



A Functional Cognitive Stylistic Study of Online Horoscopes Predictions

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Abstract

The present study mainly investigates the linguistic choices used in daily horoscope predictions that attract the attention of readers globally. It employs a functional cognitive stylistic approach to analyze the language of horoscopes, concentrating on how linguistic structures shape meaning and reader interpretation. The primary objectives are to explore how functional cognitive stylistics improves the understanding of language use in horoscopes. The study adopts a qualitative eclectic model that integrates functional cognitive stylistics to achieve these goals. It adopts the tools of functional stylistics, particularly textual metafunctions (Halliday & Matthiessen, 2014). Moreover, it applies Schema Theory to explore how readers' pre-existing knowledge impacts their understanding, and Figure-Ground Theory (Stockwell, 2020) examines the emphasis on specific elements to guide focus while textual metafunctions establish discourse by structuring information flow, enhancing readability, and supporting key ideas within the horoscope predictions. Daily horoscope predictions published on Vogue India's website is the target of the study. The findings show that horoscopes capture attention and support important concepts through vague but captivating language. The language of horoscopes contains crucial cues that activates readers' schema globally. The prominence of linguistic choices is meant to appeal to audience world widely.

Keywords: daily horoscopes, cognitive stylistics, functional stylistics, schema



توقعات الأبراج اليومية: دراسة أسلوبية ادراكية وظيفية

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المستخلص :

تهتم هذه الدراسة بشكل رئيسي بالاختيارات اللغوية المستخدمة في تنبؤات الأبراج اليومية التي تجذب انتباه القراء عالمياً. وهي تستخدم نهجاً أسلوبياً معرفياً وظيفياً لتحليل لغة الأبراج، مع التركيز على كيفية تشكيل البنى اللغوية للمعنى وتفسير القارئ. تتمثل الأهداف الرئيسية في استكشاف كيف تعمل الأسلوبية المعرفية الوظيفية على تحسين فهم استخدام اللغة في الأبراج. تعتمد الدراسة نموذجاً انتقائياً نوعياً يدمج الأسلوبية المعرفية الوظيفية لتحقيق هذه الأهداف. وهي تعتمد على أدوات الأسلوبية الوظيفية (Halliday & Matthiessen, 2014)

علاوة على ذلك، تطبق نظرية المخطط لاستكشاف كيفية تأثير المعرفة المسبقة للقراء على فهمهم، وتدرس نظرية الشكل والخلفية (Stockwell, 2020) التركيز على عناصر محددة لتوجيه التركيز بينما تؤسس الوظائف النصية الخطاب من خلال هيكل تدفق المعلومات، وتحسين قابلية القراءة، ودعم الأفكار الرئيسية داخل تنبؤات الأبراج. تُركز الدراسة على توقعات الأبراج اليومية المنشورة على موقع مجلة فوغ الهندية. تُظهر النتائج أن الأبراج تجذب الانتباه وتدعم مفاهيم مهمة من خلال لغة مبهمة لكنها ملفتة. تحتوي لغة الأبراج على معلومات جوهرية تُنشط مخطط القراء عالمياً. يُقصد بـ بروز الخيارات اللغوية جذب جمهور واسع.

الكلمات المفتاحية: توقعات الأبراج اليومية، الأسلوبية المعرفية، الأسلوبية الوظيفية

1. Introduction

Daily horoscope predictions offer personalized forecasts that provide insights into individuals' personalities and futures and engage them emotionally, nurturing self-reflection through the lens of astrology. Using stylistic devices such as metaphors and imagery plays a vital role in determining readers' interpretations and emotional responses. At the same time, linguistic techniques like modal verbs introduce ambiguity and adaptability, making predictions more applicable and open to interpretation (Allum, 2011). Beyond their stylistic appeal, horoscopes have a deep psychological impact, often influencing individuals' perceptions and behaviours through the expectation effect, where readers subconsciously align their actions with the predictions they encounter (He, 2011). Furthermore, horoscopes provide comfort and reassurance, mainly during periods of indecision, by offering guidance and a perceived sense of control over life events. They can also generate a sense of belonging, as individuals identify with their zodiac signs and feel associated with a larger group, reducing feelings of isolation. Additionally, astrology figures daily routines by influencing how individuals structure their time and approach responsibilities in accordance with their zodiac characters. However, this reliance on horoscopes may also lead to negative effects, such as increased dependency and worry, when predictions are perceived as unfavourable (Happifull, 2024). Given the important role of language in shaping these interpretations, this study aims to answer the following research questions :

1. How does the functional cognitive stylistic approach deepen the understanding of language use in selected daily horoscopes?
2. In what ways do the cognitive tools shape the interpretation of themes in daily horoscopes?

2. Literature Review

This section provides a summary of prior research that has examined the language of horoscopes using stylistics and other analytical frameworks. For example, Kučerová (2023) analyzed 432 weekly horoscopes from Astrology, Horoscope, and Teen Vogue over 12 weeks, focusing on the register, authorial style, and genre. By using a combination of qualitative and quantitative methods, the study applied Biber and Conrad's (2009) register analysis, Leech's (2007) authorial style framework, and Bhatia's (1993) genre analysis. The research concluded that online weekly horoscopes form a distinct genre with shared linguistic and rhetorical features, including frequent lexical items such as “*energy, moon, Jupiter, and Venus*” (Kučerová, 2023, p. 24). The study supported its findings with corpus analysis, emphasizing the consistent style across sources. Another

study by He (2011) who conducted a cross-linguistic and cultural analysis of horoscopes in English, Chinese, Japanese, and German, focusing on semantic and grammatical structures. The study looks at how different cultures shape horoscope discourse using qualitative and quantitative approaches. The findings revealed that Chinese horoscopes emphasized caution, while English promoted self-affirmation and agency. German and Japanese horoscopes were positioned between these two tendencies. The study highlighted how cultural differences influence horoscope rhetoric and meaning construction (He, 2011). From a different linguistic perspective, Koka et al. (2023) performed a discourse analysis of lexical bundles in English horoscopes using a 1.9-million-word dataset processed with AntConc. The research identified 980 distinct lexical bundles, primarily three-word and four-word sequences, contributing to fluency and coherence in horoscope texts. These lexical bundles were categorized structurally and functionally, revealing key themes such as guidance, relationships, and emotional reassurance. The study emphasized the importance of lexical bundles in shaping the discourse of horoscope identity and informal style (Koka et al., 2023).

These previous studies examined horoscopes by applying different linguistic approaches, each shed light on unique features of horoscope language. These studies are important, but there is no study that conducted an analysis of daily horoscopes using functional cognitive stylistics in the literature. This study aims to address this gap by discovering how linguistic features in horoscopes interact with reader expectations and experiences. By applying a functional cognitive stylistic approach, this research can show how language choices affect meaning and reader engagement.

