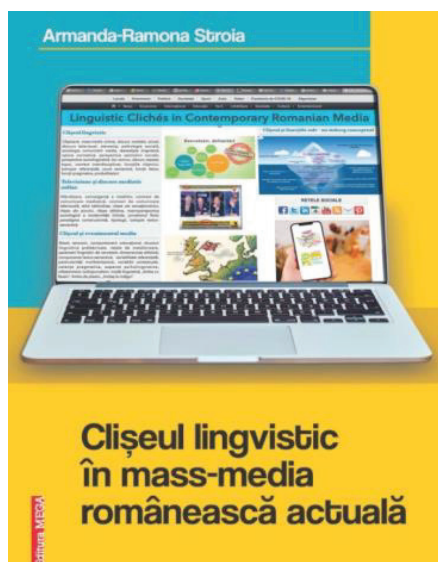


Armanda Ramona Stroia, *Clișeul lingvistic în mass-media românească actuală* [The Linguistic Cliché in the Current Romanian Mass Media], Cluj-Napoca, Mega Publishing House, 2021, 430 p. (Emilia-Mihaela Costescu–Crînguș)



The Linguistic Cliché in the Current Romanian Mass Media is the book that I will present in the following lines. The book, published in 2021 by the Cluj-based Mega Publishing House, addresses a topical issue in the contemporary Romanian language, analysing the linguistic behaviour of the cliché in current mass media.

Armanda Stroia's study shows a conclusive picture of the way in which the current Romanian mass media uses the linguistic cliché in order to capture the attention of the public and to influence, at the same time, the reader. The book begins with a

Preface (p. 13-16) signed by Professor Oliviu Felecan and comprises two parts.

In the first part, the profile of the linguistic cliché is outlined from a theoretical perspective and it includes three chapters: Introduction (p. 19-27), The Linguistic Cliché: The Profile of an Interdisciplinary Concept (p. 29-46) and The Functions of the Cliché in an Interdisciplinary Context (p. 47- 70).

Chapter I presents the object of the research and the delimitation of the investigated area, the objectives of the research and the structure of the paper. Regarding the theoretical and methodological framework, the observations regarding the methodological perspective are worth noting: limitations and difficulties, tools and concepts of cliché analysis. Starting from the latter subchapter, the author detailed the Contribution of social psychology to linguistic stereotyping.

Chapter II brings elements of genealogy as a novelty: the cliché, the terminological avatar of the doxa. Also here, the semantic origin and history of the cliché are exposed and the terminological variety is presented: the relationship of the cliché with the phenomenon of linguistic stereotyping.

The last chapter of the first part addresses the functions of the cliché in an interdisciplinary context. Thus, the social function of the cliché, the argumentative function and the rhetorical potential, the stylistic function, the ironic function are presented. The end of the first part concludes with the role of prefabricated structures in language learning and the conclusions.

The second part of the book presents The Investigative Approach. The Profile of the Linguistic Cliché in the Current Media Discourse. The author deals with the particularities of journalistic language, making a series of terminological and methodological clarifications. The causes of clichés in online media discourse, the relationship of cliché with innovation and typologies of linguistic cliché in the current bibliography are traced. The subchapter Peculiarities of the Cliché in the Online Media Discourse occupies a large space (p. 87–185). The analysis is complex and is organized on lexical-semantic fields: of the war, of the natural phenomena, of the religious life, of the show, of the political circus, of the fauna, of the political game, of the film/cinematography, of the musical life, of the sentimental relationships, of the economic field, of the sports, the waste, the sick, the funeral activities, etc. The numerous examples support the analysis and prove the knowledge of the lexical-semantic, stylistic, morphosyntactic and pragmatic particularities of the cliché in the contemporary mass media.

Chapter V traces the construction and functions of the cliché in the Romanian televisual discourse. The author presents the stylistic-semantic peculiarities of the televisual cliché at the micro-textual level, namely: clichés of the alert effect, shock, emergency (alert, bomb, explosive, shock, shocking), clichés of melodramatic excess (alarming, crucial, devastating, disaster, dramatic, hallucinating), critical clichés, etc.

The last chapter of the paper is entitled The Linguistic Cliché and the Media Event. Two current case studies are analysed, which have been the focus of all publications in the world: The cliché in relation to terrorist attacks and The linguistic cliché and the transformative media event: Brexit. As the author observes, “the analysis of dominant cliché schemes, generated by Brexit in the local media discourse, highlighted the way in which journalistic courts take over, under the pressure of the British model, the lexicosemantic isotopes that exploit prefabricated structures of emotional excess. In this way, the journalist activates the readers’ energies by creating artificial states of restlessness, panic, anxiety, a strategy that, over time, leads to the passive consumption of media representations that can shape the perception of cultures, places and including geopolitical relations and processes” (p. 291).

The work *Clișeul lingvistic în mass-media românească actuală* [Linguistic Cliche in the Current Romanian Mass Media] is a landmark in Romanian linguistics and a real support for young PhD students. The bibliography is vast, containing both Romanian and foreign volumes and which tries to cover the entire (inter)national linguistic area and, in particular, the studied area.