Alliteration is a literary device that repeats the same initial consonant sounds in multiple words. Alliteration is used by writers or poets to make their writing more interesting, memorable and distinctive. The main reason of applying alliteration in poetry is that it sounds pleasing. By using alliteration it is easy to get the attention of readers or listeners. This article analyses use of alliteration in English and Uzbek literature.

**Keywords:** alliteration, a literary device, poetry, poems, tongue twisters, consonant sounds, stress, syllable, children’s poetry.

**Kirish.** Alliteration is a literary device that repeats a speech sound in a number of words that are adjacent to each other. Alliteration uses consonant sounds at the beginning of a word to give stress to its syllable. This technique has an important role in poetry for strong rhythm and musical structure of any verse. Alliteration is not the repetition of consonant letters, but rather the repetition of the consonant sound at the beginning of words. For example, the words “clever kids” is alliterative. Although the words begin with different consonant letters, they possess the same consonant sounds. However, the words “philosophical problem” is not alliterative. Because the words begin with the same consonant, but they have various initial sound.

**Mavzuga oid adabiyotlarning tahlili.** We can find so many examples for alliteration not only in poems, but also in our daily life. A great deal of companies and brands use alliteration to name themselves such as Coca-Cola, Chuckee Cheese’s, American Airline, British Broadcasting Corporation, Best Buy and it is very easy to remember them. Furthermore, alliteration is also used in titles, headlines, proverbs and sayings: A Double Dose of March Migration Madness, Machine-Made Molecules Better?, Columbo the cat ‘shows the best of British courts’, “Sense and Sensibility” (J. Austin), “Pride and Prejudice” (J. Austin). In Uzbek literature there are names of novels which uses alliteration such as “Qutlug qon” (Oybek), “Quyosh Qoraymas” (Oybek), “Sengan setor” (M. Osim). Moreover, we can come across alliteration in tongue twisters:

A good cook could cook as many cookies as a good cook who could cook cookies.  
Black bug bit a big black bear.  
Alliterative tongue twisters are utilized mostly by children, they are useful for practicing and improving pronunciation, fluency, and articulation. In Uzbek there are also alliterative tongue twisters:

G'on'i g'ilDIRakni g'izillatiq g'ildiradi.  
Jamila jiydani joyiga joyladi.

Furthermore, there are alliterative hero names in many novels such as Peter Pan, Rodian Romanovich Radkolnikov, Captain Cecil Cameron, Qalandar Qarnoiqy.  
There are proverbs, saying which use alliteration:  
Many a mickle (little) makes a muckle (a lot).  
In Uzbek we come across alliterative proverbs:  
Ko p ko'rgan, ko' p bilar.  
Bir bosh-balo bosh, iki bosh-mardonba bosh.

The repetition of the initial sounds of the stressed words in the line, as it were, integrates the utterance into a compositional unit. Unlike rhyme in modern English verse, the semantic function of which is to chain one line to another, alliteration in Old English verse was used to consolidate the sense within the line, leaving the relation between the lines rather loose. But there really is an essential resemblance structurally between alliteration and rhyme (by the repetition of the same sound) and also functionally (by communicating a consolidating effect). Alliteration is, therefore, sometimes called initial rhyme.

The traditions of folklore are exceptionally stable and alliteration as a structural device of Old English poems and songs has shown remarkable continuity.

**Tadqiqot metodologiyasi.** There is widely use of alliteration in English and Uzbek poetry. Alliteration allows words and phrases to flow together in a rhythmic, musical way that enhances both poetry and prose. Reading alliterative writing aloud is...
more pleasant than reading non-alliterative writing, and may make reading easier for the average person in general. Alliteration allows the words to leave the page and directly interact with the mind in a synchronous manner. As a result, another sort of reading or listening experience singular to alliterative works of art occurs. Enhanced flow and beauty merge with prose, poetry, or spoken word when alliteration is used, and sounds a writer wishes to convey may also be made present through alliteration. Alliteration is one of the most approachable literary devices since it makes reading easier and has an instant impact just by saying or reading the alliterative phrases. Authors create melodic verses or metrical patterns with an impact of tension, fulfillment, or even relaxation, and utilize alliteration to create a sense of flow.

