

EXPLORING ECO-FRIENDLY CONVERSATIONAL ART ON SPEAK GREEN'S FACEBOOK PAGE: REVEALING THE POSITIVE ENVIRONMENTAL NARRATIVE

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Abstract

*Initiating with a linguistic journey with *Speaking Green*, "an exploration into the dynamic tapestry of positive environmental communication on *Speak Green's* Facebook canvas. By using the Critical Discourse Analysis (CDA) framework, this study explores intentional language use, analyzing nuanced patterns, societal advocacy, impactful metaphors, and a strong emphasis on individual strengthening. Moving beyond discourse, the analysis uncovers a strategic alliance with positive psychology, showcasing language as a dynamic catalyst for attitude shaping and societal evolution. uncover the transformative proficiency of language, cultivating positivity and societal consciousness in the virtual haven of *Speak Green's* Facebook community.*

Keywords: Critical Discourse Analysis (CDA), *Speak Green*, Societal Advocacy, Facebook, Metaphors.

Introduction:

In January of 2014, psychologist and international process facilitator Claudia Gross created *speakGreen*, an organization dedicated to raising awareness of language preferences. As stated on the *speakGreen* website (<https://speak-green.com/about-speakgreen/>), the group promotes a more equitable way to use language by providing a different vocabulary to enable a different and more equal social structure known as the "*speakGreen* transitionalary." "Dr. Claudia Grow's adept leadership has made the *Speak Green* initiative a shining example of constructive communication in our ever-changing linguistic environment. The comprehensive qualitative research approach shows Dr. Grow's dedication to this subject. This thorough examination painstakingly explores language structure, utilizing a framework based on optimism and social consciousness. The *Speak Green* project promotes a sense of unity among people with varying cultural backgrounds by celebrating individual diversity and advocating for tolerance. Dr. Grow's commitment to elevating marginalized viewpoints guarantees that the curriculum will persistently incite societal transformation. The *Speak Green* program is an approach aimed at fostering harmony and understanding among diverse populations as well as better communication. Dr. Grow's dedication to inclusivity makes all viewpoints recognized and appreciated, which promotes fruitful discussion and meaningful change. By enabling a deeper understanding of the impact language has on individuals and communities, this approach promotes civil discourse and empathy (Cooperrider and Whitney 2005). Through the *Speak Green* program, people may utilize language to better their daily lives and to promote linguistic inclusiveness.

The scope of Dr. Grow's curriculum extends beyond language analysis. This book provides a lively examination of the subtleties and sensitive aspects of human communication, illuminating the ways in which language affects individual connections, social interactions, and society at large. Using a qualitative approach can lead to a complete understanding of how words impact society's attitudes and views. Speak Green promotes a culture of understanding and tolerance by asking individuals to consider the language they use. It supports the notion that language has the power to bridge gaps and forge connections, and it equips people with the skills necessary to utilize language to foster empathy and advance constructive social change.

Viewed from this angle, the project seeks to build a caring and inclusive community where communication fosters harmony and advancement. This type of mindfulness can help people have a better grasp of the power dynamics in words and how they can either advance social justice or perpetuate injustice. In order to build a society that is more equitable and inclusive, the green movement supports conscious language, which challenges individuals to consider their biases and assumptions. The Green initiative encourages an examination of the power dynamics inherent in language as a means of challenging oppressive systems and advancing the goal of a more just society. Dr. Grow's work promotes empathy and understanding through a holistic approach, as well as communication and collaboration towards a more sustainable future.

Speak Green is an inquiry into transformational communication that highlights the important impact that constructive discourse has on individuals and the community. It goes beyond just marketing. Dr. Claudia Grow's creative leadership, which emphasizes the significant connection between optimism, language, and social advancement, advances the program's objective. Dr. Grow encourages individuals to talk positively about one another to break down obstacles and prejudices that impede diversity and a just society.

Speak Green invites individuals to own up to the power of language, be accountable for their communication decisions, and participate actively in a society that honors and respects the views of everyone. Speak Green aims to foster a respectful and tolerant environment by encouraging thoughtful speech and constructive dialogue. Dr. Grow empowers people to realize how language impacts attitudes and actions, which results in the formation of a more just and balanced society, via her innovative and progressive leadership.

