

Title: 'Do You Feel Lucky?' : A Study of Thai Astrological Discourse  
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Astrology is the art and science of the study of the relationships between people and events on earth, and the cycles, position, aspects, and motion of the Sun, Moon and eight planets along the ecliptic. It plays a crucial role in Thai society. The present study aims at examining the macro structure and the linguistic strategies in Thai astrological columns that appear in Thai horoscope year book for 2007 (*Matichon*). An analysis of the macro-structure reveals that the structure of the astrological columns elicited fits the frame of problem-solution. This problem-solution structure plays a crucial role in presenting a situation in the future to the reader and stimulating her/his wish to 'get' or 'fix' it. As for an analysis of linguistic strategies, it is found that some linguistic strategies such as using selective choices of words, rhetorical structures, politeness devices and persuasive devices are adopted. In addition, through the astrologers' explanation of what can be count as 'good' and 'bad' luck in modern life, it appears that these astrological columns explicitly and implicitly convey some sets of values, beliefs, attitudes and practices to the readers.