

## Phonology

**Phono:** from the Greek meaning sound

**Ology:** meaning the study of

**Therefore, phonology is concerned with the sound of words.**

It may seem strange to think of considering sound in written language, but we know that readers use an “inner ear” when reading texts; **sound patterns may also correspond to visual (i.e. letter patterns) traceable by the eye.**

Manipulating patterns of sound can make a text more **memorable**. The use of devices such as **rhyme, alliteration** and the **use of puns**, which rely on sound, or playing sound off against spelling, are the staple of advertising copywriters.

Writers of “serious” texts are unlikely to use sound patterning extensively, because this can lead to a sense of **lightheartedness and playfulness** – as in tongue twisters, rhyming jingles and jokes.

- Make notes on the phonological effects achieved in the following examples:

**Headline:** Big, bronze Buddha bagged by burglars

**Shop names:** The Hairport Hairazors      Tint Inn      Classic Cutz

**Cocktails:** Sing in the Rhein      Go in Seine      Czech Mate  
 Nothing Toulouse      Barbara Seville