

Alliteration

It is a stylistic device in which a number of words, having the same first consonant sound, occur close together in a series.

- But a better butter makes a batter better.
- A big bully beats a baby boy.

Both sentences are alliterative because the same first letter of words (B) occurs close together and produces alliteration in the sentence. An important point to remember here is that alliteration does not depend on letters but on sounds. So the phrase *not knotty* is alliterative, but *cigarette chase* is not.

- Dunkin' Donuts
- PayPal
- Best Buy
- Coca-Cola
- Life Lock
- Park Place
- American Apparel
- American Airlines
- Chuckee Cheese's
- Bed Bath & Beyond
- Krispy Kreme
- The Scotch and Sirloin

We also find alliterations in names of people, making such names prominent and easy to be remembered. For instance, both fictional characters and real people may stand out prominently in your mind due to the alliterative effects of their names. Ronald Reagan

- Sammy Sosa
- Jesse Jackson
- Michael Moore
- William Wordsworth
- Mickey Mouse
- Porky Pig
- Lois Lane
- Marilyn Monroe
- Fred Flintstone
- Donald Duck
- Spongebob Squarepants
- Seattle Seahawks

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