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“Phonostylistic features of English-language advertisements for medicines”

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INTRODUCTION

The study of language and its various aspects has long been a central focus of philological science. Investigating the linguistic features and stylistic devices employed in different forms of communication allows researchers to gain insights into the intricate workings of language and its impact on human perception and behavior. One area that has garnered increasing attention is the analysis of advertising discourse, which serves as a significant domain for exploring the persuasive power of language. In this regard, the study of phonostylistic features in English-language advertisements for medicines holds particular relevance and significance for both the theory and practice of philological science.

The objective of this research is to delve into the phonostylistic elements employed in English-language advertisements and slogans specifically related to the promotion of medicines. By examining the stylistic and phonetic means utilized in this genre of advertising, the study seeks to shed light on the role of phonostylistic features in creating a poetic effect within the advertising texts of medicines.

The object of the study is English-language advertisements and slogans of medicines. By focusing on this specific domain, the research aims to provide a comprehensive analysis of the linguistic strategies employed in promoting healthcare products.

The subject of the study encompasses the stylistic and phonetic means used in the advertising of medicines. This includes an examination of various linguistic devices such as alliteration, rhyme, onomatopoeia, assonance, and rhythm, among others. By analyzing these phonostylistic features, the research aims to uncover how they contribute to the overall persuasive impact of the advertising texts and their ability to create a poetic effect.

The aim of the study is to identify phonostylistic features of English-language advertising, to characterize the role of phonostylistic means in creating a poetic effect in advertising texts of medicines.

CHAPTER ONE. PHONOSTYLISTICS AND ITS RELEVANCE IN ADVERTISING DISCOURSE

1.1. Definition of Phonostylistics

Phonostylistics is a branch of linguistics that studies the relationship between sound and style in language use. It is concerned with the ways in which linguistic features, such as intonation, rhythm, and tone, contribute to the meaning and style of a spoken utterance. Phonostylistics also examines how speakers use these features to convey information about their identity, social status, and emotions.

According to Peter Trudgill's book "The Sociophonetics of Significance" (2012), phonostylistics is concerned with the study of how speakers use phonological variables as a resource in their stylization of speech. This includes the use of features such as intonation, rhythm, and tone to convey meaning and express emotions. The concept of register is also important in phonostylistics, which refers to the variety of language that is appropriate for a particular social setting. One of the key concepts in phonostylistics is the idea of register. As defined by Douglas Biber and Susan Conrad in their book "Register, Genre, and Style" (2009), register refers to "the variety of language that is appropriate for a particular social setting". This includes not only the choice of words and grammatical structures but also the use of phonetic and phonological features, such as intonation and rhythm.

Prosody is another important aspect of phonostylistics, as it plays a crucial role in conveying meaning through speech. John Goldsmith in his book "The Handbook of Phonological Theory" (2011) defines prosody as the suprasegmental features of speech, including intonation, stress, and rhythm. These features can express the speaker's attitude, emotion, and emphasis. For example, people often use rising intonation at the end of a sentence to indicate that they are asking a question or seeking confirmation from the listener. By contrast, falling intonation at the end of a sentence is more commonly used to indicate a statement of fact or a command. Similarly, stress and rhythm can help to emphasize certain words or phrases, making them stand out and conveying their importance or emotional content. Overall,

prosody plays an important role in communication and can greatly affect the way that messages are interpreted by others.

Phonostylistics also deals with the ways in which speakers utilize phonetic and phonological features to convey social meaning. Speakers may use accents or dialects to indicate their regional or cultural identity, while pitch and tone may be used to express their social status, confidence, or emotional state. As described by Penelope Eckert in her book “Jocks and Burnouts” (1989), linguistic features can be used as markers of social identity, helping individuals to establish and maintain their social status within a particular group.

Phonostylistics is important in language processing and production, as well as its role in the formation of linguistic categories and stylistic effects in literature. By examining the phonetic and phonological features of language, phonostylistics provides insight into the ways in which language is processed, perceived, and used in various contexts. Poets often use sound symbolism and other phonetic devices to create various stylistic effects, such as alliteration, rhyme, and onomatopoeia. These phonetic features can add emphasis, musicality, and other aesthetic qualities to the text (Schmid, 2007: 117-138).

