Joan Retallack:

some of the forms we invent to sabotage the cliché [. . .] may in fact have the very effect on the reader we are trying to avoid: shutting her out to all but her own fantasies, sliding away from an engagement that can be argued with, resisted, or even accepted as genuinely nourishing. Are we creating victims of language when the field of discourse is so idiosyncratic (private), the reader must either wholly capitulate to our designs or retreat?— when we reject common fields of discourse are we literally disarming the reader? (qtd in Vickery, 2000, p. 8)