
Alliteration and rhyme in English advertising slogans as persuasive stylistic devices

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Annotation *This article examines the role of phonetic stylistic devices, particularly rhyme and alliteration, in English advertising slogans as tools of persuasion. The aim of the study is to analyse how these sound-based strategies improve audience engagement, emotional appeal, and memorability. A qualitative methodology is employed, based on the analysis of widely recognized advertising slogans from global brands. The research involves identifying phonetic devices, classifying them, interpreting their stylistic functions, and assessing their persuasive effect. The findings demonstrate that rhyme and alliteration significantly contribute to the development of memorable and rhythmic slogans which affect customer perception on a subconscious level. Additionally, the study highlights how repetition of initial sounds and end sounds reinforces brand recall, creates musicality, strengthens linguistic patterns, attracts consumer attention, builds emotional resonance, and supports the strategic construction of persuasive and impactful advertising messages in competitive markets. The study concludes that phonetic stylistic devices are essential in modern advertising discourse and suggests further research on other sound techniques in digital contexts.*

Keywords *Phonetic stylistic devices, alliteration, rhyme, advertising slogans, persuasion, memorability, brand identity*

Ingliz reklama sloganlarida alliteratsiya va qofiyaning ishontiruvchi stilistik vositalar sifatidagi o'рни

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Annotatsiya *Ushbu maqola ingliz tilidagi reklama shiorlarida qo'llaniladigan fonetik stilistik vositalar, xususan qofiya va alliteratsiyaning ishontirish vositasi sifatidagi rolini o'rganadi. Tadqiqotning maqsadi ushbu tovushga asoslangan usullar xotirada saqlanish, hissiy ta'sir va auditoriya jalb etilishini qanday kuchaytirishini tahlil qilishdan iborat. Tadqiqotda sifat metodologiya qo'llanilib, dunyoga mashhur brendlarning reklama shiorlari tahlil qilinadi. Tadqiqot jarayoni fonetik vositalarni aniqlash, ularni tasniflash, stilistik funksiyalarini talqin qilish hamda ularning ishontirishdagi ta'sirini baholash bosqichlarini o'z ichiga oladi. Natijalar shuni*

ko'rsatadiki, qofiya va alliteratsiya ritmik va esda qolarli shiorlarni yaratishda muhim rol o'ynaydi hamda iste'molchilar idrokiga ong osti darajasida ta'sir qiladi. Bundan tashqari, ushbu vositalar brend identifikatsiyasini kuchaytiradi va reklama xabarlarining samaradorligini oshiradi. Shuningdek, tadqiqot bosh tovushlar va oxirgi tovushlarning takrorlanishi brendni eslab qolishni kuchaytirishi, ohangdorlik yaratishi, til naqshlarini mustahkamlashi, iste'molchi e'tiborini jalb qilishi, hissiy ta'sirni oshirishi hamda raqobatli bozorda samarali reklama xabarlarini shakllantirishga xizmat qilishini ko'rsatadi. Tadqiqot xulosasiga ko'ra, fonetik stilistika zamonaviy reklama diskursida muhim ahamiyatga ega bo'lib, kelgusida boshqa tovush vositalarini raqamli reklamada o'rganish tavsiya etiladi.

Kalit so'zlar *Fonetik stilistik vositalar, alliteratsiya, qofiya, reklama shiorlari, ishontirish, esda qoluvchanlik, brend identifikatsiyasi*

**Аллитерация и рифма в
английских рекламных слоганах
как убеждающие
стилистические средства**

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Аннотация *В данной статье рассматривается роль фонетических стилистических средств, в частности рифмы и аллитерации, в английских рекламных слоганах как инструментов убеждения. Цель исследования состоит в анализе того, каким образом эти звуковые стратегии усиливают вовлечённость аудитории, эмоциональное воздействие и запоминаемость. В работе применяется качественная методология, основанная на анализе широко известных рекламных слоганов глобальных брендов. Исследование включает выявление фонетических средств, их классификацию, интерпретацию стилистических функций и оценку их убеждающего эффекта. Результаты показывают, что рифма и аллитерация в значительной степени способствуют созданию запоминающихся и ритмичных слоганов, которые воздействуют на восприятие потребителя на подсознательном уровне. Кроме того, исследование подчеркивает, что повтор начальных и конечных звуков усиливает запоминаемость бренда, создает ритмичность, укрепляет языковые модели, привлекает внимание потребителей, усиливает эмоциональное воздействие и способствует формированию эффективных и убедительных рекламных сообщений на конкурентном рынке. В заключение отмечается, что фонетические стилистические средства являются важной частью современного рекламного дискурса, а также предлагаются перспективы дальнейшего изучения других звуковых приёмов в цифровом контексте.*