3. Method and Data

This study employs a qualitative research methodology to investigate the language of selected daily horoscopes. The focus is on analyzing the linguistic patterns and themes in horoscopes. This functional stylistic approach allows for an in-depth examination of how horoscopes are crafted, engaging readers cognitively and emotionally. Cognitive stylistic theoretical framework includes Schema Theory and Figure-Ground Theory (Stockwell, 2020). Two main cognitive stylistic tools are employed in this study. Firstly, schema theory helps to understand how readers' prior knowledge impacts their interpretation of horoscopes. A schema is a cognitive framework or construction that arranges and stores knowledge in our minds, allowing readers to comprehend and navigate the world (Gibbons & Whiteley, 2018; Jaafar, 2020). Second, figure-ground theory enables to examine how certain elements are emphasized or de-emphasized to guide readers' focus, while textual metafunctions organize discourse by structuring information flow,

enhancing readability, and emphasizing main ideas within the horoscope predictions (Stockwell, 2020). Stockwell (2020, p.25) states these specific elements, "attractors" within a text, capture the reader's attention (see **Figure 1**). There are many types of attractors, which include:

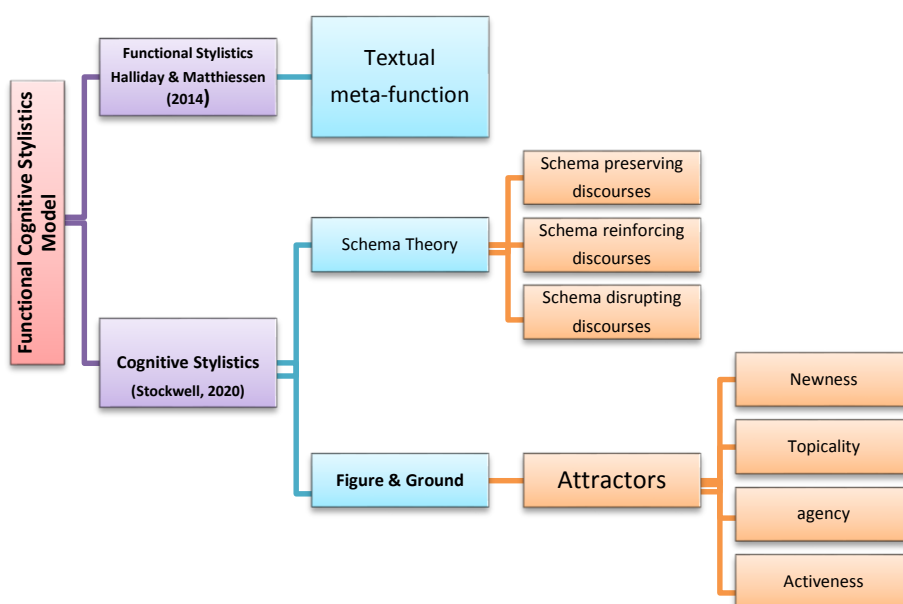
1. Newness: Elements that are presented or highlighted during reading. For example, "surly sullen bell" in line 2 from (Shakespeare's Sonnet 71). The bell brings additional and dramatized focus toward the perceptual field of the reader. This "bell" is most likely the first thing that captures attention as it is personified, being "surly" and "sullen", which makes it a lot more attractive and emotionally charged than a mere object (Stockwell, 2020, p. 81).
2. Agency: Attention is more drawn to active than passive verbs.
3. Topicality: Subjects inside an expression are more eye-catching than objects. For example, "The man shot the boy". The man is the (subject) and attracts more attention due to his position in the sentence. The boy is the (object) and serves as the background (Gibbons & Whiteley, 2018, p.153).
4. Activeness: Verbs with strong actions or reactions tend to attract attention. For example, "the bell Give warning to the world" and "Nay, if you read this line, remember not the hand that writ it, for I love you so." These lines display a progression from action to passivity. The writer takes active roles while the addressee is progressively passive, such as the writer is shown as active: "the bell giving warning," "the hand that writes," In contrast, the addressee is mostly a recipient of actions, apparent in imperative forms (Stockwell, 2020, p. 82).

The functional stylistics level adopts Halliday and Matthiessen (2014) model to analyze the data and explore how language functions within texts. This study focuses on the textual meta-function which organizes a message within a text. It is typically concerned with the "internal architecture" of a text, ensuring that language is coherent, flowing, and relevant to the preceding and following text. According to Halliday and Matthiessen (2014), language describes facts and connects different parts of discourse, making the text unified and meaningful within its context. This function determines how information is arranged to create a clear, structured narrative. Theme and rheme are two key aspects of the message in the textual meta- function. The theme is the starting point, while the rheme provides new information. The theme is the "point of departure" that links the clause to what has come before, and the rheme develops this starting point with new information. According to Halliday, the theme appears at the beginning of the clause, and the rheme is the development of the theme (Halliday & Matthiessen, 2014).

The data of this study include the twelve daily horoscope predictions published on Vogue India's website in the first of January 2025 (Sahgal, 2025). Some basic criteria orienting data selection as follows: The selected horoscopes should be written in authentic English to convey authenticity and evoke readers' emotions. The horoscopes should represent common themes found in astrological predictions, such as advice related to relationships, finances, or personal growth.

Figure (1)

The Framework of the Eclectic Model of Analysis



4. Data Analysis and Results

This section offers a comprehensive analysis of horoscope texts by applying functional cognitive stylistic framework. It focuses on daily horoscopes published on the Vogue India website, particularly on the first of January 2025 for all horoscopes. It investigates how the linguistic features of these texts form meaning, engage readers, and influence their interpretations. The data is analysed according to two levels: the first level is the cognitive stylistic level which focuses on schema and figure and ground. The second level focuses on the functional stylistic tools.

1. Aries Horoscope: January 1, 2025

"Take a moment to reflect on where you want your relationships to be headed this year, Aries. If you have been playing subservient - why! If you have been rushing through them - why? This year is about to teach you a thing or two about nurturing yourself, your plants and your closest ones.

4.1 First level of analysis: cognitive stylistics

- **Schema Theory**

The description of Aries horoscope shows a preserving schema that helps readers integrate new ideas without radically altering their worldview. By offering constructive solutions, such as "**Work collaboratively and make it happen,**" the horoscope admits previous disruption. However, it comforts readers that relationships can be improved through effort, reshaping rather than rejecting their beliefs. However, a reinforcing schema strengthens readers' existing beliefs and expectations, as seen in a horoscope that highlights self-reflection and personal growth, which are common themes in astrology that many expect. For instance, "**This year is about to teach you a thing or two about nurturing yourself, your plants and your closest ones**" reinforces the significance of emotional connections, validating readers who already worth self-improvement. In contrast, a disrupting schema challenges assumptions, prompting readers to rethink their perspectives.

Moreover, different stylistic strategies are employed in the lines to promote a motivational mood. For example, direct instructions are given to the audience by using imperative sentences like: "**take a moment to reflect,**" and "**work like a team and make it happen.**" These sentences encourage self-reflection and action. The rhetorical question, "**If you have been playing subservient—why! If you have been rushing through them—why?**" asks everyone to think critically while emphasizing that something needs to change. Metaphors used in "**nurturing yourself, your plants, and your closest ones,**" equate relationships and self-care to growth while bringing to attention the need for emotional investment. Moreover, time is embodied as exercising an active power over personal development in the statement, "**this year is about to teach you a thing or two,**" which ascribes an element of personification to the words.

- **Figure and Ground**

In terms of figure and ground, the extract introduces the concept of newness through its call for reflection and growth. The focus on nurturing relationships and self suggests a fresh perspective on personal development. Aries prediction text showcases agency effectively; by directly questioning the reader's behaviors, it empowers them to take charge of their relational dynamics. This active voice fosters a sense of responsibility and encourages proactive involvement in both self-care and mutual care within relationships. Moreover, the themes of topicality and activeness are prominent. Relationships, a universally relatable topic, are presented in a way that emphasizes their dynamic nature. The directive to "work like a

team” underscores the importance of active participation, moving away from mere passive existence in relationships.

2. Second level of analysis: Functional Stylistics

From a functional stylistics perspective, the textual metafunction of the Aries horoscope prediction is skillfully employed; theme serves as the departure point of a clause, which establishes the focus, whereas the rheme provides adding new or contrastive information about it. For example, in the sentence **“Take a moment to reflect on where you want your relationships to be headed this year, Aries.”** The theme does set the idea of self-reflection primary. At the same time, the theme adds a counter notion, which is self-contradiction in this case. In the same sense, predictive phrases like **“It's time for the year to teach you a thing or two about nurturing yourself, your plants and your closest ones....,”** come with the command, **“Work like a team and make it happen,”** move from a statement to an order which confirms collaboration and doing. The vocative function in this horoscope is directly addressed to **“Aries.”** This serves the purpose of engaging the audience. Other stylistic strategies are achieved primarily through reference and lexical cohesion. For example, the repetition of the words **“relationships,” “closest ones,”** and **“team.”** which all relate to ideas of connecting and collaborating. Similarly, **“nurturing”** and **“work like a team”** point to efforts intertwined with care. Reference cohesion is done through markers such as **“this year,”** which places the reader in a particular period, and the second person, **“you,”** which allows for direct contribution. In addition, the horoscope is coherent because there is a balance between given and new information. **“If you have been playing subservient – why!”** proposes that some information is expected to be known by the reader regarding their past relationships, whereas **“This year is about to teach you a thing or two about nurturing yourself”** gives hints for the future.