In conclusion, phonostylistics is an important field of study within linguistics that explores the relationship between sound and style in language use. It is concerned with the ways in which speakers use phonetic and phonological features to convey information about their identity, social status, and emotions. Key concepts in phonostylistics include register, prosody, and social meaning, which are essential for understanding the complex ways in which language is used in different contexts.

1.2. Linguistic Aspects of Studying English Language Advertisements

Advertising has been a part of human civilization for centuries, with its roots dating back to ancient civilizations such as Egypt, Greece, and Rome. However, the modern advertising industry as we know it today has gone through various transformations and developments over the years. This part will explore the historical

development of advertising, starting from its earliest forms to its present-day manifestations.

One of the earliest forms of advertising can be traced back to ancient Egypt, where sellers would use papyrus to create posters and signs to promote their goods and services. Similarly, the Greeks used town criers to advertise the arrival of ships and merchants in the port cities. The Romans also used public announcements and political campaigns to influence public opinion and behavior.

The first printed advertisement was created in England in 1477, which advertised a prayer book. However, the first commercial advertisement did not appear until the 17th century when newspapers began to emerge (Kwakkel, 2019). In 1704, the first newspaper advertisement was published in the Boston News-Letter promoting a real estate venture. The use of newspapers as a medium for advertising quickly caught on and by the 19th century, newspapers were filled with advertisements of all kinds (Sampson, 1874: 31).

In the present-day, advertising has become an integral part of our daily lives, with advertisements being present on nearly every medium imaginable, from billboards to mobile phones. The industry has also become more sophisticated, with advertisers using data analytics and artificial intelligence to better understand and target their audiences.

Linguistic aspects of English language advertisements have also garnered attention from researchers and linguists who have explored the language and communication techniques employed in advertising. While there is a rich body of research on advertising from various perspectives, including sociological, psychological, and cultural, linguistic analysis has contributed valuable insights into the study of advertising discourse.

Linguistic studies of advertising often focus on examining the linguistic features, rhetorical devices, and persuasive strategies employed in advertisements. These studies aim to uncover how language is utilized to capture attention, create brand identity, and persuade consumers. One particular area of research within

linguistics that has relevance to advertising is phonostylistics, which investigates the phonetic and prosodic aspects of language use in different stylistic contexts.

Phonostylistic analysis in advertising explores the use of sound patterns, rhythms, and melodic structures to enhance the effectiveness and memorability of advertisements. This research examines how phonetic elements such as alliteration, rhyme, onomatopoeia, and wordplay contribute to the linguistic appeal of advertisements. For example, the use of catchy slogans or jingles that incorporate memorable sounds and rhythmic patterns can help create brand recognition and make the advertisement more memorable to the target audience.

Studies on linguistic aspects of English language advertisements have been conducted by linguists and researchers from diverse backgrounds. Linguistic scholars, communication experts, and marketing researchers have examined various aspects of advertising discourse to understand the language strategies employed by advertisers. These studies utilize both qualitative and quantitative methodologies, including discourse analysis, corpus linguistics, and experimental research, to gain insights into the linguistic choices and persuasive techniques used in advertisements.

Some notable researchers who have contributed to the field of linguistic analysis in advertising include: G. Cook (*The Discourse of Advertising*, 2001), N. Fairclough (*Critical Discourse Analysis: The Critical Study of Language*, 1995), J. Fiske (*Introduction to Communication Studies*, 1990) and J. Williamson (*Decoding Advertisements: Ideology and Meaning in Advertising*, 1978).

These scholars and their works have provided valuable contributions to understanding the linguistic aspects of English language advertisements. Their research sheds light on the creative and persuasive use of language in advertising and provides insights into how advertisers harness linguistic resources to shape consumer behavior and promote their products or services.

1.3. Importance of Phonostylistics in advertising discourse

Phonostylistics is the study of the sound patterns and effects used in language to convey meaning, emotions, and attitudes. In advertising, phonostylistic devices are

often employed to create a memorable and persuasive message that captures the attention of the audience. Some of the phonostylistic devices used in advertising include alliteration, assonance, onomatopoeia, rhythm, rhyme, and phonetic compression. The importance of phonostylistics in advertising discourse lies in its ability to enhance the effectiveness of advertising by creating a strong emotional response in the audience and making the message more memorable.

