

Depiction of Values in the Animated Movies The Lion King and Rio 2: A Positive Discourse Analysis

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Abstract

This study aims to explore the depiction of positive values in the selected English movies The Lion King and Rio 2 through the lens of positive discourse analysis. The researcher seeks to identify the discursive strategies employed to convey positive values such as leadership, responsibility, family, unity, friendship, and collaboration in selected animated movies. The research addresses a gap in understanding the power of positive messaging and; provides insights into its impact on viewers. This study adopts a qualitative research approach, utilizing positive discourse analysis and the discursive value theory by Reisigl and Wodak (2005). The results show that animated movies such as The Lion King and Rio 2 play a crucial role in presenting positive values regardless of cultural differences. This focus on positive discourse analysis demonstrates how these animations encourage audiences to think positively, adopt positive behaviors, and act with positivity. This research underscores the potential of using positive messaging in media to foster a more optimistic and virtuous society.

Keywords: Positive values, positive discourse analysis, discursive Strategies

Introduction

The power of animated movies in shaping cultural narratives and influencing audience perceptions is widely acknowledged. *The Lion King* and *Rio 2* are two notable examples of animated movies that have

garnered significant global attention for their engaging storytelling, vibrant characters, and the positive values they promote. This study investigates the representation of positive values in these two movies through the lens of positive discourse analysis, aiming to fill a gap in the existing literature which has traditionally focused on the negative aspects of discourse such as power, politics, and ideology. By shifting the focus to positive discourse, this research aims to highlight how animated movies can serve as potent tools for promoting positive social values and behaviors.

Positive Discourse Analysis (PDA) is a research method that involves studying of language in use, discursive practices, and the values inherent in different forms of discourse to build up positive messages for positive social transformation (Macgilchrist, 2007). It seeks to reveal the potential of discourse by evaluating the capacity of words to generate constructive feelings and agency among the speakers as well as other members of the community. It posits this research approach as complementary to the existing body of discursive scholarship as it focuses on investigating positivity and its possibilities in linguistic and social environments.

Positive Discourse Analysis is focused on the discursive strategies used to introduce positivity, such strategies may include: Avoiding negative words and expressions; Framing and analyzing problems positively; Integration multiculturalism as a concept; and Stressing the necessity of kindness. PDA also covers aspects of language tools, including metaphors, stories, and appeals, which are used in conveying positive information (Capone et al., 2015).

Movies can likewise be utilized as a medium in conveying learning, motion pictures are exceptionally fascinating to watch since they are moving pictures as well as, they have various sounds and various characters from every player. Movies and writing additionally have a relationship in schooling, writing comprises various classes like brief tales, novels, and verse shows. Individuals can feel miserable, and glad to chuckle when they watch a movie, they feel a debt of gratitude and get snatched up by the movie. With movies, individuals can get information, and thoughts, foster their science, and advance new things from the

movie. Individuals who comprehend the tales and language that are conveyed by every player can surely catch the finishes of the movie they observe (Hidayah et al., 2023).

To understand the potential effects of movies like *The Lion King* and *Rio 2* on society, it is essential to decipher the hidden meanings and manipulative tools employed in these narratives. This study aims to identify positive depictions of values and discursive practices in these English-language animated movies. Both movies are culturally significant, appealing to audiences of all ages, and analyzing their discourse can reveal the positive values they promote and the strategies for implementing these values effectively. According to Muhassin et al. (2020), PDA involves analyzing language, meaning, symbols, themes, and narratives in media to uncover present values and ideologies. The selection of *The Lion King*, directed by Roger Allers and Rob Minkoff in 1994, alongside *Rio 2*, provides a rich context for this analysis due to their captivating stories and lovable characters. Ultimately, this educational research seeks to investigate how positive messages are conveyed in these movies, contributing to a deeper understanding of how such values are transmitted through popular media.

Statement of the Problem

This study mainly addresses the lack of scholarly analysis of the Positive Values and discursive practices in two animated movies *The Lion King* and *Rio 2*. Despite their cultural importance, there is insufficient research on how these two movies convey positive messages and what discursive techniques are used to convey the positive message. Traditional discourse analysis focused only on negative language and themes that portray the use of power and identity that negative positivity and change. Therefore, the focus of the traditional writers and researchers on negative language and themes creates a gap that this work aims to fill through a comprehensive analysis and research on positive discourse.

Research Objectives

- 1) To explore the positive values depicted in the movies *The Lion King* and *Rio 2*.

