The wear and tear of celebrating the holidays has exhausted you. Now, you can barely keep your eyes open in class and find yourself falling asleep when you should be focusing on your homework. Don't push your body this week. Listen to what it's telling you. Instead of playing video games after school, take a long nap. The more in tune you are with yourself, the better you'll feel. And, if you're experiencing FOMO due to your sleep schedule, you shouldn't stress because there is a whole new year to create memories. Rest up!

ARIES

Gossip never stops when you're the one spreading the rumors in your circle. Your passionate energy can be relentless when you hone in on an enemy, making it your goal to hurt your opponent. However, the only one fighting this battle is you. Realizing that you're being messy just to create unnecessary drama is important to know before your crew takes a stand against it. If you can't squash problems then don't engage with the negativity. It's downgrading your fabulous vibe. Try taking the high road to show your squad and yourself that you are miles above that melodramatic pettiness.

TAURUS

The week ahead is giving you a massive energy boost. This will undoubtedly inspire you to take on more creative projects than before, as you're wanting to take on exciting opportunities. The only foreseen issue is that you may bite off more than you can chew — so don't put an extreme amount of stress or judgment on yourself. You're doing better than great and you shouldn't let doubt get in the way of completing your tasks. Give yourself a pep talk and don't let the fear of what others think consume your mind. You got this, Taurus!

GEMINI

In the past, you've given people a million chances to prove themselves to you. As you work your way through the beginning of 2023, you're inclined to stop offering friends and family the opportunity to take advantage of you. This means cutting them off (even if it's

for a hot minute) when they show you that their intentions are not good. You don't have to forgive and forget like you normally do. TBH, it would be better for you to take some space and decide how you feel. Remember, you don't have to do this again. Sometimes one is enough.

CANCER

Although you don't want to be argumentative with others, you're finding that the bad mood you're in is trolling you and forcing you to lash out. You're a tender and emotional being who often feels the weight of the world on their shoulders, which is why you need to sort these feelings out on your own or with the help of a pal who has your best interests at heart. It's ok to be in a funk. No matter how many days or for whatever reason it is you are blue, it's important to reach out and talk it out.

LEO

Sometimes you have to tell on people when they are being shady. No, it doesn't make you a bad person. It actually makes you noble and brave. If there is a situation that you find less than savory, the last thing you should do is keep your mouth shut. Sticking up and defending people who aren't in a position to or are scared to will make you an advocate for them. Whether or not that's your intention doesn't matter — the only thing that's important is doing the right thing and helping those in need. Use your voice for good.

VIRGO

When life gives you lemons, make lemonade (and no, I'm not talking about the type Beyoncé made). Try to see the positives in every situation, even if it's hard to. The more optimistic you think, the easier it'll be to laugh off issues when they occur. This tactic will prove to be helpful over the weekend when an argument ensues simultaneously with someone close to you who is projecting their feelings onto you. Maintaining a cheeky outlook will allow you to have a great weekend even though they are being a sourpuss and trying to ruin your high vibe.

LIBRA

Being that you like to play fairly, you'll have no issue being the peacemaker this week. The caveat is that you can't take sides — even if you want to. Also, you'll have to hear both sides of the story when two of your good friends bicker. The truth won't be easy to find, urging you to suggest they simply mend the relationship in order for everyone to move on from the heated and heavy situation. Don't push them to come together if one isn't ready because it could create more problems for your dynamic with them.

SCORPIO

Buckle up, buttercup! The week ahead is going to rock your world. You're cutting the cord on situations and people who have proven that they're not your true ride or die. Being that loyalty is extremely important to you, you're acknowledging that it's time to walk away if the trust is gone. However, this won't be done without tears. It's hard to walk away from toxic relationships, but you will be stronger and in a better emotional place once you move

on. Healing your heart will take time and be hard. Fortunately, your real friends have your back and will always dry your eyes.

SAGITTARIUS

Life will feel like a rom-com midweek complete with the shenanigans that leave you torn between two romantic options. You don't have to decide who you want to run off into the sunset with yet, which is why it's essential to get to know them both better before you end up stuck in the middle like every character from *Emily in Paris*. As long as you're honest with yourself about your feelings, you can take your sweet time and date both peeps (just be honest about it!). Don't settle for someone your heart is lukewarm about because you assume you have to make a choice immediately.