Alliteration is a phonostylistic device that involves the repetition of consonant sounds at the beginning of adjacent words. This device is often used in advertising to create a catchy and memorable phrase that can be easily remembered by the audience. For example, the famous slogan "*Coca-Cola, the Real Thing*" uses alliteration to emphasize the brand name and make it more memorable.

Assonance is a phonostylistic device that involves the repetition of vowel sounds within adjacent words. This device is often used in advertising to create a musical effect that captures the attention of the audience. For example, the slogan "*Snap, Crackle, and Pop*" for Rice Krispies cereal uses assonance to create a catchy and memorable jingle that emphasizes the sound of the cereal as it is being eaten.

Onomatopoeia is a phonostylistic device that involves the use of words that imitate or suggest the sounds of the objects or actions they describe. This device is often used in advertising to create a vivid and sensory experience for the audience.

Advertisers use onomatopoeia to create a connection between the product and the sound it makes, making it more memorable and appealing to consumers. For example, the slogan "*Zoom, Zoom*" for Mazda cars uses onomatopoeia to create a sense of speed and excitement associated with driving the car. "*Zoom, zoom*" – this title demonstrates the sounds that children use when playing to imitate the sounds of car engines. This expression shows a childish delight, which can cause the same delight in drivers when buying a given brand of car and when driving it. The slogan "*I'm lovin' it*" for McDonald's uses a sound that evokes a positive emotion, and emphasizes the enjoyable experience of eating their food. The slogan "*Snickers satisfies*" uses onomatopoeia to create a sound that reinforces the idea of satisfaction after eating a Snickers candy bar. Overall, onomatopoeia can be a powerful tool in

advertising to create an emotional and sensory experience that resonates with consumers.

Rhythm is a phonostylistic device that involves the pattern of stressed and unstressed syllables in language. Pitch, loudness/prominence and tempo together create the rhythm of a language, loudness is the basis of rhythmical effects in English. In other languages, such as oriental ones, pitch height (high vs. low) is a central feature of rhythm (Crystal, 2008: 417). This device is often used in advertising to create a musical and memorable effect that captures the attention of the audience. Rhythm is used to create a catchy and memorable phrase that emphasizes the company's commitment to its customers.

Rhyme is another phonostylistic device that involves the repetition of similar sounds at the end of adjacent words. This device is often used in advertising to create a catchy and memorable jingle or slogan that emphasizes the brand name or message. For example, the slogan "I'm Lovin' It" for McDonald's uses rhyme to create a catchy and memorable phrase that emphasizes the positive emotions associated with the experience of eating at McDonald's.

Phonetic compression is a phonostylistic device that involves the shortening of words or phrases to create a more compact and memorable message. This device is often used in advertising to create a memorable tagline or slogan that emphasizes the brand name or message. For example, the slogan "If you've never tried to juicy cheese iconic feedback, it's just right if u wanna start!" for McDonald's.

In conclusion, phonostylistics plays an important role in advertising discourse by enhancing the effectiveness of advertising through the use of sound patterns and effects to create a strong emotional response in the audience and make the message more memorable. The phonostylistic devices discussed above, including alliteration, assonance, onomatopoeia, rhythm, rhyme, and phonetic compression, are frequently used in advertising to create catchy and memorable slogans, jingles, and taglines.

Conclusions to Chapter One

In conclusion, the first chapter discusses phonostylistics and its relevance to advertising discourse. Phonostylistics is a branch of linguistics that studies the relationship between sound and style in language use. It examines how speakers use intonation, rhythm, tone, stress, and other suprasegmental features to convey meaning and emotions, and how they use language to establish and maintain social identity. Phonostylistics is also important in literature and poetry, where sound symbolism and other phonetic devices create various stylistic effects. The chapter shows that by examining the phonetic and phonological features of language, phonostylistics provides insight into the ways in which language is processed, perceived, and used in various contexts.

The chapter also explored the historical development of advertising, tracing its origins back to ancient civilizations and highlighting its evolution to the modern advertising industry. The linguistic aspects of English language advertisements were discussed, acknowledging the contributions of researchers and linguists who have analyzed the language and communication techniques employed in advertising discourse. Linguistic analysis, including phonostylistics, has been valuable in uncovering the linguistic features, rhetorical devices, and persuasive strategies used in advertisements.

