



Unit 6 Literacy and Technology


Alliteration

-----*From Cursive to Cursor*
(1. *iExplore*)





Smart Design



*Teaching
Objectives*



*Teaching
Process*



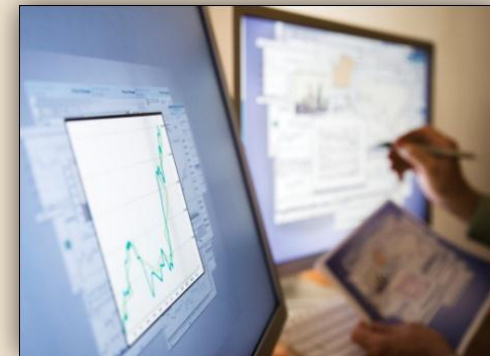
Assessment


Writing Skills

Title

From *Cursive* to *Cursor*

From *Cursive* to *Cursor*





Teaching Objectives

Students will be able to:

- 1 Identify alliteration in contexts*
- 2 Know the use and effects of alliteration*
- 3 Apply alliteration in composing and translating*



Teaching Process

- 1 Definition of Alliteration
- 2 Use and Effects of Alliteration
- 3 Alliteration in Composing and Translating
- 4 Assessment on Using Alliteration



Assessment

Immediate Assessment:

- 1 Identify alliteration in the movie *Alice in Wonderland*
- 2 Apply alliteration in describing the characters in *The Dream in the red Mansions*.
- 3 Translating the sentences in question with alliteration

Delayed Assessment:



Assessment

1. Think of the translation strategies for contexts with alliteration.
2. Entitle the piece of news by using alliteration.

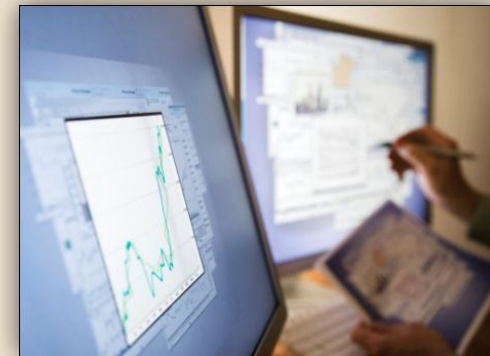


Writing Skills

Title

From Cursive to Cursor

From *Cursive* to *Cursor*



Alliteration in Titles



Pride and Prejudice

Sense and Sensibility


--Jane Austen

O My Love's Like a Red Red Rose


--Robert Burns



Definition of Alliteration



Alliteration is the repetition of initial consonant in two or more words that are close together.





Small Title Here

Use of Alliteration





Use of Alliteration



*Literary Works
(Poetry, Prose,
Tongue Twister)*

News Reports



*Use of
Alliteration*



Proverbs

Advertisements



Alliteration in Literary Works

eg. The *fair breeze blew*, the white
foam flew.

The *furrow followed free*;

We were the first that ever burst

Into that *silent sea*.

(S.T. Coleridge)



Alliteration in Literary Works

Let every nation know, *whether* it *wishes*
us *well* or ill, that we shall *pay* any *price*,
bear any *burden*.

(John F. Kennedy)



Alliteration in Other Fields

Tongue Twisters:

Peter Piper picked a peck of pickled pepper.

