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“Phonostylistic features of English advertising of goods for children”

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INTRODUCTION

This work is devoted to research in the field of linguistics, and studies phonostylistic features of English-language advertising of goods for children. The relevance of the topic arises from the fact that progress does not stand still, every year new companies appear, aimed at meeting the needs of consumers. As you know, good advertising is needed for the promotion of any product. But what makes it so effective if not language? The main task of advertising is to sell a product to as many consumers as possible. At the same time, language serves as a direct tool to capture the attention of the audience.

The purpose of the course work is to reveal phonostylistic features of English-language advertising and characterize the role of phonostylistic means in creating the effect of euphony in advertising texts for children's products.

The following tasks serve to implement the above-mentioned goal:

- Familiarization with basic concepts related to phonostylistics and the advertising industry;
- Study of literature (articles and scientific papers) dedicated to the study of phonostylistic features in advertising;
- Review and analysis of various types of modern advertising of goods for children;
- Identifying the potential of phonostylistic means used by marketers during the comparison

The object of the study is English-language advertisements and slogans of children goods.

The subject of the research is phonostylistic means used in advertisements of goods for children.

Scientific works of both domestic and foreign scientists in the fields of linguistics and advertising served as the methodological basis for the research. As a theoretical base, articles dedicated to the study of phonostylistic features of advertising as a whole were taken. YouTube commercials of different types of

advertising of goods for children (food, toys, etc.) for different age categories served as a practical basis for the research.

CHAPTER ONE

THEORETICAL ASPECTS OF STUDY OF PHONOSTYLISTIC MEANS IN ADVERTISING DISCOURSE

1.1 Phonostylistics as a branch of stylistics and phonetics. Phonostylistic devices in use

Phonostylistics is a branch of linguistic stylistics and phonetics that studies the specifics of the sound design of literary texts, their phonetic organization, and describes their functional and stylistic differentiation (Carter, 2004).

The subject of this field is phonostylistic means, which will be discussed further. William Labov is considered one of the founders of the field of phonostylistics. His research focuses on the variation of language use in different social contexts, including the study of phonological features such as intonation, stress, and vowel quality (Labov, 2011).

Apart from William Labov, there is also such linguist as Penelope Eckert who has done extensive research on the social and cultural factors that influence language use. Her work on phonostylistics includes the study of phonetic variation in different social groups and the relationship between language use and identity (Stanford.edu, n. d.)

Stylistic devices are an integral part of any discourse that has anything to do with the language game. They help highlight the right information if it is an article; refer the reader to a certain work, or even a mythical phenomenon, with the help of an allusion; even just to create a musical-poetic effect (especially when it comes to artistic texts, songs, poems, advertising slogans, etc.) (Stockwell, P., & Whiteley, S., 2014).

Among all stylistic means, phonostylistic ones are quite popular. It is clear that the focus is not just on artistic techniques, but on techniques using phonetics, or, in simple words, sounds (Roach, 2009).

Phonostylistic devices are an important aspect of language that contribute to the overall aesthetic and communicative effect of speech. These devices involve

the manipulation of sound patterns, such as rhythm, stress, intonation, and tone, to create a particular style or effect (Gibbon, 2017). In the context of literature and poetry, phonostylistic devices are often used to create a musical or rhythmic quality to the language, which can enhance the emotional impact of the text. In the context of everyday speech, phonostylistic devices can be used to convey a range of attitudes and emotions, from excitement and enthusiasm to anger and frustration (Toolan, 2017).

There are various phonostylistic devices that exist in language, including but not limited to. **Rhyme**. One of the most popular means used by everyone who works in the field of literature and marketing. According to "Rhyme - Literary Devices" (English Literature Network, n.d.), this is the repetition of identical or similar sounds at the end of words. In literature, any poem can serve as a rhyme. As for the advertising discourse, this means is very often used in the advertising of products for children, especially breakfast cereals and milk-based drinks (Hollander, 1989)

The next, no less popular means are **alliteration** and **assonance**. Both means are the repetition of certain sounds of the language (in the case of alliteration – repeated sounds at the beginning of a series of words; in the case of assonance – the repetition of vowel sounds in a sequence of words). They help set the mood of the text and give it a certain poetic quality (English Grammar Online. Alliteration, n.d.; Dictionary Cambridge. Assonance, n. d.).

Apart from alliteration and assonance, **consonance** is also distinguished. The repetition of consonant sounds in a sequence of words. It is most often used in tongue twisters in conjunction with alliteration (LiteraryDevices.Net, n. d.).

