

Why Not Use Clichés?

1. Clichés are used out of weariness, uncertainty, or hesitancy: they are an easy escape for writers.
2. They make writing dull: they never stir the attention of the audience.
3. They force laziness on the part of both writers and readers; they make reading passive and leave the audience with nothing to remember.
4. They lead readers to assume the writer hasn't worked hard to engage their attention