Moreover, the chapter emphasized the importance of phonostylistics in advertising discourse. Phonostylistic devices such as alliteration, assonance, onomatopoeia, rhythm, rhyme, and phonetic compression were discussed as powerful tools employed in advertising to create memorable and persuasive messages. These devices enhance the effectiveness of advertisements by evoking emotional responses, capturing attention, and making the messages more memorable to the target audience.

CHAPTER TWO. ANALYSIS OF PHONOSTYLISTIC FEATURES IN ENGLISH-LANGUAGE ADVERTISEMENTS FOR MEDICINES

2.1. Overview of English-language Advertisements for Medicines

Advertisements for medicines are ubiquitous in English-language media, from television commercials to print ads in magazines and newspapers. These advertisements, also known as direct-to-consumer (DTC) ads, aim to educate consumers about the benefits and risks of various medications and encourage them to discuss these options with their doctors. This chapter provides an overview of the language and persuasive techniques used in English-language advertisements for medicines.

One of the most common techniques used in these advertisements is the use of emotional appeals. Advertisers often appeal to the emotions of the viewer or reader by using language that creates a sense of urgency, fear, or desire. Emotional appeals are used extensively in health-related advertising because health-related products are often used to solve problems that are emotionally laden (Arens & Schaefer, 2016: 379). For example, an ad for a weight loss drug may use language such as “finally, the solution you've been searching for” or “don't let obesity control your life”. By tapping into consumers' emotions, advertisers hope to create a strong desire for their product and motivate them to take action.

Another technique commonly used in these advertisements is the use of testimonials or endorsements. Advertisers may use celebrities, medical professionals, or other authority figures to endorse the product and create a sense of credibility. Celebrity endorsements are used to transfer the celebrity's image to the product, thereby adding to the product's attractiveness and credibility (DeLorme and Reid, 1999: 364). For example, an ad for a prescription drug may feature a doctor in a lab coat or a celebrity spokesperson talking about the benefits of the medication. By using endorsements or testimonials, advertisers hope to persuade consumers that the product is safe and effective.

In addition to emotional appeals and endorsements, many advertisements for medicines also use scientific or technical language to create a sense of authority or

expertise. Advertisers may use terms such as “clinical trials”, “peer-reviewed research”, or “FDA-approved” to create the impression that the product is backed by scientific evidence and has been rigorously tested. However, some critics argue that this use of technical language can be misleading, as many consumers may not fully understand the scientific terminology and may assume that the product is more effective or safe than it actually is. Disease mongering, the creation of new diseases or exaggeration of existing ones, and the promotion of drugs for conditions that are not serious or do not require treatment, are all common features of drug promotion (Moynihan & Cassels: 2005: 5). Therefore, it is important for consumers to be critical of the language used in these advertisements and to seek out additional information from reliable sources.

One of the key challenges in creating effective advertisements for medicines is the need to balance the promotion of the product with a clear and accurate presentation of the risks and side effects. Advertisers are required by law to include information about potential side effects and risks in their advertisements, but they may attempt to minimize or downplay these risks in order to create a more positive impression of the product. For example, an ad for a cholesterol-lowering medication may mention that it can cause muscle pain or liver damage, but the potential risks may be presented in small print or spoken quickly in a voiceover. According to Wilkes and Bell (2002), the balance of benefit and harm may be presented in a way that is biased in favor of the drug, either by emphasizing its benefits or downplaying its harms. Therefore, it is important for consumers to read and understand the full list of potential side effects and risks before making a decision about taking a medication.

Another challenge in creating effective advertisements for medicines is the use of language that can be difficult for consumers to understand. Advertisers often use technical or scientific language to create a sense of authority or expertise, but this can be confusing or misleading for consumers who may not fully understand the terminology. The use of complex medical language can leave consumers feeling overwhelmed and intimidated, leading to confusion about the product's benefits and risks (Faerber & Kreling, 2013: 154-167).

Furthermore, advertisements for medicines may also contribute to the overuse or misuse of prescription drugs. DTC advertising may encourage consumers to request specific medications from their doctors, regardless of whether they are appropriate or necessary for their condition. This can lead to unnecessary prescriptions and potentially harmful drug interactions (Royne & Myers, 2008).

Despite these challenges, advertisements for medicines can also be a valuable source of information for consumers. They can educate consumers about available treatments and encourage them to have conversations with their healthcare providers about their options. According to Bell and Wilkes (2000), “DTC advertising has the potential to inform and educate consumers about their health and treatment options, leading to improved health outcomes and patient satisfaction”.