Repetition. The repetition of words, phrases, or sounds for emphasis or effect. Repetition is often used not only in the field of marketing, but also in political and journalistic discourses. It helps not only to emphasize the importance of the raised issue, but also to encourage listeners or readers, to draw their attention to certain aspects (in speeches, articles, etc.) (LiteraryDevices.Net, n. d.).

Intonation. Intonation is an important component not only of everyday discourse, when we use it in simple conversations, conversations "about nothing" among friends, colleagues or in the family circle, where its main purpose is to convey emotions (English Crunch, n. d.).

First of all, this prosodic feature adds meaning to spoken or written words and provides the listener with more information in addition to what is said, more information about the context. In addition, intonation has pragmatic properties and can indicate the intention of the speaker (Pierrehumbert, 2002; Pierrehumbert, 2010)

The last means in this list will be **onomatopoeia**, or sound imitation. We encounter such a phenomenon as onomatopoeia since early childhood. We are talking about children's literature and cartoons (Bourdji, 2017). Even as babies, we are educated about the environment gradually, using nothing but the techniques of sound imitation. Sounds of animals, machines, musical instruments, etc. This is the most common case when people resort to using this type of phonostylistic means. However, adults are also influenced by imitation through television and media. This is especially used by advertisers of baby products, due to which young parents are influenced (Vestergaard and Schrøder, 2011).

In addition to the means listed above, phonostylistics also includes several types of repetition: **epiphora** and **anaphora** (repetition of sound or word combinations at the end of a phrase and at the beginning of a phrase, correspondently). Certainly, these two means are more often used in verse poetry (including songs), but they do concern our discourse as well. (Miyklas, n. d.)

1.2 Types of advertisement. Advertising discourse and stylistics

Advertisement is a crucial aspect of marketing that involves promoting a product or service through various channels to attract potential customers (Mahmud, 2017). The type of advertisement used can greatly impact the success of a marketing campaign, as different types of advertisement may be more effective for different products, target audiences, and marketing goals (Fennis and Stroebe,

2010) . In this chapter, we will examine different types of advertisements, their features, and also familiarize with different scientists who took part in researching this discourse.

To reach their intended consumers or to inform the general public, corporations have at their disposal a range of different advertisements. The following are examples of some types of advertising:

Print advertising. This kind involves placing ads in printed materials such as newspapers, magazines, brochures, directories, and flyers. Companies can target specific geographic locations by placing ads in local newspapers or reach a particular audience by advertising in specialty magazines. Magazine advertising offers a better visual experience with full-page opportunities for more color and high-production images than newspaper ads. (indeed.com, 2023)

Next is direct mail. As a type of print advertising it sends ads to customers through the mail, such as brochures, catalogs, newsletters, and flyers. This approach allows for even more targeted marketing than other print advertising formats by distributing ads through a direct mailing list. For instance, a company that owns a supermarket can create a flyer announcing their extending and opening of another shop at a new location, and send it to a list of nearby residents along with a discount coupon to attract new customers (indeed.com, 2023).

Television advertising involves promoting products or services through 20-, 30-, or 60-second TV commercials, and is a type of broadcast advertising. Although it can be expensive, it offers the advantage of regularly repeating the advertisements for increased exposure (indeed.com, 2023).

Radio advertising plays ads during programming breaks, allowing customers to listen to them while doing other activities. Like television advertising, radio advertising allows for repeated exposure of ads, increasing recognition with consumers. Companies can research popular radio stations among their target customers and advertise during peak listening times, such as during morning commutes (indeed.com, 2023).

Podcast advertising involves sponsoring podcasts or playing ads for products or services during episodes. Companies can research popular podcasts among their target audience and often offer exclusive discount codes to assess the effectiveness of this advertising strategy. Some hosts read from a script provided by the company or create their own, which can be an entertaining way for listeners to consume advertising content (indeed.com, 2023).

Mobile advertising uses any mobile device with internet connectivity, such as a cellphone or tablet, to reach consumers through social media, web pages, or apps. Advertisements can appear between gameplay rounds of mobile games and can be targeted based on geographic location if enabled. QR codes in print advertisements can also be scanned by mobile devices to access a brand's website or to receive a coupon (indeed.com, 2023).

