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UNRAVELING THE WORLD OF CLICHES

СКЛАДНИЙ СВІТ КЛІШЕ

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This article delves into the fascinating realm of clichés, ubiquitous elements found in various forms of communication. Through an examination of political and everyday speeches, literary works and advertising, we uncover the role clichés play in shaping public perception and influencing attitudes. From time-worn phrases frequently used by people to evoke emotions, to the familiar slogans and catchphrases, clichés have become an integral part of modern discourse. The authors aim to analyze the use and influence of clichés in different speech styles, their impact on human consciousness, the ability to think critically and independently, and also to identify the positive aspects of clichés. The scientific novelty of the article lies in the study of the role of clichés in strengthening stereotypes and cultural norms in mass media, literature and everyday situations. We explore the power of these well-worn expressions to simplify complex concepts, their potential to evoke nostalgia, and the challenge they pose in striking a balance between familiarity and originality. Moreover, this article highlights the need for creativity in communication to keep clichés from becoming stale and ineffective. In analyzing how clichés shape language and impact our daily lives, the authors reflect on the delicate art of employing clichés while striving for meaningful and authentic communication. Clichés can be both useful and helpful when learning a foreign language, but their effectiveness depends on how they are used and understood in the context of language learning. They provide cultural insights, help with vocabulary acquisition, and aid in understanding native speakers better. The conclusion suggests that the rejection of clichés forces us to think critically about how we speak and encourages a deeper understanding of the hidden meaning of words. It allows us to get to the heart of our ideas, shedding light on the complexities and nuances that make our thoughts truly unique. In a world where language is constantly evolving, clichés have become pervasive and stifling, hindering the true power of communication. This article delves into both the damaging and positive effects of clichés on language and explores the importance of breaking free from their monotony.

Key words: clichés, well-worn expressions, familiarity, figurative phrases, vocabulary acquisition, forms of communication.

Ця стаття присвячена заплутаному царству кліше, елементів, які можна знайти в різних формах спілкування. Досліджуючи політичні промови, повсякденне мовлення, літературні твори та рекламу, ми розкриваємо роль кліше у формуванні суспільного сприйняття та їх впливу на свідомість. Від застарілих фраз, які часто використовують політики, щоб викликати емоції, до звичних гасел і крилатих фраз, що прикрашають рекламу, кліше стали невід'ємною частиною сучасного дискурсу. Автори ставлять за мету проаналізувати вживання та вплив кліше в різних стилях мовлення, їх вплив на свідомість людини, здатність критично та самостійно мислити, а також виявити позитивні сторони кліше. Наукова новизна статті полягає в дослідженні ролі кліше у зміцненні стереотипів і культурних норм у засобах масової інформації, літературі та повсякденних ситуаціях. Ми досліджуємо силу цих затертих виразів для спрощення складних понять, їх здатність викликати ностальгію, а також виклик, який вони створюють у досягненні балансу між звичністю та оригінальністю. Аналізуючи те, як кліше формують мову та впливають на наше повсякденне життя, автори розмірковують про тонке мистецтво використання кліше, прагнучи до осмисленої та автентичної комунікації. Кліше можуть бути як позитивними, так і корисними під час вивчення іноземної мови, але їх ефективність залежить від того, як вони використовуються та розуміються в контексті вивчення мови. Вони надають культурні знання, допомагають здобути словниковий запас і допомагають краще розуміти носіїв

мови. Висновок свідчить про те, що відмова від кліше змушує нас критично мислити і спонукає до глибшого розуміння прихованого значення слів. Вона дозволяє нам проникнути в суть наших ідей, проливаючи світло на складнощі та нюанси, які роблять наші думки справді унікальними. У цій статті розглядається як негативний, так і позитивний вплив кліше на мову.

Ключові слова: кліше, затерті вислови, фамільярність, образні фрази, засвоєння словникового запасу, форми спілкування.

Introduction. Clichés are expressions that are used so many times, by so many people, that they've rather lost their meaning and don't always mean very much. A cliché can be referred to an overused expression, phrase, idea, or theme that has become predictable and lacks originality. We find clichés in different forms of communication ranging from speeches, literature, movies to everyday conversation. People recognize clichés easily because they are so familiar, used so often that they diminish the meaning of the message which is conveyed. Take as an example the expression "whiter than white". It is a description for the colour that is perceived not original and commonplace.