- 2) To analyze discursive strategies used to convey the positive values in the movies *The Lion King* and *Rio 2*

Research Questions

- 1) What are the positive values depicted in the movies *The Lion King* and *Rio 2*?
- 2) How are the discursive strategies used to convey the positive values in the movies *The Lion King* and *Rio 2*?

Significance of the Study

This research on the Positive Discourse Analysis of values and discursive strategies in *The Lion King* and *Rio 2* is significant for several reasons. First, it highlights the impact of media as a powerful tool in shaping societal and individual behaviors. Movies influence perceptions, beliefs, and attitudes about various issues, making it essential to understand their role in conveying positive messages. By analyzing these movies, the research underscores the importance of positive messaging in media to enhance perceptions and motivate individuals toward constructive life changes. Additionally, the research has practical applications in fields such as media production, education, and positive psychology. Media producers can draw insights to incorporate positive values into their work, while educators can use these findings to develop lesson plans focused on character development. Practitioners in positive psychology may also utilize these insights to design effective interventions. Overall, this study contributes to discussions on how media establishes positive norms and influences behaviors for societal betterment.

Delimitation of the Study

The scope of this research is limited to comparing the English-language animated movies *The Lion King* and *Rio 2*. It does not encompass other movies or media from different languages or cultures, ensuring a focused analysis. By concentrating on these two movies, the study provides an in-depth examination of positive values and discursive practices without exploring broader aspects such as visual appeal or shot selection. The primary aim is to deliver a thorough exploration of the positive messages conveyed through these narratives.

Literature Review

Positive Discourse Analysis (PDA) is a research paradigm that draws on language and discourse in an attempt to uncover the positive aspects, affinities, and messages in a specific situation. In media and communication, PDAs have been used in different media genres, such as movies, to discover positive images and assess their effects on media consumers. For example, Smith and Winkler (2016) looked at PDA of the most viewed movies to determine that some of the new generation movies portray gender roles in a rather positive manner for females.

Discursive Value Theory, as articulated by Reisigl and Wodak (2005), provides a framework for analyzing how values are constructed and communicated through discourse. This theory emphasizes that values are not merely expressed but are actively constructed and reinforced through language and communication practices and discourse shapes and reflects societal values by framing particular ideas and concepts in ways that align with or challenge prevailing social norms. This approach involves examining the linguistic and rhetorical strategies employed in discourse to understand how values are embedded within narratives and how they influence the audience's perceptions and behaviors.

In the context of media studies, Discursive Value Theory can be particularly useful for analyzing how movies like *The Lion King* and *Rio 2* convey positive values. By focusing on the discursive strategies used in these movies—such as character dialogues, narrative structure, and visual representations—researchers can uncover how these movies promote values such as leadership, responsibility, and environmental stewardship. For instance, Reisigl and Wodak's framework allows for a detailed analysis of how language in these movies frames positive values and engages viewers emotionally and intellectually. This theoretical approach provides valuable insights into how animated movies contribute to shaping audience attitudes and behaviors through the construction and dissemination of positive values (Reisigl & Wodak, 2005).

Movies, as a potent tool for narrating a story, have the role of affirming values and shaping perceptions among the viewers. Some researchers

have focused on the values and the narratives that signify the promotion of positivism in the movies. For instance, in content analysis of popular movies Bartsch & Viehoff (2016) pointed out such positive ethics as compassion, justice, and resilience unveiled through the narrative schemes, characters' changes, and their speech. Introducing their study, they described an analysis of movies that evidenced positive values told through plots, characters, and lines of dialogue. They found that love, justice, and courage were depicted in movies examined by the authors.

It is beyond the identification of positive values that PDA in media analysis explores the discursive tactic used to portray positivity. Scholars have looked at activities of media including analog and digital which include the use of metaphors, rhetoric power, framing, and use of narratives. In the article of Kalnay & Koncz, (2014) the movie *The Lion King* has been discussed and the authors have discussed how the positive values of loyalty, responsibility, and self-actualization were narrated in the movie through the narrative and character arc. Besides quantifying the occurrence of positive talk, scholars have established the effects of positive talk in media on audience reception and response. Valkenburg and Cantor (2017) conducted a meta-analysis of studies examining the effects of positive media content on children. Their findings indicated that exposure to positive messages in media was associated with increased prosocial behavior and positive emotions. Today positive discourse analysis is to understand how power can finally promote positive ideals and a positive worldview.

