

Stylistic Functions and Uses of Phonological Devices in The Family First Online Advertisements

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Abstract:

Commercial advertisements in magazines are used to grab the reader's attention, arouse desire, create satisfaction and motivate readers to buy the advertised products. This study is concerned with the *Stylistic Function and Use of Phonological Devices in The Family First Online Advertisements*. The analysis is conducted on six advertisements texts taken from the Family First Magazine. Thus, the study main goal is to investigate the stylistic phonological devices that are mostly used in commercial advertisements of the aforementioned magazine to convince their readers, besides, achieving other stylistic effects. The results show that the copywriters if The Family First magazine rely on mostly on assonance and consonance as stylistic phonological devices. They employ them in such a way to convince and effect the readers of how good their products are.

Keywords: Stylistic analysis, Stylistic devices, Advertisements, phonological level, Alliteration, Rhyme.

الوظائف والاستخدامات الأسلوبية للأدوات الصوتية في الإعلانات الالكترونية لمجلة Family First

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المخلص:

تستخدم الإعلانات التجارية في المجلات لجذب انتباه القراء، وإثارة رغبتهم في الشراء، وخلق الرضا، وتحفيز القراء على شراء منتجاتهم. وتهتم الدراسة بالوسائل الصوتية الأسلوبية ومالها من وظائف واستخدامات متنوعة في الإعلانات الالكترونية لمجلة العائلة الأولى. (The Family First) وقد تم تحليل ستة نصوص إعلانات مأخوذة من مجلة The Family First. إن الهدف الرئيسي للدراسة هو استقصاء الأدوات الصوتية الأسلوبية الأكثر استخداماً في الإعلانات التجارية للمجلة الانفة الذكر من أجل إقناع القراء ولتحقيق تأثيرات أسلوبية أخرى. واطهرت النتائج أن المعلنون يعتمدون على بشكل كبير على استخدام السجع، والتناغم كوسائل أسلوبية صوتية Family. وقد استخدمت بالشكل الذي يؤثر ويقنع قراءها بمدى جودة منتجاتها المعلنه.

الكلمات المفتاحية: التحليل الأسلوبي، الوسائل أسلوبية، الإعلانات التجارية، المستوى الصوتي، السجع، التناغم.

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مجلة آداب الكوفة - جامعة الكوفة مرخصة بموجب ترخيص المشاع الإبداعي ٤.٠ الدولي.



1.Introduction

It can be argued that the language that is used in advertising is different from other pieces of writing. The powerful influence language has on people makes copywriters choosy in the use of language, especially in advertisement because they have to persuade the readers. They make the language of advertisements positive and emphasize on the superiority of their products. They use techniques that are deviant and catchy. Linghong is in line with this view by confirming that in order to secure a number of readers and to compete with many other similar advertising messages, advertisers try to make their advertisements as effective as possible. They use various stylistic devices to catch attention, arouse desire, induce action, and contribute towards satisfaction. However, none of previous studies seem to have focused on online commercial advertisement in British, specifically from a stylistic point of view, on how the advertisers use the stylistic phonological devices in magazines advertisements to target the readers and grab their attention. In fact, copywriters consider the affective power of the phonological structures they employ to achieve this effect. They also take the idea they want to convey into account. They try to make the language of advertisement as effective as possible by using different stylistic devices to attract readers' attention and gain their satisfaction. Therefore, the language used in advertising text has to be unique and stand out .Taking into account the study's aim, the current study hypothesizes that there are specific stylistic devices that are mostly used by copywriters to get the target readers' attention and persuade them to buy the specific types of products.