Social media advertising is utilized by companies to promote their products or services on different platforms. This type of advertising allows for specific audience targeting based on factors such as location, age group, or buying habits. Companies can either pay for advertisements to be promoted or use organic methods, such as asking followers to like and re-share posts or collaborating with online influencers or celebrities. These methods serve as more cost-effective means of spreading brand awareness than full advertising campaigns (indeed.com, 2023).

Paid search or pay-per-click (PPC) advertising is an online advertising method where companies only pay a fee when users click on their ad. Companies bid on specific keywords related to their business and the placement of their ad on the search engine. For instance, a folding bicycle company may bid on the keyword "foldable bikes" so that their products appear as an ad at the top of the search results when a user searches for that phrase (indeed.com, 2023).

Display advertising – type of digital advertising that uses identifiable ads such as banner ads and pop-up ads. They encourage users to click through to the company's website, often to make a purchase. Display advertising is prevalent online, but can be easy for consumers to ignore. Remarketing or retargeting is a method used in display advertising where brands place ads for their products on

other websites to remind users who have visited their website to return and complete a purchase (indeed.com, 2023).

Outdoor advertising, also known as out-of-home advertising, is seen outside of homes and includes billboards, advertisements in public places, and on transit vehicles. Its goal is to catch the attention of a large population and build brand awareness within a specific geographic location. The space and time allotted for outdoor ads may be limited, so they typically use bold images and fewer words for easy comprehension (indeed.com, 2023).

In addition to the types of presentation, advertisements are also divided by age criterion - into adult targeted and children targeted. The latter is further divided into several subtypes: advertising of goods for babies, for preschool children and for teenagers (or school children). We are interested in children of the first two age categories, regarding the use of phonostylistic means (Gunter, 2010).

Considering everything mentioned above, a question arises “In what way are two different phenomena such as advertising and not only phonostylistics, but also stylistics in general, related?” The answer is actually very simple. Stylistic analysis helps reveal all aspects and true intent of advertisers. In addition to that, it is possible to break down advertisements and use this information to connect persuasive language with relevant cultural contexts by performing stylistic analysis (Namwandi, 2019).

Conclusions to the Chapter One:

All in all, phonostylistics is a branch of linguistic stylistics and phonetics that investigates the sound design of literary texts, their phonetic organization, and describes their functional and stylistic differentiation. William Labov and Penelope Eckert are two of the most influential linguists in the field of phonostylistics, whose research has focused on the variation of language use in different social contexts, including the study of phonological features such as intonation, stress, and vowel quality. Phonostylistic devices are an important aspect of language that contribute to the overall aesthetic and communicative effect of speech. They involve the manipulation of sound patterns, such as rhythm, stress, intonation, and

tone, to create a particular style or effect. There are various phonostylistic devices, including rhyme, alliteration, assonance, consonance, repetition, intonation, and onomatopoeia, that are used to create a musical or rhythmic quality to the language and enhance the emotional impact of the text. Overall, phonostylistics is an important area of linguistic research that sheds light on the creative and expressive potential of language.

In addition to this, advertising is a critical aspect of marketing that involves promoting a product or service through various channels to attract potential customers. Different types of advertising, such as print advertising, direct mail, television advertising, radio advertising, podcast advertising, mobile advertising, social media advertising, paid search advertising, display advertising, and outdoor advertising, may be more effective for different products, target audiences, and marketing goals. Advertisements are divided by age criterion into adult-targeted and children-targeted, with the latter further divided into several subtypes. Stylistic analysis is an essential tool in understanding the intent and impact of advertising, as it can reveal all aspects of persuasive language and connect it with relevant cultural contexts. Overall, advertising and stylistics are related because stylistic analysis can help to break down advertisements and understand their persuasive techniques, which can be useful for marketers and advertisers in creating effective campaigns.

CHAPTER TWO

RESULTS OF STUDY OF PHONOSTYLISTIC MEANS IN ENGLISH ADVERTISING OF GOODS FOR CHILDREN

In this chapter we will analyze the phonostylistic features of English advertising of goods for children. This analysis will be conducted by examining a sample of advertisements targeting children from YouTube source. The focus of the analysis will be on the phonetic and prosodic features of the language used in the advertisements, including intonation, consonance, rhyme, repetition and others. Moreover, the study will explore how these features contribute to the overall effectiveness of the advertisements in capturing the attention of children and encouraging them to purchase the advertised products. The findings of this analysis will provide insights into the linguistic strategies used in advertising to children and their potential impact on language acquisition and consumer behavior.