The "Speak Green" Facebook page has been selected for critical discourse analysis in order to uncover the underlying discursive frameworks, power relations, and ideologies embedded in its content (Fairclough 1995). This research examines how readers may be conveyed personal experiences, emotional exchanges, intellectual talks, psychological problems, and environmental obstacles using language and visual elements on a page. By analyzing the language and visual elements used on the "Speak Green" Facebook page, we can understand how the intended audience is informed and presented with information on environmental issues and human experiences.

This study aims to provide light on the basic power structures and ideologies that influence societal attitudes and actions. therefore promoting a future that is more equal and ecologically sustainable. Fairclough (2001). Analysts may learn more about how the underlying ideologies, power dynamics, and rhetorical frameworks of the "Speak Green" Facebook page influence attitudes and actions by breaking them down. This method will shed light on the thoughtful dissemination of personal stories, sentimental discussions, academic arguments, psychological conflicts, and environmental challenges by analyzing words and images. In the end, this research

will help create a culture that is more knowledgeable and welcoming (Seligman & Csikszentmihalyi, 2000).

Objectives

- To identify and analyze language choices, metaphors, and rhetorical devices employed in environmental discourse on the Speak Green page.
- To examine intertextual elements, such as allusions and connections to external sources, and their role in shaping a healthy mindset and environmental awareness.

Research questions

1. How do language choices, metaphors, and rhetorical devices contribute to the construction of positive environmental discourse within the "Speak Green" community?
2. How do intertextual elements, including allusions and connections to external sources, shape the creation of a healthy mindset and environmental awareness among "speak Green" Facebook users?

Research Methodology

The Speak Green website features 10 websites in addition to a homepage that displays its postings in reverse chronological order. The website "Daily Post Finder" (<http://speak-green.com/archive/>) is the most appropriate and helpful for this study. It organizes the posts by author (speakGreen only), month (since January 2014), year (since 2014), and ten categories (from "Books" and "Opposites attract" to "Signs" and "speakGreen philosophy"). In addition, you may find the posts by using the search box that shows up on the right side of the website when you click on any author, month, year, or category. The project is still ongoing, however, the most recent postings on the speakGreen website were made in March 2019; conversely, the posts on the speakGreen Facebook page.

I tried to carefully choose pertinent postings from the speakGreen website and Facebook page, concentrating on ecological issues, to prepare for my study. I chose a representative but small sample because of the qualitative character of this investigation. The following is a summary of the sample acquisition procedure:

I used the search box in July 2022 to gather information for the speakGreen website entries that are examined in this study. I entered terms like "ecology," "environment," and "nature" individually. Using this technique, I was able to identify the most relevant information from a large number of postings that covered a wide range of subjects. Although the precise number of postings is unknown, speak Green is listed as the author of 1808 entries on the "Daily Post Finder" webpage. the researcher has compiled the Speak Green Facebook posts that were examined for this study by hand. I went through the Facebook page's posts from July 2023 to March 2019 in reverse chronological order, choosing seven that specifically addressed ecological issues. To summarize, the sample consists of 12 postings total: nine posts from "environment" websites, six posts from "nature" websites, and seven posts from Facebook on ecology. Following the posts' retrieval, I typed up their texts, took note of the posting dates and their sources (websites or Facebook), and kept all of the punctuation and capitalization that was used. Red and green text were written on separate lines, with the red text having a strikethrough effect and the green text being transcribed without any typographical effects.

Theoretical Framework

This study uses Fairclough three three-dimensional model (1995) for the critical analysis of 12 posts on the facebook page "Speak Green". Fairclough gave three various aspects to analyze a text.

Textual Analysis

According to Fairclough (1995), when we analyze text, we primarily pay attention to the way people characterize attributes and the particular language they use to talk about the environment. The first stage in this approach is to closely examine the words chosen and look for different semiotic elements.

Discourse Analysis

According to Fairclough's (1995) approach, discourse analysis looks at how texts are created, distributed, and used. It offers details on how these situations acknowledge power dynamics. This phase includes analyzing the connections between speech, texts, and circumstances. In other words, discourse analysis should include a range of discursive activities in addition to linguistic considerations.

Social analysis

According to Fairclough's (1995) theory, the social analysis stage concentrates on interactions with ideology and offers perceptions of the state of affairs, trends, and background knowledge. This stage focuses on the interaction between behaviors and social environments, taking into account the underlying causes that impact the processes of production and understanding as well as the social ramifications of those processes. Both primary and secondary data sources are used in the research. The suggested theoretical framework and certain posts on the Facebook page are examples of primary sources. Secondary data includes both physical and digital copies from a variety of internet sources.

