

The thesis entitled "*Pragmatic and stylistic analysis of the horoscopes in periodicals*" deals with the horoscopes from linguistic point of view; the greatest attention is paid to the pragmatic and stylistic aspects. The goal of the thesis is to identify the typical features of horoscopes on the basis of pragmatic and stylistic analysis. The research material comprises of 1752 astrological predictions taken from sixteen different periodicals. The author and the recipient of horoscope are characterized in each chapter and selected attributes of the target group are studied in each chapter as well – age, gender, social roles and status. It is dealt with the intention of horoscopes; its impact on recipient and strategies used by authors of horoscopes are analyzed too. The thesis presents the way vocabulary and other language tools are used in horoscopes to communicate intention of their authors. The analysis also deals with themes of horoscopes.