

## *A Contrastive Phonosemantic Research of Selected Advertising Titles on YouTube Platform*

**Hussain Hameed Mayuuf<sup>1</sup> , Zainab Kareem Ati<sup>2</sup> **

University of Babylon-College of Education for Human Science

University of Babylon-College of Education for Human Science

Email: [husm56@gmail.com](mailto:husm56@gmail.com), [husm56@gmail.com](mailto:husm56@gmail.com)

**Received:** 02-11-2024 **Revised:** 22-11-2024 **Accepted:** 14-12-2024

### **Abstract**

This research investigates the phonosemantics characteristics of ads titles on YouTube in both Arabic and English. Phonosemantics studies the relationship between sounds (phonetics) of nature in words, and meaning contrasts. In the same frame of phonosemantics as Pramod Kumar Agrawal, this study delves into aural vocabulary essentially sound effects that impose an emotion on the audience and makes them respond in some manner. By analyzing popular commercial ads titles, this research aims to find auditory patterns and the emotional consequences that they have. Based on these findings, specific types of phonetics (muted or very loud sounds among them) might evoke varied emotional responses in people. For example, soothing sounds can lead to relaxation whereas annoying ones will create eagerness or sense of urgency. This study supports the use of phonosemantic elements by discussing the function of sound in advertising and how these elements might enhance brand communication and stimulate online customer interaction.

### **Keywords**

Phonosemantics , Advertising, Contrastive, Youtub, Sound Symbolism



# *A Contrastive Phonosemantic Research of Selected Advertising Titles on YouTube Platfor*

**Hussain Hameed Mayuuf, Zainab Kareem Ati**

## **Introduction**

Language is the most important medium for messages to be communicated between people, and it consists of sounds that represent words. We connect these words to create phrases or sentences and then, we associate them with other phrases/sentences to get a bigger text. The smallest elements of language, phonemes do or don't mean something. According to this view, sounds are arbitrary and do not correspond with anything in reality. Therefore, this research intends to investigate how sounds alter the sense that a form (word) conveys.

With millions of people turning to platforms such as YouTube for a steady intake of content on an everyday basis, advertising has become pivotal in digital media. Additionally, advertising is absolutely essential not only to sell products and services but also how providers are positioned in the head of consumers. This is key for brands attempting to differentiate themselves in a crowded market. Based on the most recent data available (Statista, 2023). Digital Media is also interactive in nature where businesses can use user data to reach out with personalized offers that will increase their engagement and sales (Chaffey, 2023). Therefore, composing the right advertisement titles is key — because they are your very first impression of what the content has to offer and in guiding viewers whether there would even be an interest or not. Consequently, this research aims to:

1. Investigating the phonosemantic characteristics of selected advertisement titles on YouTube.
2. Analyzing the relationship between sound patterns and semantic meanings in these titles.

## **LITERATURE REVIEW**

### **Phonosemantics**

Phonosemantics defined as the study on how sounds are related to meanings and in other ways by which certain vocal features contribute, or not interfere with word salience (Hinton 2005). Key concepts include sound symbolism or the idea that certain phonemes are related to specific meanings (or emotions). In addition, the phonetics can also influence whether a word sounds attractive and memorable to people (Perniss et al., 2010). Sound itself plays an interesting role as a cognitive response (and emotional) ability to both psychological and even written expressions—with various dimensions of sound in it, this is truly unique interdisciplinary that comes plain out from some linguistics course work alongside psychology, advertising.

Phonosemantics, a sort of linguistic tool in finding meaningful sound/shape patterns in our language can give you hints on how to use fitting triggers and notions for working advertising. This research can sound to a target audience in different ways, more or less like (Hinton, 2005). On the other hand, hard consonants tend to signify power or desperation while softer ones can evoke peace and perhaps even faith. The phonetic structure of words is essential to the construction of brand images and inform consumer action, as shown in instances such (Brem & Krems 2019)

"massacring"; or else with own brands like boycotts. In advertising, knowledge about phonosemantics could keep work with target audiences. Selecting words with strategic sounds can help you evoke the intended emotions or feelings for your campaign, which ultimately makes it more successful and fulfilling.

### **Sound Symbolism**

Sound symbolism is described as the idea that certain sounds or phonetic units can carry inherent, non-arbitrary meaning. This theory is based on the idea that a word not only carries its semantic content, but also offloads meaning through sound which may cause individuals to perceive and react negatively toward it simply due solely to their association of this logographic nature. It has the following key features:-

**1. Phonetic Syllable Association** words with harder consonants (eg "k" or "t") might carry connotations of strength or abruptness versus softer sounds such as in the case ("m," or "l") may suggest gentleness or calmness (Hinton, 2005).