2.Stylistics and Stylistic Analysis Levels

The term stylistics is used in a very broad sense to refer to all situationally diverse languages, which includes the variations of regional, social, and historical dialects . It is clear from this definition that stylistics is primarily concerned with how language style is used. The study of style in language is known as stylistics. It seeks to explain how texts convey meaning, how readers construct meaning, and the reasons

behind readers' specific responses to texts. That's what may lead Jafari and Mahadi, to say that stylistic analysis plays a critical role in advertising. They claim that stylistic analysis assist the advertiser in determining the proper language to be used in persuading particular clients. In fact, the study adopts this last view. So the working definition of stylistic is a tool that assists the advertiser in determining the appropriate language to use in persuading specific readers.

Different scholars and researchers have stated that there are different levels of stylistic analysis that can be used to analyze texts, whether spoken or written. According to Khan and Jabeen ,the levels of stylistic analysis are basically lexical, grammatical, phonological, and graphological. As a result, stylistic analysis covers a broad range of common stylistic devices, which includes rhyming words, repetition of ideas, and other stylistic devices. The following provides a thorough explanation of each level:

a. The Phonological Level

According to Khan and Jebeen, this level concerns the study of language's formal pronunciation rules and its sound system. So, alliteration, rhyme, assonance, and consonance are examples of phonological devices at this level of analysis. The current study's aim is to investigate and discuss the stylistic phonological devices that are mostly used in commercial advertisements of the Family First magazine to convince the readers and have impact on readers' memory to achieve certain stylistic effects. The texts are analysed according to the following devices: alliteration, rhyme, assonance, consonance.

Alliteration is the repeating the same sound at the beginning of successive words or words related to each other in some way, for examples (delivery- dely), *assonance* is the repeating vowel sounds in the stressed syllables of successive words or words relatively close to each other, for example (soul-mole), and *consonance* is the repeating of the same consonant sound in the stressed syllables of successive words, for example (flip-flop). In addition, rhyme is defined as a repeated sound

in the final stressed syllables and any following syllables of two or more words .

b. The Graphological Level

The study of the systematic formation of language and spelling standards is the focus of this level. In a similar vein, it is referred to as a level of stylistic analysis that emphasizes text form, word size or shape, and any other graphical or orthographical element. Punctuation marks like comma, capitalization, full stop, colon, semi-colon, and quote marks, as well as paragraphing, spacing, and the foregrounding of certain structures, are examples of graphological techniques in texts element.

c. The Grammatical Level

Both syntax and morphology are involved at this level. The aim of this level is to analyze the internal structure of sentences in a language and how they fit into sequences, clauses, and phrases . Moreover, Hanif also indicate that the grammatical level of stylistic analysis concerns the analysis of the origins of words, their grammatical forms, the role of prefixes and suffixes in word creation, the word class, the gender, number, and plural systems, and other aspects of word formation.

d. The Lexical Level

Lexis refers to words used in language. For Khan & Jabeen ,the lexical level of stylistic analysis refers to the study of how certain words and phrases tend to pattern in various stylistic contexts. It deals with words and expressions in different linguistic contexts or phrases used in a non-literal sense for rhetorical effect

2.1Advertisement

Advertisement is one of the most commonly used ways of communicating around the globe. Modern readers are so exposed to advertisements that it may seem strange to inquire as to what an advertisement is . People don't often think about its nature as a form of a system of language use , perhaps because it's all around them . This means that advertisements of all forms have become a part and parcel of

human lives, and they can be found all around. Many experts, including linguists, have examined advertisements .

As Lee and Johnson point out, " advertisement is a paid, no personal communication about a company's products or services that is delivered to a target audience by mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or public transportation devices." That indicates how individuals and organizations use advertising to promote goods , services , ideas, and issues. Therefore, advertisement is critical in any society, and it is one of those fields where language must be used in the most efficient and effective way to deliver a business's message to its clients.

Obviously, all definitions agree that advertisement is a tool to promote products, ideas, or organizations in the marketplace in order to provide information and persuade people of the benefits of the product and encourage people to buy it.

