

CATCHPHRASE, SLOGAN AND CLICHÉ

***The Origins
and Meanings
of Our
Favourite
Expressions***

JUDY PARKINSON
With a Foreword by **ADAM HART-DAVIS**

Catchphrase Slogan And Cliche

Peter Andrew Howarth



Catchphrase Slogan And Cliche:

Catchphrase, Slogan and Cliche Judy Parkinson, Judy Parkinson Staff, 2004-07 Catchphrase Slogan Cliche is for anyone seeking the meanings or origins of hundreds of the expressions that enrich our everyday speech From phrases that go back to Norman times through proverbs catch phrases and quotations right up to modern expressions this book takes an informed and amusing look at the origins of some of the more colourful sayings that passed into everyday currency Cliches Betty Kirkpatrick, Elizabeth McLaren Kirkpatrick, 1999-01-15 Contains alphabetically arranged entries that examine the origins and meanings of over 1 500 cliches

Technology as Magic Richard Stivers, Peter Stirk, 2001-08-01 What gives the mass media particularly advertising and television their extraordinary power over our lives so that even the most jaded and sophisticated among us are troubled and fascinated by their allure The secret according to Richard Stivers in this brilliant new book lies in the curious relationship between technology and magic Stivers argues the two are now related to one another in such a way that each has taken on important characteristics of the other His contention is that our expectations for technology have become magical to the point that they have generated a multitude of imitation technologies that function as magical practices These imitation technologies flourish in the fields of psychology management administration and the mass media and their paramount purpose in human adjustment and control Advertising and television programs in particular contain the key magical rituals of our civilization In a fascinating analysis of television programming Stivers shows how various genres news sports game shows soap operas sitcoms etc have their distinct mythological symbols Through dramatized information they symbolically connect consumer goods and services to desired outcomes the utopian goals of success happiness and health thus enveloping technology both real and imitation in a magical cocoon

Dynamics at the Lexicon-Syntax Interface Sabine Arndt-Lappe, Natalia Filatkina, 2025-07-21 Both word formation WF and the coinage of multi word expressions MWE can be characterised in terms of creativity and routine Routine in word formation and multi word expressions is traditionally described in terms of morphological lexical syntactic and pragmatic rules but creativity is defined in different ways with definitions ranging from seeing creativity at the heart of human linguistic cognition to seeing creativity as precisely beyond regular routines e g as an attention seeking tool or wordplay In this latter sense creativity is usually sharply distinguished from productivity i e rule governed behaviour Despite these categorisations the question on what basis patterns are to be defined as creative still remains subject to debate Furthermore creativity and routine are often studied independently of each other by different research communities The volume aims to bring together these different research communities to discuss empirical evidence on the role of creativity and routinization in WF and MWEs

Speechwriting Simon Lancaster, 2018-08-10 Speechwriting is the definitive guide to writing a speech revealing all the tools and techniques of the trade such as how to win an argument construct a sound bite and perform on stage The first part of the book covers the arts of persuasion argument story telling and metaphor providing a solid grounding in the theory of

speechwriting which should appeal to anyone with an interest in politics communication or language The second part covers the crafts of editing sound bites media manipulation performance and strategy giving invaluable practical guidance to professional or aspiring speechwriters This book combines academic rigour with practical nous drawing on lessons from Aristotle to Obama It is the essential guide for anyone who writes speeches for themselves or others in politics PR or business

Spilling the Beans on the Cat's Pyjamas Judy Parkinson, 2011-02-17 Spilling the Beans on the Cat's Pyjamas provides us with the meanings of our well worn and much loved phrases by putting these linguistic quirks in context and explaining how and why they were first used

Phraseology in English Academic Writing Peter Andrew Howarth, 2013-05-22 This study examines the use of one category of prefabricated language restricted lexical collocations in native and non native academic English in the social sciences in an attempt to throw light on a neglected aspect of learner competence It first surveys the existing theoretical viewpoints on word combinations and then reviews experimental research into the psycholinguistic processing of prefabricated language which suggest that the role of conventional expressions is to facilitate fluent production and rapid comprehension A computer based corpus of native academic writing is analysed to discover to what extent and how such collocations are used in formal written English Conventionality of style it is suggested aids precision of expression clearly a quality highly valued in academic argument A corpus of non native writing is then subjected to a similar analysis While the collocational errors learners make do not on the whole seriously destroy intelligibility they can lead to a lack of precision and obscure the clarity of expression required in academic communication Pedagogical implications are then considered and it is seen that for the most part published teaching materials have failed to recognize the nature of collocations in general and offer little help The final part of the study examines the treatment of restricted collocations in both general and phraseological dictionaries for learners These are evaluated on their selection and presentation of collocations shown by the preceding research to be problematic for advanced learners The conclusion suggests that for such learners who are mostly studying the language independently good reference works are needed in the form of specialist collocational dictionaries The results of this research help to establish principles for the design of such dictionaries

Creativity and Convention Rosa E. Vega Moreno, 2007-08-15 This book offers a pragmatic account of the interpretation of everyday metaphorical and idiomatic expressions Using the framework of Relevance Theory it reanalyses the results of recent experimental research on figurative utterances and provides a novel account of the interplay of creativity and convention in figurative interpretation showing how features emerge during metaphor comprehension and how literal meaning contributes to idiom comprehension The central claim is that the mind is rather selective when processing information and that in the pragmatic interpretation of both literal and figurative utterances this selectivity often results in the creation of new ad hoc concepts or the standardization of pragmatic routines With this approach the comprehension of metaphors and idioms requires no special pragmatic principles or procedures not required for the interpretation of ordinary

literal utterances but follows from an automatic tendency towards selective processing which is itself a by product of Sperber and Wilson's Cognitive Principle of Relevance

Propaganda Nathan Crick, 2025-05-19 This concise and accessible guide makes clear the ubiquity of propaganda so that readers can understand its function in all layers of society for both good or for ill and ultimately use it to make their own voice heard Propaganda often appears as a paradoxical art modern society is awash in propaganda and yet many deny consuming it Using short easy to understand examples drawn from politics culture and advertising from around the world this book introduces readers to the basic theory research and techniques of propaganda from the American Revolution to the present day It demystifies propaganda for the purpose of democratizing it revealing it as a form of mass persuasion that is a necessary part of political culture and essential to promoting social movements social reforms political agendas scientific ideas and aesthetic tastes The book emphasizes the creative aspect of propaganda while also stressing the need for critical media literacy and ethical judgment Filling a major gap in the literature this book is an essential read for students of persuasion rhetoric communication journalism advertising and public relations It is also ideal for anyone interested in the fundamental principles and tactical forms of propaganda and those approaching the subject for the first time

Around the World in 80 Cliches Laura Lee, 2016-09-26 Presents common English language idiomatic expressions their derivation and the equivalent expressions used in other languages

Reviewing **Catchphrase Slogan And Cliche**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Catchphrase Slogan And Cliche**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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