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THE AXIOLOGICAL POTENTIAL OF ASTROLOGICAL TERMINOLOGY

Axiological aspects may be a prism shedding more light on the phenomena associated not only with semantics but also with pragmatics and linguistic-cultural factors. Such lexical units as horoscope and astrology have similar dynamics in terms of increasing or falling in popularity. In addition, at the present time, including the period between the late 20th and early 21st century, there is a predominance of negative emotions related to these concepts. This fact can be considered as evidence of an ironic attitude to the lexical units (LU) *horoscope* and *astrology*, as well as to this lexical and semantic group in general. The author used the data from the National Corpus of the Russian Language extracted by means of a continuous sampling technique, to study the estimated potential of the lexical units astrology and horoscope. The research methodology is based on a comparative analysis of data provided by the Language corpora.

Keywords: astrology, horoscope, National Corpus of the Russian Language, emotive meaning.

INTRODUCTION

Astrological terminology as an object of study is ambiguous and multifaceted. So, Saodat R. Sultanova notes that “astrology, which has thousands of years of history, is an ambiguous epistemological space in which there is room for various interpretations of the content of its ideas.”¹ Based on this, it can be argued that the axiological component of the meanings of astrological terms is also distinguished by a high degree of complexity. As Valentina Avramova points out, “the evaluative interpretation of ontological categories undoubtedly assigns the status of a universal category to evaluation, penetrating all spheres of human existence.”² Even at the level of everyday ideas, the

¹ Султанова, Саодат. *Семантико-этимологический анализ терминов зодиака (на материале английского и русского языков)*. Кандидатская диссертация. Душанбе, 2014, р. 4.

² Аврамова, Валетина. “Концептосфера оценочности в национальной языковой картине мира.” *Проблемы когнитивного и функционального описания*

object of evaluation are the qualities, actions and states of people, the characteristics of objects or situations. Evaluation “turns,” the world to a person and consists in limiting its use to the already mastered part of the Universe and the part being mastered now. It concerns the fruits of human hands and thoughts, programs of life, and the transformation of the world. The inseparable property of evaluation is the person himself in his or her static and dynamic aspects. Everything that lies outside this circle is not subject to evaluation. An evaluative statement seeks to influence the addressee and through him the course of practical life. Evaluation belongs to the realm of responses, as well as to the realm of incentives. It is as elusive as it is omnipresent.³

Modern linguistics considers evaluativeness as a property of a linguistic/speech unit associated with the establishment of a valued relationship (evaluation) of the subject of speech to an object in a broad sense (material or spiritual phenomenon). That is why modern linguistic literature presents various definitions of evaluation from the standpoint of logic, theory of knowledge, and linguistics itself. These are: 1) “the judgment of the speaker, his attitude — approval or disapproval, desire, encouragement, etc. — as one of the main parts of stylistic connotation;”⁴ 2) “an act of human consciousness, which consists in comparing objects, comparing their properties, determining the role in the life of the subject, and its results, fixed in the mind and language in the form of positive, negative or neutral attitude;”⁵ 3) “transmission of the subjective plan of speech;”⁶ 4) “the attitude of the speaker, his approval or disapproval as a component of the lexical meaning of the word, the meaning of the statement, the content of the text;”⁷ 5) “a set of multi-level linguistic units united by evaluative semantics and expressing the

русского и болгарского языков. Выпуск 2. Митев, Д., and Николова, А. Eds. Шумен: Университет. изд-во “Еп. К. Преславски” 2003, p. 12.

³ В. Телия, *Коннотативный аспект семантики номинативных единиц*, Москва: Наука, 1986, p. 7.

⁴ *Оценочная категория. Стилистический энциклопедический словарь русского языка.* Vazhenova, E name??? at all. Eds. Москва: Флинта, 2003, p. 305.

⁵ Ивин, Александр. *Основания логики оценок.* Москва, Изд-во Московского ун-та, 1970, p. 223.

⁶ Матвеева, Тамара. *Учебный словарь. Русский язык. Культура речи. Стилистика. Риторика.* Москва: Флинта–Наука, 2003, p. 312.

