

# Alliteration

Alliteration is a writing technique in which the same **initial sound** is **repeated** in a series of words.

Many song titles, film titles and brand names are alliterative. For example:

- o Surfin' Safari
- o Heartbreak Hotel
- o King Kong
- o Dr Dolittle
- o Coca-Cola
- o Dunkin' Donuts



Have a look around your house, garden or when you are on a daily walk and look for signs of alliteration. It could be an advert you see on the TV, a name, a book or film title or even the lyrics of a song. Write them down in a list – how many can you get? Here are some I came up with...

## Sarah's Example:

- The Worst Witch (book title)
- PayPal (an app on my phone)
- Sainsbury's Supermarket (seen on my daily walk)