



# Le Mort et le vif: Clichés/néologismes (European Connections) (French Edition)

*Walter Redfern*

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Ce livre est une édition française repensée et mise à jour de *The Dead and the Quick: Cliches and Neologisms in the Written, Spoken and Visual Cultures of Britain, the United States and France* (1989, 2<sup>e</sup> édition 2010).

Walter Redfern considère le langage comme alternativement réactionnaire et révolutionnaire. Les mots sont complices dans le cramponnement humain aux réalités périmées, et toutefois le langage ne cesse d'évoluer par des processus de déplacement et de remplacement. En sus de la nature apparemment statique des clichés, cette étude se concentre donc sur le potentiel dynamique des mots. La créativité linguistique est présentée comme essentielle dans la résistance à la réflexion (ou l'absence de réflexion) toute faite.

Parmi les nombreux sujets étroitement liés et qui sont analysés ici de près se trouvent : l'imitation, le plagiat, la rumeur, la pensée politiquement correcte, le jargon, l'euphémisme, la répétition, la caricature, les stéréotypes. L'auteur étudie aussi le cliché et le néologisme dans le secteur visuel (par exemple, le kitsch, et les néomorphismes des psychotiques).

Paradoxalement, le cliché est un riche sujet de discussion. Et qui refuserait de s'intéresser au langage rajeuni ? Quoique pleinement académique dans la minutie de sa recherche, ce livre n'est jamais solennel comme un hibou ni sec.

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