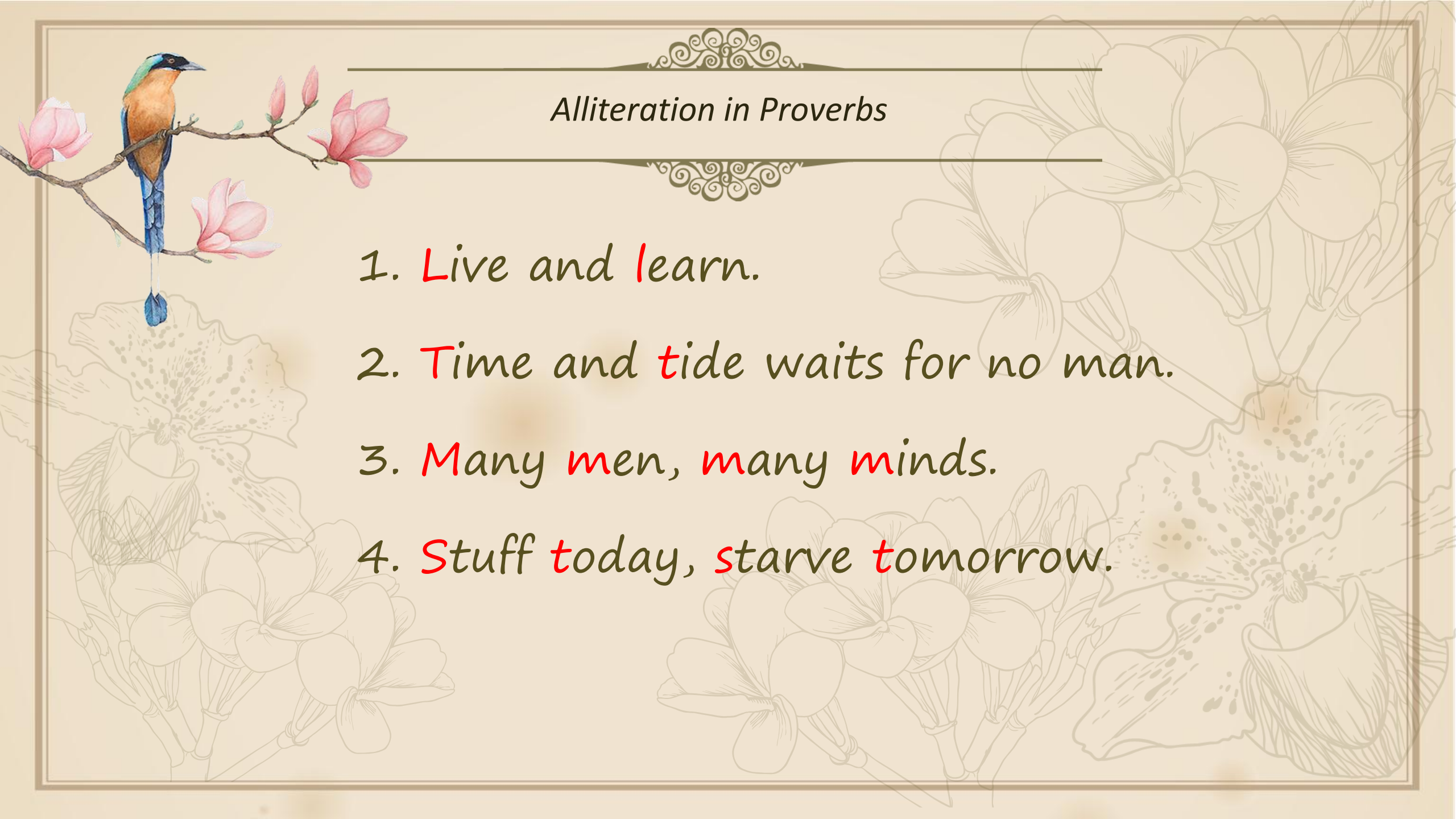
A peck of pickled pepper Peter Piper picked.

If Peter Piper picked a peck of pickled pepper, where's the peck of pickled pepper

Peter Piper picked?



Alliteration in Proverbs

1. *Live and learn.*
 2. *Time and tide waits for no man.*
 3. *Many men, many minds.*
 4. *Stuff today, starve tomorrow.*
- 



Alliteration in News Report



- *Starlight on Skyline, Galaxy of Glamour*
高楼摩天，星光灿烂；火树银花，瑰丽绝伦。



Alliteration in Advertisement

Sea, sun, sand, seclusion-- and Spain!



Identify Alliteration in Alice in Wonderland

爱丽丝梦游仙境片段2

辉煌之日越来越近了
The Frabjous Day is almost upon us.



Identify alliteration in *Alice in Wonderland*

Alice: I've been shrunk, **s**tretched,
scratched and **s**tuffed into a
teapot.



Language Effect



- *Add rhyme in the context.*
- *Get musical effects.*
- *Leave the readers or audience deep impression.*



Small Title Here

**Alliteration in
Composing
and Translating**



Characters in A Dream in Red Mansions



Alliteration in Composing

Sincere and sympathetic



Alliteration in Composing

Sensitive and sentimental



Alliteration in Composing



Social and sophisticated



Alliteration in Translating

外语教育的五个目标是：运用外语交际，体现多元文化，贯连其他学科，比较语言文化特征，应用于国内多元社区。



Alliteration in Translating

外语教育的五个目标是：运用外语**交际**，体现多元**文化**，**贯连**其他学科，**比较**语言文化特征，应用于国内多元**社区**。

Five goal areas in foreign language education:
Communication, **C**ulture, **C**onnections,
Comparisons and **C**ommunities.

Alliteration in Translating

Exercise

广东人什么都拿来吃，天上飞的，水里游的，陆地上跑的。

Cantonese put anything with feathers, fins and feet (fins, furs and feathers) on their dining table.





Alliteration in Translating

It was a splendid population—for all the **s**low,
sleepy, **s**luggish-brained **s**loths **s**tayed at home.

译文一：这是一批卓越能干的人民——因为那些行动迟缓、
头脑迟钝、睡眠惺忪、呆如树懒的人留在了家乡。

译文二：（出来的）这帮人个个出类拔萃——因为凡是呆
板、呆滞、呆头呆脑的呆子都呆在了家里的。



Small Title Here

Assessment





Assessment

1. Think of the translation strategies for contexts with alliteration (compare alliteration with “双声” and “叠词” in Chinese).
2. Entitle the piece of news by using alliteration.



Thanks For Your Attention

Thanks!