Ключевые слова *Фонетические стилистические средства, аллитерация, рифма, рекламные слоганы, убеждение, запоминаемость, идентичность бренда*

Introduction

In modern advertising discourse, language has a significant impact on customer perception and behaviour. Phonetic stylistic devices, including rhyme and alliteration, are frequently used among wide range of linguistic tools to improve persuasiveness and memorability. Advertising slogans, in particular, depend on brevity, emotional appeal, and cognitive impact, making sound-based strategies especially efficient. Phonetic stylistics focuses on the sound structure of language and its stylistic function. According to Yemelyanova and Melai (2018), phonetic stylistics includes all the phenomena of the sound organization of poetry and prose, such as rhythm, alliteration, onomatopoeia, rhyme, and assonance, considered in terms of their stylistic function. This concept emphasizes the significance of sound patterns in literary texts and persuasive communication, such as advertising. The language used in advertising is inherently multifunctional and complex. Zembytska and Mazur (2018) state that the complexity of advertising language is manifested through a wide range of attention-seeking devices, which can be both linguistic and extra-linguistic. Phonetic devices are distinctive among them as they directly impact perception at a subconscious level. Rhythm is a key factor in enhancing memorability and is closely associated with rhyme and alliteration. Rhythm is usually perceived on a subconscious level and makes the slogan a memorable, repeatable sentence (Dubovičienė & Skorupa, 2014). This explains why repetitive sound structures are a typical characteristic of effective slogans. The aim of this article is to analyse how rhyme and alliteration function as persuasive stylistic devices in English advertising slogans and to highlight how they

improve customer engagement, emotional appeal, and memorability.

Method

This study employs a qualitative methodology to analyze advertising slogans. The research is based on the collection and examination of widely recognized English-language advertising slogans from global brands. Clear phonetic stylistic devices, especially rhyme and alliteration, were used to select examples. The analytical procedure consists of the following stages:

1. Identification of phonetic devices in selected slogans.
2. Classification of these devices (alliteration, rhyme, rhythm).
3. Interpretation of their stylistic and persuasive functions.
4. Evaluation of their impact on memorability and audience engagement.

The study includes theoretical concepts from previous research, including the works of Yemelyanova and Melai (2018), Zembytska and Mazur (2018), and Dubovičienė and Skorupa (2014), to support the analysis.

Results

According to Ishchuk and Svirhun (2020), phonostylistic devices such as rhyme and alliteration play a crucial role in enhancing the expressiveness, memorability, and persuasive impact of advertising slogans within modern English advertising discourse.

Alliteration in Advertising

Alliteration refers to the repetition of initial consonant sounds in closely positioned words and creates rhythm, mood or emphasis. It is widely used in advertising to make phrases musical and memorable, thereby creating a rhythmic and catchy effect. The following examples are taken from widely recognized

international and regionally familiar brands, including those popular in Uzbekistan.

1. Coca-Cola – “Open Happiness” (2009)
2. Pepsi – “Live for Now” (2012)
3. Dunkin’ Donuts – “America Runs on Dunkin’” (2006)
4. KitKat – “Have a break, have a KitKat” (1957)
5. L’Oréal – “Because you’re worth it” (1973)
6. Samsung – “Do what you can’t” (2017)
7. Burger King – “Be Your Way” (2014)
8. Visa – “Everywhere you want to be” (1997)
9. Ucell – “Connecting You” (2010s)
10. Uzmobil – “Closer than you think” (2010s)

These examples demonstrate that alliteration has been consistently used from early branding (like Coca-Cola) to modern digital campaigns (like Samsung), showing its long-term effectiveness.

Rhyme in Advertising

Rhyme involves repetition of identical or similar sounds, usually at the end of words. It contributes to rhythm and makes slogans more memorable and catchier.