⁷ Клушина, Наталья. “Языковые механизмы формирования оценки в СМИ.” *Публицистика и информация в современном обществе: сб. науч. тр.* Москва: Изд. МГУ, 2000, p. 214.

author's positive or negative content of speech;"⁸ 6) "positive or negative characterization of an object or phenomenon given to it on the basis of its specific features."⁹

Within the framework of the linguistic approach, Aryutunova¹⁰ singled out axiological general appraisal values associated with the characteristics of the object as whole and private appraisal values which give an assessment of a single property of the object. .

The concepts of "estimation" and "modality" are quite often combined in modern linguistics. Thus, Veronica N. Teliya notes that

the evaluative attitude is usually considered as one of the types of modality that accompanies linguistic expressions. Evaluative modality is a connection established between the value orientation of the speaker/listener and the designated reality (more precisely, some property or aspect of considering this reality), evaluated positively or negatively on any basis (emotional, ethical, utilitarian, etc.) in accordance with the "standard" of the existence of things or the state of affairs in some pictures of the world, which underlies the norms of evaluation.¹¹

In this study, such concepts as appraisal, emotivity, evaluation scale, and positive/negative evaluation are applied and one adheres to the idea put forward by Teliya: "Evaluative and emotive connotations can be the result of correlation with cultural attitudes (rules of behavior), stereotypes, background knowledge."¹² Hence, evaluation can be considered as a universal category, and its universal character manifests primarily in the structure of linguistic evaluation: a person forms an evaluation attitude to certain objects of reality in accordance with a certain scale of values, which is not explicated in the language but serves intrinsic procedure of assessment of the basis of the language. The rating scale, in turn, is a rather complex phenomenon. For example, it can be individual or reflect the evaluation ideas typical of a whole language community.

⁸ Казарцева, Ольга. *Культура речевого общения: теория и практика обучения. Учебное пособие.* Москва: Флинта–Наука, 1998, р. 139.

⁹ Клушина. "Языковые механизмы формирования оценки в СМИ" ..., р. 127.

¹⁰ Арутюнова, Нина. *Типы языковых значений: Оценка. Событие. Факт.* Москва: Наука, 1989, р. 112.

¹¹ Телия. Коннотативный аспект семантики номинативных единиц..., р. 23.

¹² Телия, Вероника. "О различии рациональной и эмотивной/эмоциональной оценки," *Функциональная семантика: Оценка, экспрессивность, модальность.* In *теторіат Е. М. Вольф.* Москва: Институт языкознания РАН, 1996, р. 58.

MATERIALS AND METHODS

The formulation of the problem described above shows that the purpose of this study is to consider the estimated potential of the lexical units astrology and horoscope. This purpose involves solving the following objectives: (1) to analyze text fragments containing the above lexical units; (2) to identify their correlation with the positive/negative/neutral parts of the rating scale.

To achieve this purpose, one studied the data from the National Corpus of the Russian Language; text fragments were extracted from the corpus using continuous sampling. Thus, it was possible to objectify the study and to use elements of a statistical analysis based on the acquired quantitative data. The following research questions were posed related to the characteristics of the approach to the material under consideration:

1) What assessment (positive, negative, neutral) is predominant in the number of word usages of LU *horoscope* and *astrology*?

2) What are the trends in the frequency of word usage, recorded by the National Corpus of the Russian Language, in relation to the LU *horoscope* and *astrology*?

RESULTS

As Teliya notes, there are different points of view on the ratio of rational and emotional assessments. Therefore, motivism “integrates all the psychological states of the subject, which are possible when they are expressed in a statement/text, and postulates the position that the emotional side in speech is primary, and the rational side is secondary.”¹³ On the contrary, Nina D. Arutyunova, Елена М. Wolf, А. N. Baranov, and others argue that there is a priority of rational assessment over emotional assessment: the latter is considered either as a type of psychological assessment, or, in general, as one of the signs of rational assessment capable of actualization in speech. According to the third opinion, these two types of assessments in language mapping clearly correlate with different aspects of the semantics of words: rational assessment refers to the descriptive aspect of meaning, and emotive assessment is associated with the

¹³ Ibid., p. 87.

