

PHONAESTHEMES, OR SOUND SYMBOLISM

Three words with similar sound characteristics are given in each row. Add another three (or as many as you can) to the group which in your mind are associated with the shared sound. Then give a description, however general, to the meaning you associate with it.

fizzle, razzle, sizzle: _____

bluff, blurb, blunt: _____

whiff, sniff, puff: _____

flush, whoosh, swish: _____

spark, snicker, flicker: _____

dangle, jingle, spangle: _____

Add more:

Can you think of product names that send the wrong signals?