Data Analysis:

The content on the "Speak Green" page effectively communicates its message by using a mix of language styles, metaphors, and persuasive techniques. The environmental discussion on the page takes on a persuasive tone with the use of affecting phrases, opposing metaphors, and direct directives. Every sentence in the text focuses on a different subject, including liberation, fear, politics, hope, masculinity, and attitude. These rhetorical strategies are used by the material to enhance the messages' significance and compel readers to comprehend the underlying ideas more fully. Several instances are given below.

Face it till you make it.

Fake it till you make it.

This is not the end of the world.

This is the end of
the illusion.

- Humberto Braga

The proverb "Face it till you make it" gets a smart twist with "Fake it you make it." This lighthearted language emphasizes the idea of facing obstacles head-on and overcoming them in a sincere manner in order to succeed. "Face it till you make it" promotes resiliency by implying that it's critical to acknowledge and address challenges. This perspective coincides with resilience research, which highlights the power that results from confronting obstacles in a constructive way (Smith et al., 2008).

The second line, "Fake it you make it," however, creates a compelling contrast. It pushes us to consider the potential drawbacks of acting phony or superficial. This difference challenges us to strike a balance between staying loyal to who we are and consciously choosing particular actions in order to succeed. Positive psychology research supports this notion by emphasizing the importance of authenticity for long-term contentment and enjoyment (Kernis & Goldman, 2006). In simple terms, these phrases speak volumes about the difficulties we encounter in our quest for personal development. They serve as a gentle reminder to be resilient and to walk a tightrope between being true to who we are and changing when necessary.

The phrase "This is not the end of the world, This is the end of the illusion" denotes a profound shift in our perspective of reality during difficult times. It's like an important turning point that inspires us to approach obstacles with optimism. Putting challenges in the context of "the end of the illusion" implies that they are opportunities for a more realistic and clear perspective rather than unsolvable catastrophes. Positive psychology (Seligman & Csikszentmihalyi, 2000) emphasizes the value of altering our viewpoint on difficulties in order to develop resilience and well-being, which is consistent with this approach. Comparing it to the end of the world is a way to emphasize that even though challenges are serious, they're not the end; instead, they're moments for personal growth and positive change.

compassion-full
products
cruelty-free products

You will never
speak to anyone more
than you speak to yourself
in your head, so
be kind to yourself.

18.8.2022

www.speak-green.com 

30.8.2022

www.speak-green.com 

When we see the juxtaposition "Compassion full products, cruelty-free products" together, it's like a powerful message about making thoughtful choices when it comes to what we buy. This comparison is more than just words; it's a way to highlight the values behind the products. "Compassion full" suggests products made with empathy and care, showing a dedication to ethical production in a broader sense. On the flip side, "cruelty-free" gets right to the point about treating animals ethically, speaking directly to people who care about animal welfare. This way of talking about products connects with what researchers have found about how people make decisions when shopping—they often consider the ethical side of things (Auger & Devinney,

2007). Using these terms isn't just chance; it's a way to encourage people to think about their values when they choose what to buy.

Furthermore, the assertion "You will never speak to anyone more than you speak to yourself in your head. So be kind to yourself" creates a personal connection. It underscores the importance of self-talk, framing it as an ongoing dialogue. The call to "be kind to yourself" serves as advice, highlighting the impact of internal dialogue on well-being, and using the metaphor of self-talk to stress the importance of self-compassion. The notion that hope is essential to political movements in hard times highlights the ability of hope to keep people resilient in the face of adversity. The fact that the issue is being described as a "social climate" emphasizes how pervasive pessimism may be. It presents hope as an essential component as if it were a vital component that keeps people moving on with grit and optimism (Snyder et al., 1991). Research from positive psychology confirms this, demonstrating that hope may be a powerful motivator in getting through difficult circumstances (Snyder, 2002).

positive
masculinity
toxic masculinity

On the other side of fear
lies freedom.