Tabi'l va natijalar. In English poetry many poets use alliteration as a literary device. In William Shakespeare’s work alliteration was applied a lot. There are several examples in Romeo and Juliet, but his poetry often used alliteration too. For example, in “Sonnet 5,” the “b” sound in beauty, bareness and elsewhere. In the following poem Erkin Vohidov uses the repetition of consonant sounds ‘m’ sound in the different syllables of the words.

In the poem “The Rime of the Ancient Mariner” by Samuel Taylor Coleridge, the words sun/sea/sea, beat/breast/bassoon, red/rose, and merry/minstrelsy are alliterative:

The Sun came up upon the left,
Out of the sea came he!
And he shone bright, and on the right
Went down into the sea,
Higher and higher every day,
Till over the mast at noon—
The Wedding-Guest here beat his breast.
For he heard the loud bassoon,
The bride hath paced into the hall,
Red as a rose is she:
Nodding their heads before her goes
The merry minstrelsy.

In Uzbek poetry, one of the well-known poets Iqbol Mirzo uses alliteration in his following poems and there is a repetition of initial ‘q’ sound in Uzbek:

Qorako’z turnalar Qo’qonga qaytar…
Ammo sen ro’yosan, bilmayman,
Qavdasan va qachon qaytisan?
Qumdan qurgan qo’rg’onim qani?

Here is another example and the repetition of the consonant sounds ‘b’ and ‘g’ in Uzbek:

Bu bo’ m-bo’ sh bog’imga bahorlar kelg ay-
Umidlar ufurib, uforlar kelgay,
G’a rib g’orotlardan g’uborlar kelgay,
Rahmingiz kelmam?

By using alliteration the poet makes the poem more pleasant and beautiful. Following alliterative poem by Erkin Vohidov is the best example for alliteration in Uzbek literature and the poet uses alliteration in a great way:

Qaro qoshing, qalam qoshing,
Qiyyiq qyrlima qoshing, qiz.
Qilur qatlima qasd quyrab —
Qilich qotil qaroshing, qiz.
Qafasda qalb qushin qiynab,
Qanoat qoqmoqqa qo’ymaysan.
Qarab qo ygil qiyo,
Qalibmin qizdirsin quyoshing, qiz.

In the following poem Erkin Vohidov uses the repetition of the sounds ‘q’ and ‘r’:

Ishonchim bor,
Hatso’nggi manzilga
Seni aso qilib yetib borurman.
Rost qaddim qilgusi raso,
Chunki to’g’riliging kuching, qalamim.

Alliteration is not only the repetition of the initial sound, but also it is the repetition of the same sound in number of words. In the following poem of Erkin Vohidov, there is the repetition of the consonant sound ‘m’ sound in the different syllables of the words.

Mayliga,
Men tutqan bo’lism,
Sen ozod bo’l,
Onajon!
Ming qyinoqda o’lsam,
Yurtim, bor bo’l,
Bo’l omon.
Umirim yetsa,
Mehring tayanch,
Seni yayrab kuylar m'an.
Bu kun esa,
Mushkul ayanch Qismatingni o'ylar m'an.

Alliteration is used in children’s poems as well to make poems easy to remember. We can see a lot of alliterative poems in both English and Uzbek poetry. Peter Piper by John Harris is a superb example for this:

“Peter Piper picked a peck of pickled peppers,
A peck of pickled peppers Peter Piper picked;
If Peter Piper picked a peck of pickled peppers,
Where’s the peck of pickled peppers Peter Piper picked?”

In Uzbek literature a lot of children’s poets use alliteration when they write poems for children. One of the most favourite poets of children Tursunboy Adashboyev remembers about his childhood in his poem “Tush bo’lib qolsin mayli...” and uses alliteration:

Dumbul bo’lgan bug’doyning
Qaychilayman poyasin.
-Bu bir qozon qo’g’irmoch
Shodligim nihoyasiz.

Xulosa va takliflar. All things considered, a lot of writers employ literary devices to draw readers’ attention in and keep them engrossed in their story, poetry, or book. Writers add an extra, intriguing touch to their work by using literary devices correctly. Alliteration also has the effect of making sentences sound snappier and more engaging to read. Several authors employ these strategies to entice readers to experience particular feelings within the book and, eventually, find their writings captivating enough to finish reading.

REFERENCES