

Alliteration

(a language technique)

pickled peck
peppers Piper
Peter of
picked

Introduction

The purpose of this PowerPoint is to introduce the use of alliteration as a language technique.

By the end of this PowerPoint you will have the knowledge and understanding of how to identify the technique within a range of texts.

When completing any form of writing activity for functional skills, try to apply the technique you've learned.

Learning outcomes

- To define the term 'alliteration'
- To develop knowledge and understanding of the language technique

Alliteration

What is your understanding of the term 'alliteration'? Write down your immediate thoughts.

Definition

The repetition of the same sounds or the same kinds of sounds at the beginning of words or in stressed syllables of a phrase.

*For example,
as **busy** as a **bee***



Everyday examples of alliteration

- Make a mountain out of a molehill
- Right as rain
- Dead as a doornail



Brand examples

- Coca-Cola
- Costcutters
- Dunkin' Donuts
- PayPal



<https://www.paypal.com/uk/webapps/mpp/personal>

Popular advertising slogans

You'll never put a better bit of butter on your knife

Country Life Butter

Don't dream it. Drive it.

Jaguar

Made to make your mouth water

Opal Fruits



Cartoon characters

Fred Flintstone

Mickey Mouse

Bugs Bunny

Can you name any others?

(Think about the Harry Potter books or films)

Activity

Identify the **alliteration** from within the three sentences.

1. My neighbours are not normally noisy.
2. The wind was whistling through the weeping willows.
3. The ventriloquist varied his voice vociferously.

Alliteration does not need to be an entire sentence. Any two-word phrase can be alliterative.

A popular music example

Artist: **Ne-Yo** Song title: **So Sick**

<https://www.youtube.com/watch?v=IxszIJppRQI>

Example from the link attached:

'So sick of love songs so sad and slow'

In the News

Can you find other examples from within a variety of daily newspapers?

Squawking seagulls swoop on sunbathers.

Magic Murray marches into Queen's final



An example within poetry

Edgar Allan Poe – The Raven

*Once upon a midnight dreary, **while** I pondered, **weak** and **weary**,
Over many a quaint and curious volume of forgotten lore,
While I **nodded**, **nearly napping**, suddenly there came a
tapping,
As of some one gently rapping, rapping at my chamber door.
'Tis some visitor,' I muttered, 'tapping at my chamber door -
Only this, and nothing more.'*

Robert Louis Stevenson

“... his appearance: something **displeasing**, something **down-right detestable**. I never saw a man I so disliked and yet I scarce know why.”

The Strange Case of Dr. Jekyll and Mr. Hyde

Exam Focus - Reading Level 2

Refer to the City and Guilds Level 2 Reading paper **Cycling**
Question 3 (document 1)

Refer to the City and Guilds Level 2 Reading paper **Saving Energy**
Question 4

So, did you find the alliteration examples? **(answers section)**

‘CAR CONGESTION CAN CAUSE CHAOS FOR CYCLISTS’ - (subheading from within the text displays the use of alliteration)

Saving Energy (document)

‘Eco Energy Experts’ – (alliteration found within the heading)

Exam attention

At level 2, the greater emphasis is now on how language has been selected and used by the author to enhance communication.

- *Always read the question carefully.*
- *Some questions will ask for examples of a technique being used, whereas others will ask for an explanation of why the technique is effective.*

Taken from the Guidance for Delivery of Functional Skills English, City and Guilds

Further exam practice

Instructions

Refer to the City & Guilds Level 2 Reading
Mobile Phones practice test paper, **question 6**

Identify and give examples of two language techniques being used in the text and explain how they help to convey meaning.

Question 6 answer

City & Guilds Level 2 Reading **Mobile Phones**
practice test paper, **question 6**

Alliteration

Stylish, smart, super fast smartphones , big is beautiful,
fabulous photos, savvy salesman sell, crystal clear

Explanation:

Draws attention to the phrases, emphasises the
authors view

Alliteration answers

Identify the alliteration within the three sentences.

1. My **n**eighbours are **n**ot **n**ormally **n**oisy.
2. The **w**ind **w**as **w**histling through the **w**eeping **w**illows.
3. The **v**entriloquist **v**aried his **v**oice **v**ociferously.

Harry Potter film/book

characters (some of the answers you could have given)

- Moaning Myrtle
- Severus Snape
- Quirinus Quirrell
- Parvati Patil
- Cho Chang
- Stan Shunpike
- Luna Lovegood



<http://www.fanpop.com/clubs/luna-lovegood/images/37111464/title/luna-lovegood-photo>