In conclusion, advertisements for medicines in English-language media use a variety of persuasive techniques, including emotional appeals, endorsements, scientific language, and risk minimization. While these advertisements aim to inform and educate consumers about available treatments, they must also balance the promotion of the product with a clear and accurate presentation of potential risks and side effects. Advertisers must also comply with regulations governing the content and format of these advertisements, which aim to protect consumers and ensure that they have access to accurate and relevant information about available treatments.

2.2. Analysis of Stylistic and Phonetic Means in Advertising for Medicines

Advertising is a dynamic, fast-paced, constantly changing field of human activity. Since the influence of advertising on society is constantly increasing, a striking consequence of this has been the active attention of researchers to the communicative, linguistic, stylistic and other features of advertising texts.

In linguistic science, interest in the study of advertising discourse stems primarily from the general direction of the study of language as an instrument of influence. Advertising is first and foremost a text, a dialogue between the producer of a product and its potential customer. Advertising discourse is a type of institutional

communication, which is a complex socio-cultural phenomenon with such goals as: influential, social, informational, economic (Vassileva & Popova, 2019).

Phonostylistic features in pharmaceutical advertisements are not arbitrary. Advertisers use sound patterns to create a memorable and persuasive message that captures the audience's attention. Alliteration and assonance are often used to create a catchy and memorable slogan. Rhyme is also used to create a poetic effect that emphasizes the benefits of the product.

Advertising discourse is characterised by active use of onomatopoeia. Using it in advertisements and slogans for medical products is very common. Sound imitation is a stylistic technique where sounds are selected in such a way that their combination reproduces whatever sound consumers associate with the producer (source) of that sound.

Alliteration is broadly defined as the repetition of consonants' usually found in a stressed syllable. It is quite typical for printed advertising texts. It is worth noting that in the language of advertising, alliteration is used as a technique to create a certain emotional tone and also serves as an effective expressive tool that helps to easily perceive and remember an advert (Єфимов, 2004: 103). The first example of alliteration is advertising of Claritin "*Live Claritin Clear*". The alliteration in the slogan "*Live Claritin Clear*" emphasizes the medication's promise to provide relief from allergy symptoms, while also creating a memorable and easy-to-remember brand name.



The repetition of the "cl" consonant sound is evident in the first syllable of both words "*Claritin*" and "*clear*". In this slogan, the alliteration helps to make the phrase more memorable and catchy. The repetition of the "cl" sound creates a rhythm

and a flow, which makes it easier for people to remember the phrase. The use of alliteration also helps to draw attention to the brand name, Claritin, making it more likely to stick in the minds of consumers. Additionally, the use of alliteration in the slogan can evoke a feeling of clarity and cleanliness, which aligns with the messaging of the product. Claritin is an allergy medication that is designed to provide relief from symptoms such as sneezing and coughing. By using alliteration in the slogan, the company is trying to create a positive association with the product, suggesting that using Claritin will help people to live a clear, healthy life.

Moreover, the slogan has a strong, regular rhythm, with the stressed syllables falling on the first syllable of each word. This creates a driving, upbeat rhythm that adds to the overall positive and energetic manner of the slogan. The tone is positive and aspirational, emphasizing the benefits of taking Claritin. The use of the word “clear” suggests clarity, freshness, and a sense of freedom from symptoms. The tempo of the slogan is moderate, with each word pronounced clearly and distinctly. This helps to emphasize the individual words and the overall rhythm of the slogan.

The alliteration in the slogan “*Advil: Advanced medicine for pain*” is created by the repetition of the “ad” sound in both the brand name *Advil* and the word “*advanced*”. The repetition of this sound emphasizes the advanced nature of the medication, suggesting that it is superior to other pain relief options.

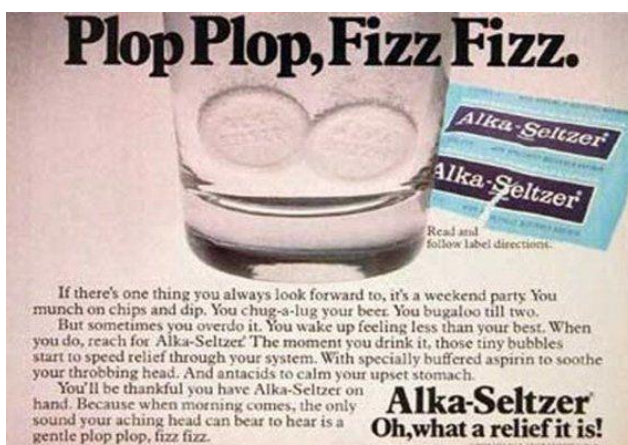


The repetition of the “ad” sound also creates a sense of unity and coherence within the slogan. By using the same sound in both the brand name and the descriptive phrase, the slogan feels more cohesive and unified. This can contribute to the overall effectiveness of the slogan in conveying a clear and consistent message.