“internal form” included in the linguistic entity (word, phraseological unit, text).”¹⁴

The variety of approaches to the linguistic interpretation of the category of evaluation, and, consequently, the concept of evaluation demonstrate the complexity of the phenomenon under consideration. Nevertheless, “the position that emotive vocabulary includes an evaluative component in its meaning and that the evaluative structure of different classes of emotive vocabulary is not the same”¹⁵ is more or less accepted. Thus, the concepts of appraisal and emotionality (emotivity) are hardly identical but still closely related. Rational assessment is based on a logical principle associated with an intellectualized analysis, which is performed by the subject of assessment in relation to the assessed object from the standpoint of “good/bad” and considering the norms developed by society in its historical development. In other words, “a rational assessment is based on social stereotypes and is expressed by a value judgment: *I think it's good; According to the general opinion, he acted badly*, etc.”¹⁶ Emotional evaluation (in more recent studies, one can find the term “emotive”, designed to distinguish between emotions and their “names” in language and evaluation of the type that opposes the rational) “manifests itself not as a logical judgment, but as a sensation, feeling, emotion of the speaker.”¹⁷

The theoretical background described above is fully applicable to the concepts of astrology put under scrutiny, in this study. The LU horoscope can be endowed with both positive and negative evaluation and express an ambivalent attitude towards the concepts included in this sphere. At the same time, LU can be used as a statement of fact, confirmation of the existence of a phenomenon; in this case, it corresponds to zero on the evaluation scale. The National Corpus of the Russian Language records 161 usages of the word. According to my observations, the positive assessment was noted in 27 cases, the negative one — in 89, and the rest of the usages were neutral. In general, it shows that is very typical to express irony using this particular concept:

¹⁴ Вольф, Елена. *Функциональная семантика оценки*. Москва: Наука, 1985, р. 32.

¹⁵ Мирзоева, Лейля. “Категориальные особенности оценки и их представление в современной лингвистике,” *Вестник Карагандинского университета*, 2012. по. 2, р. 10.

¹⁶ Клушина. “Языковые механизмы формирования оценки в СМИ” ..., р. 140.

¹⁷ Ивин, Александр. *Основания логики оценок...*, р. 45.

Этот метафорический образ схематичен в спектакле, как астрологический **гороскоп** [“Спасительная эстафета игры.” *Экран и сцена*, 2004.05.06]. This metaphorical image is schematic in the performance, like an astrological horoscope [“Rescue relay race of the game.” *Screen and Stage*, 2004.05.06].

А здесь и сейчас не пронесло — значит, такой получился **гороскоп** [Павлов, Олег. “Карагандинские девятины, или Повесть последних дней.” *Октябрь*, 2001].

But here and now it didn't pass — it means that the **horoscope** turned out like that [Pavlov, Oleg. “Karaganda deviatiny, or the Tale of the last days.” *October*, 2001].

Только этот переворот и представляет для нас интерес в данном случае. Какой **гороскоп** можно поставить ему? В интеллигенции началось уже глубокое брожение, зародились новые идеи, а старые идейные основы поколеблены и скомпрометированы [Струве, Павел. *Интеллигенция и революция* (1909)].

Only this revolution is of interest to us in this case. What **horoscope** can be given to him? Deep fermentation has already begun in the intelligentsia, new ideas have been born, and the old ideological foundations have been shaken and compromised [Struve, Pavel. *Intelligentsia and Revolution* (1909)].

Подколотная составляла **гороскоп** ее нарядов и настроений: серый джемпер — снисходительная, красная блузка — нервная, черный жакет — требовательная, только держись [Зеленина, Галина. “Куриная Слепота и ее обитательницы.” *Волга*, 2014].

Podkolodnaya made a **horoscope** of her outfits and moods: a gray jumper — indulgent, a red blouse — nervous, a black jacket — demanding, just hold on [Zelenina, Galina. “Night Blindness and its inhabitants.” *Volga*, 2014].

Irony is actualized mainly through interaction with the contextual environment; in addition, a negative assessment is associated with another type of modality, namely, reliability/unreliability, i.e. the unreliable and unconfirmed is rationally comprehended ironically.