2. Taurus Horoscope: January 1, 2025

“Your life is about to pick pace, shift gears and all that time you’ve invested in waiting along the bylanes is about to reap you rewards. Taurus, allow yourself to keep trusting your intuition, let your fears take a back seat as your Angels and guides gently nudge you forward, towards all that you deserve. It is not just the first day of a new year; it is the beginning of a new chapter for you”. (Sahgal, 2025)

First level of analysis: Cognitive Stylistics

Schema Theory

In this horoscope, a preserving schema shows that the ideas here are consistent with sociocultural and psychological perceptions regarding

beginnings, luck, and guidance. Irrational belief regarding horoscopes is respected for their norms in providing suggestive statements designed to comfort and predict results. With concepts such as waiting and reward in combination, the idea of a direct connection between patience and success is common, thus allowing for easy understanding by readers? While reinforcing Schema, the beliefs in intuition, fate, luck, and even Spirit are reinforced through the text, emphasizing one's trusting journey towards one's goals. It also seeks to ensure the reader embraces these concepts to foster positivity. Angels and spiritual guides describe how **"your guides gently nudge you forward,"** which supports the idea of spiritual help, reinforcing the claims further. In contrast to disrupting Schema, the idea of 'passive' waiting is challenged by requesting to **"allow yourself to keep trusting your intuition."** Contrary to many readers' beliefs, this emphasizes action, movement, or progress instead of waiting. Those doubtful of astrology or any form of spiritual guidance may have their preconceived thoughts disrupted when they encounter the phrase 'Angels and guides'.

Figure and Ground

Regarding figure and ground, the text focuses on how some parts are highlighted, and others relate to the context. The idea of newness is evident with phrases such as **"beginning of a new chapter"** and **"first day of a new year,"** which portray change and new beginnings as salient Figures. The agency is foregrounded with Taurus; allow yourself to trust your intuition, which suggests active participation in future-shaping while guides gently nudge you forward to extract external agency. Topicality is visible within those who need reassurance about changes framing self-metamorphosis and foreordained as pivotal thematic figures. Expressions such as **"is about to,"** **"it is the beginning,"** and **"all that you deserve"** render the expressions more definitive and more definite concerning change. More so, activeness in the extract is depicted by verbs of action, **"pick pace,"** **"shift gears,"** **"allow,"** **"trust,"** and **"nudge forward,"** all of which suggest movement and development. Finally, the text achieves fullness by presenting a complete and structured message, including an initial state, a transition, and a predicted outcome, in this manner fostering a sense of fulfilment and finality.

2. Second level of analysis: Functional Stylistics

The text mainly employs thematic patterns, particularly through imperative structures such as **"allow yourself"** and **"let your fears take a back seat,"** which contribute to a motivational and engaging rhetorical style. The theme-rheme progression simplifies logical flow, as seen in clauses like "Your life is about to pick pace, shift gears," where **"Your life"**

functions as the theme, while the rheme introduces new information about forthcoming change. Cohesion is preserved through lexical repetition, such as "**trust**," "**intuition**," and "**fear**," reinforcing the motivational message, along with the use of personal pronouns, which create direct engagement with the reader. Additionally, conjunctive devices like "and" and "as" create logical connections between ideas, ensuring textual fluidity.

The passage also demonstrates a clear progression from predictive statements about future transformation to imperative encouragement, guiding the reader from expectation to action. Thus, the text effectively utilizes the textual metafunction to structure meaning coherently and persuasively, reinforcing its rousing intent. The given text employs several stylistic devices to motivate and inspire the readers. The most striking one is a metaphor, such as "**pick pace, shift gears**," which likens the progression of life to driving, which reflects motion and change. In the same way, "**waiting along the bylanes**" serves as a metaphor for being patient and waiting for success. Another important device is personification, as in "**let your fears take a back seat**," which gives the emotion of fear human characteristics and, in this way, indicates a person's ability to manage their feelings

3. Gemini Horoscope: January 1, 2025

Hidden in the dragon's lair lies your treasure, but this is not just any dragon, Gemini. It is your personal dragon that is safeguarding your relationships, your dreams and hopes and so much more. Sure you may feel like you are off to a rocky start today, but the cosmos wants to remind you that as you take one step at a time, the path ahead will be revealed to you. (Sahgal, 2025)

1. First level of analysis

- **Cognitive stylistics: Schema Theory**

In terms of preserving schema, this horoscope caters to the most important astrological types, which include self-development, challenges, and guidance, which are revealing. "**The cosmos wants to remind you**," for instance, supports the belief that makes the reader reinforce an idea or schema already created. If the audience already subscribes to the belief system of astrology, an ideal schema will be in place. Furthermore, in reinforcing schema, the metaphor of a '**personal dragon**' guarding relationships dreams and strengthens the idea that internal challenges are meaningful and protective. The model proposes that difficulties serve a greater purpose, which can include one's self-development. Paraphrasing the saying and substituting more mainstream concepts like the 'personal dragon' on particular scenarios makes the reader's worldview valid. The horoscope is constructed around an extended metaphor, where the "**dragon's lair**" represents personal challenges, and the "**treasure**" symbolizes

relationships, ambitions, and aspirations, adding depth and intrigue. Personification is employed to endow the cosmos with human attributes, as in "**the cosmos wants to remind you**," portraying the universe as a guiding force that reinforces a sense of destiny or fate. Vivid imagery enhances this effect, with phrases like "**hidden in the dragon's lair lies your treasure**," evoking a mysterious, mythical setting, and "**the path ahead will be revealed to you**," suggesting a journey of discovery and progression. However, according to disrupting schema, this metaphor could significantly alter their schema, specifically those with a predisposed notion regarding dragons and astrology. The idea that a hidden treasure, which in this case refers to relationships and goals, is well protected opposes the belief that struggles are meaningless. Cognitive restructuring is the possible outcome of such a scheme disruption. It can make people question or change their beliefs; symbolism further enriches the horoscope, with the dragon acting as a guardian of difficulties, the treasure demonstrating valuable but difficult-to-attain goals, and the path symbolizing personal development and the unfolding of fate.

- **Cognitive stylistics: Figure and Ground**

This horoscope describes a strong figure-ground dynamic with the metaphor "**dragon's lair**," symbolizing hidden relationships, treasures, dreams, and hopes. This type of imagery presents newness and makes the message feel fresh and unexpected at the same time. Different forces share agency where the dragon serves as a protector, the reader takes an active role, and the cosmos exists as a guiding force. This type of metaphor is topical and resonates with the endeavors of those in dire need of guidance for the New Year. Its definiteness counters straightforward advice "**take one step at a time**" alongside metaphors that enjoyment creativity. The message is also active as it prompts action and motivation by stating that "**the path ahead**" will reveal itself in due course. Finally, the description is increased by divine help and ritual depth, which increases one's certainty of directly engaging with the enriching and deepening meaning of the message when confronted with problems.

