


Title	Genre-specific persuasive strategies: a case study of daily online horoscopes
Translation of Title	Žanrui būdingos įtikinimo priemonės: dienos horoskopų internete analizė
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Keywords [eng]	horoscopes ; persuasive strategies ; genre variation ; WordSmith Tool
Abstract [eng]	The present thesis is a case study of persuasive strategies of daily online horoscopes. The aim of the thesis is to determine what persuasive strategies are used by horoscope writers. In order to achieve the goal set, the most prominent features of horoscopes are analysed and compared using the Corpus of Contemporary American English (COCA). The characteristics of horoscopes have been analysed using the WordSmith Tool; moreover, the Log-Likelihood test has been employed to determine whether the differences between horoscopes and other genres are statistically significant. The analysis of horoscopes has revealed that the characteristics of horoscopes are typical of spoken language. Moreover, the study has shown that horoscopes possess characteristics that distinguish them from other genres because of high relative frequencies of the characteristics identified. The LL test has also shown that the difference between the characteristics of horoscopes and other genres is statistically significant. The analysis of persuasive strategies has shown that horoscope writers use reader involvement strategies, including hedging adverbs, the pronoun you, nominalization, and positively loaded adjectives. These strategies are used to establish and maintain a relationship with the reader. Moreover, it has been observed that horoscope writers use adverbs conveying strong commitment to the statement; however, the language is manipulated by using those adverbs in general statements. The use of the pronoun you indicates that the reader is of the primary importance and the horoscopes authors attempt to make horoscopes sound highly personal. The topics discussed in horoscopes are distinguished as the means of persuading the audience; moreover, the adjectives used in horoscopes are mainly positively, which may suggest that they are selected deliberately.
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Please note: Your daily horoscope is a study of planetary transits based upon the Sun sign position at the time you were born. Every moment the heavens are changing and the positions of the planets in reference to your Sun sign indicate what is happening in your life. These movements are called transits and are used by astrologers to determine all the variations in different departments of your life. Your horoscope is a blueprint of what is promised in your destiny at the time you were born and therefore when the planets move around the Sun in their never-ending cycles, we can gain an accurate Strategy Effect: Within-Group Comparison. The finding of a main effect of strategy with respect to the rating and ranking measures was followed up with a post-hoc pair-. 15 The Susceptibility of Africans to Persuasive Strategies: A Case Study of Nigeria. wise comparison test, using Tukey method to correct for familywise errors due to multiple comparisons. With respect to the rating measure, the result of the Friedman-Ne- menyí post-hoc test (see Table 4) [26] for the global population shows that 9 out of the 15 pairwise comparisons are significant at $p < 0.05$, e.g., Commitment-Authority, Horoscope - Free Daily Horoscopes predictions available at Astroyogi.com! Your Today's Horoscope based on zodiac signs is the only guide you need to plan your day. A horoscope is an astrology chart that is well prepared in order to examine the future span of events for a native's life based on the position of the Sunshine, the Moon and other celestial bodies during his or her time of birth. This chart is utilized to analyze how a personal personality will condition up due to astrological affects. Likes and dislikes, thoughts, love life, career, health-a horoscope can offer interesting and accurate insights about the person. It's the accuracy of. Daily Horoscopes 2020. The Astro Twins forecast every zodiac sign's horoscope for today. Find out if the moon's position presents any new opportunities, if today's the day to take a chance on love, or if you should be questioning an important relationships' motives. Nov 12, 2020. Pisces Daily Horoscope. A Part of Hearst Digital Media ELLE participates in various affiliate marketing programs, which means we may get paid commissions on editorially chosen products purchased through our links to retailer sites.