

The Role Phonetic –Stylistic Devises In The Formation Of Pragmatonyms

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Abstract: The article discusses the role of phonetic stylistic devices such as alliteration, rhyme, and syllable repetition in the formation of Pragmatonyms. Pragmatonyms representing nouns form a large group in the system of proper nouns. While communicating with consumers, the term brand name begins to be used to refer to all the features associated with the product at once and their sonority and memorability is an important factor to attract the consumer and distinguish the product from other similar goods. The main function of brand names is to attract the consumer and distinguish the product from other similar goods, their sonority and memorability is an important factor. The use of such names serves several stylistic tasks: through imitation words achieve sonority, melodiousness, taking into account that sweets are more intended for children, attracted the attention of small customers through onomatopoeia, they influence to the emotions of buyers and thereby encouraged them to buy the product.

Keywords: Pragmatonyms, brand name, alliteration, rhyme, syllable repetition

Introduction

As the linguistic study of style, its purpose is the descriptive potentiation of the processes through which the audience (readers and consumers) construct meaning and react to these in the ways that they do. Sound equipment is referred to as phonological characteristics. Since speech is frequently thought of as the primary medium, it is frequently helpful for the study of linguistic traits to start at the phonological level whenever this is available. Pragmatonyms representing nouns form a large group in the system of proper nouns. A brand is a name, logo, design, symbol, or other characteristic that distinguishes a seller's product or service from others. In late 19th century in America, increased economic competition led to the search for additional differences between products, and these differences were no longer limited to the specific characteristics of the product. When communicating with consumers, the term brand name began to be used to refer to all the features associated with the product at once. During the 20th century, brand image, brand personality, brand identity, brand values, brand mythology, brand positioning and other concepts appeared. The main function of brand

names is to attract the consumer and distinguish the product from other similar goods, their sonority and memorability is an important factor.

Materials and methods

In her research, N.Stadul'skaya emphasized that the most effective way to draw attention to brand names - Pragmatonyms is the use of stylistic tools, and found that in most cases, brand names contain stylistic signs that describe the product's features, qualities, and the results achieved through their use. Stylistic signs are used to make brand names sound attractive. It is necessary to recognize the importance of phonetic and stylistic means. When the sounds are taken separately, it is rarely observed that they express an emotion or attitude. However, when they come in context, the sounds perform a certain stylistic function. Phonetic stylistic tools are widely used in the language and give a different stylistic color; sources include onomatopoeia, alliteration, rhyme, rhythm among such tools.

Onomatopoeia is the linguistic use of imitative words, which means making different sounds imitating the natural sounds of natural phenomena, people, animals or certain things.

Imitative words based on onomatopoeia can be used as brand names. For example, the names of sweets such as "Mu-mu", "Kis-kis" are based on onomatopoeia. Another brand name, KikiRiki chewing gum, is also based on onomatopoeia, and this name is also mainly young, in terms of the children's audience.

Alliteration is also considered to be one of the phonetic stylistic tools, through the repetition of consonants. It aims to achieve stylistic painting. Brand names like Coca-Cola, Kit-Kat, Tip-Top based on alliteration, in which melodiousness is achieved through the repetition of consonants, ensuring that the product name is sonorous. How the resonant is the product, a brand name. If so, this product name will be easily remembered. Rhymes considered one of the phonetic stylistic devices and is widely used in brand names or slogans. Possible For example, the slogan of the world-famous Gillette brand "Gillette - the best a man can get" rhymes exactly based on it, it has sonority and melodiousness. So, rhyme is also one of the phonetic stylistic tools of the brand name and slogan ensures that it is sonorous, melodious, quickly and easily remember names and slogans with the help of rhyme. Phyme has sonority and melodiousness.

Results

Researcher O.A. Vasileva analyzed the NafNaf brand name and came to the following conclusion: «The precedent feature of the Pragmatonyms, together with the origin of the brand, to the trademark created a relatively positive emotional perception. On the one hand, the NafNaf brand name brought customers to the world of childhood, sent to the world of fairy tales, which created positive emotions; on the other hand, of advertising texts, the content was based on the principle of the femininity of potential customers and the unusualness of the name. The use of such names served several stylistic tasks: a) through imitation words achieved sonority, melodiousness; b) taking into account that sweets are more intended for children, attracted the attention of small customers through onomatopoeia; c) they

influence to the emotions of buyers and thereby encouraged them to buy the product.

Discussions

Industrialization and globalization have led to a tremendous increase in global production of products and services. Colloquial word formation and combination devices intended to appeal to customers' "less intellectual desires," that map from ideals and entities of the highest qualities onto product brands that the consumer wants to purchase. These characteristics work together to demonstrate that the products being offered are the only ones that will completely solve the need that the customer is experiencing.

Conclusions

In short, phonetic stylistic devices are sonorous of brand names and slogans to be, to be easily remembered, to create positive emotions and through these to sell; the product serves to increase the size. All this means that the product will be purchased by the customer have led to a tremendous increase in global production of products and services.

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