2. Second level of analysis: Functional Stylistics

In this horoscope the thematic element, which establishes the basis of the message, is conveyed through the mysterious statement, "**Hidden in the dragon's lair lies your treasure, but this is not just any dragon, Gemini.**" setting a magical and symbolic tone. The rhematic component introduces new information and explicates the dragon's metaphorical representation of personal aspects such as relationships, dreams, and hopes, reinforcing their defending and guiding nature. The vocative function is existing in the direct address, "**Gemini.**" It serves to participate or call attention to the reader,

who is apparently a Gemini. The vocative personalizes the horoscope, making it feel more direct and close. Cohesion is achieved through lexical repetition and logical connectors like **"but"** and **"sure,"** which maintain ideas' flow and contrastive progression. The information structure is organized to progressively engage the reader, starting with a mysterious statement, clarifying its figurative meaning, and concluding with a comforting message about gradual revelation. This structural arrangement aligns with the horoscope's purpose of providing guidance and encouragement, rendering the message coherent and meaningful. In addition, the phrase **"your treasure"** or **"your dragon"** makes the text even more relatable to Gemini, as using pronouns achieves a personal connection to the audience. Logical connectors like **'but,' 'as,'** and **'that,'** act as a tent to the fragmentary words tied in dissonance, allowing readers to flow from the discomfort of starting **"the rocky start"** to the comfort of being **"the revealing o**

4. Cancer Horoscope: January 1, 2025

"You've got your pot of gold, Cancer, and on the surface it all feels perfect, then why are you still waiting in despair for your day to arrive. Look where you are - not only have you been waiting to get here, but also isn't it exactly what your dreams were made of? Make mindful choices that help you balance your personal, professional and social goals. For you community trumps everything else, so build your life with this renewed focus". (Sahgal, 2025)

1. First level of analysis

- **cognitive stylistics: Schema Theory**

According to preserving schema, the horoscope acknowledges potential disappointment: **"why are you still waiting in despair?"** but eventually redirects the focus toward careful choices and balance to sustain contentment. This preserves the idea that Cancer individuals can find happiness through self-reflection and social harmony, adapting their goals without forsaking their core values. While reinforcing schema, this extract enhances the notion that Cancer individuals value community and life balance. The way encourages them to appreciate their endeavors and prioritize social interactions aligns with the common belief that Cancer is a nurturing, emotionally motivated sign. The phrase **"For you, community trumps everything else"** supports this idea, reinforcing the schema that Cancers flourish in collective, emotionally supportive environments.

In contrast, disrupting schema challenges prior beliefs and forces a review of one's viewpoint. In this case, the horoscope disrupts the expectation that reaching success automatically leads to contentment. The line **"then why are you still waiting in despair for your day to arrive?"** proposes that

inner satisfaction may still be lacking despite external accomplishments. This disrupts the assumption that external achievements alone bring happiness, motivation, contemplation, and a mind shift. This horoscope uses various stylistic devices to engage the audience and encourage self-reflection. Metaphors, such as **“you’ve got your pot of gold,”** symbolize success and fortune, while paradoxes like **“it all feels perfect, then why are you still waiting in despair”** highlight the contrast between external success and internal struggle. Rhetorical questions push the audience toward contemplation, while imperative sentences like **“make mindful choices”** serve as motivational advice. Parallelism in phrases like **“personal, professional, and social goals”** generates a sense of balance and enablement. These devices make the horoscope persuasive and reflective, reforming the audience’s perception of happiness and success.

• Cognitive stylistics: Figure and Ground

From a figure and ground perspective, this horoscope presents newness by prompting a change in perspective. Rather than passively anticipating success, it encourages self-examination by prompting readers to reconsider their accomplishments. Statements such as **“Consider your current position”** and **“is this not what you once aspired to?”** introduce a refreshed approach to contemplating personal satisfaction. The horoscope shows agency by emphasizing the reader's responsibility to make decisions. The phrase **“Make mindful choices that help you balance your goals”** suggests that personal actions shape one's path. It also highlights the tension between external success and internal dissatisfaction, underscoring the active role of self-reflection. The horoscope demonstrates topicality by aligning with individuals' emotional states, aspirations, and overall life balance. It underlines key facets of the human experience, such as career progress, personal fulfillment, and social connections, broadly resonating themes. The reference to community is particularly important for those of the Cancer zodiac sign, which is conventionally linked to robust familial ties and interpersonal bonds.

In terms of definiteness, the horoscope employs symbolic language, such as **“pot of gold,”** to represent success, which can render certain concepts abstract. Nevertheless, it offers clear direction by encouraging a balanced approach among personal, professional, and social objectives. Open-ended questions like **“why are you still waiting in despair?”** promote self-reflection rather than providing direct solutions, introducing an element of personal interpretation. The text remains active and dynamic: **“Build your life with this renewed focus. “It contrasts passivity “waiting” with action “making choices”, pushing the reader toward taking control of their life. The metaphorical richness of “pot of gold,” and “waiting in despair” enhances its fullness, making the message emotionally engaging while**

offering abstract insights and practical guidance.

3. Second level of analysis: functional stylistics

In this horoscope, "**You've got your pot of gold, Cancer**", the Cancer horoscope has a prominent thematic structure. The thematic focus is on the life and emotional state of the Cancerian person, while the rheme provides additional actions expected or given. The theme is very clear in this context as it tries to convey a sense of achievement. In this sentence, "**Cancer**" is a vocative—as it references the zodiac sign associated with a certain individual for whom the horoscope is intended. Cancer is directly mentioned in the text. The purpose of a vocative is to call someone by the name they are specifically addressed within the context. This direct address makes the text feel more personal. A paradox or dissonance is presented: "**Then why are you still waiting in despair for your day to arrive?**" this implies the conflict between external achievements and internal satisfaction. The cohesion is achieved by repeatedly using the terms "**waiting**" and "**goals**" that form a conceptual thread through the rather disjointed horoscope messages. The cohesion structure builds on the paradox between external success, which is very tangible, and the real need for internal success. Community and deliberate action emerge as a prominent solution to this paradox. It gradually emphasizes the need for Cancers to balance personal, professional, and social goals while focusing on the community, which is the core tenet of the holistic approach toward Cancer's path forward.

5. Leo Horoscope: January 1, 2025

"Just because you must weave your fine tapestry with others doesn't mean you must feel trapped. Leo, you are the sun that cannot be contained and whatever you focus on thrives. So ensure, you are only focusing on the favourable, especially today, to set the tone of the year ahead. Look closely, you are not chained, you only have to allow others to catch up with you".(Sahgal, 2025)

1. First level of analysis

- **cognitive stylistics: Schema Theory**

Regarding schema preservation, this extract uses the metaphor of weaving a tapestry, which resonates with widespread conceptual metaphors about life, teamwork, and fate. Readers can effortlessly activate the "**weaving**" "**crafting**" schema, where various threads denote different aspects of life. The phrase "**sun that cannot be contained**" fits well within the schema of Leo as being self-sufficient, powerful, and a dominant force. Readers who perceive astrology will preserve this schema in their

interpretation. Schema reinforcement strengthens prior understanding, as seen in the saying, "**Whatever you focus on thrives.**" It also supports the independence schema, which means that personal energy and concentration can form an individual's reality. This is in line with contemporary self-motivational rhetoric and self-help culture. The phrase "**not being chained but allowing others to catch up**" is similar and strengthens an independence schema, mainly for those with a leadership and individualistic direction. In contrast, this extract employs a strategy of schema disruption, which challenges or reshapes readers' expectations. The phrase "**doesn't mean you must feel trapped**" slightly challenges the assumption that collaboration inherently restricts individual freedom.

Readers may expect a message emphasizing how interdependence requires compromise, but the text reframes collaboration as something that does not necessarily constrain personal growth. The statement "**you are not chained**" disrupts potential schemas of oppression or restriction, shifting the reader's focus from limitations to enablement. The text employs several stylistic techniques to convey an empowering, motivational tone. Metaphors like "**Weave your fine tapestry with others**" and "**You are the sun that cannot be contained**" liken life to a tapestry and the narrator to the sun, stressing interconnectedness and personal power. Personification is evident in "**Whatever you focus on thrives,**" assigning human qualities to focus. Imperative sentences, such as "**Ensure you are only focusing on the favourable**" and "**Look closely, you are not chained,**" directly engage the reader. Contrast highlights the difference between apparent limitation and actual freedom, as in "**You are not chained, and you only have to allow others to catch up with you.**" Alliteration in "**Focus on the favourable**" also creates a notable phrase. Together, these techniques enhance the passage's elevating, motivational tone.