Advertisement performs a variety of functions. These functions may be classified into three categories: informing function, persuasive function, and reminder function. Thus, the first function that advertising performs is an "informative" function, which includes conveying information about a product, its characteristics, and places of sale, and also informing readers of new products. The second function is a persuasive function, which means it aims to persuade customers to buy specific brands or change their minds about a product or company. The third function is a reminder function ,which reminds customers about a product so that they would continue to buy the advertised product rather than the competitor's .

Consequently, one may conclude that the purpose or function of advertising is to persuade people to buy a thing through changing their minds. Therefore, advertising must first understand the world of customers, their own opinions, attitudes, and expectations, before creating a connection between customers' desires and the product.

2.2Types of Advertisement

Advertisements are classified from different points of view according to the goals of different authors. Advertisements can be categorized in a variety of ways: For instance, advertising according to its purpose as follows:

a. Commercial Advertisement

The most obvious type of advertising in the world is commercial consumer advertising. This type of advertising costs more money, space, and professional skill than any other type, and it is directed at a wide audience. As a result, the current study will address this type of advertisements in its analysis.

b. Trade and Technical Advertisement

Advertisements in the trade and technical fields are mostly limited to certain media. They're intended for a wide range of people, including specialists, professionals, and individuals. Customers are usually capable of analyzing claims of cost, value, and utility, among other things. The majority of trade advertising is therefore informative and useful .

c. Prestige , Business and Financial Advertisement

This type of advertising is not usually intended to have a direct impact on sales . These advertisements are designed to increase people's trust in the advertiser's company while also focusing on building a positive image of the company by creating a good impression.

d. Small Advertisement

Small advertisements are short, clear, and informative advertisements designed for publication in a newspaper or magazine, commonly set in small print in the classified sections of newspapers.

e. Government and Charity Advertisement

Unlike the previous types of advertising , this type of advertising uses persuasiveness for non-profit purposes , but it frequently utilizes commercial advertising techniques to persuade people. For Hackley ,

advertising's persuasiveness is employed for more than just making money. Social advertising is a type of advertising that informs people about social issues and, in some circumstances, impacts people's behaviour.

3.The Eclectic Model of the Study

This qualitative study adopted the phonological devices model proposed by Khan and Jabeen as its basic theoretical framework .The model is adapted to analyse the stylistic devices of commercial advertisements texts. The data is taken from the Family First Magazine. The current study focuses on stylistic phonological devices (alliteration, assonance, consonance, and rhyme) .

4. Data analysis

Text 1.

*"TURN THE GOODNESS OF MILK INTO THE GREATNESS OF
Crusha"*

"Fly over for www.Crush.co.com for fun activities for kids"

" and 5 great flavours Crusha is a testy way to get milk into your kids!"

This advertisement is taken from Family First magazine, issue 2, page 26. It is an advertisement about milk products for kids. The advertisers use a variety of stylistic phonological devices to increase their impact on the reader's memory. In this advertisement, the advertisers use the words "crusha", "activities" and "kids" are examples of alliteration with the /k/ sound. Also, the use of the /F/ sound repeatedly, as flavours and "fly over to www.crush.co.com for fun activities for kids," is considered as an example of alliteration.

According to the rhyme, the final sound "ness" is repeated at the end of the two words Goodness and Greatness known as the rhyme. Also, the sound /z/ in words like flavours, activities, and kids is considered as an example of rhyme device. Moreover, consonance is used in the repetition of the /s/ sound such as goodness, greatness, and testy. The use of the /i/ sound in this advertisement can be an example of assonance. The words that used assonance are: milk,into, is, kids, and activities.

Text 2.

" BISH BASH BOSH IT "

"TOUCH IT WASH IT "

Bish the dirt, Bash the germs, Bosh the viruses. With any effective soap or hand santisier.

"Follow these simple steps to kill germs by washing your hands thoroughly with soap:

1. Wet your hands and apply soap to them

2. Make lots of bubbles!

3. Don't forget the backs.....

4. And don't forget between your fingers!

5. Twist to clean your fingertips and clean around your thumbs.

6. Then rinse and dry . You 're done ! "

"Make sure you santisie your hands when you can't get to a sink. Following the movements in steps 2 to 5."

