



Mercury in the Signs

What style of communication do we use? How do we make decisions? How do we pick up, process, absorb, and exchange information?

These questions are answered, in part, by Mercury's placement by sign of the zodiac. You may be an Aries, but you could also have Mercury in Taurus, so your style of communication is not quite as spirited as one would expect from an Aries. Mercury (♿) refines the Sun sign, and it helps to define how we take in-and give out-information from the world around us.



Mercury

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Mercury in Aries

Mercury in Aries communicators make quick decisions—so quick that you might think they don't much like thinking things over. The truth is, Aries communicators don't have a lot of patience for mulling. Their decisions are often driven by the need for instant gratification.

Mercury in Aries men and women are generally quick and to the point in their communications. They are direct and candid, and some may even think their style is crude at times. At times, they can come across as downright aggressive, but that usually happens when they encounter opposition to their opinions and ideas. It is generally a result of frustration, because Mercury in Aries almost childishly assumes that others will accept their opinions smoothly. There is a sensitivity and defensiveness to Aries, and when Mercury is placed in the sign, natives tend to be quite personally attached to their ideas.

These people have a tendency towards streamlined learning. They prefer not to get bogged down in details, and are adept at dismissing what they feel are irrelevant details.

There's a certain innocent charm to Aries communicators. Many will appreciate this sign's utilitarian approach. You can pretty much count on them being straight with you, even if their Sun Sign is the more indirect Pisces.

This Mercury position favors starting new things. Aries is not attached to outdated ideas, and generally adopts an enthusiastic style. Criticism or negative feedback can be taken personally. Still, they are not afraid of a fight or a challenge, on a mental level. They have a visionary intelligence that is sometimes on the idealistic side.



Mercury. However, because there is no shortage of new ideas in life, Mercury in Aries natives can be quick to dump one mental pursuit, way of thinking, or opinion for something fresher and more exciting.

Mercury in Aries people are often excellent at promoting their new ideas. When they're excited about something, their style of communication can be so motivating and fun, the enthusiasm is downright infectious. Aries is a leader, quick to adopt absolutely new and innovative methods—they get a rise out of leading too!

If the Sun Sign is in Pisces or Taurus, these people can sometimes wonder why others get frustrated with them. The truth is, they may come across as more brusque and impatient than they actually are. Mercury in Aries natives make quick decisions, and they don't always understand it when others hedge issues or stay "on the fence."



Mercury in Taurus

Mercury in Taurus natives are plodders. They may take their time to arrive at a decision, but they get there — they are actually quite decisive, even stubborn with their opinions. Some may mistake the time they take over decisions for laziness, but look a little deeper and you will find that these people *do* think.

Mercury in Taurus men and women may be slow to start a new project, but they see it through to the end. You may need to poke them to get them going, however. They have much common sense at their disposal.

These people rely on their senses when it comes to processing information. Smells, noises, and mood are all employed. Their communication style may, at times, be slow and measured. You may get a sense that these people are quite deliberate in what they do.



generally not bubbling or scattered. As a result, others really *listen* to them. They take them seriously. The practicality of the sign often shows up in a rather sarcastic manner, although Mercury in Taurus people have an overall pleasing manner of communicating. In fact, they can be quite funny with their “say it like it is” style.

Many people with this placement of Mercury have especially pleasant voices. The down-to-earth quality of Taurus often shows up in the speech, so it’s unlikely that their expression will be flowery or affected. Instead, it’s infused with a realistic tone that can be rather authoritative.

When it comes to learning, Mercury in Taurus prefers demonstrations, concrete answers, and basic concepts. These natives learn best when they see real-world uses for the theories they’re trying to absorb. Not that they wouldn’t be able to comprehend the abstract—they simply process information better when they can personalize it (what use is it to me?) and attach it to the practical world. It’s interesting to note that Taurus is a sign that naturally assesses things in terms of what they can *do for them*. With Mercury placed in the sign, information is processed, and either accepted or discarded, with this kind of “screening” process.

Well-developed sense of color, smell, and touch are characteristic of this position of Mercury. These people have well-defined tastes, and these revolve very much around the world of the five senses.

If the Sun Sign is in Aries or Gemini, these people can come across as more bull-headed than they actually are. They have a no-nonsense approach to decision-making, and their ideas are often very practical and useful.