• Cognitive stylistics: Figure and Ground

Leo Horoscope prediction uses figure-ground strength relations to depict Leo as the dominating, active figure while others and possible boundaries recede into the background. Leo's freedom and self-determination are illustrated through agency, and the passage's newness underlines expectations of limit in collaboration. Others are represented as passive followers, and Leo is described as the dominant actor who controls their success. Topicality spins around Leo's power and focus, with restriction and collaboration metaphors as marginal features. The text also displays definiteness, where clear metaphors like "**you are the sun**" and "**you are not chained**" are more literal and important, while the tapestry metaphor remains ambiguous. Shift from perceived restriction to exaggeration suggests permitting speech depicting activeness in motion and dynamism. Fullness is attained from vibrant metaphors "sun", "tapestry",

“chains”, while some, like “catching up”, are underdeveloped. The passage purposefully incorporates these attractors to fortify Leo’s leadership, independence and agency, ensuring that the focus on empowerment remains prominent. At the same time, the collaboration and limitations linger in the background.

2. Second level of analysis: functional stylistics

From a functional stylistic perspective, the text reflects the predominance of marked themes embedded in circumstantial clauses: **“just because you must weave your fine tapestry with others doesn't mean you must feel trapped”**. Unmarked themes such as direct addresses **“Leo”** evoke a more personal feeling in the audience and employ the vocative case, directly addressing individuals born under the Leo astrological sign. This linguistic device involves the receivers personally, while the remainder of the statement serves as an affirmative declaration reinforcing their characteristic characters. Therefore, the vocative function is manifested within this horoscope declaration. Cohesion is also accomplished through grammatical references such as: **“you”**, **“others”**, some connectives: **“so”** and **“especially today”**, as well as some parallelisms such as **“you are”** or **“you only have to”**, which restate the core motivational message. Furthermore, the text structures information to balance what is given with new insights to enable the reader's shift in attitude toward the author's stated notion concerning the obligation to work with others to move toward the idea of freedom as a matter of insight **“you are not chained; you only have to allow others to catch up with you”**. These phrases disclose the logical structure that ensures comprehension aligning with the text's persuasive flow and motivational and

6. Virgo Horoscope: January 1, 2025

“Let go of your rebellion with seeming authority figures in your life, because, well, they hold no power over you anymore. Virgo, today embark on a fresh start by embracing that raging teenager trapped within you, and nurturing that inner child who had to grow up too soon. Slow down, because you deserve it, not just today, but from now on” (Sahgal, 2025).

1. First level of analysis

- **Cognitive stylistics: Schema Theory**

Regarding schema theory, the horoscope text primarily employs disrupting schemas, mainly about authority and self-perception. By emphasizing that authority figures “hold no power over you anymore,” it challenges the predominant belief that external control remains relevant, disrupting the schema of authority as a governing force. Additionally, by

urging the reader to hug their "raging teenager" and support their "inner child," the text disrupts the expectation of constant maturity and duty, encouraging self-compassion instead. This disruption may free individuals who have historically submitted to severe societal norms, as they no longer feel obliged to conform to invalid expectations. At the same time as, the text reinforces certain schemas, particularly those associated with self-worth and healing. The advice to "**slow down because you deserve it**" strengthens the reader's belief in the significance of self-care, comforting them that prioritizing their health is acceptable and necessary. This reinforcement may confirm the growing persuasion of individuals who have historically prioritized work over their well-being, reinforcing their trust that rest is essential.

- **Figure and Ground**

Concerning figure and ground in this horoscope, newness is an important aspect because it motivates the reader to shed their past struggles and find out the problems of their adolescence, which indicates a departure from outdated ideas. For instance, the expression "hold no power over you anymore" implies breaking free from previous restrictions. This feeling of change is closely associated with agency, which is the most dominant attractor because the text moves the reader so that they feel in control of their emotions instead of being controlled by something or someone else. Directives such as "let go" and "slow down" further suggest that the person has the authority to determine what kind of experience they wish to experience. Topicality enhances the claim, as a wide range of people has problems with authority, self-care, and personal development, feeling like they have to let go of external control and take care of them. In addition, the text's discourse has a strong sense of definiteness: "Because, well, they hold no power over you anymore." This enables the reader rather than suggesting ideas. There is also a strong sense of activeness in the tendency of the text to wish for immediate change. Phrases like "embark on a fresh start" leave a person with the desire to move and change things around truly. Finally, fullness highlights the understanding of the message by intertwining history, personal growth, and the need for change, as illustrated by the references to the "inner child" and "raging teenager." Although all these attractors serve to add to the impact of the horoscope, the agency stands out the most because it focuses on a person's ability to assert control over their development and place of power.

2. Second level of analysis: Functional Stylistics

When viewed from the functional stylistics angle, the guiding use of imperative themes, such as "**Let's get rid of your rebellion**" and "**Let's slow down,**" arouses the self-help strategy, consequently, motivational and

instructional self-improvement. These themes are later followed by rhematic extensions such as, **"because you deserve it, not just today, but from now on,"** which also help to provide logic and motivation. Conjunctive cohesion is supplied by logical connectors such as "because" cause and effect and contrastive ones like **"not just today, but from now on,"** highlighting the continuity of the advice. Additionally, reference cohesion plays a key role in attracting the reader through direct address, using personal pronouns like "you" and demonstrative references such as **"that raging teenager"** to create a sense of individual contemplation. This cohesive structuring gives the horoscope clarity and emotive force, transforming the prediction into a personal motivational manual for people born under the Virgo sign. In the sentence, **"Virgo, today embark on a fresh start by embracing that raging teenager trapped within you."** "Virgo" directly addresses individuals born under the Virgo zodiac sign through the vocative expression "Virgo," which captures their attention and personalises the message. The remainder of the sentence provides advice or encouragement, but the vocative function is primarily conveyed using "Virgo" at the beginning.

7. Libra Horoscope: January 1, 2025

"Some things seem closer than the others, and some seem even closer than they appear, but fear not, Libra, your magic is working. This year, starting today, choose to keep your emotional fulfilment over and above all else, and unbox your magical lamp that grants all your wishes almost as soon as you conjure them in your heart with clarity and purpose. Nostalgia may hit you hard, but it is a natural part of evolving" (Sahgal, 2025).

1. First level of analysis

- **Cognitive stylistics: Schema Theory**

In this horoscope, a preserving schema appears. As seen, the text sustains a belief in miracles, self-empowerment, and emotional satisfaction. Phrases such as **"choose to keep your emotional fulfilment over and above all else"** or **"your magic is working"** help to maintain the idea that a person's reality can be shaped by their feelings and intentions. This is consistent with schemas that deal with self-empowerment, manifestation, and emotional well-being. Regarding reinforcing schema, the expression **"unbox your magical lamp that grants all your wishes almost as soon as you conjure them"** reinforces the point that wishes can be brought forth with great clarity and intention and uses metaphor to suggest unlocking one's potential and realizing desires, linking personal growth with the idea of magic. The text also employs the imperative mood with direct commands like **"choose to keep"** and **"unbox,"** making it more engaging and convincing by

encouraging the reader to take achievement. The mention of nostalgia in conjunction with evolution strengthens the notion that looking back to move forward is part of self-development. This way may reinforce a belief system regarding spirituality and personal development or a law of attraction type of system.

- **Cognitive Stylistics: Figure and Ground**

In terms of figure and ground, this extract demonstrates all six-figure and ground attractors, rendering it engaging and prominent. Using a metaphor depicting the "unboxing of a magical lamp that grants all desires" introduces a new and imaginative element. The text powerfully conveys a sense of agency, as the reader is directly encouraged to "choose to maintain emotional fulfillment" and is guaranteed that "one's magic is working," stressing personal control. The essential themes of personal growth, emotional fulfillment, and nostalgia establish the passage's topical importance for those interested in astrology or self-improvement. Definiteness is obvious in phrases like "fear not, Libra" and "your magic is working," which signal certainty, though elements like "nostalgia may hit you hard" remain intangible. Activeness is reinforced through dynamic verbs such as "choose," "unbox," and "conjure," suggesting movement and transformation. Finally, the expressive and immersive language, particularly the rich imagery of a "magical lamp" granting wishes, conveys a sense of fullness. Collectively, these attractors enhance the text's engagement and emotional quality.