Situational discrepancy also generates irony, and, consequently, a negative assessment of the phenomenon under consideration:

В том и другом случае — глядя в **гороскоп** или взирая на уравнение — мы хотим видеть то, что эти формулы обещают нам. [Александр Волков. Мир наших законов // “Знание — сила”, 2008]; **Гороскоп** Кока-колы, созданный одним из основателей школы, Сергеем Дмитриевичем Безбородным, — потрясающее чтение. [Евгения Пищикова. Пятиэтажная Россия (2007) // “Русская Жизнь”, 2008]; Поручкой тому “домашний **гороскоп**” из журнала “Лиза” (журналы “Лиза” и “Отдохни” каждый год выпускают по специальному нарядному приложению с **гороскопами**; хлопотунья Лиза не отдыхает): “Если при обустройстве дома вы будете учитывать законы астрологии, вы создадите по-настоящему уютное гнездышко”. [Евгения

Пищикова. Пятиэтажная Россия (2007) // “Русская Жизнь”, 2008]; Астрологи работают как лайф-коучи (профессиональные советчики) и считают себя более успешными работниками, нежели “простые” психологи, ибо могут составить астральные карты всех членов коллектива, астрологическую карту офиса, **гороскоп** конфликта — и осветить перспективу [Пищикова, Евгения. “Пятиэтажная Россия.” *Русская жизнь*, 2008].

In both cases — looking at the **horoscope** or looking at the equation — we want to see what these formulas promise us. [Alexander Volkov. The world of our laws // “Knowledge is power”, 2008]; The **horoscope** of Coca-Cola, created by one of the founders of the school, Sergey Dmitrievich Bezborodny, is an amazing read. [Evgenia Pishchikova. “Five-storied Russia” (2007) // *Russian Life*, 2008]; Guarantee this “home **horoscope**” from the magazine “Lisa” (the magazines “Lisa” and “Relax” are released every year with a special elegant supplement with **horoscopes**; busy Lisa does not rest): “If you consider the laws of astrology when decorating your home, you will create according to “A real cozy nest.” [Evgenia Pishchikova. “Five-storied Russia” (2007) // “Russian Life,” 2008]; Astrologers work as life coaches (professional advisers) and consider themselves more successful workers than “simple” psychologists, because they can draw up astral maps of all team members, an astrological office map, a conflict **horoscope** — and illuminate the perspective [Pishchikova, Evgenia. “Five-story Russia.” *Russian life*, 2008].

Neutral contexts are also quite frequent; in this case, the LU *horoscope* simply states the fact of the existence of this phenomenon:

Я просчитала резонансный **гороскоп** на них обоих — безрезультатно [Завершнева, Екатерина. *Высота* (2012)]; Узнав, что я астролог, она попросила меня составить ей **гороскоп** [Кючарьянц, Владимир. “Тайна графа Сергея Вронского.” *Наука и религия*, 2010].

Как, собственно, и его личный **гороскоп**, в котором трагический конец можно было предотвратить лишь резкой сменой обстановки [Кючарьянц, Владимир. “Тайна графа Сергея Вронского.” *Наука и религия*, 2010]. Он понимал, и его **гороскоп** подтверждал это, что оставаться в Берлине дальше нельзя [Кючарьянц, Владимир. “Тайна графа Сергея Вронского.” *Наука и религия*, 2010].

I calculated the resonant **horoscope** for both of them — to no avail [Zavershneva, Ekaterina. *Skyscraper* (2012)];

When she found out that I was an astrologer, she asked me to make her a **horoscope** [Kucharyants, Vladimir. “The Secret of Count Sergei Vronsky.” *Science and Religion*, 2010];

Like, in fact, his personal **horoscope**, in which the tragic end could only be prevented by a sharp change of scenery [Kucharyants, Vladimir. “The secret of Count Sergei Vronsky.” *Science and Religion*, 2010]; He understood, and his **horoscope** confirmed it, that he could no longer remain in Berlin [Kucharyants, Vladimir. “The Secret of Count Sergei Vronsky.” *Science and Religion*, 2010].

As mentioned above, positive evaluation can also be updated in the process of using the LU *horoscope*; however, it tends to be neutral:

Гороскоп здоровья на август Берегите сердце и сосуды, не расстраивайтесь по пустякам, старайтесь философски относиться к сложностям жизни [“Гороскоп здоровья на август.” *Наука и религия*, 2007]; Ведь индивидуальный **гороскоп** человека, составленный по месту и времени его рождения, может повториться только через 25 тысяч лет [Предложение астрологического прогноза (2004)].