II Mercury in Gemini



scattered, and this is mainly due to their eclectic interests. They seem to know a little about everything.

Turn to Mercury in Gemini men and women for lots of facts and figures as well as broad knowledge. Their learning is a little superficial — they generally have too many interests to delve too deeply into any one.

These natives learn best in a stimulating environment. They get bored easily, but they are fast learners. Impressionable to a fault, Mercury in Gemini people pick up more from their environment than most, and they can process information at lightning speed! The restlessness of Gemini is especially obvious when Mercury is placed in the sign. There is a nervous energy here that is unmistakable.

Although Gemini is a rather open-minded sign, there is often a bias towards logic. Unless Mercury forms an aspect with the Moon in the birth chart, Mercury in Gemini natives don't always rely on intuition, nor do they take into account the world of emotion in their decision-making processes. In this sense, they can come across as a little too intellectual or just plain logical. The lack of heart behind what they say and think can be frustrating to more personal communicators.

Although Mercury in Gemini people are generally interested and interesting speakers, they can also be quite detached, easily discarding or ignoring more personal issues. They don't get attached to their opinions and ideas for too long, and the result is a changeability and coolness that can be frustrating to others. On the other hand, their curiosity and willingness to adapt to the environment around them often endears them to others. Because they possess versatile minds, you won't have much of a problem convincing them to change their minds.

Mercury in Gemini natives can be smooth talkers, even a little deceptive, although this is generally not with cruel intent. It's done, usually, with a sense of humor. In fact, it's more of a mental exercise than anything. They are able to quickly spot human weaknesses and then play around with them.



good on the phone, and they make engaging speakers. They communicate with a strong sense of fun, and they can “speak to” people from all walks of life with equal ease.

Mercury in Gemini natives often possess presence of mind and will generally impress you with their wit. For the most part, it is unlikely these people will bore you!



Mercury in Cancer

These people communicate with feeling, conveying a sensitive, withdrawn, and thoughtful nature to the people they interact with. If this is the only personal planet in Cancer in their chart, they may come across as more personal and sensitive than they actually are.

No matter how free-spirited the rest of their natal charts may be, Mercury in Cancer people can be very subjective and personal, or they opt not to talk at all. They are slow to respond at times, giving others the impression that they are deep thinkers. They probably are just that. Cancer is a meditative and reflective sign. Still, Mercury in Cancer people are much faster at forming opinions and making decisions than they appear. Because they listen so well to others, this speed is not obvious.

You can bet that Mercury in Cancer natives will remember almost anything — from their own past, to your conversation two months ago. You might notice their memory is a little skewed in the direction of emotion. The truth is, these people remember the *mood* surrounding all the moments they have stored in their memory. This is because they “feel you out” when you are talking to them. The words are not as important to them as the emotions behind them.

Cancer communicators come across as gentle, intuitive, and sentimental. Sometimes, they can appear quite defensive, as they can take things quite personally. They make you feel very warm and protected. Sometimes it is in their voice (solid yet soothing); and



perhaps deserve.

Mercury in Cancer retains a lot of information, and learns best when they feel emotionally balanced. They prefer to focus their concentration on subjects, and approach problems in a step-by-step manner, “feeling out” an answer. This position gives the gift of rhythm and beat.

No matter what their Sun sign (and it can only be Gemini, Cancer, or Leo), Cancer communicators seem to have feelers. They pick up people’s emotions in conversations. They are the best listeners of all the signs. In fact, it is extraordinarily easy for them to get “lost” in the other person’s expression and opinion. For a while, they can almost lose their own opinions and completely step into the other’s shoes.

You can count on Mercury in Cancer to come up with information, culled from their outstanding memory, that others have long forgotten.

Cancer communicators’ style is to avoid arguments. But, make no mistake about it, they can provoke arguments easily. They do this in a subtle manner, then get hurt when others argue with them.

Mercury in Cancer is generally attracted to poetry, archaic language, expressions of yesteryear, and the like. Because they are so aware of others’ emotions, they can be somewhat diplomatic in their dealings with people.

These people appear to take their time when they make a decision, and even when they form an opinion. They need to step away from others, and be alone with themselves to explore all that they have absorbed. They ask for time to stew over new information. They are impressionable, and the smart ones know it. Withdrawing into themselves helps them to discriminate.