2.Second level of analysis: functional stylistics

According to textual metafunction, the text effectively structures information through theme-rheme patterning, cohesive devices, and logical progression. The theme-rheme structure establishes contrasts, such as "**Some things seem closer than others,**" leading to the reassuring rheme, "**fear not, Libra, your magic is working.**" Cohesion is maintained through lexical repetition of words like "**magic,**" "**wishes,**" and "**clarity,**" reinforcing a magical and empowering tone. Conjunctive cohesion is demonstrated through logical connectors like "**but**" in "**nostalgia may hit you hard, but it is a natural part of evolving,**" balancing motivational and realistic elements. Reference cohesion is apparent in direct address phrases like "**your magic**" and "**your wishes,**" supporting a personal connection with the reader. The information flow progresses from abstract reflections to directive encouragement, concluding with metaphorical guidance. This coherent and attractive structural organization effectively guides readers toward emotional clarity and enablement. In the sentence, "**Fear not, Libra, your magic is working,**" the word "**Libra**" displays a vocative function since it refers to the reader (a person having the zodiac sign Libra) directly. This makes the horoscope more personal and interesting. As for "**Fear not,**"

it works as an encouragement or order, which makes the message stronger.

8. Scorpio Horoscope: January 1, 2025

“Your only goal this year is to assess, gain clarity and then leap forward into whatever you wish to create. Scorpio addresses underlying conflict, try and create a structure to the madness, and remember you are already in your thriving phase. Whatever you have built up until 2024, you must weed out the fluff; manicure your lawn before bringing in more saplings to plant. Rest, recuperate and let the cosmos lend a helping hand” (Sahgal, 2025)

1. First level of analysis

• Cognitive stylistics: Schema Theory

In this text, preserving schemas maintains existing mental structures. The horoscope suggests a clear plan and seeing things through, which shows that previously set goals and methods are being pursued. The statement “you are already in your thriving phase” increases the belief that previous work has paid off. This leaves one with self-efficacy and success schemas. At the same time, reinforcing schemas strengthens existing beliefs by focusing on “weed out the fluff” and “manicure your lawn before bringing in more saplings to plant,” which suggests self-improvement schemas, as well as “Rest and recuperation” build belief in the self-care balance and success. The statement “let the cosmos lend a helping hand” offers reinforcement to a certain set of schemas and belief systems about spirituality or fate. In contrast, some disruption occurs for individuals with a constant hustle mentality, as they are encouraged to slow down and trust the process. The overall message solidifies pre-existing beliefs of self-strategic planning rather than opposes them. Thus, ‘reinforcement’ stands out as the primary schema function of this horoscope because it affirms one’s attempts and allows the individual to move towards goal-oriented development. The Scorpio horoscope also employs several stylistic devices that shape its persuasive and reflective tone. The use of metaphor is particularly outstanding, and gardening metaphors, such as **“manicure your lawn before bringing in more saplings to plant,”** are one of them. It represents self-improved enhancement, which means one has to get rid of certain things before fostering new growth. Moreover, the horoscope employs several imperative sentences like **“address underlying conflict”** and **“rest, recuperate,”** which create a sense of insistence by instructing the reader directly on what needs to be done. Another clear example is personification in **“let the cosmos lend a helping hand,”** the universe is assigned an active perceiving role, thus supporting the spiritual or fated understanding. Lastly, parallelism in **“assess, gain clarity, and then leap forward”** advances focus on how progress can be made by emphasizing the need for a stepwise

structure.

- **Cognitive stylistics: Figure and Ground**

In terms of figure and ground, this horoscope contains many figure and ground attractors that shape its meaning. Newness is present as a novel perspective on personal growth, urging Scorpio to improve their path rather than start anew, as seen in the directives to **"assess, gain clarity, and then leap forward."** There is a strong stress on agency, placing responsibility on Scorpio through imperative commands like **"address underlying conflict"** and **"manicure your lawn,"** highlighting the notion that personal transformation centers on individual actions. Additionally, the horoscope addresses universal themes of self-improvement and balance, ensuring topical relevance and meaningful messaging. Furthermore, the horoscope shows activeness through dynamic verbs such as **"leap forward," "weed out,"** and **"recuperate,"** reinforcing an action-oriented perspective on growth. Lastly, fullness is accomplished by providing a comprehensive perspective, balancing the need for removing unnecessary elements with rest and trust in the process. Among these key elements, agency and activeness appear as the most prominent, as the horoscope strongly emphasizes Scorpio's responsibility in shaping their future and reassures direct, intentional action toward self-improvement.

2. Second level of analysis: functional stylistics

From a functional stylistic perspective, the theme introduces the main idea. It is often realized through imperative structures, such as **"address underlying conflict"** and **"rest, recuperate,"** positioning Scorpio as the active subject responsible for change. These themes set the direction for the message of self-improvement and strategic planning. The overriding part of the sentence, which expands on the instructions **"try and create a structure to the madness"** explains that the action aims not only to bring about change but also to organize it. It is also the case that **"manicures your lawn before bringing in more saplings"** is a theme of the word. In this case, the rheme suggests that progress can only occur after excluding the undesirable components, which logically precedes growth. This theme-rheme structure ensures logical progression, guiding the reader from self-assessment to structured action, which are motivational and directive methods in a horoscope. The repetitive metaphors throughout this horoscope especially the gardening metaphor, such as **"weed out the fluff"** and **"manicure your lawn,"** give some structural self-improvement context to the core of the horoscope. Also, phrases like **"whatever you have built up until 2024"** use conjunction which helps combine distinct fragments of information into one complete thought. The imperative structure of the phrase **"address underlying conflict"** also improves the organization of the text by keeping

a clear tone while giving orders. In the text, the horoscopes comprehensively fulfill the requirements of the textual metafunction.

9. Sagittarius Horoscope: January 1, 2025

"You are likely to experience an unlikely dance between fire and water, Sag. As long as your emotional health is in check, you observe that your passions thrive, but push yourself too far onto the edge, and you come crashing down. The trick is to master the art of balance, to whatever degree, allowing yourself to truly taste a magical life"(Sahgal, 2025).

1. First level of analysis

• Cognitive stylistics: Schema Theory

According to the cognitive stylistics perspective, the horoscope text primarily employs a reinforcing schema approach, as it reinforces existing beliefs about Sagittarius's characteristics, particularly their passion, adventurous temperament, and emotional duality. For instance, the phrase **"As long as your emotional health is in check, you observe that your passions thrive"** reinforces the dominant perception that Sagittarius individuals succeed when they maintain balance, a widely accepted belief in astrology. Furthermore, the reference to the interplay between fire and water reserves traditional astrological metaphors, aligning with a preserving schema by keeping conventional ideas rather than challenging them. However, there is little disrupting schema, as the text does not introduce new or contradictory perspectives about Sagittarius but instead asserts the familiar narrative; therefore, the reinforcing schema is the most prominent strategy in this horoscope, as it confirms and strengthens established mental models about the Sagittarius personality. A notable stylistic device that can be observed is metaphor, as seen in **"an unusual dance between fire and water,"** which represents the inner conflict between one's passion and emotional control. This metaphor serves a greater purpose; it summarizes the essence of Sagittarius' duality and enriches the text's regular visual appeal. Another group of contrasts can be found in the sentence **"push yourself too far onto the edge, and you come crashing down,"** which details two extremes of success and failure, serving the purpose of balance. Moreover, the imperatives in the sentence **"The trick is to master the art of balance"** guide the reader toward self-improvement, a characteristic of horoscope writing. Alliteration is notable in **"taste a magical life,"** being changed to **"life is magical,"** indicating a smoother magical tone of the horoscope. Such devices make the text more interesting, convincing, and relatable.

