

Chancellor of the Exchequer Upper case C and E. Subsequent mentions: the Chancellor.

Channel tunnel Upper case C, lower case t.

cheddar, cheshire cheese Lower case.

Chief Constable Upper case Cs for a particular Chief Constable, lower case for a meeting of chief constables.

Christian Upper case C, though unchristian is lower case.

Christmas day Upper case C, lower case d.

churches Full name, upper case, eg Sacred Heart Roman Catholic Church; then Sacred Heart, or just the church if it is the only one mentioned in the story.

citizens advice bureau Lower case, no hyphen or apostrophe.

city centre Two words, no hyphen.

CJD Creutzfeldt-Jakob disease, but not normally any need to spell out. You may refer to it additionally as “the human form of BSE”.

“All the major ideological struggles will necessarily be waged in words.”

Robert Hodge and Gunther Kress.

clichés Some say “avoid clichés like the plague”, but opinions vary. Keeble (2001a: 117), for example, advises reporters to avoid saying that so-and-so is “fighting for her life” when a hospital reports her condition as “critical”, on

the grounds that it is a cliché. Maybe it is, but isn't critical also a cliché? At least fighting for her life gets a bit closer to the drama of the situation. Clichés are hard to avoid completely, they change over time, and they do sometimes convey just the right meaning in a minimum of words. As a rule of thumb (cliché alert!), whenever you are tempted to use a cliché in your copy, stop and ask yourself if it really is the best way of expressing precisely what it is you want to say. Some particularly tired words and phrases are listed in *Box 12.1*, but you've probably got your own pet hates (is that also a cliché?).

company names Use spellings, upper or lower case letters, and apostrophes as the companies do themselves, even if they are ungrammatical or annoying.

conman, conwoman Both one word.

connection Not connexion.



TWEETS ABOUT
'JOURNALESE'

BOX 12.1

NAMED AND SHAMED: A CLICHÉ TOO FAR

a big ask

a bridge too far

acid test

after the Lord Mayor's
show

as so-and-so looks on (in
picture captions)

at the end of the day

baby-faced assassin

back to square

one

baptism of fire

between a rock and a
hard place

bitter end

blaze of glory

bombshell

brutal murder

bubbly character

budding (in stories about
young people)

bull in a china shop

burning issue

chickens coming home
to roost

closure (as prerequisite
for moving on)

(Continued)

(Continued)

clutch defeat (or victory)	is the new black	speculation was rife
from the jaws of	is the new rock'n'roll	stakeholders
victory (or defeat)	it has to be said	step change
cold comfort	it remains to be seen	step up to the plate
crack troops	jaw-dropping	storm in a D-cup (in
cyberspace	kept himself to himself	stories about bras or
drop-dead gorgeous	kick-start	breasts)
early doors	last but not least	strut their stuff
elephant in the room	leave no stone unturned	sweet smell of success
end of	legend	SW19 (in tennis stories)
enigmatic	level playing field	take the bull by the horns
enormity	LOL	taken its toll
fairytale ending	mass exodus	the devil is in the detail
fairytale romance	mega	the last taboo
fears are growing	meteoric rise	the silent killer
first the good news . . .	morning after the night	the small matter of
fit for purpose	before	thinking outside the box
flash in the pan	move on (following	to be fair
flushed with success (in	closure)	to die for
stories about toilets)	must-win	too close to call
genuine six-pointer	named and shamed	top-level summit
go figure	national treasure	torrid time
gobsmacked	OMG	tragic mum (or tot, or
goes without saying	only time will tell	whoever)
hardworking families	personal demons	tsunami (except when it
high-level summit	pillar of the community	actually is one)
high-speed chase	purrfect (in stories about	tucking into festive fare
his/her indecision was	cats)	(in picture captions)
final	pushing the envelope	unfriend
hit the ground running	quiet confidence	untimely death
hopes were dashed	raced to the scene	up in arms
horns of a dilemma	revellers	veritable feast
I have to say	rich tapestry	wake up and smell the
iconic	rich vein of form	coffee
in our DNA	ripe old age of	wake-up call
interesting to note	sea change	war of words
ironically	simple as	wardrobe malfunction
		who knew?