2.1 The phonostylistics of baby food and health-care products commercials

According to statistics from the National Center for Biotechnology Information, the most popular product advertised in the US is food. It is interesting that in this case not only adult food is meant, but also children's food (Story and French, 2004).

There is no wonder, because all of us, turning on the TV or YouTube, have repeatedly come across advertisements for children's cereals, purees and milk powder mixtures.

One of the most popular food production companies is the American company Gerber. Their commercial video promoting fruit and vegetable baby purees evokes interest as a source of phonostylistic devices and some prosodic features (Gerber, 2014).



Before starting the phonostylistic analysis of this advertisement, several extra-linguistic aspects, that may make an impression on viewers, must be mentioned.

The first thing that really attracts attention is the unusual setting in the video. 6 babies sitting at feeding tables, where each of them has a plate of the advertised product, smoothly pass in front of our eyes. All the babies happily play with purees, except for the last one, who fell asleep.

This setting could be used to convey the idea that the product is so satisfying and delicious that even energetic children can't resist it, and they keep playing with their food. The last child who falls asleep could be seen as a humorous and exaggerated way of showing just how irresistible the product is. This could create a positive and memorable impression of the product on the audience, as it associates the food with fun and joy.

The next thing worthy of note is the narrator's voice. Solemn and at the same time soothing, with a pretentious musical accompaniment that sounds a little like the United States national anthem, it seems to present this product as something elite and of very high quality. It is also noteworthy that the whole narrator's speech sounds as an official oath.

In addition to the general atmosphere of the video, still, phonostylistic techniques play a very important role here. The first thing the viewer hears is the name of the video itself «Meet Gerber's panel of 2000 tiny taste-testers». Apart from the intonation of the narrator, pathos is also given by the selection of special

vocabulary and hyperbole *2000 testers*. Furthermore, in this sentence, the repeated "t" sound in *tiny taste-testers* draws attention to the phrase and makes it more memorable. One more interesting case is also the repetition of letter "b" in the word group *Gerber baby food* and "r" in *Gerber. Growing up* which adds sort of gentleness besides. The use of consonance in advertising and marketing is a common technique to make slogans or product names more memorable and help them stand out in the minds of potential customers. As we go farther, we may also notice an element of rhyme in the following part of the sentence *so your baby's food is as delicious as it is nutritious*.

The market for baby hygiene products has grown significantly in recent years, with an increasing number of brands and products targeting parents and caregivers of infants and young children. Advertising plays a crucial role in promoting these products, as it helps to create brand awareness, establish trust, and persuade consumers to make a purchase.

This part will focus on analyzing the advertising strategies used in the promotion of baby hygiene products. In this case, we are faced with a somewhat unusual type of advertising, which advertises not so much a catalog of its products, but, in fact, the company as such. This type is called corporate or institutional advertising and is often practiced among giant companies, especially American and French, for example the companies Unilever, P&G, Nestle, etc. (Seekingalpha.com, 2017). The giant company that caught attention this time is "Johnson & Johnson", or rather their branch "Johnson's Baby" (Johnson's Baby U.S., 2015).



By tradition, let us start with the general atmosphere of this announcement. In this video, we are greeted by pleasant music and the gentle voice of the narrator. Both aspects evoke positive emotions and create a pleasant overall impression which resembles kind of poetic fairy-tale. At the same time, if we take into account the text of the ad, it has a motivational character, which the narrator associates with Johnson's Baby products.

Apart from the consonance found throughout the script, the most interesting thing is the repetition of the word "gentle". Of course, the first thing that comes to mind among the effects of this technique is quick memorization. However, it also has several other equally important effects.

Firstly, the repetition of the word "gentle" can create a sense of reassurance and safety for parents and caregivers who are concerned about the potential harm that harsh chemicals or abrasive products could have on their baby's delicate skin. By emphasizing the gentle nature of their products, Johnson's is able to position themselves as a trustworthy and reliable brand that parents can turn to when it comes to caring for their baby's delicate skin.

Secondly, it gives a sense of calm and comfort, which is often associated with the idea of gentleness. This can be particularly appealing to parents and caregivers who are looking for products that will help soothe and calm their baby, especially during bath time or other routines that may be stressful for the child.

Lastly, it also creates a sense of simplicity and purity, which is often associated with natural and organic products. By positioning their products as gentle, Johnson's is able to tap into the growing trend of natural and organic baby products, which are often marketed as being free from harsh chemicals and artificial ingredients.