This commercial advertisement is taken from the Family First magazine for issue 8. It is a commercial advertisement about a new line of soap and hand sanitizer products. The use of rhyme, alliteration, and assonance is an example of using the phonological stylistic devices in this advertisement. The advertisers intended to use these phonological devices to grab the reader's attention and arouse interest in the advertised product. the repetition of the initial /b/ and /d/ sounds is known as an alliteration device. The words that used the initial /b/ sound are: bish, bash, bosh, bubbles and backs. While the words that start with the /d/ sound are: dirt, don't, dry, and done.

Further, the repetition of the final /sh/ sound of each words, as in Bish Bash Bosh, the final /t/ sound like touch it, wash it, the dirt, and the final /s/ sound like germs, viruses, steps, hands, lots, bubbles, backs, fingers, thumbs, fingertips, movements and steps, can be considered as a rhyming devices by the advertisers to make the advertisement more stuck in the readers' minds.

The advertisers also use the repetition of the /i/ vowel sound as in touch it, wash it, dirt, viruses, with, effective, sanitiser, simple, kill,

fingers, twist, fingertips, rinse, sanitise, and sink, as a assonance device, to keep the advertisement in the minds of readers.

The advertisers use the repeated /t/ sound in this advertisement text as an example of consonance devices. Therefore, touch, it, dirt, effective, sanitiser, steps, wet, lots, don't, forget, twist, fingertips, sanitise, can't, get, and movements, are a well example of consonance device in this advertisement. The use of these phonological devices is intended by the advertisers to create a sense of sound that is appealing to the readers when they read the advertisement.

Text 3.

"TASTES, COOKS AND BAKES JUST LIKE DAIRY BUTTER"

"100% PLANT BASED"

"BUTTER, BUT BETTER"

This commercial advertisement, which appeared in Family First magazine issue 6, is for a plant butter product. The advertisers use a variety of phonological devices as a technique to attract the reader's attention. The advertisers use words to describe the product and wants to introduce it as well as they can by using the real features of the product as an effective way to make the readers interested in the advertised product.

The advertisers use alliteration, rhyme, assonance, and consonance as stylistic phonological devices in this advertisement. The use of the words bakes, butter, based, but, and better, with the initial /b/ sound, is the use of alliteration in this advertisement. Furthermore, the repeated final /s/ sound as tastes, cooks, and bakes, is the use of rhyme in this advertisement. Also, there is pleasure in the repeated sounds of the two rhyming words butter and better, and this pleasure can arouse readers' curiosity, increase impact, and grab their attention.

The repetition of /a/ sound in the advertisement creates the form of assonance, for instance, tastes, bakes, and, dairy, and plant based. On the other hand, the /t/ sound like, tastes, just, butter, plant, but, and better, is used as an example of consonance device.

Text 4.

*" Ready for Back-to-School Adventures?"
" A gentle touch for everyday splashes, sniffles, and spills"
" now available at Sanisbuyer's. "*

The commercial advertisement above is taken from Family First magazine, issue 3. It's an advertisement for a tissue product with information about how we're preparing to return to school. The advertisers use simple language to convey the advertising message and persuade the target readers to buy the product. The stylistic phonological devices are used to make the advertisement more effective and memorable.

The advertisers employ different stylistic phonological devices in this advertisement to attract the target readers. The use of the repetitive initial /s/ sound with the words, school, splashes, sniffles, sills, and sanisbuyer's, is an example of alliteration. While the repetitive final /s/ sound with words like, adventures, splashes, sniffles, sills, and sanisbuyer's, can be considered as rhyme.