By depending on clichés, individuals inadvertently restrict their creativity and restrict their capacity to express complex emotions and ideas. The detrimental effects of clichés extend beyond personal expression; the article explores their impact on storytelling, media, and advertising. It points out how the constant recycling of clichéd narratives and catchphrases can diminish the art of storytelling and lessen the emotional connection between the audience and the content. However, the speakers should learn to recognize the presence of clichés in their own communication and actively challenge them. By embracing more original language and thought-provoking expressions, individuals can unlock their creative potential and stand out in a world filled with repetitive rhetoric.

The purpose of the article is to examine the psychological impact of clichés on the human mind, revealing how they can create mental shortcuts, limiting man's ability to think critically and independently and to investigate what effects clichés have on the clarity and understanding of people's messages. The research objective is also to find out whether the identification and avoidance of clichés can enhance the effectiveness of human communication. The authors also aim at finding out positive aspects of clichés.

The object of study in this article is to analyze the usage and impact of clichés in discourse and investigate the role of clichés in reinforcing stereotypes and cultural norms in media, literature and everyday situations.

Methodology. To achieve these objectives, the article will conduct a comprehensive analysis of speeches, debates, literary works and media coverage. It will employ qualitative techniques to identify and categorize commonly used clichés. The study may also include surveys or focus groups to gauge public perceptions of clichéd English language.

People often use clichés subconsciously, some like to give clichéd advice such as "Live and learn", "No pain, no gain" or "Don't bite the hand that feeds you" because they don't find what else to say. Clichés are often idioms, that is, figurative phrases that have an indirect meaning.

The term "cliché" is a French word dating to the beginning of 19th century that meant "to produce or print in stereotype." A stereotype was a printing plate used to create abundant versions of the same design. Printers heard a "clicking" sound during this process, which gave birth to the onomatopoeic word "cliché." By the end of the 19th century, the word "cliché" started to take on the meaning we know today. This word evolved from describing the process of repeating printed designs to describing repetitive and overused phrases or ideas.

Analysis of recent research and publications. The study of clichés falls within the domain of linguistics and literary analysis. The nature of clichés, their usage and impact on communication and language have been studied by linguists, cognitive scientists, sociolinguists and other scholars which have approached the issue in different ways.

Most phrases now considered clichéd originally were regarded as striking but have lost their force through overuse. Gérard de Nerval, a French poet, essayist, and translator, a significant figure in the Romantic movement, once said, “The first man who compared woman to a rose was a poet, the second, an imbecile [1].

The study of clichés can also be found in various academic papers, books, and articles written by scholars from these fields. George Orwell's essay “Politics and the English Language” touches on the issue of clichés in writing and how they can weaken communication and thought. In his essay titled “Politics and the English Language,” which was first published in 1946, Orwell criticizes the decay of the English language and provides guidelines for clear writing. “Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.” Orwell emphasizes the importance of originality and avoiding clichés to make writing more vivid and fresh [2, p. 32].

Research on clichés often delves into their origin, evolution, cultural significance, and effects on language and communication. It's an interesting area of inquiry that sheds light on the ways language shapes our thoughts and expressions. Geoffrey Leech, a prominent linguist and language researcher, has discussed clichés in his work. He highlighted the importance of clichés in language and communication, as they often convey familiar and widely understood meanings efficiently. Clichés are common expressions or phrases that have been overused to the point where they may lose their original impact [3]. Susie Dent, an English lexicographer and etymologist, has studied and researched a lot about language, including the origins and meanings of clichés [4]. Steven Arthur Pinker, a popular science author, Canadian-American psychologist, psycholinguist supports a evolutionary psychology and the computational theory of mind. His book “The Stuff of Thought” delves into the use of language, including the nature and prevalence of clichés. In the book Pinker analyzes “how our words relate to thoughts and to the world around us and reveals what this tells us about ourselves”[5].

Mark Twain, a famous American writer and humorist, commented on the use of clichés in his novel “The Adventures of Tom Sawyer.” The novel, published in 1876, is a classic of American literature and tells the story of a young boy named Tom Sawyer and his adventures in the fictional town of St. Petersburg, inspired by Hannibal, Missouri, where Twain grew up. In Chapter 9 of “The Adventures of Tom Sawyer,” Twain humorously criticizes the monotonous and unoriginal way people pray. “*Miss Polly's gratitude when she recovered her spectacles the next day, neither she nor the minister could ever forget. But the minister's wife did not look her thanks — words were too tame, too cold — and the gift was too great, too noble, for speech. When she tried to express it in words she could only cry, and the sobs were so eloquent that the tears poured from the minister's eyes, too, and he put his arm around her and cried, too. And from that day till now, they never are parted for a single moment, and you would not know them for the same people*” [6]. In this passage, Twain playfully mocks the use of clichéd language in Aunt Polly's expressions of gratitude, suggesting that it lacks authenticity and genuine emotions. It's worth noting that while “The Adventures of Tom Sawyer” is the work where Twain directly mentions the use of clichés, he is known for his keen wit and satirical commentary on various aspects of society and language in many of his writings.