• Figure and Ground

Regarding figure and ground perspective, the astrological interpretation includes multiple figures and ground attractors that capture the reader's

attention while weaving a tapestry of interpretive meaning. In "**an unlikely dance between fire and water**," newness is found as it provides an unconventional metaphor for Sagittarians and how emotional and passionate they can be. The agency is also present, as the text gives the reader responsibility with expressions such as "**push yourself too far onto the edge, and you come crashing down**," suggesting that there is a result totally dependent on you. Topicality is solid, as the horoscope directly relates to the reader's life and self-perception, mainly in balancing emotions to experience a "**magical life**." Definiteness is less noticeable, as the language remains open-ended rather than absolute, allowing for interpretation. Activeness is obvious in the dynamic wording—verbs like "**push**," "**thrive**," and "**master**" underline movement and personal effort. Lastly, fullness performs in the rich, layered image that gives depth to the text. Activeness is the most prominent among these attractors, as the horoscope encourages achievement and self-awareness, urging Sagittarius individuals to take control of their emotional balance to shape their fate.

4. Second level of analysis: functional stylistics

In respect of functional stylistics, the text on horoscopes demonstrates thematic structure with "**you are likely to experience an unlikely dance between fire and water, Sag**," and the theme "**You**" directly personalizes the message. At the same time, the rheme "**are likely to experience an unlikely dance between fire and water**" presents the key metaphor and emotional struggle that immediately motivates the audience. This sentence also includes the vocative "**Sag**," which addresses a particular reader, someone who follows the Sagittarius zodiac sign. This way, the message will be more contextual and custom-made. Although the sentence's focus is a prediction and not a demand, the vocative statement at the end brings a deeper connection with the reader, making the horoscope more engaging. The cohesion of the horoscope is also highlighted through lexicogrammatical repetition and logical development by the dominant theme of balance, "**master the art of balance**," or cause-effect relationships, "**If you push yourself too far onto the edge, you come crashing down**." In addition, the information is organized to increase expectancy, starting with the general statement of the dominating emotional and passionate forces to advise about balance and narrowing down towards mastery of balance. Use of conjunctions such as "**but**" and "**as long as**," provides logical relationships between the clauses, providing fluidity to the text.

10. Capricorn Horoscope: January 1, 2025

"You are leaving a part of your heartache behind and slamming the door shut for good, Capricorn. Whatever part of your life you may have romanticised, you are reassessing and re-evaluating. Slow down today, gaze

out into the horizon and choose the ships you would like to get on. This is not your year of excess and resilience. It is your time for focussed, deliberate action”(Sahgal, 2025).

1. First level of analysis

- **Cognitive stylistics: Schema Theory**

The horoscope relates to two types of ‘schemas’ strategies: reinforcing and disrupting. The reinforcing schema is found in Capricorn’s careful planning in the tip **“choose the ships you would like to get on,”** which helps in making decisions. Yet, the most prevalent schema is the disrupting one because the horoscope seeks to emotionally separate the person from their past, as in **“slam the door shut for good,”** or **“reassessing and re-evaluating.”** This disruption challenges previously romanticized notions and forces a call for purposeful effort. For instance, a Capricorn who tends to idolize past relationships or career choices is encouraged to reexamine these relations and critically hug a more intentional future. The horoscope also employs a range of stylistic devices to highlight its message of personal transformation. Metaphorical expressions, such as **“choose the ships you would like to get on”** and **“slamming the door shut for good,”** symbolize decision-making, new opportunities, emotional shutting, and a break from the past. Contrastive phrasing, shifting from **“excess and resilience”** to **“focused, deliberate action,”** highlights a transition from staying power to intentional progress. The use of imperative sentence, like **“slow down today”** and **“gaze out into the horizon,”** creates a guiding and commanding tone. Personification, as seen in **“leaving a part of your heartache behind,”** makes emotional detachment feel more real.

- **Figure and Ground**

This horoscope employs several prominent figures and ground attractors concerning newness plays an important role, as seen in **“you are leaving a part of your heartache behind,”** signaling a fresh start and emotional transformation, with the agency being the most dominant. The emphasis on personal control is apparent in phrases like **“choose the ships you would like to get on,”** highlighting the individual's ability to shape their future. Definiteness reinforces the certainty of this change, using strong language such as **“slamming the door shut for good.”** Additionally, activeness is present through dynamic verbs like **“reassessing,”** **“re-evaluating,”** and **“choosing,”** which encourage intentional action. While these figure attractors stand out, fullness acts as a ground attractor by allowing room for personal interpretation, rendering the message universally relatable. These attractors shape the horoscope's persuasive and empowering tone, with the agency being the dominant force driving the message.

1. Second level of analysis: functional stylistics

In terms of functional stylistics perspective, the theme and rheme structure are exemplified in the phrase, **"You are leaving a part of your heartache behind and slamming the door shut for good, Capricorn"** In this expression, **"You"** is the theme that places a Capricorn in the centre, while the rheme **"leaving a part of your heartache behind"** gives information about the change. The expression "Capricorn" is a vocative reference assigned to the reader whose zodiac sign is Capricorn. The Vocative Case emphasizes giving more personal focus to the message, capturing the reader's attention and making the guidance more pertinent. This use of direct address aids in bridging the gap with the audience, personalizing the horoscope to the reader's expectations. Cohesion is created by the repeated concepts of change of state and action like **"reassessing and re-evaluating."** Conjunctive cohesion is seen in the sentence, **"Whatever part of your life you may have romanticized, you are reassessing and re-evaluating,"** in which **"whatever"** links previously held notions to the present ones. Lastly, reference cohesion is illustrated by pronouns such as **"this"** and **"this is not your year of excess and resilience,"** which goes back to the prominent idea of change. All these elements combine to create a well-integrated text that motivates the audience, which is the main purpose of the horoscope

11. Aquarius Horoscope: January 1, 2025

"Wanting to create something big but feeling unsure and doubtful, Aquarius? Well, it is only in your crumbling tower moments that you realise how good you are at parkour or even levitating, whatever floats your boat. Tap into that inner zen, rest your swords, a year's work doesn't have to be achieved in a day, and the first page doesn't have to reveal your entire story" (Sahgal, 2025).

1. First level of analysis

• Cognitive stylistics: Schema Theory

Regarding schema theory, Aquarius horoscope message combines familiar motivational concepts with a distinctive twist. It begins by reinforcing established schemas, highlighting the importance of patience and long-term effort for success, as exemplified by the phrase **"a year's work does not need to be accomplished in a day."** The message then further reinforces schemas by highlighting flexibility, suggesting that challenges, such as **"crumbling tower moments,"** can reveal hidden strengths, including the ability to adapt; the most important approach for the horoscope, however, is disrupting schema because it goes against the commonly held beliefs regarding productivity and fight. For instance, the urging to **"rest your swords"** reverses the notion that to achieve something, one must be active and explains that resting can be productive. The strange

and funny imagery of levitating invites a fresh angle by proposing that people must change how they look at challenges and success. The horoscope message makes several stylistic devices, such as metaphors and imagery, to communicate the ideas of strength and change appropriately. Phrases like "**crumbling tower moments**" and "**levitating**", it employed metaphor to change the definition of struggle into an opportunity for growth. The symbolic description of "**resting your swords**" serves to contrast action and rest, which contests the assumption that success requires continual effort. It includes symbolic language, which combines contrast and destruction with discovery. This language depicts the strengths that lie within challenges. A **playful tone** with colloquial phrases like "**whatever floats your boat**" makes the advice approachable, while the **personification** of the swords proposes a reciprocal understanding between the reader and their fights. These devices together encourage a rethinking of failure and success. All these devices depict the concept of failure and success as the opposite of what is previously stated; they urge the reader to view challenges as opportunities for growth.