9.12.2023

www.speak-green.com 

20.12.2023

www.speak-green.com 

In a similar vein, when we discuss "positive masculinity" as opposed to "toxic masculinity," we're digging into many different aspects of the masculine experience. Examining a variety of expressions within the parameters of what society expects from males is analogous to this contrast. It challenges our preconceived notions about what it means to be a man by highlighting both the good and bad aspects (Connell, 2005). This aligns with the current discourse on gender roles, advocating for a deeper comprehension and support of constructive and salubrious manifestations of masculinity. "On the other side of fear lies freedom" is a proverb that conveys a significant lesson about overcoming obstacles. It implies that we can achieve liberation by confronting and conquering our anxieties; it is a call to face fears in order to achieve both individual and societal freedom. This concept is consistent with positive psychology, which emphasizes the transformational power of confronting concerns for wellbeing and personal development (Haidt, 2006).

Similarly, the expression, "a fresh start is not a new place; it is a new mindset" offers an alternative viewpoint on starting over. It implies that true change involves more than just altering our external environment—it also entails changing the way we think. The metaphor highlights the significance of cultivating a new attitude for real and long-lasting transformation, and it motivates us to concentrate on doing so. This theory aligns with studies on how thinking affects behavior modification and personal growth (Dweck, 2006).

This broad review demonstrates how the "Speak Green" page successfully conveys its environmental message through a variety of language techniques, analogies, and persuasive strategies. It addresses resilience, staying true to oneself, and making moral decisions in a straightforward manner with the reader through a variety of analogies and powerful language. Words like "This is not the end of the world; this is the end of the illusion" and "Face it till you make it" demonstrate a thoughtful approach to changing our perspectives and growing personally. By emphasizing "Compassion full products, cruelty-free products," it highlights how important it is to make moral decisions about our purchases. Along with these psychologically sound topics, the page also discusses views about masculinity, the benefits of hope, and self-kindness. All in all, the way the language is used prompts us to consider both the surroundings and our own ideals, which motivates us to take constructive action.

This study's second objective is to investigate how words—such as allusions and linkages to other concepts—affect people's perceptions of their surroundings. The "Speak Green" page's content and color scheme convey a variety of messages regarding motivation, money, and society.

Lakoff and Johnson (1980) assert that people's attitude and consciousness are significantly influenced by the words they use and the connections they make. Through actively forming ideas, language promotes awareness and comprehension. A positive and well-informed perspective on a variety of life's elements can be developed via careful analysis of words and their connotations (Heidegger, 1966). On the "speak green" website, particular words and connections are purposefully used to affect people's perceptions and state of mind. As an illustration, the statement "Let's co-create an economy that works for everyone, smash the capitalist system" is similar to an appeal to improve and level the playing field for all people in the economy. The phrase "smash the capitalist system" conveys a desire for significant changes, whereas the phrase "co-create" suggests collaboration. People are encouraged to think about whether and how the economy might be made more inclusive by this combination of concepts. It stimuli inspection about how language can be used to talk about making economic systems fairer.

Let's co-create
an economy that
works for everyone.
Smash the capitalist system!

01.05.2023

www.speak-green.com 

30.07.2023

Your mind will
always believe
everything you tell it.
Feed it hope.
Feed it truth.
Feed it with love.

www.speak-green.com 

Additionally, adding color to the text helps readers visualize the content, which increases the impact of the message (Dijk, 2008). The combination of context and color gives the text visual strength (Bogushevskaya & Colla, 2015). Take the line, "Your mind will always believe everything you tell it, feed it hope, feed it truth, feed it love." The deliberate choice of the colors green for the words "hope," "truth," and "love" visually emphasizes the idea that information shapes people's thinking. The expression implies that nourishing minds with hopeful, true, and loving thoughts can have a significant effect by linking the color green with positive attributes like love, hope, and truth. It emphasizes how crucial it is to feed brains with positive and

uplifting concepts. This graphic illustration acts as a helpful reminder of the ways in which word colors can enhance the overall message and affect how we understand the information.

Feeding two birds
with one bowl.

Killing two birds
with one stone.

28.04.2023

www.speak-green.com



25.04.2023

Be real!

Be more professional.

www.speak-green.com



This clever phrase compares and contrasts two well-known proverbs, emphasizing the differences between them with color (Wang, 2014). "Feeding two birds with one bowl," as suggested by the green phrase, is a cooperative and cheerful strategy that is advantageous to all parties. The red statement, "Killing two birds with one stone," on the other hand, emphasizes the possible consequences of putting efficiency ahead of ethics. The use of color highlights these distinctions and the significance of making moral decisions. The message of making moral decisions is strengthened by the color interaction, increasing its impact and accessibility.

