

# CA-2: Alliteration

[Contents \[hide\]](#)[Page](#) [Discussion](#)[Read](#)**Beginning**[Definition](#)[Example](#)[Explanation](#)[See also](#)[References](#)

## Definition

The appearance of a succession of words where the initial letter of the word is same.<sup>[1]</sup>

## Example

وَمَكَرُوا مَكْرُوا وَمَكَرْنَا مَكْرُوا وَهُمْ لَا يَشْعُرُونَ

Quran 27 :50

They planned a plan, and We planned a plan.

## Explanation

This sentence has multiple repetitions of the letter *ma* at the start of successive words.

## See also

- [CA-1: Paronomasia](#)

## References

- ↑ Hussein Abdul-Raof, *Arabic Rhetoric: A Pragmatic Analysis*  (Oxford: Routledge, 2006), 259-260, ISBN 9780415386098. DOI: [10.4324/9780203965399](https://doi.org/10.4324/9780203965399)

Categories: Arabic Rhetorical Devices | Linguistic Embellishments ('ilm al-badī') | Wordplay & Phonetic Styling

Permanent page link: <https://doi.org/10.64393/balaghah.Q68>

This page was last edited on 17 November 2025, at 01:26.



المجانسة الاستهلاكية

### CA-2: Alliteration

**Category** Linguistic Embellishments ('ilm al-badī')

**Subcategory** Wordplay & Phonetic Styling

[Balaghascore.com](#) ↗

**Code** CA-6 ↗

[BalaghahBase.org](#) ↗

**Code** Q68 ↗

[OpenAlex](#) ↗

**ID** W4415357193 ↗

[Cite this page](#)

 **DOI** [10.64393/balaghah.Q68](https://doi.org/10.64393/balaghah.Q68) ↗

[Download PDF](#) 