WEEKLY HOROSCOPE FOR JANUARY 1

CAPRICORN

You're vying for attention from your friendship group, which is making you act extra thirsty and emotional. Keep in mind that the more you fixate on how fast they return a text, the longer you'll wind up waiting. Before you peacock in iMessage to get the affection and adoration that you crave at the moment, consider asking your bestie what the current vibe is in an attempt to gain clarity. Chances are that the situation has nothing to do with you and everyone is just taking a technological break from their phones for a moment.

AQUARIUS

In the new year, you should address the real issues in your life instead of avoiding them. Digging into your feelings can help you heal. Even though 2023 has just started, it's never too soon to start getting down to it and taking on specific personal situations. The more energy you give towards strengthening your life, the better you will feel and easier things will become. The healing process will take time — so start now.

PISCES

2023 starts off with you wanting to take back your power and authority in relationships. This means that you are wanting to reconnect with friends that you've lost touch with throughout the year. Before school resumes from the winter break you should host a brunch with your old BFFs and play games in an effort to get to know each other better...again. Don't hesitate in breaking the ice and inviting them over — it'll be a lot of fun and you won't regret any moment of it. In fact, you will wish that the party occurred sooner than it is.

ARIES

You're contemplating the people with whom you've recently aligned as they are proving to be dangerous liaisons. Although they are not as devious as the characters of a Netflix show, these people are proving that they are misguided and in the wrong place. Therefore, it's important for you to realize that you need to keep them at a distance before they hurt your reputation and do things to you — which could mess up the path that you're on.

Remember, no one likes a scandal on their college or grad school applications. Use your judgment wisely.

TAURUS

All emotions are on display during the first week of the new year. Instead of running away from the good, the bad, and the ugly that you're feeling toward specific people, you should try to impress them. Owning your innermost sentiments is an amazing way to take charge of your life. Before you know it, you'll be a self-aware person who is able to comprehend themselves on an intimate level. This personal exercise will help you learn to love yourself, which will help you deal with your issues instead of running away from them.

GEMINI

Instead of weaponizing your words, try to connect with others in a sympathetic manner. The cosmic energy is really intense and putting a lot of stress on you. However, that is no reason for you to take out your moods and other people. Remember, you'll attract more bees with honey. If people decide to come after you with their frustrations, you can implement boundaries and don't respond to their negative messages. Embrace positivity in the new year and don't deal with those who aren't on your level.

CANCER

You're not jealous of others in your life — but you are aware of classmates who are on the social rise. While you won't do anything to sabotage the recent turn of events that are bringing them popularity, you may throw a sly side eye their way when they start trying to get sympathy for their "hardships" (not being able to attend a party on a Friday night doesn't compare to the major problems in the world). Let them be the creators of their own demise — it'll happen over time.

LEO

You're ready for a new look in 2023. From this moment on, you'll be experimenting with colors, pleather pants, and everything in between to elevate your style. The caveat is that you may have a bunch of fashion don'ts and flops along the way, making your confidence dip. Eventually you will find your groove and be the envy of all your friends who want to emulate you. This has the potential to become a series on TikTok — starring you!

VIRGO

The truth you've been waiting for is finally here! Your crush is coming clean about why they've been acting funny recently. However, now that you are the recipient of information, you don't know what to make of it or how to move forward. It's not that the tea is shocking, it's just a reason to understand the emotional place that you were currently in with them. Process the information and assure them that you are ready to move forward. This means actually dropping it like it's hot and moving on.

LIBRA

There comes a time in life when you need to own up to the errors of your judgment in the past and present. Truth be told, you can't play the victim in life forever. Learning to accept the mistakes you've made and actually being accountable for your actions will lead you toward a better way of thinking in the new year. Also, you'll be able to figure out how you can use these insights to elevate your consciousness and embrace a new attitude that will propel you to a deeper understanding of yourself.