Many authors think that by using a cliché, writers lack originality, making readers want to yawn and stop reading papers. Albert Jack claims that such expressions litter the English language. Nigel Fountain wrote: “Clichés are so familiar in everyday speech that they have become trite, meaningless and all too often extremely irritating” [7, p. 7]. Clichés make the writing and argument interchangeable with anybody else's. Clichés are vague. In other words, these phrases are not just meaningless, they are actively ignored. Their use can also make a writer look lazy and unimaginative. Worse still, some clichés have taken on almost the opposite meaning because we are so cynical about them.

We can say that in some cases the use of clichés as a literary device is acceptable, because they are a quick way to express a certain concept without the need for details. Although clichés can be found in all aspects of storytelling, they should always be chosen wisely. The fact that they are so commonplace

means they are universally understood. Clichés are used in various forms of communication and are encountered in different contexts. They can be found in everyday communication, social media, news, literature and greeting cards. Let's consider the examples.

Literature: Clichés are found in different literary works like novels, short stories, poems, and other forms of written literature. Writers may use them to deliver ideas quickly or to induce a familiar sentiment. Clichés are familiar to both writers and readers. Using clichés can create a sense of comfort and recognition for the reader, evoking shared experiences or cultural understanding. They can carry a certain emotional resonance because they are deeply ingrained in our collective consciousness. They can quickly evoke feelings or ideas without requiring much explanation or context.

*Elizabeth reassured Sue I wouldn't tell a soul, and she nodded, unconvinced. To be honest, I think she had **bigger fish to fry*** [8, p. 94].

Clichés can be relatively frequent in poems for several reasons, though their prevalence can vary depending on the style of the poet, the period, and the intent of the poem. For their use is ease of expression. They have become clichés precisely because they were once fresh and impactful expressions. Writers sometimes fall back on clichés when struggling to find their own unique words or imagery. Certain poetic forms or themes have been explored for centuries, and some phrases or expressions have become traditional elements within those themes. This tradition can inadvertently lead to the use of clichés. Some typical examples are:

Time will tell; heart of gold; burning with desire; walking on air; light at the end of the tunnel; tears of happiness; eternal love; ardent kiss; the ribbon of moonlight.

By the time you swear you are his

Shivering and sighing,

And he vows his passion is

Infinite, undying... [9, p. 115]

Clichés can weaken a poem's impact, making it feel unoriginal or uninspired. To create original and unique poetry, it's better avoid stale expressions and strive for fresh, inspired language that engages the reader and gives a lasting impression. Great poets aim to break away from clichés, finding new ways to convey feelings, emotions, experiences, and ideas.

Movies and TV Shows: Screenwriters and filmmakers often employ clichés in dialogues, plotlines, and character development. Certain genres, like romantic comedies or action films, tend to use clichés more frequently.

– *But you weren't alone with Poppy, were you?*

– *I am afraid you are **barking up the wrong tree*** [8, p. 124].

Speeches and Presentations: Public speakers, politicians, and presenters sometimes rely on clichés unintentionally in order to make their points, especially when trying to connect with the audience emotionally. Politicians often use clichés to address a broad audience and send messages in a simple, clear, understandable manner.

We stand at a crossroads. The American dream. A government of the people, by the people, for the people. Defending our freedoms and liberties. Moving forward, not backward. We are where we are. Doomsday scenario. It's time for real change.

Never has humanity had the know-how based on experience, combined with technological and financial means, to tackle complex international problems through international cooperation. –and never have the stakes been so high [10, p. 4].

Advertisements: Clichés can be found in advertising campaigns to appeal to consumers' emotions or create a sense of familiarity. Advertising often uses clichés to catch consumers' attention and create a sense of trust. In advertisement clichés can be effective in transmitting a message quickly, but they can also be overused and lose their original significance.

Limited time offer. Better than ever. New and improved. Taste the difference. Quality you can trust. Suited and booted. Low fat. Environmentally friendly.

Everyday Conversations: People often use clichés in their day-to-day conversations, as these expressions have become ingrained in common language usage:

Bitter end, facts and figures, goes without saying, cutting edge, burning desire. At this moment of time. Bad-hair day. Down and dirty. Get out of here. Hero to zero.

*She knew deep down parents wanted her to be more like Pam, but the reality was that she and Pam were **as different as chalk and cheese** [5, p. 272]*

Emotional clichés: These clichés express common emotions in a familiar way.

