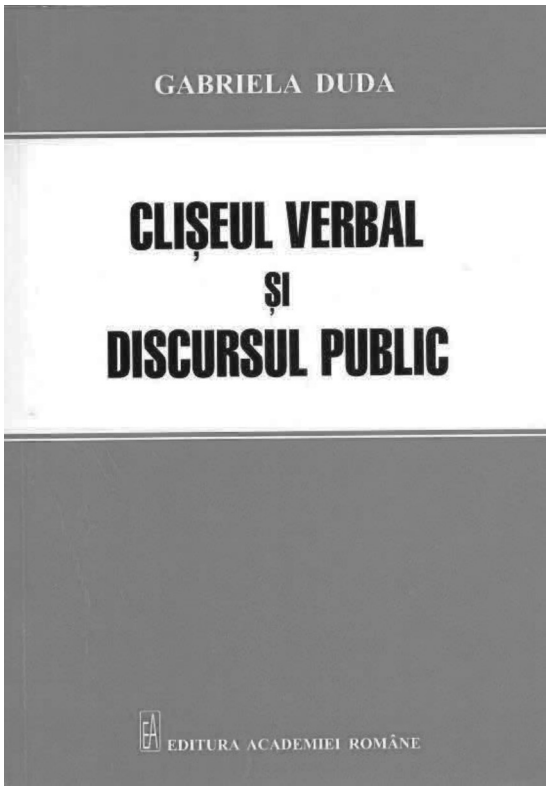
Gabriela Duda, *Clișeul verbal și discursul public*, București, Editura Academiei Române, 2016, 260 p. (Loredana-Georgiana Popescu)



Over time, each language has built or taken over from other languages certain patterns, phrases, or clichés. Clichés perform different functions in the construction of public discourse and can be perceived differently in society.

This research is a synthesis of what has been written in the Romanian space about the verbal cliché, having an applicative character highlighted by the examples provided by the author. The familiarity tone that Gabriela Duda adopts in her work denotes originality.

The book consists of two parts: the first part *The cliché - an inevitable reality of the public language*, where the author presents theoretical notions about clichés; the second part, *Cliché hypotheses in the current Romanian public discourse*, is divided into eight chapters.

The first chapter, *The journalistic cliché*, presents, highlights through examples and explains the clichés used in the journalistic discourse, either correctly or incorrectly, since there is a large number of mistakes in the press.

The second chapter, *The Romanian political life as reflected by the cliché metaphor*, is a conclusive analysis of what metaphorical press clichés represent, while pointing out a way of thinking and acting that cannot be equated with a simple matter of language.

The Romanian press has witnessed a conflicting and even aggressive attitude of public communication, which motivated the third chapter, *The clichés of verbal violence and their manipulative force in the political life of Romania*.

The next two chapters, *Romania facing the European Union* and *The clichés of the crisis*, analyse clichés that we saw appear during this period of the modernization of language. *The old wooden language and its avatars in democracy* is a chapter accomplished as a parallel between the old and the new clichés in the language, also containing many examples that make us realize that the transition from the old to the new has not been so easy. The seventh chapter, *The advertising cliché*, exemplifies such clichés as *clever, new, Romanian*, which are found in advertisements and which represent landmarks on the map of mentality changes.

The last chapter, *Our daily clichés*, deals with dominant clichés from certain periods, with emphasis on those that are most often used nowadays: *super, cool, like that, that's it.*

The research has an applicative character as Gabriela Duda provides numerous examples of verbal clichés encountered everywhere, but especially in the press. The

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book aims to balance the theoretical and the applicative dimensions of research. It distinguishes itself by the structured presentation of information. The author evaluates and provides information about the clichés that have occurred in the public discourse over time. This work is intended for all types of readers. It can be approached as a simple reading or for the sake of the information it contains.

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