

THE ROLE OF PHONETIC STYLISTIC DEVICES IN CHARACTER DEVELOPMENT
AND READER ENGAGEMENT IN 'HARRY POTTER AND THE PHILOSOPHER'S
STONE'

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Abstract: This paper examines the role of phonetic stylistic devices—namely alliteration, assonance, and onomatopoeia—in shaping the immersive experience of Harry Potter and the Philosopher's Stone by J.K. Rowling. These linguistic elements contribute significantly to character development, mood establishment, and reader engagement. Alliteration is prominently used in character names and spells, reinforcing personality traits and making them more memorable. Assonance enhances the lyrical quality of the text, deepening the sense of wonder and adventure. Onomatopoeia brings scenes to life by creating auditory imagery that heightens emotional responses and narrative tension. Furthermore, the phonetic contrasts between benevolent and malevolent characters reinforce the story's moral framework, guiding readers' perceptions. By weaving these phonetic devices into key moments of the plot, Rowling creates a rhythmic and cohesive storytelling experience that captivates audiences. This study highlights how sound and meaning interact in Rowling's work, ultimately enriching the thematic depth and immersive quality of her fantasy world.

Key words: Alliteration, Assonance, Onomatopoeia, Character development, Mood establishment, Reader engagement, Narrative structure

Phonetic stylistic devices, which cover elements such as alliteration, assonance and onomatopoeia, play an important role in J.K. Harry Potter and Rowling's philosopher stone. These devices are not simply aesthetic; They influence the development of the character, establish mood and improve the participation of the reader throughout the narrative. Analyzing these phonetic characteristics provides information on how language shapes the immersive experience of a fantasy world.

Alliteration is one of the most vibrant stylistic devices used by Rowling. For example, the names of characters and spells often exhibit alliterative patterns, underlining their features or roles within the story. The character Albus Dumbledore exemplifies the prominent use of phonetics in the name of the characters, which suggests wisdom and complexity (both, 2015). This sound repetition creates a lyrical quality that resonates with readers, which makes the names more memorable and align them with the personalities of the characters. Therefore, Dumbledore's name is rich in knowledge and authority connotations, improving his stature as a guide figure for Harry and others in the narrative.

In addition, Assonance fulfills a similar function, enriching the narrative through the vocal sounds that create musicality in dialogues and descriptions. For example, when Harry first reaches Hogwarts, the descriptive language immerses readers in the lovely atmosphere of the school, characterized by phrases that evoke curiosity and amazement. The effect of assonance captures the capricious nature of the magical world, inviting readers to an adventure that feels magical and fundamental (P outo & Alim, 2024). This sound game encourages readers to feel the emotion of the discovery together with Harry, emphasizing the issues of friendship and growth that are fundamental to the plot.

In addition, Onomatopoeia plays a crucial role in establishing a mood throughout the text. Rowling uses immutable words to sound to give life to scenes, whether they represent magical duels or quiet moments of reflection on Harry's trip. Onomatopoeia instances such as Bang, Crash and Whisper not only transmit vivid images, but also evoke emotional responses from readers, underlining the tension or tranquility of a scene. For example, chaotic sounds during a Quidditch party increase emotion and urgency, effectively attracting readers to action and forcing them to empathize with the experiences of the characters (Benmoussa, N.D.).

The phonetic devices in Harry Potter and the stone of the philosopher contribute to the development of the character, since they often reveal subtleties of personality and intention. The characters that are aligned with the dark, such as Voldemort, are frequently associated with tougher sounds, creating an auditory contrast with the softest phonetic qualities of the most benevolent characters. This contrast serves to reinforce the moral dichotomy present in Rowling's narrative, guiding the reader's perceptions to distinctive heroes and villains. As Ramdani and Hennad (2022) point out, phonetic elections reflect broader issues of well versus evil and help delineate the character arches that evolve throughout the narrative.

In addition to the development of the character, the impact of phonetic stylistic devices in mood cannot be exaggerated. Rowling orchestra carefully the sounds of words to evoke specific feelings within their readers, shaping their emotional responses to the events that take place. For example, disturbing sounds associated with the forbidden forest create an atmosphere of mystery and danger, increasing the tension as Harry sails this treacherous space. Such elements that establish the mood encourage readers to commit more deeply, providing a richer and more nuanced understanding of the characters and their environments (Bidasiuk et al., 2023).

The commitment to Harry Potter and the philosopher of the stone is even more improved through the interaction of phonetic devices with the narrative structure. Rowling's use not only attracts readers to history, but also reinforces the issues and key motives. By integrating alliteration and assonance in the fundamental moments of the plot, such as spell reading or the development of magical events, the author creates a rhythm that guides readers through important transitions in trips of characters and plot developments (Glinka, Zaichenko and Machulianska, 2021). This rhythmic guide keeps readers attentive and provides a sense of cohesion that strengthens the general narrative.

Ultimately, phonetic stylistic devices in Harry Potter and the Philosopher's Stone serve as essential tools for the development of the character, the establishment of the mood and the commitment of the readers. Through the intelligent use of alliteration, assonance and onomatopoeia, Rowling creates a text that resonates both emotionally and intellectually with its audience. By intertwining sound and meaning, not only enriches the reading experience, but also invites readers to explore deeper issues about morality, friendship and self-discovery embedded within their fantastic world (NGOs and Dipolog-Ubanan, 2021). Through this analysis, it is evident that the phonetic elections in Rowling's work create a vibrant and immersive landscape that continues to love and involve readers of all ages.

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