

PHONETIC PECULIARITIES IN ADVERTISING

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Research purpose. The research aims to identify what phonetic stylistic devices are used in advertisements to make them distinctive, persuasive, and attractive for the target audience.

Keywords: advertising, alliteration, assonance, English phonetics, homonymy, onomatopoeia, rhyme, rhythm

Research Methodology. The practical part of the research paper is dedicated to analysing online advertisements. After concluding the theoretical part of the research paper, six phonetic stylistic devices were highlighted – alliteration, assonance, homonymy, onomatopoeia, rhyme, and rhythm. A total of 74 online advertisements were used to compare the phonetic stylistic devices and show which is the most used. The cases were chosen from different brands that sell products or provide services to show the difference in how the same phonetic stylistic device puts emphasis on different words and their meanings. To achieve the research objectives, descriptive comparative linguistic analysis was applied. The advertisements were divided by each expressive mean, investigated, a diagram indicating the statistical analysis of the amount of each phonetic stylistic device used in advertising was made.

Results / Findings. Having performed the analysis, the following conclusions were drawn: the sound of a word has significant meaning when creating advertisements. There are six most popular phonetic stylistic devices – alliteration, assonance, homonymy, onomatopoeia, rhyme, and rhythm. When alliteration is used in advertising, the text contains up to four words. This phonetic stylistic device emphasises the features of a brand's product or service and helps attract the customer's attention. Assonance is commonly used in food or transportation advertising since it highlights the rhyme and easily sticks into the customer's memory. Homonymy is used to make the advertising text fun to read, which catches the viewer's attention easily. Onomatopoeia is very powerful since it allows the reader to imagine the product the text represents. Rhyme is not that commonly used in today's advertising, but it is still a powerful marketing method. When rhythm is used in the advertisement, brand's name is usually included. Alliteration is the most used stylistic device in advertising since it is memorable, makes the advertisement interesting to read and effective.

Originality / Practical implications. The research is relevant to people who work in the advertising field, study marketing and public relations because it reveals how different phonetic peculiarities can be used to create effective advertising.