1. Pepperidge Farm – “The snack that smiles back – Goldfish” (1960s)
2. Nationwide Insurance – “Nationwide is on your side” (1960s)
3. Pringles – “Once you pop, you can’t stop” (1968)
4. Fitness Industry – “No pain, no gain” (1980s)
5. Gillette – “The best a man can get” (1989)
6. Haribo – “Kids and grown-ups love it so” (1930s, adapted later)
7. KFC – “It’s finger lickin’ good” (1950s)
8. M&M’s – “Melts in your mouth, not in your hand” (1954)
9. Red Bull – “Gives you wings” (1990s)
10. Skittles – “Taste the rainbow” (1994)

These slogans use end rhyme or near rhyme to create a sense of completeness and musical harmony. Many slogans enhance their persuasive power by combining rhythm and alliteration.

Discussion

The findings indicate that rhyme and alliteration significantly improve the persuasiveness of advertising slogans. Their efficacy can be explained through psychological, stylistic and cognitive mechanisms. First, memorability is improved through sound repetition. As seen in slogans such as **“Coca-Cola” (1886)** and **“Dunkin’ Donuts” (1950)**, alliteration creates simple and repetitive sound patterns that are easily stored in memory. Similarly, rhyming slogans like **“Once you pop, you can’t stop” (1968)** and **“Nationwide is on your side” (1960s)** show how rhyme produces a rhythmic structure that facilitates recall. This supports the idea presented by Dubovičienė and Skorupa (2014) that rhythm functions on a subconscious level, making slogans easy to remember. This is especially essential in advertising, where customers are exposed to large amounts of information. Secondly, these devices enhance emotional appeal. For instance, **“Because you’re worth it” (L’Oréal, 1973)** and **“Have a break, have a KitKat” (1957)** create a pleasant auditory experience through repetition and balance that can lead to positive connections with the brand. This aligns with the idea that advertising language depends on attention-seeking techniques, as emphasized by Al-Falah (2023). Thirdly, the examples show that phonetic stylistic devices contribute significantly to brand identity. Modern slogans such as **“Do what you can’t” (Samsung, 2017)** and **“Live on the bright side” (Beeline, 2010s)** illustrate how sound patterns are used in contemporary advertising, including in Uzbekistan. The fact that local brands like Ucell and Uzmobil employ similar techniques indicates that these strategies are not limited to global markets but are also actively applied in regional advertising discourse. Furthermore, the combination of rhyme and alliteration increases persuasive impact. For example, **“M&M’s melt in your mouth, not in your hand”** demonstrates how multiple phonetic devices work together to create a highly

memorable and engaging slogan. This claims that phonetic devices serve as a link between form and meaning from a stylistic perspective. This perspective is further supported by Pop and Sim (2010), who argue that stylistic features in advertising, including phonetic devices, play a key role in shaping persuasive communication and strengthening the overall impact of advertising messages. As stated by Yemelyanova and Melai (2018), sound organization carries stylistic significance. However, it is also crucial to remember that excessive usage of these devices may reduce originality. While slogans like **“No pain, no gain”** are memorable, they may lose uniqueness due to overuse. Therefore, effective advertising requires a balance between creativity and clarity, to achieve maximum impact. Overall, the analyzed examples confirm that rhyme and alliteration function as powerful persuasive tools across different time periods, industries, and cultural contexts.

Conclusion

In conclusion, English advertising slogans significantly depend on phonetic stylistic

devices, such as rhyme and alliteration. They strengthen brand identification, improve memorability, and produce emotional appeal. The study confirms that phonetic stylistics, as described by Cook (1992), is highly relevant not only in literary texts but also in modern advertising discourse. Additionally, the intentional application of sound patterns reflects the complexity of advertising language, as highlighted by Guerini and Strapparova (2015). The subconscious influence of rhythm, noted by Dubovičienė and Skorupa (2014), further explains why such devices are so effective. This is consistent with Toman (2014), who emphasize that the use of rhetorical and linguistic devices in brand slogans enhances memorability, engagement, and the overall persuasive power of advertising messages. All things considered, advertising can create slogans that are not only informative but also captivating and persuasive by utilizing rhyme and alliteration. Future research may explore other phonetic devices, such as assonance and onomatopoeia, and their role in digital advertising environments.

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