These people can get frustrated with facts-only thinking processes. They also dislike distractions when they are talking or thinking. They need to focus on the matter at hand in order to come up with the best solutions to problems.



or Gemini Suns. Their ability to “feel out” their audience is extraordinary. Also, they are able to present things concisely, yet powerfully.

If your Mercury is in Aries or Libra, you may find some of your conversations with Mercury in Cancer natives are frustrating. (The feeling is mutual, by the way). Aries communicators get impatient with Cancer’s slowness and indirect communication, while Libra communicators wonder why Cancer always seems to personalize what they say to the point of appearing like they have tunnel vision. This latter is not always the case — Cancer communicators simply prefer to speak about the matter at hand, you and them, and not the rest of the world as Libra tends to do. Likewise, Mercury in Cancer can find Aries communicators rather brusque, and Libra communicators maddeningly detached or other-oriented.



Mercury in Leo

When Mercury in Leo people speak, they do it with authority. Some of them come across as know-it-alls, but the more mature ones speak with style. They want others to know about their presence of mind and their know-how.

Mercury in Leo men and women are adept at seeing the big picture, sometimes at the cost of ignoring the details. They are generally skilled at the art of persuasion. While others may try to win people over with logic, guilt, or wit, Mercury in Leo does it with warmth and good will. They are excellent at promoting ideas and getting their message across.

These people can be very attached to their opinions, taking pride in their beliefs, which are often rather idealistic. They are capable people on an intellectual level, and have an especial desire for self-expression.



a certain amount of flair, and even drama. Often passionate and enthusiastic speakers, Mercury in Leo people get their message across with zeal. Some people with this position have developed a perhaps more sophisticated manner in which they present their ideas and thoughts, and these natives possess admirable style and warmth.

Depending on the confidence level of the whole individual with this placement of Mercury, a stubbornness in the face of criticism or over-sensitivity to anything less than praise is present. Whatever the reaction, Mercury in Leo natives can be mentally arrogant. Mercury, by nature, is detached and reasonable. In Leo, however, the ego comes into play very strongly when it comes to intellectual analysis. With intellect and ego so closely tied, the ability to separate fact from fiction can be impaired. In some, boasting may be a problem. Probably the best way to handle this position is to find self-expression in some creative field. Mercury in Leo natives can be magnificent story-tellers, for example, mainly because they have such a wonderful sense of drama. They speak and write with *heart*.



Mercury in Virgo

Mercury in Virgo people are rarely flashy in their communication style, but they do thoroughly appreciate it when others acknowledge their brainpower. These people love to keep track of all the details. They can be a little high-strung when things are not orderly or when things seem out of control, so they put a lot of energy into taking care of day-to-day, practical matters.

Mercury in Virgo men and women are generally adept at organizing, planning on a short-term scale, and doing errands. They pay their bills on time, enjoy learning the details of a trade, and generally don't balk at secretarial tasks. They function best when they (or others) have laid out exactly what they have to do. They are generally prompt at responding to others (although a Leo Sun may be less so), and often are willing to lend a hand to others by doing research and leg work for them.



they have a handle on the details of the things they do.

Although they are capable of learning a lot, they need orderly environments in which to learn and study, and organized study methods. They generally pick up a lot of facts and figures, and learn their own trade well, but have trouble truly absorbing the knowledge they collect on a deeper level. Although resourceful, Mercury in Virgo is not as strong at lateral thinking than, for example, water sign Mercuries.

If your Mercury is in Sagittarius or Gemini, you may find Mercury in Virgo difficult to communicate with. Although you two may share common interests, the way you deliver your message can be intensely different to the point of frustration. Learning to understand that your thought processes are different, and the way you present your ideas differ, but there is more common ground than you may know.

Mercury in Virgo natives may appear humble at times, but they get quite protective when it comes to handling day-to-day affairs. They can be very impatient with others, feel they do these things best, take on more work than they should, and then complain that they are doing all the dirty work.

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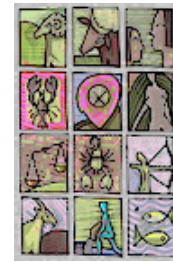
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