SCORPIO

As you move into 2023, try to find peace of mind and embrace your true self instead of focusing on others. It may be hard not to keep fixating on your boo, but you should be able to find a few moments within the week that allow you to do amazing things for yourself. Plan a pedicure over the weekend with a bunch of pals and to get your mind on another love story (other than your own) or head to the movies for a distraction. Love can wait a few hours — or at least until your nails dry.

SAGITTARIUS

Instead of gifting the presents you got from friends, you can make a change in the chain of giving and treat yourself to something that's been on your wish list for a while. If you didn't get the gifts you wanted for the holidays, make sure that you held onto your receipts. You can make all the necessary returns before heading back to school and get what you really desire. As long as you have the ability to make exchanges, you'll be happy. You won't be stressed if you are able to indulge in a well deserved gift for yourself.

WEEKLY HOROSCOPE FOR DECEMBER 25

CAPRICORN

As you know, there is nothing like getting cozy at home during the holiday season. You're enjoying it so much that you may consider hosting a low key, intimate party at home for New Year's Eve with a select group of friends. The caveat is that a lot of people may get jealous or upset when they find out that they were not invited. It's OK to be clear that you're just having a couple people over for a lowkey hang — or, if all else fails, blame it on your parents and say they only let you have a certain number.

AQUARIUS

You may feel your loved ones and close friends are conspiring behind your back because they aren't available whenever you try to reach out to them. Also, they give you suss answers to the questions you ask about their whereabouts. Before you interrogate them, you should know that they probably aren't being shady and are allowed to keep their business to themselves. With your paranoia being at a high — it's no wonder why you are leaning into false conspiracy theories and starting drama. Cool your jets by focusing on other elements of your life.

PISCES

Dreaming about the future is something you spend a lot of time doing in your spare time. It's important to be clear about the goal you're manifesting to make sure you create the best life for yourself in the upcoming year. Your life is the greatest spell you will cast — so use your inner power to set the right one in motion for 2023. If you full heartedly believe in the dream, it'll come to fruition before you know it.

ARIES

Don't cancel your plans for New Year's Eve — stick to the original schedule. Once your pals start sharing photos, you'll start having extreme amounts of FOMO and regret not attending the soiree. It'll be hard to motivate yourself to get ready for the evening, which is why you should plan on arriving later in the night. That way, you will have the best of both worlds and won't have to sweat missing the party and be able to relax before arriving. All that matters is that you're there when the ball drops and to get a possible kiss at midnight.

TAURUS

Although you have a huge group of friends, you are finding that the majority of them are not your true blue besties. Unfortunately, some of them are talking poorly about you — which will be revealed in an extremely dramatic way on New Year's Day. Start 2023 off right and cut these people out of your life immediately. You do not need to carry this negative energy into the new year. It's their loss for treating you poorly and with such little respect.

GEMINI

Lately, it feels like everyone has an issue with you. No one is mad at you, they're just projecting emotions about others onto you because they know you'll take it. Stand up for yourself. Don't let people be mean because they're moody and having a bad day. The moment you stop accepting their bad behavior is when the change will happen — however, it may be too late at that point. You will have exited from the social group for a while by the time your friends realize their behavior was unacceptable.

CANCER

It's all fun and games until someone gets hurt. And, that person could very well be you. Instead of hiding your feelings from your boo, openly discuss your feelings. Withholding emotions won't make you closer, it will only create more distance between you. Flirting with your ex to get your current partner's attention will backfire, too, because they'll be onto what you're doing. The greatest advice is to be yourself and cut out the manipulative tactics. Your significant other/crush likes you for the person you are on the inside and these schemes will only confuse their emotions.

LEO

As the year comes to a close, you're focusing on ways in which you can make changes in 2023. In order to do so, you'll have to transform the way you spend your days. Time management is key and will ultimately help you flourish in every activity you take on. The

first rule will be to check your email and texts sparingly. The second involves you avoiding unnecessary messiness. Don't argue about who's turn it is to do the dishes — just do them to save the energy from the back-and-forth discussion that will follow.

VIRGO

Never underestimate the importance of boundaries — especially with your family during the holiday season. You don't have to adhere to their schedule and take on the responsibility of placating their moods. If you're not feeling the vibe, you have the option to remove yourself from the situation. Putting yourself first at all times is necessary for your emotional and mental health. You shouldn't be pressured to take on more than you can. Plus, finally saying “no” will make you feel good because you're standing up for yourself and setting limits that you are in control of.