**2. Cultural Differences:** The meaning of some sounds can differ between different cultures. For example, the sound [s] might be associated with "smoothness" in one language and not another.

**3. Emotional Resonance:-** Sound symbolism is also an important actor in branding and advertising. The vast majority of marketers have like to use words with a nice ring to them, creating phonetic carries and rhymes that stir the warm fuzzy feelings within consumers. For example, a luxury brand might use softer sounds as it leads to elegance.

Researchers have also suggested that sound symbolism can impact consumer behaviour. Klink (2000) claims that brands using sound symbolic elements are supposed to receive higher recall rates and lead to more positive consumer attitudes. This underlines the fact that sound and meaning are two concepts intimately linked; this demonstrates how important it really is in communication and marketing strategies to think about what you hear, as much or more than being concerned with what you see.

### **Previous Research on Phonosemantics in Advertising**

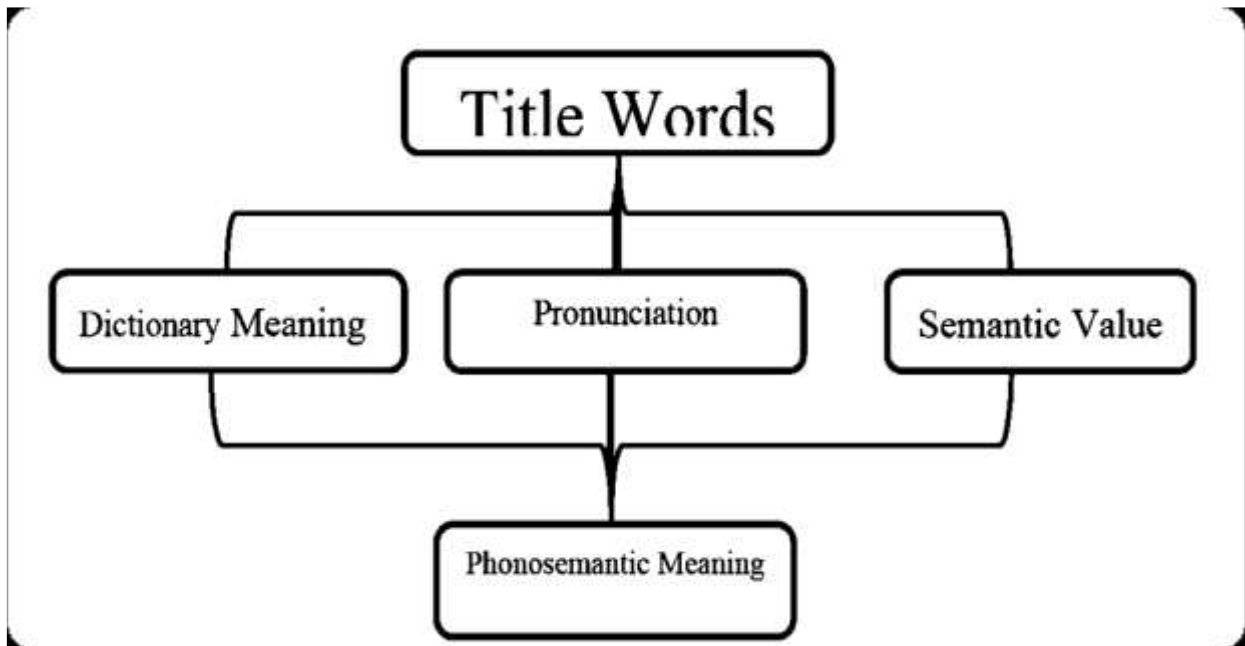
Studies have shown that the use of phonosemantics can greatly increase advertising success. Klink (2000) and recent work by Klink & Wu, 2014 show that sound symbolism in advertisements leads to increased recall rates as well as more positive consumer attitudes. Brands employ things like phonetic elements that instigate positive connotations related to the brands, usually resulting in improved brand loyalty and consumer engagement. This work is foundational in that it provides a baseline for the study of how these rules can be usefully constructed to apply broadly across modern media with specific case characteristics of YouTube advertising.

### **Methodology**

In this study, the researcher aims to examine the phonosemantics characteristics of 20 titles for advertisements that are chosen randomly from YouTube social media platform in Arabic and English languages so as to give better understanding about how sound contribute on meaning by following steps suggested according Pramod Kumar Agrawal model providing organized way concerning analyzing the relation between sounds and meanings. This model promotes a deeper understanding of how language functions in advertising contexts by emphasizing the methodical examination of phonetic features and their semantic consequences (Agrawal, 2015). This model has a lot of steps that can be detailed as below:-

- 1. Selected Advertisement Titles:** the researcher will start compiling a list of YouTube advertisements from top channels across various industries.