Moreover, the advertisers use the repetition of the /o/ and /i/ sounds as the example of assonance in this advertisement text in order to call the attention of readers. For instance, to, school, touch, and now, are represent the use of assonance with /o/ sound. Besides, the /i/ sound is used in words like, sniffles, spills, available, and sanisbuyer'. According to their use of consonance, the advertisers use the repetitive sound of /d/ as an examples of consonance in this advertisement text like, ready, adventures, and every day.

Text 5.

*" pop it Like it's metcalfe's ."
" PERFECT FOR PECKISH POPCORN LOVERS."
" PICK UP A BAG TODAY !."
SHARiNG AND MULYi PACKS
SUiTABLE FOR VEGETRiANS
NO ARTiFiCiAL FLAVOURS
HIGH IN FiBRE*

This advertisement is a commercial advertisement from Family First magazine's issue 2. The advertisement is about Metcalfe's popcorn product. The advertisers introduce the product by describing it and using a variety phonological devices to make the advertisement more effective and grab the reader's attention. Noticeably, the advertisers are utilising these devices intended to make the advertisement more attractive and interesting to the readers.

The advertisers use of all the phonological device in this advertisement. The repeated /p/ sound at the beginning of every word like *pop*, *perfect*, *peckish*, *popcorn*, and *pick* is an example of the use of the phonological device *alliteration*. Besides that, the advertisers use the repetition of the rhyming sound, as in the /S/ sound at the end of each word, like *it's*, *Metcalfe's*, *lovers*, *packs*, *vegetarians*, and *flavours*.

In accordance with assonance and consonance, the repeated /o/ sound in the words such as *pop popcorn*, *for*, *lovers*, *today*, *to*, and *your*, is an example of using assonance. Besides, the use of /i/ sound also can be considered as assonance. Moreover , the use of repetitive /f/ sound like, *Metcalfe's*, *perfect*, *for*, *from*, *artificial*, *flavours*, and *fiber*, is a well example of using consonance in this advertisement text.

Text 6.

"Brush like a Pro."

" STRONG TEETH MAKE STRONG KIDS ."

"That's why we 've croated the dentist inspired Oral-B kids range of toothrushes and toothpastes.Because every child deservies strong, healthy teeth."

This commercial advertisement is from Family First magazine, issue 3. This advertisement is for the Oral-B toothpaste and toothbrush product, which is designed for children ages 3–6. The advertisers use variety of stylistic devices to reach their target audience in order to achieve their desired effects. This advertisement above seeks to make an impression on their audience and elicit positive responses.

The advertisers make use of rhyme and alliteration as stylistic phonological devices to grab readers' attention, pique their interest, and increase effect. The use of alliteration comes through the use of the repetition of the initial sound /s/ of the word "strong."

The advertisers also make use of rhyme in this advertisement through the repetition of the final sound /ŋ/ as "strong teeth make strong kids." Furthermore, the final sound /s/ also can be considered as an example of rhyme, like, kids, that's, toothbrushes, and toothpastes. Additionally, assonance is used through the use of the vowel sound /i/ in different words of this advertisement text; therefore, words like kids, dentist, like, inspired, and child are good examples of assonance. On the other hand, consonance is used through the use of /t/ sound in words like, strong, teeth, that, greated, dentist, toothbrushes, and toothpastes.

5. Conclusion

The study shows that advertisers use certain stylistic phonological devices to achieve their purposes, which are to promote products and appeal to readers. The results have shown that advertisers use phonological patterns of languages as a technique to make the flow of words appealing and captivating to readers and make their advertisements more appealing. The result shows that, based on Khan and Jabeen model at the phonological level, the use of assonance and consonance have achieved the highest frequency of occurrence in commercial advertisements of Family First magazine, the advertisers rely on using assonance as the most stylistic phonological device used in commercial advertisements of the Family First magazine. The function and use of the stylistic phonological devices in commercial advertisement texts strongly supports in the convince the readers and have impact on readers' memory to achieve certain stylistic effects.

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