LIBRA

There comes a time in every relationship when you have to call out a friend for their actions. That time is now. Your BFF is not showing you the love you deserve during the holidays. It's making you sad that they'd rather start drama than be at peace — so much so that you're at a loss for words, which never happens. As hard and upsetting as it is, you have to let them deal with their issues on their own. If they have a problem, it's not yours to take on. Friendship doesn't entail projecting issues onto your besties.

SCORPIO

The reason why your love life is all over the place is because you are unsure if they are the one. Before calling it quits, try to understand your feelings on a deeper level to make sure that you're ready to let go. You may sway back-and-forth for a few weeks due to the planetary retrogrades. However, you know the inevitable is going to eventually happen since drama this big cannot contain itself much longer. In the end, something has to give. It's not good for your well-being to argue everyday with your partner. You totally deserve better.

SAGITTARIUS

It seems as though lately everyone has a problem with you — whether or not that is true doesn't detract from the point that they're taking out their problems on you. In true Sagittarius form, you'll have to directly confront those who are making you feel less than special. Although you'll want to holler and yell, it's best to use kind words when dealing with issues instead of bluntness that tends to ruffle feathers. Or, you can always put your friends on pause until they calm down and get off their high horse.

WEEKLY HOROSCOPE FOR DECEMBER 18

SAGITTARIUS

It's time to put your needs first for once. Although you often focus on making sure everyone is OK during family get-togethers, you are realizing that it is essential to your own state of mind that you give yourself lots of love. This may mean taking a moment

away from the party to chill on your own (which might be needed). It isn't selfish to ensure your own happiness above anyone else's. Remember it's a huge must to love yourself first in this lifetime. As long as you fully embrace yourself, the sky's the limit right now.

CAPRICORN

Let your intuition guide you toward understanding. Although you may want to apply logic and reason, you'll find that the truth is stranger than fiction and doesn't make any sense. Therefore, trusting the tarot deck to spell it out for you is the easiest way to go about matters. A random hunch that you feel deep in your gut could expose friends who are lying to your face or plotting against you behind your back. While their actions may not be super dramatic, it's definitely making you feel uneasy.

AQUARIUS

There is so much to do and so little time to do it. Errands, emails, texts, and drama are piling up. And, organizing the holidays with the fam is taking up all of your attention — which means everything else is going to have to remain on the back burner. Before you stress yourself out, try to find the silver lining. You do not have to be confined to your phone 24/7. Relish in the freedom you currently have to roam around town — even though you're working hard.

PISCES

As the week goes by, you may find that your desire to head out of town is high. Even just a trip to the next town over can fulfill your wanderlust. Doing any activity that's out of the norm will make your heart sing with glee, as you will be making Instagram worthy memories that will last a lifetime and getting out of your self-imposed rut. The objective is to do anything and everything that brings a smile to your face. After all, you deserve it.

ARIES

Have you ever heard the story of the person who cried love? It's not just a tale told to those who jump into a relationship before getting to know the person — it's real and can happen to anyone, even you. Before you decide that the person you're casually dating is perfect for you, take a step back and evaluate the circumstances. Don't rush the relationship in an effort to make it work. Slow things down before you make a mistake and regret your spontaneous relationship decision.

TAURUS

It's getting very cold outside, but the temperature is rising inside. The week will be spent connecting on an intimate level to your new crush with whom you've been chatting nonstop since you got their digits. Even though you don't know where it's going (and haven't thought about the future), you are enjoying the moments you've been sharing and the silly jokes you're making. Having a new fling always sparks joy and giggles — as long as you keep it light and don't get too heady about the future of the situationship.

GEMINI

Right now you are extremely worn out from the last minute studying you did for finals — plus the energy you give out to others is finally catching up to you. The good news is that it's now time to recover. The only cosmic homework you have is to rest (though doing that may be hard). The best answer is turning your phone off to decompress. Once you've taken time to chill, your energy will be revitalized and back to normal.

