

## The emerging form of fortunetelling and its effects

### ABSTRACT

The form which is called '*Fortunetelling Center (Uranainomati)*' has made its appearance recently. In this paper I address the questions, what is the form of a '*Fortunetelling Center*' and how is its form effected? In the same way as shopping center, a '*Fortunetelling Center*' is a complex of shops (rooms) in which each fortuneteller tells a person his fortune. In other words a '*Fortunetelling Center*' is a place in which some fortunetellers are gathered and arranged in individual room in an area (or a building). Its form is new of some points of comparison with past forms such as *Gaisen* (the form that fortunetellers tell a person his fortune on the street), or *Takusen* (the form that fortunetellers do so in their own houses). For example, the price lists in a '*Fortunetelling Center*' display a notice and the price is low. Moreover, people can have their fortune told in the same way as window-shopping. Thus in terms of transformations, people feel more familiar to fortunetelling, and this produces more demands for fortunetelling.

**KEY WORDS :** '*Fortunetelling Center (Uranainomati)*'