As results to the interview with the participants and literature review studies, the research finds that the pronunciation problems related to the brands name are originated from: Firstly, numerous phonetic differences between English and Arabic, with Modern Standard Arabic (MSA) having three short vowel phonemes, three long vowel phonemes, and two diphthongs compared to 12 long and short vowel phonemes and 8 diphthongs in English.Phonetic symbolism is a complex field of study that focuses on vowels and consonants.

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