Additionally, the alliteration in “*Advil: Advanced medicine for pain*” helps to create a sense of authority and expertise. The repetition the sound gives the slogan a strong and confident tone, suggesting that the medication is a powerful and effective solution for pain relief.

The slogan in commercial has a simple and straightforward rhythm, with three stressed syllables in a row: Ad-vil, Ad-vanced, and pain. This rhythm creates a sense of emphasis and urgency, drawing attention to the product's benefits. The tone of the advertisement is likely to be confident and authoritative, emphasizing the effectiveness of Advil as a pain reliever.

Onomatopoeia, a phonetic likening of non-speech sound systems, makes an advertising message striking and interesting. It is a stylistic means of attracting attention, as the imitation sounds are easily understood by consumers, even children. Onomatopoeia enhances the expressiveness and originality of an advertising text. One of the most famous examples of the successful use of this technique is the Alka-Seltzer advertisement. Alka-Seltzer is a combination of sodium bicarbonate, aspirin, and anhydrous citric acid, used for the relief of heartburn, acid indigestion, and stomach aches (Wikipedia). The Alka-Seltzer advert “*Plop, plop, fizz, fizz oh what a relief it is!*” is presented in the form of rhyming and sound imitation, which undoubtedly contributes to the quick memorisation of the text and the product name.



In this example, the phonosemantic lexemes “*plop*” – sound as of a smooth object dropping into the water without splashing and “*fizz*” – hissing or spluttering sound: esp. champagne or soda. By using these lexemes, the advertiser shows the process of taking and acting of the drug in a simple but creative way. The use of the

above lexemes allows the recipient to focus on the fact that the process of taking the drug is pleasant and leads to the desired result.

Another example of the use of onomatopoeia is the slogan for NyQuil “The nighttime, sniffing, sneezing, coughing, aching, stuffy head, fever, so you can rest medicine”.



“*Sniffing*”, “*sneezing*”, “*coughing*”, and “*aching*” are all examples of onomatopoeia because they imitate or suggest the sounds associated with these actions or sensations. For example, “*sniffing*” imitates the sound of someone inhaling air through the nose repeatedly, “*sneezing*” imitates the sound of a forceful expulsion of air from the nose and mouth, “*coughing*” imitates the sound of a sudden expulsion of air from the lungs through the mouth, and “*aching*” imitates the sound of a dull, persistent pain.

Besides onomatopoeia the commercial uses a variety of other phonostylistic features to create a memorable and effective advertising message. The slogan has a regular and repetitive rhythm due to the use of the same stress pattern in each word, with emphasis on the second syllable. This creates a sense of musicality that is easy to remember and repeat. The tempo is slow and deliberate, with a pause after each symptom. This allows the listener to absorb each symptom and appreciate the breadth of NyQuil’s effectiveness. The loudness of the slogan is moderate, with no significant changes in volume. This reinforces the serious tone of the message and ensures that the listener can clearly hear and understand each symptom.

Overall, the use of phonostylistic features in the NyQuil slogan helps to create a memorable and effective advertising message that emphasizes the product's ability to alleviate a range of symptoms and promote restful sleep.

The next example is the slogan of Tylenol “*Fast Release. Fast Relief*”. This medication is used to treat fever and mild to moderate pain.



The alliteration in this slogan is found in the repetition of the “r” sound in “*rapid*” “*release*”. The repeated sound creates a rhythmic quality that draws the listener's attention and emphasizes the speed at which the product works. The repetition of the “r” sound also adds a sense of urgency to the slogan, making it more memorable.

Additionally, there is an element of assonance in the same words, with the repeated “e” and “i” sounds. This repetition of similar vowel sounds creates a smooth and flowing quality to the slogan, making it easy to remember and repeat.

