

Clichés

(a language technique)



Introduction

The purpose of this PowerPoint is to introduce the use of clichés as a language technique.

By the end of this PowerPoint you will have the knowledge and understanding of how to identify the technique within a range of texts.

When completing any form of writing activity for functional skills, try to apply the technique you've learned.

Learning outcomes

- To define the term cliché
- To develop knowledge and understanding of the language technique

Definition

Can you define what a cliché is?

Definition

'A phrase of expression that has been used so often that it is no longer original or interesting.'

For example, **as sick as a parrot**

This expression is informal and suggests that someone is unwell or not in good health. However, it does actually mean that someone is very disappointed with the performance of their team. (The term is often used when referring to football)

'As sick as a parrot'

It's not clear where this expression came from. Some people think it was first used by a sports commentator or sports person in the 1970s; others think it might have its origins in the infectious parrot disease, psittacosis, that can cause a serious form of pneumonia in humans.

<http://online-english-lessons.eu/wordpress/2011/03/idiom-as-sick-as-a-parrot/>

Further examples

'As old as the hills' – a cliché
to describe an old person

'As fit as a fiddle' – to describe
a person in good shape

'In the nick of time' – to
describe something that
happens just in time

Activity

Can you list three examples of a cliché?

*Think about an **overused** phrase.*

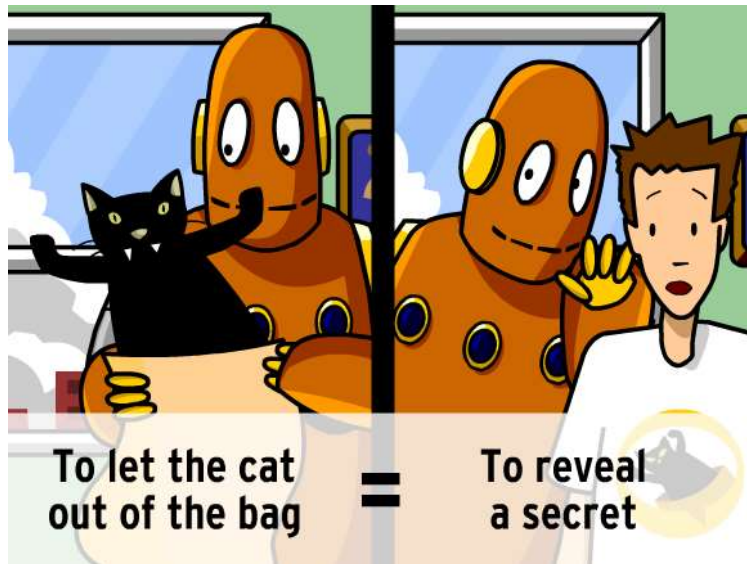
1. Absence makes ...

2.

3.



Have you ever heard the following phrases?



Other common clichés

- 1. The quiet before the storm***
- 2. Frightened to death***
- 3. Walking on eggshells***

Activity

- Explain, in your own words, what the above examples really mean?
- Put the examples into a suitable sentence.

Text clichés

Do you recognise the text examples?

- OMG!
- LOL
- m8



Are there any other overused ‘texting’ words or phrases you can add to the list?

Preparation for the exam

Within your level 2 reading exam you may be asked to:

- comment on how meaning is conveyed through language and layout. (2.2.3b)

This will usually focus on literary devices or language techniques used by the author to enhance the effectiveness of the document and its relevance to its intended audience.

For example, ***document 2 uses some or all of the following techniques: Bias, Similes, Metaphors, Idioms, Clichés***

Or

Identify two techniques from the above list that have been used in the text and explain how they help to convey meaning.

Activity

Listen **closely** to the conversations you have, or the conversations of others. Jot down any clichés you can recall.

Check your answers with a peer.