Health **horoscope** for August Take care of your heart and blood vessels, do not get upset over trifles, try to be philosophical about the complexities of life [“Health horoscope for August.” *Science and Religion*, 2007]; After all, an individual **horoscope** of a person, compiled according to the place and time of his birth, can be repeated only after 25 thousand years [Suggestion of astrological forecast (2004)].

In many respects, the situation with the use of LU *astrology* is similar. In this case, the negative evaluation has a much greater intensity:

По мнению автора, расцвет мракобесия во всех его проявлениях — **астрология**, магия, целительство, колдовство — результат астрономической безграмотности подрастающего поколения. [З. Короткова. “Школьник и Вселенная.” *Наука и жизнь*, 2007]; Владимир, почему Вы всегда муссируете модель астрологии, ведь сама **астрология** никакого отношения не имеет к науке, ибо НАУКА ВСЁ ОБЪЯСНИЛА. [коллективный. Форум: О “научности” и “тонкоматериальности” астрологии. Что такое астрология (2007)]] А наука ВСЁ ОБЪЯСНИЛА, для неё нет никаких тонких энергий. Значит **Астрология** — НЕНАУКА [Vladimir, муж].

According to the author, the flowering of obscurantism in all its manifestations — **astrology**, magic, healing, sorcery — is the result of the astronomical illiteracy of the younger generation [Korotkova, Z. “Schoolboy and the Universe.” *Science and Life*, 2007].

Vladimir, why do you always exaggerate the model of **astrology**, because *astrology* itself has nothing to do with science, because *SCIENCE EXPLAINED EVERYTHING* [collective. Forum: About “scientific” and “subtle” astrology. What is Astrology (2007)]

And science EXPLAINED EVERYTHING, for it there are no subtle energies. So, **Astrology** is NOT SCIENCE [Vladimir, masculine].

In some cases, a negative assessment is also closely related to the unreliability of the phenomenon itself:

Астрология сама является метафорой, поэтому создавать объяснение Астрологии сродни трактовке библии [коллективный. Форум: О “научности” и “тонкоматериальности” астрологии. Что такое астрология (2007)]; Я не говорю конкретно о Вас, я просто именно хочу, чтобы Вы

поняли: **АСТРОЛОГИЯ** – это ЯЗЫК [коллективный. Форум: О “научности” и “тонкоматериальности” астрологии. Что такое астрология (2007) [delytant, муж]; Мы можем выучить грамматику, а можем, конечно, создать новый язык, но тогда это будет не **Астрология**, а модель использующая элементы астрономии [коллективный. Форум: О “научности” и “тонкоматериальности” астрологии. Что такое астрология (2007)] [Vladimir, муж]; Если конечно не считать жар и холод вместе с сухостью и влагой великими таинствами. :)) Такова традиционная **астрология**. Обыкновенное единство человека и природы, объединенное в циклах и природных состояниях [коллективный. Форум: О “научности” и “тонкоматериальности” астрологии. Что такое астрология (2007)].

Astrology itself is a metaphor, so creating an explanation of Astrology is akin to interpreting the Bible [collective. Forum: About “scientific” and “subtle” astrology. What is Astrology (2007)]; I’m not talking about you specifically, I just want you to understand: **ASTROLOGY** is a LANGUAGE [collective. Forum: About “scientific” and “subtle” astrology. What is astrology (2007)] [delytant, husband]. We can learn grammar, or, of course, we can create a new language, but then it will not be **Astrology**, but a model using elements of astronomy. [collective. Forum: About “scientific” and “subtle” astrology. What is astrology (2007)] [Vladimir, husband] :); Unless, of course, heat and cold, along with dryness and moisture, are considered great mysteries. :)) This is traditional **astrology**. The ordinary unity of man and nature, united in cycles and natural states [collective. Forum: About “scientific” and “subtle” astrology. What is astrology (2007)] Vladimir, masculine].

In general, the National Corpus of the Russian Language records 86 word usages, of which, according to our calculations, 53 have a negative evaluative flavor, 21 are neutral, 12 are positively evaluative.

Thus, it can be argued that both axiological orientations and the process of falling popularity of lexical units reflect certain shifts of a linguistic-cultural nature (see the example above).

