SOME GENERAL DISTORTION RESULTS FOR $K(\alpha)$ AND $S^*(\alpha)$

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Abstract. In this paper we present some general distortion results for the classes $K(\alpha)$ and $S^*(\alpha)$ of convex, respectively starlike functions of order α on the unit disc. For this, we start from a classical result for the class S of univalent and normalized functions on the unit disc. Furthermore, since when $\alpha = 0$ these classes reduce to the well-known classes of starlike and convex functions, we obtain also some general distortion results for the classes K and S^* of convex, respectively starlike functions on the unit disc.

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Key words. Univalent functions, starlikeness of order α, convexity of order α, coefficient estimates, distortion results.

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