2. **Dictionary Definitions:** all dictionaries definitions will be provided for each title to establish their meaning as a base.
3. **Explaining correctly articulation:** this is where phonetic transcriptions of both titles given so that their fundamentals are sufficiently analysed.
4. **Evaluating the Semantic Values:** analyzing whether or not individual meanings extracted from every name's sounding properties and semantics are reinforcing or conflicting with overall brand messaging.



To ensure a functional sample of effective ad strategies, most of the data will be collected through qualitative analysis on advert titles gotten from YouTube by manual selection. When it comes to the primary focus of our YouTube ad name selection, for instance, several key criteria must be considered, in order to obtain a comprehensive and authoritative perspective. After that is the popularity of these career highlights videos and view counts. In this way the researcher can have an idea what viewers find most attractive to hear about themselves; what makes up effective content for them, in other words. In UE red she suggests a shift in what sort of titles will probably be chosen for the future. Finally titles will be chosen at different lengths and structures

### English Data Analysis

The analysis of selected English advertisements titles can be presented in the following table:-

*Table (1) The Analysis of Selected English Advertisements Titles*

Ads. Title	Dictionary Meaning	Pronunciation	Semantic Value	Phonosemantic Meaning
<i>Temu - "Shop like a Billionaire"</i>	"Shop" implies buying, "Billionaire" suggests wealth	Rounded sounds in "Billionaire" emphasize luxury	Suggests luxury is accessible	Evokes aspiration and affordable opulence

<b>Clash Royale - "The Last Second"</b>	"Last" suggests finality, "Second" indicates time	Short, sharp sounds mimic urgency	Implies critical moments in gameplay	Builds suspense, ideal for gaming
<b>Dior - "Miss Dior"</b>	"Miss" and "Dior" imply femininity and luxury	Soft sounds evoke elegance and sophistication	Conveys romance and refinement	Appeals emotionally, reinforcing luxury
<b>Staples - "The Sign"</b>	"Sign" can mean indication or branding	Smooth /s/ sound adds memorability	Suggests reliability in finding essentials	Approachable and relatable
<b>Visible Wireless - "No Straight Answers"</b>	Suggests humor or ambiguity	Long vowel sounds in "Straight" emphasize importance	Implies transparency and quirky engagement	Builds trust through humor
<b>Apple - "The Next Big Thing"</b>	Implies innovation and breakthrough	Sharp consonants emphasize excitement	Positions the product as transformative	Reinforces Apple's innovation leadership
<b>Old Spice - "Smell Like a Man"</b>	Conveys masculinity	Rhythm adds catchiness	Implies confidence and strength	Appeals to masculinity and confidence
<b>Amazon - "The Alexa Experience"</b>	Refers to using Alexa	Soft, inviting sounds suggest ease	Implies user-friendly, engaging technology	Reinforces seamless, interactive experience
<b>Coca-Cola - "Share a Coke"</b>	Sharing with others	Alliteration in "Coke" is memorable	Suggests social connection and personalization	Builds sense of community
<b>Samsung Galaxy - "Do What You Can't"</b>	Encourages breaking limits	Strong /d/ sounds emphasize action	Motivational and empowering	Inspires boundary-pushing and confidence

### Arabic Data Analysis

The analysis of selected English advertisements titles can be presented in the following table:-

**Table (1) The Analysis of Selected Arabic Advertisements Titles**

<b>Ads. Title</b>	<b>Dictionary Meaning</b>	<b>Pronunciation</b>	<b>Semantic Value</b>	<b>Phonosemantic Meaning</b>
شاي لبيتون - "الحظات من الانتعاش"	"Moments of Refreshment"	Flowing sounds provide a soothing effect	Suggests relaxation and vitality	Evokes calmness, ideal for a tea brand
بيبيسي - "عيش اللحظة"	"Live the Moment"	Rhythmic sounds evoke spontaneity	Promotes enjoyment and excitement	Appeals to youthful energy
فودافون - "العيلة"	"The Family"	Soft sounds emphasize warmth	Reflects family unity	Reinforces connection and reliability
"زين - حكايتنا"	"Our Story"	Soft, inviting sounds	Reflects shared experiences	Builds sense of community