DISCUSSION

When analyzing the dynamics of the use of LUs “horoscope” and “astrology”, it seems necessary to refer to the statistical data provided by the National Corpus of the Russian Language. So, the dynamics of the frequency of using the word *horoscope* (based on the materials of the National Corpus of the Russian Language) is shown in Figure 1:

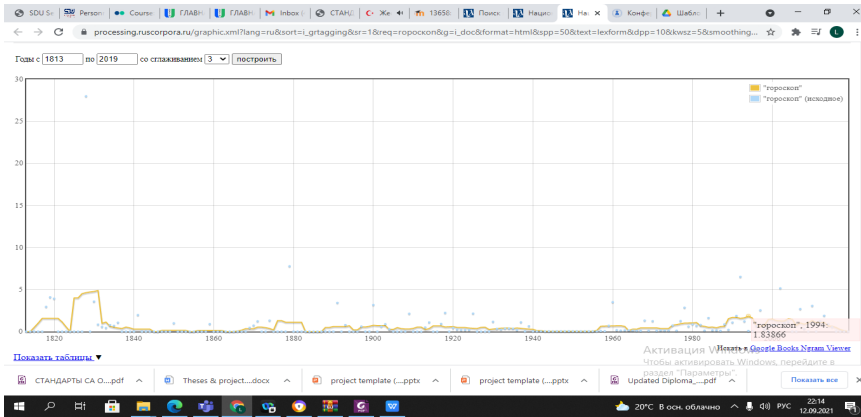


Fig. 1. Dynamics of the frequency of using LU *horoscope*¹⁸

As can be seen in the graph, the peaks of the popularity of LE fall on the 1840s, as well as in the 1990s (for example, in the 20th century, the frequency of use reached 1.8 word usages per 1 million). There is currently a decline; perhaps this is due to a reassessment of the concept expressed by this word. It is in the 21st century, as the fragments of texts cited above confirm, that a negative assessment of an ironic nature prevails.

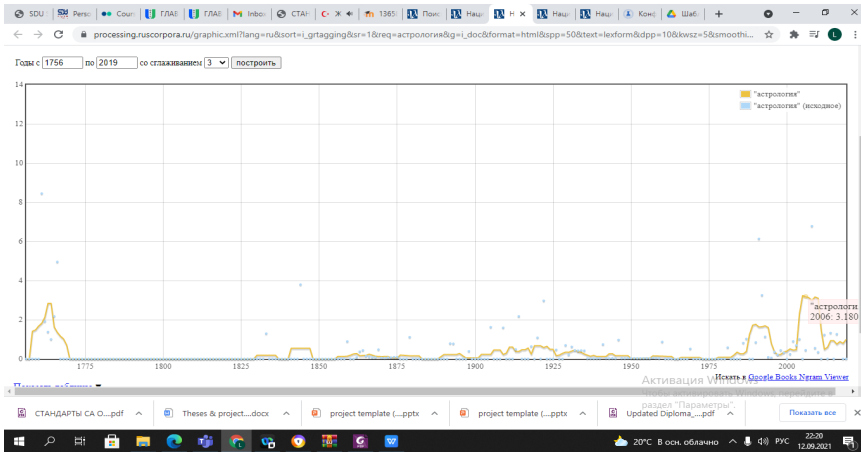


Fig. 2. Dynamics of the frequency of using LU *astrology*¹⁹

¹⁸ Национальный корпус русского языка, <<https://ruscorpora.ru/new/search-main.html>>.

¹⁹ Ibid.

The graph reflects two peaks of popularity, the first of which falls on the 18th century, the second – on the 2010s (when the frequency of use reaches 3.1 words per 1 million). At present, there is also a decline in popularity and the predominance of a negative assessment, which can be considered a general trend in relation to the two analyzed concepts from the field of astrology.

CONCLUSION

The axiological aspect is a reflection of phenomena that are associated not only with semantics, but also with pragmatics and linguistic and cultural factors. Judging from the materials presented in the work, the LU *horoscope* and *astrology* have similar dynamics in terms of increasing/decreasing popularity. In addition, at present, covering the period of the late 20th – early 21st century, there is a predominance of a negative assessment that accompanies these concepts, which is also evidence of the predominance of an ironic attitude to LU *horoscope* and *astrology*, as well as to this lexical-semantic group in general.

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