• Figure and Ground

From the Figure and Ground perspectives, the horoscope message primarily relies on **newness** as its dominant figure attractor, using fresh and unexpected metaphors like "**crumbling tower moments**" and "**levitating, , whatever floats your boat** " demonstrate the struggles of growth in a new way. Novel constructs and phrases such as these stand out against the backdrop of motivational discourse, which commonly features the themes of patience and endurance. Furthermore, the text establishes **agency** by appealing to readers to view themselves as active actors in their alteration by suggesting they "**realise how good they are at parkour or even levitating**" during trying times. Moreover, activity is highlighted through command sentences such as "**rest your swords**," depicting forceful action, which recommends that movement and action are associated with the struggle to achieve success. The topicality and fullness provide stability and anchor the text within familiar self-help notions, but the text amazingly focuses on the transportability of their imagery and metaphors. Flexibility and patience are key components that usually accompany motivational horoscopes discourse, marking its presence. However, the matchless inventions of the text reignite interesting and powerful notions that will forever change how we think about achievement.

2. Second level of analysis: Functional Stylistics

Aquarius horoscope prediction establishes key concepts, such as in the statement "Wanting to create something big but feeling unsure and doubtful, Aquarius?" where the focus is on internal conflict, guiding the reader toward

the central topic. The subsequent information, exemplified by **"Well, it is only in your crumbling tower moments that you realise how good you are at parkour or even levitating"**, shifts the emphasis toward resilience and hidden potential. The Vocative case is exemplified by the engagement **"Aquarius"** and encourages personal engagement with the audience. This situation creates an effective link with the reader. Cohesion is maintained through the use of conjunctive devices, as seen in "Tap into that inner zen, rest your swords, a year's work doesn't have to be achieved in a day, and the first page doesn't have to reveal your entire story", where coordinating conjunctions seamlessly link related motivational ideas. Furthermore, reference cohesion is evident in the pronoun usage, which preserves clarity and engagement by consistently addressing the reader. These textual elements collectively create a cohesive and coherent message that guides the reader through a structured yet thought-provoking perspective on struggle and self-discovery.

12. Pisces Horoscope: January 1, 2025

"Time to go solo. Your dreams are meant for you to decode, your visions for you to create, your happiness for you to nurture, and your peace for you to feel. Pisces, walk away from drama or anything that pressurises you to play small, pushing you into a victim mindset. Your head aches not because your dreams are too big; you simply are sleepless because you are allowing yourself to be lined, hooked and sinkered(Sahgal, 2025).

1. First level of analysis

- **Cognitive stylistics: Schema Theory**

Most prominently, schema preservation can be identified in this horoscope, which does not clearly persist with the classical view of Pisces being passive and overly romantic. Instead, it reinforces schemas by admitting characteristics associated with Pisces, such as having a tendency to feel deeply and being sensitive in phrases like **"pressurises you to play small"** and **"pushing you into a victim mindset."** However, the most predominant strategy is disrupting schema because the horoscope challenges the expectation that Pisces is a weak or dreamy creature lacking concrete activity. In commanding independence, **"walk away from drama,"** and **"your dreams are meant for you to decode,"** the words encourage active engagement rather than passive submission, altering the dominant storyline of the horoscope towards enablement. For instance, rather than depicting Pisces as overly sensitive to pressure from external forces, the horoscope represents them as having the ability to take charge of their lives and challenge the notion that big dreams are the source of suffering.

- **Figure and Ground**

Pisces horoscope description contains multiple figures and ground

attractors, concerning newness is calling to embrace new ways of seeing things by moving away from old ways and **“walk away from drama.”** At the same time, activeness is enhanced with the use of the imperative form **“walk away,” “decode,” “create,”** and **“nurture.”** The agency stands out as the most prominent attractor. The lines provided make a strong case for enablement and underline self-determination, such as **“your dreams are meant for you to decode,”** alongside dismissing any imposed restrictions, **“walk away from drama.”** This demand to responsibility strongly places a person as a decision-maker and agent of change, not as a receiver of circumstance surrendering to fate. Topicality is introduced when the extract highlights universal concerns about ambition, peace, and worth, rendering it relevant on an individual level. Moreover, definiteness and fullness come through with the impressive tone and completeness in ideas expressed, principally in **“your happiness for you to nurture, and your peace for you to feel,”** which summarizes finality and self-sufficiency. Agency, however, remains the focal point, as the horoscope guides the focus on the individual’s determining of their life experiences instead of being subjected to external influences.

2. Second level of analysis: Functional Stylistics

Within the framework of functional stylistics, the text is arranged and interpreted through the textual metafunction: coherence and meaning in the Pisces horoscope are manifest in its themes, cohesion, conjunctive cohesion, and reference cohesion. The predominant theme, which serves as the basis for guiding interpretation, is personal and imperative. **“Time to go solo,”** a quotation from the horoscope, signs the topical theme of individual activity. The following clauses further maintain this emphasis by repeated reference to **“your dreams,” “visions,”** and **“happiness,”** reinforcing personal responsibility. Cohesion through lexical repetition is achieved as **“your”** is reiterated as a possessive pronoun, complemented by parallelism in possessive pronouns within **“your dreams,” “your visions,” “your happiness,”** and **“your peace.”** This increases unity and coherence. Conjunctive cohesion opposes causal and contrastive relationships: **“not because your dreams are too big; you simply are sleepless because of”** highpoints internal strength versus external pressure. Finally, cohesion through reference is retained with personal deixis as **“Pisces”** and **“you”** are used to focus attention and construct a direct relationship with the audience. The horoscope is structured across the self-empowerment discourse while maintaining coherence and flexibility, thus fulfilling the textual metafunction.

5. Discussion

The analysis reveals how the language of the horoscopes interacts with readers and engages them widely. To answer the two research questions, the

functional cognitive stylistic approach deepens the understanding of language use in daily horoscopes by offering a framework that connects linguistic features with cognitive processes and reader engagement. This approach allows for the exploration of how specific language choices such as metaphors, imperatives, rhetorical questions, and direct address. All these engage readers on both a cognitive and emotional level. Horoscope scripts express, preserve, or challenge interpretations of schemas, while figure-ground dynamics highlight regard to main messages, such as agency and activeness. Regarding functional stylistics, the vocative function appears in several daily horoscopes, which makes horoscopes personalized texts. These stylistic techniques facilitate a deeper understanding of horoscope languages by demonstrating how linguistic structures support coherence and engagement. This is in concordance with previous studies that have the same findings, such as (Jaafar, 2014a; Jaafar, 2014 b; Kučerová, 2023). Cognitive tools, particularly Schema Theory and Figure and Ground, shape the interpretation of themes in daily horoscopes by providing a cognitive structure that helps readers understand and internalise the messages within the text. Schema Theory allows for the identification of how horoscopes preserve or disrupt existing cognitive schemas those deeply ingrained beliefs about personality, relationships, or success that readers bring to the text. Ultimately, horoscopes are designed to motivate and influence impression and self-reflection rather than provide a direct prediction.

6. Conclusion

This study shows that using functional cognitive stylistics helps to understand how horoscopes engage readers and encourage personal growth. Horoscope predictions are presented with specific linguistic strategies to challenge beliefs and reinforce positive qualities, promoting self-reflection and empowerment. They highlight personal agency and enhance motivation, turning them into tools for personal development that go beyond just predicting the future. This study reveals the role of cognitive tools such as Schema Theory and Figure-Ground Theory in shaping readers' interpretations and identifying stylistic features within daily horoscope predictions. The language of horoscopes is commonly organized with specific syntactical and rhetorical characteristics to promote belief and participation. Finally, horoscope predictions often follow a linguistic pattern that matches overall statements with personalized instructions to attract a broad audience. This structure is purposeful, employing linguistic and rhetorical means to make the predictions appear personal while retaining enough flexibility to apply to a broad audience.

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