CANCER

The break from school is going to do you a lot of good, not just refreshing your energy but giving you time to focus on creative endeavors other than your studies. These activities bring happiness to your heart — especially since you never have time to take them on. Not only will it make you feel as though you have purpose outside of school, but you will thoroughly enjoy crafting your way through the holiday season and new year. Plus, it will keep you out of trouble when old friends come to visit you during Mercury retrograde.

LEO

You may feel as though a lot of friends are ignoring you this week, not giving you the amount of TLC that you deserve. Keep in mind that everyone is busy getting ready for the holidays and vacation, which is why they are focusing on other things. If you are feeling extra thirsty for attention and affection over the next several days, then reach out to your buds and make plans to hang out. Don't be shy in initiating activities in order to keep the relationship going and energy flowing.

VIRGO

Your ex is resurfacing, which is making your heart beat faster. While you may not want to get back together with them, you are considering having a winter vacation fling. Who knows? A simple meet up for coffee could lead to something more between you both. Just be careful this time around to ensure you don't fall for the same manipulations or make the same mistake twice. And, make sure you're not "accidentally" standing under the mistletoe until you are ready.

LIBRA

Truth be told, you can only take so much drama before acting out. Being that this is your week to shine, you may want to put your frenemy on ice before they steal your thunder. Although it is not like you to take control over situations and assert yourself, it is the beginning of a new chapter in your life. From here on out, you'll stand up for yourself when others try to push you around and won't let anyone take advantage of you. The days of suffering at the hands of others is sooo over.

SCORPIO

There comes a time when you have to own up to your actions and be accountable. For you, the time is now. However, it won't be as bad as you think if you own up to it. Rather than gaslighting others and manipulating their emotions, try raw honesty. Yes, it could hurt their feelings and sting their hearts, but you will be doing everyone a favor (including yourself).

Plus, it may help in mending the relationship down the road, too. You never know how much coming clean can help everyone involved in healing and moving on.

WEEKLY HOROSCOPE FOR DECEMBER 11

SAGITTARIUS

For the first time in weeks, your life is beginning to wind down. There has been a lot of drama in your interpersonal relationships — which has even caused breakdowns of friendships. Now that things have been quiet, apologies are being sent while everyone is reflecting upon their recent actions. If you think that you can forgive and forget the sticky situations that have been revealed to you, then you should make amends. If not, then creating space between isn't a bad idea at this moment in time. The ball is in your court.

CAPRICORN

Being that you always do your work and projects the moment you receive them, you have a lot of free time on your hands when everyone is doing their homework. And, that can lead to extreme boredom — as you know by now. Before you start texting your pals nonstop for attention and entertainment while they're studying, dive into a new hobby or endeavor that you always wanted to do. This will occupy your mind and give you the opportunity to create something that you're proud of, which could lead to a lifelong personal passion that brings you pleasure.

AQUARIUS

Some of your friendships have escalated to an out of control point because everyone is talking over each other to be heard. No one is listening to what others are saying, just arguing for the sake of arguing. Take a step back from the drama to gain perspective. If people are only preaching their emotions, then you should send an email explaining your side of the situation. Hopefully, you'll receive a calm response. It all depends on how you voice the message, which is why it's best to come from a place of kindness and compassion.

PISCES

Truth be told, you're finding the last weeks of 2022 to be extremely exhausting. Being pushed and pulled in a million different directions is wearing on your emotions and even making you feel slightly burnt out. Before you reach the point of complete fatigue, you should turn your phone off for a day and rest. You can't care for others until you help yourself first — especially if your internal battery is nearly depleted of energy. Do yourself a favor and detach from the outside noise in order to find your own moment of calm. Self-care is essential.

ARIES

Yes, Aries, we all know how important it is for you to be #1 and win at all you do. However, you're learning that always taking home first prize isn't what life is about.

Sometimes you fail and other times you just get by. No one is perfect and that is ok. The moment you stop putting an immense amount of pressure on yourself to succeed is when you'll begin to fully embrace life. The stress and anxiety you are adding to yourself isn't worth it — mostly because it's having an adverse affect on your emotional well-being. Lighten up!

