



Clichés

Clichés are general statements, common sayings, or idiomatic expressions that add no evidence or strong support to an argument. Because clichés are figurative speech, it is sometimes hard to identify their exact meanings, and the meaning is often dependent upon the context in which they are used.

1. Examples:

- A. Busy as a bee
- B. Pretty as a picture
- C. Good things come to those who wait
- D. All that glitters is not gold
- E. Every rose has its thorn

Clichés are not acceptable in academic writing, and should never be used in professional writing. Clichés, like other forms of figurative writing, can cloud your meaning. Specificity and directness are always better than generalization and redundancy.

2. Avoiding Clichés

- A. Use your own words in your writing.
- B. Do not pay much attention to embellishing your style from the very beginning; instead, focus on the messages you want to convey to your audience.
- C. If you are looking for a synonym, consult a thesaurus.
- D. Look at the ways in which your favorite authors express their ideas.
- E. If you are struggling with style and specificity, make an appointment with the Business Communication Center.