Overall, the repetition of the word "gentle" in Johnson's baby advertisement can have a range of effects on the audience, including creating a sense of reassurance, comfort, and simplicity, as well as positioning the brand as a trustworthy and reliable choice for parents and caregivers looking for gentle and effective baby care products (Reeves and Nass, 1996).

2.2 The phonostylistics of toy for toddlers and teenagers advertising

Toys are an essential part of the childhood experience, providing entertainment, education, and socialization opportunities for children of all ages. The market for toys is vast and diverse, with a wide range of products designed to appeal to children of different ages, interests, and developmental stages (Trawick-Smith, 2014).

Returning to the topic of giant companies, in the field of toys for toddlers and teenagers, “Mattel” has been popular with children around the world for almost 80 years. Among the most famous brands belonging to this company are "Barbie" - mainly among girls and "Hot Wheels" - mainly among boys (CorporateMattel.com, n. d.).

As an advertisement for the audience of girls, a Barbie doll commercial was chosen (Barbie Collectors, 2012). I clearly remember from my childhood those bright pink colors, happy girls who showed all the superpowers of the new dolls and their chic outfits. Dynamic music, and the entire script of the announcement is presented as a song.



What is notable about this video, besides the song and the flashy visuals, are the girls' comments about how unusual and cool these new dolls and their house are. Speaking on the effects which influence children, fairy-tale stories have long been a source of inspiration for toys, with many products designed to bring these magical worlds to life. One technique used in the advertising of these toys is the

use of rhyme and poetry, which can create a sense of whimsy and playfulness that is often associated with fairy-tale narratives.

The use of poetry in advertising can also be effective in creating an emotional connection with the audience. Poetic language can convey a sense of beauty, mystery, and enchantment, which is often associated with fairy-tale storytelling.

Additionally, the use of rhyme and poetry in advertising can also contribute to the overall aesthetic of the product and its packaging. The use of whimsical language and imagery can create a sense of nostalgia and familiarity, which can be particularly appealing to parents and caregivers who are looking for toys that evoke a sense of classic fairy-tale storytelling (Collins, 2018).

The last advertisement we are going to analyse is Hot-Wheels toy cars commercial (Mattel. HotWheels, 2022). In the advertisement for a set of toy cars and a track, the advertisement aims to appeal to a mainly boyish audience and therefore create an effect of coolness and drive.



As for setting, a male voice loudly and quickly explains the contents of this set and its properties. The effect of loudness and speed in voice while advertising Hot Wheels cars is primarily to create a sense of excitement and energy.

By being loud, this narrator grabs the listener's attention and creates sense of urgency and importance. Loudness can also convey a sense of power and strength,

which can be particularly effective when promoting toy cars that are designed to be fast and powerful.

In addition, when the voice in the advertisement is fast, it can create a sense of action and movement, which is particularly relevant when advertising toy cars that are designed to move quickly. The fast pace of the voice can also create a sense of urgency and excitement, which can be appealing to children and adults alike.

After all, unlike the previously mentioned "Barbie" ad, in this case the consonance is intended to create the effect of solidity and sonority and reinforce the effect of the prosodic features of this video. The following two extracts clearly show an example of consonance in action: "*bigfoot stomps the crocs across; the bridge speed trip bigfoot wins*".

Conclusions to the chapter two:

In conclusion, this chapter focuses on the phonostylistic features of English advertising of goods for children, particularly phonetic and prosodic aspects such as intonation, consonance, rhyme, and repetition. The study aims to explore how these features contribute to the effectiveness of the advertisements in capturing children's attention and encouraging them to purchase the advertised products. Additionally, the section discusses the advertising strategies used in promoting baby hygiene products, particularly the use of corporate or institutional advertising, which is practiced by giant companies. It highlights how advertising plays a crucial role in creating brand awareness, establishing trust, and persuading consumers to make a purchase. The section also emphasizes the importance of extra-linguistic aspects such as setting, narrator's voice, and music in creating a positive and memorable impression of the product on the audience. Overall, it provides insights into the linguistic and advertising strategies used to target children and their potential impact on language acquisition and consumer behavior.

Furthermore, the chapter discusses the advertising strategies used in promoting toys, focusing on the examples of Barbie dolls and Hot Wheels cars. It emphasizes the use of poetic language, rhyme, and imagery in creating an

emotional connection with the audience and evoking a sense of whimsy and playfulness that is often associated with fairy-tale storytelling. The section also highlights the use of loud and fast-paced voices to create a sense of excitement and urgency in promoting toy cars that are designed to be fast and powerful.

