

## ***CLICHÉ IN SCIENTIFIC TEXTS***

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The scientific discourse, essentially, serves as a mechanism for conveying highly complex concepts and conclusions, and its effectiveness undoubtedly depends on the adaptation of precise language. However, it is worth noting that a significant abundance of clichéd vocabulary, regularly encountered in scientific texts, jeopardizes the clarity, accuracy, and originality of communication within the scientific community. Even though some clichés may seem inconsequential, their presence in scientific works significantly complicates understanding, obscures meaning, and undermines trust in research results.

This study aims to examine the phenomenon of clichéd vocabulary in scientific texts to identify its sources, assess its impact, and develop strategies to overcome this problem. The central goal is to uncover the mechanisms underlying the use of clichés and analyze how it can affect the quality of communication in the scientific environment. Specifically, the research aims to identify situations where the use of clichéd expressions is most likely and to offer specific recommendations for changing attitudes toward such vocabulary in scientific texts.

Preliminary findings indicate widespread use of clichéd vocabulary in scientific disciplines, with certain clichés being employed much more frequently than others. Among the most common phrases are "new approach," "paradigm shift," and "cutting-edge research." Analysis suggests that the use of clichéd language is often justified by the desire to conform to established conventions, create an impression on the audience, or compensate for perceived deficiencies in writing. However, the relative dependence on clichés can lead to ambiguity, loss of accuracy, and diminished impact on readers, particularly by obscuring important information or creating an impression of superficiality in speech. Therefore, it is important to

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seek alternative, more original formulations that not only reflect the essence of the research or argument but also maintain clarity and effectiveness in influencing readers.

The prevalence of clichéd vocabulary in scientific texts poses a complex problem for effective communication within the scientific community. Although clichés may serve rhetorical purposes, their excessive use undermines the clarity and originality of scientific discourse. Addressing this problem requires concerted efforts aimed at increasing awareness among researchers, editors, and reviewers about the negative consequences of clichéd language. Additionally, fostering linguistic creativity, promoting critical thinking, and providing resources for improving writing skills can help reduce dependence on clichés in scientific communication.

Thus, clichéd vocabulary is a widespread yet underexplored issue in scientific writing. Its extensive use can affect the quality of communication in academic texts, undermining their clarity and originality. By analyzing its prevalence, causes, and consequences, this study emphasizes the importance of preserving clarity, accuracy, and originality in scientific discourse.

Clichés in scientific writing may arise from various reasons, including the influence of previous research, linguistic conventionality, and deficiencies in authors' language proficiency. This can lead to increased overall cognitive laziness and reduced originality of thought, jeopardizing the reflection of true progress in scientific research.

Efforts aimed at reducing the influence of clichéd language require a collective commitment to encouraging linguistic creativity and promoting effective communication within the scientific community. It is necessary to encourage authors to adopt new approaches in expressing their ideas and ensuring their originality, which will contribute to the development of scientific thought and the dissemination of knowledge. Additionally, it is important to develop and implement standardized methods for identifying and eliminating clichés in scientific writing to ensure higher quality intellectual dialogue in the academic environment.