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The Snark Handbook Clich

By Lawrence Dorfman

Skyhorse Publishing. No binding. Book Condition: New. Flexibound. 240 pages. Dimensions: 7.0in. x 5.3in. x 0.8in. CLICH: noun Etymology: French, literally, printers stereotype, from past participle of clichir, to stereotype, of imitative origin Date: 18921 : a trite phrase or expression; also : the idea expressed by it 2 : a hackneyed theme, characterization, or situation 3 : something that has become overly familiar or commonplace the words of Stephen Fry, It is a clich that most clichs are true, but then like most clichs, that clich is untrue. Clichs are like rationalizations: try going a week without using one. It cant be done! They are the hobgoblin of little minds. For most of us, once you begin to take notice, they are fingernails on a chalkboard. From Shakespeare to Shakira; in music, on television, at the movies; in the boardroom, on a conference call, online or in person, clichs have taken over the world. While some nitwits might say theyre just misunderstood, they didnt start out that way. There was a time when they were new and vibrant, clever and pithy. Now theyre just predictable a vapid collection of much-too-familiar descriptions or metaphors that often replace smart conversation, speech, or writing. This book is a...



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Reviews

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