People are encouraged to be genuine and true to themselves when they see the words "Be real" highlighted in green. However, the red phrase "Be more professional" raises the possibility of a contradiction between adhering to conventional professional conventions and being sincere. The conflict between genuineness and the anticipated levels of professionalism is brought to light by this use of color. It opposes convention and upholds the notion that staying true to oneself is beneficial in both personal and professional spheres, promoting a more sincere and compassionate attitude to all facets of life.

common good

shareholder profit

21.04.2023

www.speak-green.com



We're not here to
put a toe in the water.

We're here
to make waves.

22.04.2023

www.speak-green.com



The option between putting everyone's well-being first (the common good) or concentrating on personal advantages (shareholder profit) is starkly shown by contrasting the terms "Common good" in green with "Shareholder Profit" in red. This decision stands out because to the usage of color, which helps us consider what matters more in our economy and how it impacts equality and the health of society.

In a different analogy, the red phrase "We are not here to put a toe in the water" denotes a daring move and rejects timidity. Conversely, the green phrase "We are here to make waves" denotes a

dedication to meaningful and revolutionary change. The demand for proactive change as opposed to passive involvement is emphasized by the use of contrasting hues. These phrases inspire us to reflect on our choices and the impact they can have on the direction of change in our communities.

The content and colors used in the article emphasize how language may contribute to a more inclusive and cohesive community, with a positive mindset and awareness being vital in this regard (Bogushevskaya & Colla, 2015). The expression highlights how important it is to choose our words carefully because we know how they can affect society as a whole. It promotes a constructive mindset by implying that language has the power to unite individuals and foster a more peaceful community.

Additionally, the phrase raises awareness by getting people to consider how language affects society. It invites contemplation on how linguistic decisions can either foster unity and oppression or contribute to division and oppression, resulting in a life that is more meaningful for everyone (Wang, 2014). The message essentially emphasizes how language has the ability to affect how we perceive the world and the kind of society and community we wish to create.

In summary, these expressions address a range of subjects and highlight key points with the use of color and linguistic distinctions. Each one influences our awareness and thinking in different ways, provoking us to consider issues such as ethical decision-making, economic systems, staying true to ourselves, and pursuing positive change. When taken as a whole, they highlight the significant influence that language has on our perceptions, our awareness, and our collective ideals. For example, the phrase "Words create worlds, choose the green one" encourages us to consider sustainability and nature by tying language and environmental awareness together. "Peace no war" assertively advocates putting peace before conflict, in line with the ideals of empathy and collaboration to establish a peaceful society.

"From words of exclusion and oppression to a language for life and union" is a description of a constructive transformative process. It encourages social justice initiatives that promote inclusivity and equality by countering insulting phrases with language that is more inclusive. It highlights how language has the ability to influence cultural norms and foster optimism.

To put it simply, these investigations show the connections between language, attitude, and society ideals. Regardless of whether the topic is justice, peace, or the environment, each word promotes careful discussion. When combined, they serve as a reminder of the transforming power of language in creating an inclusive and conscious worldview.

Conclusion

In conclusion, the examination of the "Speak and Green" website reveals that it use witty language, analogies, and persuasive techniques to discuss environmental issues. Strong statements like "This is not the end of the world; this is the end of the illusion" and "Face it till you make it" are used on the page to talk about growing personally and altering the way we view obstacles. The "Compassion full products, and cruelty-free products" contrast highlights the importance of choosing our purchases wisely. It also discusses, in accordance with psychological concepts, the benefits of hope, views about masculinity, and self-compassion.

Furthermore, the website uses color to further emphasize its points rather than only using words. Green, for example, is used to represent positive concepts like "hope," "truth," and "love." This graphic aid encourages us to feed our minds with optimistic ideas by implying that the information we absorb shapes our thinking. Additionally, the page contrasts sentences that are colored differently, such as "Killing two birds with one stone" in red and "Feeding two birds with

one bowl" in green. This graphic component highlights how crucial it is to make moral decisions. This research essentially shows how our views, values, and worldviews may be influenced by the words we use, the way we talk about things, and even the colors we employ. The "Speak and Green" website demonstrates how communication can promote good change and increase our awareness of how our actions affect society and the environment, particularly when done carefully and attractively.

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