The repetition of the word “*fast*” at the beginning of both phrases creates an anaphoric effect. Anaphora is a phonostylistic device that involves the repetition of a word or phrase at the beginning of successive clauses or sentences. The purpose of using anaphora in this slogan is to create a memorable and impactful message that emphasizes the speed and effectiveness of the product. By repeating the word “*fast*”, the slogan highlights Tylenol's ability to provide quick relief for pain and discomfort. The repetition also creates a sense of rhythm and momentum, which can make the slogan more catchy.

The following advertisement for the medical drug Nicorette is also a good example of using different phonostylistic devices.



The slogan “*For every cigarette, there's a Nicorette*” (from commercial 2023) does contain a phonostylistic device, specifically assonance. The repeated “*i*” and “*e*” sound in “*cigarette*” and “*Nicorette*” creates a pleasing sound that makes the slogan memorable and easy to remember. In addition, the use of parallelism in the slogan also adds to its effectiveness. The phrase “*For every cigarette there's a Nicorette*” creates a clear and concise message that suggests a solution to a problem. The parallel structure also creates a sense of balance and symmetry that is pleasing to the ear and makes the slogan more memorable.

In terms of intonation and rhythm, the slogan has a strong and assertive tone. The use of the word “every” implies that smoking is a frequent occurrence and that Nicorette is the solution for each instance. The tempo of the slogan is relatively fast, which also contributes to its catchiness.

The slogan for medication Zyrtec “*so you can find more ways to seize the day*” uses rhyme as a phonostylistic device to make the phrase memorable and catchy. The words “*ways*” and “*day*” have a clear and noticeable rhyme, which creates a musicality in the sentence that draws the listener's attention. This rhyme helps to create a sense of cohesion and unity within the sentence.

The slogan for medication Zyrtec also employs assonance as a powerful phonostylistic device. It is exemplified by the repetition of the sound “*ei*” in the words “*ways*” and “*day*”. The use of similar vowel sounds in consecutive words creates a harmonious and rhythmic quality that makes the slogan more memorable and pleasing to the ear.

Moreover, the words “*ways*” and “*day*” also create a sense of progress and forward momentum. The phrase “*more ways*” suggests that there are already some ways to seize the day, but that there are even more to be discovered. This creates a sense of possibility and optimism, which is reinforced by the rhyme. The rhyme helps to emphasize the forward-looking aspect of the slogan, suggesting that Zyrtec can help people move forward and achieve their goals.

In terms of rhythm, the slogan has a flowing and upbeat tempo, which creates a sense of energy and positivity. The tone is also optimistic and encouraging, suggesting that taking Zyrtec will help you feel better and be able to accomplish more.

The pitch pattern and intonation in the slogan are relatively neutral, with a slight rise at the end of “seize the day” to emphasize the final phrase. The overall loudness of the slogan is moderate, with each word pronounced clearly and evenly to ensure the message is easily understood.

Additionally, the use of rhyme in the slogan helps to make it easier to remember. Rhyming words are easier to recall than non-rhyming words, which is why so many slogans, jingles, and catchphrases use this device. The use of rhyme in the Zyrtec slogan helps to create a memorable and distinctive phrase that can stick in the listener's mind long after they have heard it.

Conclusions to Chapter Two

In conclusion, this chapter has provided an analysis of the phonostylistic features present in English-language advertisements for medicines. These advertisements make use of various persuasive techniques, such as emotional appeals, endorsements, scientific language, and risk minimization. The use of emotional appeals aims to tap into consumers' emotions and create a strong desire for the product. Endorsements or testimonials, often featuring celebrities or medical professionals, are used to enhance the product's credibility. Scientific or technical language is employed to establish a sense of authority and expertise, although it can

sometimes be misleading. Advertisements also face the challenge of balancing the promotion of the product with a clear presentation of its risks and side effects.

Within the realm of phonostylistic features, alliteration, assonance, rhyme, and onomatopoeia are commonly used to create catchy and memorable slogans. Alliteration, such as in the slogan "Live Claritin Clear," adds a rhythm and flow to the phrase, making it easier to remember and reinforcing the product's messaging. Onomatopoeia, as seen in the Alka-Seltzer advertisement with "Plop, plop, fizz, fizz," imitates sounds associated with the product, making the message striking and memorable. The use of phonosemantic lexemes, like "sniffing," "sneezing," and "coughing" in the NyQuil slogan, imitates sounds and enhances the expressiveness of the text.