<i>Ads. Title</i>	<i>Dictionary Meaning</i>	<i>Pronunciation</i>	<i>Semantic Value</i>	<i>Phonosemantic Meaning</i>
الشركة العربية للتصنيع - "افتح باب المستقبل"	"Open the Door to the Future"	Commanding sounds project action	Encourages progress and opportunity	Emphasizes ambition and forward-thinking
هاوي - "تحدي المستقبل"	"Challenge the Future"	Sharp sounds project determination	Suggests resilience and empowerment	Inspires courage and innovation
بيبي - "صوت الحياة"	"Voice of Life"	Flowing sounds reflect energy	Evokes joy and connection	Connects to celebration and liveliness
سامسونج - "عيش الحياة بلا حدود"	"Live Life Without Limits"	Smooth sounds imply freedom	Highlights boundless possibilities	Appeals to aspirations and open-mindedness
ماكدونالدز - "الجودة والطعم اللذيذ"	"Quality and Delicious Taste"	Emphasizes satisfaction	Promotes reliability and pleasure	Reinforces high quality and enjoyment
أوبر - "سافر براحتك"	"Travel at Your Comfort"	Smooth, comforting sounds	Suggests ease and convenience	Emphasizes relaxed, user-friendly experience

## Results and Discussion

In This section is aimed to sum up the findings of the analysis of advertisements titles in Arabic and English that can illustrated as follows:-

### Similarities between English and Arabic advertisements titles

1. Both Arabic and English use sounds for conveying meaning and emotions. Soft sounds can induce happiness, while sharp ones evoke tension.
2. The sounds of words may convey certain cultural values in the two languages. More often than not, it includes the sounds that resonate with an audience in a particular culture and region.
3. **Titles difficult to remember** if the title does not ring, catch-tune, play tunes or whatever relatives in new old languages. This increases the chances of consumers remembering your brand or product.
4. English uses phonosemantics to enhance perception of a brand. Advertisers often select sounds that reinforce what a brand stands for, which are specific to the company.

### The differences between English and Arabic advertisements titles

1. The exact sound a meaning becoming associated with can be different in other setups. Put simply, a sound that resonates positively in English might tick differently to the ear of an Arabic speaker on account of opposing cultural associations.
2. Arabic sounds are presented in a consonant root pattern where similar concepts overlap but with different emotional context than English. This shapes the way in which words are made and processed.

3. Sounds are processed differently in each culture. A foreign language can change how a word is perceived.
4. The way sounds combine in Arabic and English is influenced by the rules of grammar as well as sentence structure. This reflects in the pronunciation part, as Arabic structure is a little bit complicated which makes you need to pronounce more sounds simultaneously against English which uses simpler combination of letters.

## Conclusion

This research investigates the link between sounds and meaning, an area referred to as phonosemantics in advertising, specifically using YouTube ads. They find that sound symbolism influences consumer responses by eliciting specific emotions associated with phonetic features. These phonosemantic characteristics are used when creating global advertising with Arabic and English, for catchy titles in the related culture. Furthermore, it underscores the importance of having a shared understanding of language when it comes to creating successful marketing campaigns, something that is vitally important in today's ultra-competitive digital age. Marketers should think carefully about this, as these two elements are the ones that end up putting a certain brand in good shape or even influencing changes of habit with some consumers. The study concluded that businesses might be able to create more engaging, persuasive campaigns contributing sound symbolism into their advertising approaches.

## References

- Agrawal, P. K. (2015). *Phonosemantics: The Sound of Meaning*. Journal of Linguistics.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
- Brem, A., & Krems, J. (2019). The Role of Phonosemantics in Brand Naming. *Journal of Brand Management*.
- Chaffey, D. (2023). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Hinton, L. (2005). Sound Symbolism. In *The Handbook of Phonetic Sciences* (pp. 1-23). Wiley-Blackwell.
- Hinton, L. (2005). *Sound Symbolism*. In *The Handbook of Linguistics*.
- Klink, R. R. (2000). Creating Brand Names with Meaning: The Use of Phonetic Symbolism. *Journal of Brand Management*.
- Klink, R. R. (2000). Creating Brand Names with Meaning: The Use of Sound Symbolism. *Journal of Marketing Theory and Practice*, 8(1), 27-36.
- Klink, R. R., & Wu, L. (2014). The Impact of Sound Symbolism on Brand Names. *Journal of Marketing Theory and Practice*.
- Langacker, R. W. (2008). *Cognitive Grammar: A Basic Introduction*. Oxford University Press.
- Perniss, P., Thompson, R., & Vigliocco, G. (2010). *The Role of Sound in Sign Language and the Concept of Phonosemantics*. Language and Cognition.
- Sapir, E. (1929). *The Status of Linguistics as a Science*. Language.