Finally, all those means mentioned above create a sense of playfulness or lightheartedness, which could be appealing to the target audience of parents and caregivers of young children.

GENERAL CONCLUSIONS

In conclusion, phonostylistics is a field of linguistic study that examines the sound design of literary texts and their phonetic organization, as well as their functional and stylistic differentiation. William Labov and Penelope Eckert are prominent linguists in this field, whose research has focused on language use variation in different social contexts, including phonological features such as intonation, stress, and vowel quality. Phonostylistic devices play a vital role in language, contributing to the overall aesthetic and communicative effect of speech. These devices involve the manipulation of sound patterns, such as rhythm, stress, intonation, and tone, to create a particular style or effect. Various phonostylistic devices, such as rhyme, alliteration, assonance, consonance, repetition, intonation, and onomatopoeia, are used to create a musical or rhythmic quality to the language and enhance the emotional impact of the text. Understanding phonostylistics is essential for analyzing literary texts and appreciating the creative and expressive potential of language.

Moreover, it highlights the crucial role of phonostylistics in creating effective advertising for children's products. Using phonostylistic devices such as intonation, consonance, rhyme, repetition, and other means, marketers can capture the attention of the audience and convey meaning, style, and emotion in their advertising messages. The research conducted on various types of modern advertising of goods for children has identified the potential of phonostylistic means used by marketers to create the effect of euphony in their advertising texts. The study has also revealed that phonostylistic means are used differently in advertising for different age categories of children. The theoretical foundation of articles dedicated to the study of phonostylistic features of advertising served as the basis for the study, while practical analysis was conducted on YouTube commercials of various types of advertising of goods for children. The study has demonstrated the importance of phonostylistics in advertising for children's products and has provided valuable insights into the effective use of phonostylistic

devices to create a positive and memorable impression of the product. Extra-linguistic aspects such as setting, narrator's voice, and music were also found to be significant in creating a successful advertisement. Overall, this chapter provides a comprehensive understanding of the linguistic and advertising strategies used to target children and their potential impact on language acquisition and consumer behavior.

RÉSUMÉ

Ця курсова робота присвячена вивченню фоностилестичних особливостей англомовної реклами товарів для дітей в цифровому форматі, а саме на просторах такої платформи як YouTube.

Актуальність даного дослідження полягає в тому, що із зростанням конкуренції у рекламному просторі зростає і потреба в ефективному просуванні продукції будь-якої компанії. Це також стосується і компаній, що направлені на розповсюдження товарів для дітей різного віку. У таких випадках, маркетологи дуже часто вдаються до допоміжних засобів, одним з яких є мова, а саме фоностилестичні засоби.

Об'єктом дослідження є сучасні англомовні реклами дитячих товарів.

Предметом дослідження є фоностилестичні засоби в англомовних рекламах товарів для дітей.

Метою цього дослідження є вивчення фоностилестичних засобів, що використовуються в англомовних рекламах товарів для дітей для створення ефекту поетичності та швидкого запам'ятовування.

Для досягнення мети дослідження, було виконання наступних завдань:

1. Ознайомлення з основними поняттями. Що пов'язані із фоностилестикою та рекламною галуззю;
2. Вивчення літератури (статті та наукові роботи), присвячені вивченню фоностилестичних особливостей реклами в цілому;
3. Перегляд та аналіз різних типів сучасної реклами дитячих товарів;
4. Виявлення потенціалу фоностилестичних засобів, використаних у рекламі, в ході порівняння.

Методи дослідження – критичний дискурс аналіз статей та наукових робіт вітчизняних та зарубіжних науковців для введення в курс проблематики даної теми, а також аналіз реклами на предмет фоностилестичних засобів.

У *першому розділі* курсової роботи описано теоретичні основи фоностилістики як відгалуження фонетики й стилістики та як науки в цілому, а також розкрито поняття про фоностилістичні засоби як мовні явища, та висвітлено їх призначення в різних типах дискурсу. Крім того, було наведено різні типи реклами та виявлено їх безпосередній зв'язок із мовними засобами.

У *другому розділі* курсової роботи було проаналізовано англomовні реклами продуктів харчування та засобів гігієни для немовлят та реклами іграшок для дітей старшого віку.

Ключові слова: фоностилістика, фоностилістичні засоби, реклама, товари для дітей.

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