*There was a noise, from the kitchen, I am sure of it. **My heart in my mouth**, I get up from the sofa and look around the room [5, p. 299].*

Social Media: Clichés are often found in social media posts, captions, and comments, as they offer a quick way to express thoughts and emotions.

News and Media: Journalists and media outlets may use clichés when reporting or analyzing events to provide a succinct summary or emphasize a particular viewpoint. Some clichés were quite apt when first used but some hackneyed over the years.

A proud heritage; the heartland of the country; head in the right direction; peaceful, prosperous time; defenders of freedom; back to basics; car-crash TV; on acid.

Greeting Cards: Clichés are often found in greeting cards, especially those meant for special occasions like birthdays, anniversaries, or holidays. Greeting cards often use clichés to express common sentiments in a concise and familiar way.

Congratulations on your special day! Wishing you all the best in your future endeavors! Happy Birthday! Wishing you a day filled with joy! Sending warm wishes on your wedding day. Happy Valentine's Day to the one I love! Congratulations on your graduation! Congratulations on your engagement!

No doubt, these clichés are heartwarming, cheering and loving, but they can also be seen as predictable.

Clichés are a part of language and culture, studying and understanding them can be beneficial for learners in several ways. While clichés are overused expressions that have lost their originality, they still carry cultural and linguistic significance.

Common expressions: Clichés are often set expressions or idioms that native speakers use frequently. Learning these can help learners understand colloquial language, cultural references, and enhance their ability to comprehend native speakers in everyday conversations. For example, saying that someone is a wet blanket, means criticizing them because they refuse to join other people in an enjoyable activity or because they want to stop other people from enjoying themselves.

*Don't be such **a wet blanket**, Hattie. Having Jack here will lift all our spirits [1, p. 96].*

Memorization and Vocabulary: Clichés can aid in memorization and vocabulary acquisition. Because they are often repeated phrases, they may stick in the memory more easily than isolated words, helping recall them when needed.

*She is **as deaf as a post**, he said [1, p. 375]*

*There's loads of banks around here, not to mention soddin' cafés, so it'll be like looking for **a needle in a haystack**. [5, p. 382]*

Learning these clichés can help you remember and use the words “deaf”, “post”, “a needle” and “a haystack” in a figurative sense.

Cultural Awareness: Understanding clichés in a foreign language can be valuable insights into the culture of the language's speakers. It can help the learners gain a deeper understanding of their values, beliefs, and way of thinking. *When in Rome, do as the Romans do.* – This cliché advises adapting to the local customs and culture when visiting a foreign place.

*You are polite, tidy woman with a conscience **as wide as Kansas** [13, p. 60].*

***I'm from Missouri**—you'll have to show me that you're right. **A Himalayan blunder** means a very serious mistake or error.*

Understanding these expressions provides insights into the importance of cultural sensitivity.

Emotional Expressions: Clichés are frequently used to express emotions and feelings in a succinct manner. Learning these expressions can help you convey your emotions more effectively and understand others' feelings better. “*Biting your nails*” – This English cliché describes a nervous habit. “*Don't get me started*” means “if we continue like this, I risk dangerously increase my blood pressure”. Learning these clichés can help understand how emotions are often depicted figuratively in language.

Studying clichés can be valuable, it's equally important to be mindful of overusing them, as doing so may hinder effective communication and creative expression. To become a good, proficient communicator one should learn to strike a balance between familiar hackneyed expressions and fresh original language.

It's important to note that writers, speakers, and creators are encouraged to be careful of using clichés because even while clichés can be helpful in some situations for conveying common ideas quickly, overusing them can lead to a lack of originality in communication.

Conclusions. Clichés, while once serving as useful expressions and conveying familiar ideas, have become overused and stale in contemporary language and writing. While some clichés may still retain their charm in certain contexts, relying on them excessively can undermine the originality and impact of one's message. It is important to look for originality and creativity, to strive for fresh and new ways of expressing thoughts and feelings. Eluding clichés, the authors encourage readers and listeners to dig deeper into the content as they encounter new perspectives and original language. Using a variety of language and finding new metaphors or analogies can improve the text, making it more memorable and effective.

In a world where clichés have become all too formulaic and stereotyped, it is important to recognize their limiting effects on language and expression. By understanding how clichés can diminish creativity and hinder authentic communication, we are empowered to break free from their grasp. Embracing originality and thought-provoking language enables us to enrich our communication, foster deeper connections, and revitalize the way we interact with the world. Let us strive to unlock the true potential of language, banishing clichés and unleashing the power of creativity in our everyday expressions.

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