Furthermore, the rhythmic qualities of slogans, including stress patterns, tempo, and loudness, contribute to their effectiveness. The repetition of certain sounds or words, like in the Tylenol slogan "Fast Release. Fast Relief," creates a rhythmic quality that draws attention and emphasizes the speed of the product's action. Anaphora, as seen in the same Tylenol slogan, adds impact and memorability by repeating a word or phrase at the beginning of successive clauses.

Overall, the use of phonostylistic features in advertisements for medicines enhances their memorability, persuasiveness, and impact. These techniques help create a strong connection between the audience and the advertised product, making the message more engaging and memorable. However, consumers should remain critical of the language used in these advertisements and seek additional information from reliable sources to make informed decisions about their healthcare. Advertisements for medicines can be a valuable source of information, but it is essential to balance their persuasive techniques with a critical evaluation of the risks and benefits of the advertised products.

GENERAL CONCLUSIONS

Advertising has become a vital part of modern life, and companies are constantly searching for ways to create effective advertising campaigns that will connect with their target audience. One approach that has proven to be effective is phonostylistics. Phonostylistics involves using specific language and sound elements in advertising to establish a distinct identity that sets a brand apart from its competitors in the market.

Phonostylistics, as a branch of linguistics, explores the relationship between sound and style in language use. It examines how phonetic and phonological features contribute to the meaning and style of spoken utterances, including intonation, rhythm, and tone. In the context of advertising, phonostylistics investigates how these features are utilized to enhance the effectiveness of advertisements and create a strong emotional response in the audience. Key phonostylistic devices, such as alliteration, assonance, onomatopoeia, rhythm, rhyme, and phonetic compression, are frequently employed in advertising to make messages more memorable and persuasive. According to the research, such devices as alliteration, onomatopoeia and rhyme are the most common among creators of advertisements for medications.

The analysis of stylistic and phonetic means in advertising for medicines is particularly significant, given the relevance of healthcare products and the impact they have on individuals' well-being. By examining the phonostylistic elements employed in English-language advertisements and slogans for medicines, researchers can uncover the linguistic strategies used to promote these products. This analysis provides insights into how phonostylistic features contribute to the overall persuasive impact of advertising texts and their ability to create a poetic effect that resonates with the target audience.

Overall, the study of phonostylistics in English-language advertisements for medicines contributes to our understanding of the persuasive power of language and its impact on consumer behavior. It highlights the importance of sound patterns and effects in creating memorable and effective advertising messages. By delving into the

linguistic strategies employed in advertising discourse, researchers can gain valuable insights into the complex ways in which language is used to shape consumer perceptions and promote products.

RÉSUMÉ

Ця курсова робота присвячена дослідженню особливостей концепції фоностилістики та її актуальність у рекламному дискурсі. В ході дослідження було вивчено способи, за допомогою яких звуки і мова використовуються в рекламі для створення певного ефекту на аудиторію, і як фоностилістику можна використовувати для створення певних емоцій або настрою аудиторії, щоб вплинути на її поведінку.

Метою цього дослідження є вивчення фоностилістичних елементів, які використовуються в англійській рекламі та слоганах, які стосуються просуванню ліків.

Об'єктом дослідження є англійська реклама та слогани лікарських засобів. Зосереджуючись на цій конкретній області, дослідження має на меті забезпечити комплексний аналіз лінгвістичних стратегій, які використовуються для просування продуктів охорони здоров'я.

Предметом дослідження є стилістичні та фонетичні засоби реклами лікарських засобів. Це включає вивчення різних мовних прийомів, таких як алітерація, рима, онома́топея, асонанс і ритм тощо. Аналізуючи ці фоностилістичні особливості, дослідження має на меті виявити, як вони сприяють загальному переконливому впливу рекламних текстів і їх здатності створювати поетичний ефект.

У першому розділі курсової роботи описано теоретичні основи вивчення особливостей концепції фоностилістики та її актуальність у рекламному дискурсі.

У другому розділі курсової роботи були досліджені фоностилістичні засоби та особливості, використані в англійських рекламах та слоганах медичних препаратів.

Ключові слова: фоностилістика, реклама, слоган, медичні препарати, фоностилістичні засоби, алітерація, асонанс, звуконаслідування, ритм, рима.

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