TAURUS

Your current financial situation is affecting your holiday shopping. In the past, you bought gifts for others on a whim without looking at the price tags. Now, you're finding that sales are your friend and are shopping on a budget. Although your pals normally make purchases this way, it's a totally new sentiment for your indulgent lifestyle. Truthfully, you should do a gift swap with your squad of DIY presents only. Not only will that help in saving money, but it'll be a cool task to take on and a way to connect in a real way with your besties.

GEMINI

All that glitters may not be gold when it comes to your friendships. There are a lot of people pretending to be your BFFs but aren't in reality. They are using you for their own personal purposes to rise on the popularity ladder at school. Discovering this betrayal will come as a shock and will be hard — therefore, you should surround yourself with family members and longtime pals who you know have your back for good. Their unconditional love, generous support, and loyalty is going to help you heal and make you feel stronger than ever throughout the week.

CANCER

You got caught with your hand in the cookie jar. Instead of being honest and telling the truth right away, you decided to lie more. And, that's where the problems are occurring. It would've been a simple resolution if you had admitted you're wrongdoing right away. But, now that you've decided to avoid the high road, the situation is beginning to become a major drama. It's never too late to do the right thing. The best solution is to come clean and admit your wrongdoing. If anything, it will help you maintain the friendship in the end. Choose wisely.

LEO

Before you bury your head in the sand in an attempt to run away from others' bad behavior, it's important to know that you aren't the cause of their frustrations. Hurt people hurt people. Although it is painful to be the recipient of such projections, try to understand that their attitude toward you is more about them than you. TBH, you don't have to deal with it, which is why the best way to handle the situation is to put them on ice until they check themselves and apologize in a meaningful way.

VIRGO

Soft launching a new relationship is more complicated than you thought. It's not that you don't want to share your feelings for your special someone with the world, but you like the fact that no one is hounding you with intimate questions about your S.O. Truth be told, the

privacy was a lovely cocoon. Now, your partnership is up for criticisms and interrogations that you are not prepared to answer. You can always prove how strong your bond is with your boo by hosting an IG live as a quippy response.

LIBRA

You may find that your iMessage is now filled with texts from people you haven't spoken to in months, or even years. That's right — the ghosts of Christmas past are coming to haunt you. Whether or not you decide to respond is up to you. Keep in mind that it's always nice to acknowledge others who have thought of you in some way (as long as they haven't hurt you), even if you don't want to have a full on conversation with them. After all, 'tis the season of random texts from exes and hookups of yesteryear.

SCORPIO

You're a marvel at keeping boundaries in place. However, this week you wish that you didn't create such intense barriers between you and others. What you need is someone to give you a big hug, tell you it's going to be ok, and hold your hand through the turbulent cosmic energy of this week. If you can't find that in a friend, then open up to your family members or guidance counselor. You shouldn't have to feel anxious, sad, and stuck in your emotions alone. Reach out to someone you can trust and don't be afraid to cry on their shoulders.

Anotace

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Název: Žánr hvězd – stylistická analýza týdenních horoskopů publikovaných online

Typ práce: bakalářská práce

Fakulta a katedra: Filozofická fakulta, Katedra anglistiky a amerikanistiky

Vedoucí práce: Mgr. Ondřej Molnár, Ph.D.

Počet stran: 63

Počet znaků: 122 697

Charakteristika: Bakalářská práce se zabývá stylistickou analýzou týdenních horoskopů publikovaných online. Pro průzkum bylo vybráno 432 zdrojových textů. Tyto texty byly shromážděny za období 12 týdnů ze tří webových stránek – *Astrology*, *Horoscope* a *Teen Vogue*. Texty byly analyzovány s ohledem na registr, autorský styl a žánr. Předmětem práce bylo určit prvky, které jednotlivé zdroje horoskopů sdílí bez ohledu na odlišnosti vycházející z autorského stylu nebo předpokládaného adresáta textu. Tyto identifikované vlastnosti byly následně analyzovány s ohledem na žánr. Cílem práce bylo zjistit, zda mohou být týdenní horoskopy publikované v online prostředí považovány za nezávislý a úplný žánr.

Klíčová slova: žánrová analýza, analýza registru, analýza autorského stylu, horoskopy, týdenní horoskopy, online horoskopy