Seligman (2000) defined positive psychology, which focuses on the positive aspects of human experience such as happiness, well-being, and strengths. PDA is consistent with this approach because it examines positive language and expressions in dialogue.

This study investigated the use of positive language and discourse in children's television programs, demonstrating that media might impact young viewers' discourse patterns and ideals (Lazarus, 2003). Setyoasih (2014) implied in Aesop's fable how the moral values of Aesop's fable presented as children's character building. So, the researcher used library research to analyze moral values and character

building in thirteen stories selected in Aesop's Fable collection. The result of this study was (1) Aesop's Fable contains various moral values such as respect, tolerance, fairness, responsibility, trust, and honesty. (2). the character building in Aesop's Fable is obtained through moral values implied in Aesop's Fable. The characters that can be built through Aesop's Fable are compassion, empathy, respect, upholding justice, responsibility, and honesty. Compassion and empathy are reflected in the moral values of caring for the soul and kindness. Respect is reflected through the moral values of respect and tolerance. Upholding justice is reflected through moral values, namely fairness. Responsibility is reflected through the moral value of responsibility and an attitude of trust. Honesty is reflected through moral values, namely trust and responsibility.

Faharani (2019) explored the moral values depicted in The Adventure of Pinocchio and how the moral values of The Adventure of Pinocchio presented as children's character building. The method of this study is qualitative research. This study merely uses The Adventure of Pinocchio novel written by Carlo Collodi, which has been translated into English version by Carol Della Chiesa as the primary data source. Whereas, the secondary sources are taken from other literary books and related references to support and complete the primary data. As a result, the researcher finds that some elements of moral values such as love and affection, sensitiveness and altruism, honesty, bravery, self-discipline and moderation, and respect are depicted in the content of the novel. Moreover, children's character building could be implied through The Adventure of Pinocchio novel Honesty as moral values can build Honesty characters; Self-Discipline and Moderation and Bravery as moral values can build Responsibility characters; Respect can build Regard and Respect characters; Love and Affection and Sensitiveness and Altruism as moral value can build Compassion characters.

Pusumakeja (2018) conducted a study to determine what moral values were found in The Fate of The Furious. He used descriptive analysis research to find moral value inside the movie based on Linda and Richard's Moral Value and Mansur H. R.'s theory. The result shows that there are some moral values in the movie The Fate of The Furious (Fast

and Furious 8). The moral values in the movie *The Fate of The Furious* (Fast and Furious 8) are about honesty, courage, peace ability, self-reliance, potential, discipline, moderation, loyalty, respect, love, friendliness, justice, mercy, religiosity, tolerance, social care, and responsibility. Based on the explanation above, those previous studies and this research have some differences and similarities. The researcher used different theories and approaches from the previous studies above in conducting this research. The similarities between those previous studies and current research are analyzing moral value for education purposes. So, the researcher used those previous studies as a reference for this research.

PDA in media also offers insights into the potential of media to inspire and shape positive attitudes and beliefs. The effects of environmental portrayal in the movie *Rio 2* have been discussed by Hruschka and Plunkett (2017). Through their study, they found that the movie consolidated such values as the protection of nature and the conservation of natural environments. The researchers described how the positive elements that were promulgated in the movie appealed to the audience and the techniques used in the movie such as humor and appeal to emotions. PDA is used in media to explain how positive values and messages are presented and gained within media messages. Such an understanding helps in the media literacy crusade since it provides the person with the ability to analyze media and consider the positive sentiments behind it. It also helps in media production since it gives information on how best to advertise constructive features and messages in society. Positive Discourse Analysis (PDA) in media enables the identification of positive aspects, virtues, and premises in media sources. It covers methods used in communicating positive messages, and how these messages influence the attitudes and behaviors of the intended target groups. PDA, used by researchers in media, can be beneficial for the promotion of positive values in media, raising media literacy of people, and giving meaningful information to media producers.

Research Methodology

The research methodology employs Positive Discourse Analysis (PDA) and Discursive Value Theory to analyze the positive discourse and

discursive strategies in the movies *The Lion King* and *Rio 2*. PDA focuses on language used to identify positive values and messages, while Discursive Value Theory examines how values are constructed and conveyed through discourse. Wodak & Meyer (2001). (2001) propose various discursive strategies, including nomination, prediction, argumentation, perspectivization, and intensification/mitigation, which can be analyzed in the context of positive self-presentation and negative other-presentation. Wodak & Meyer (2001) (2001) further emphasize that values are socially constructed within discursive practices, making it essential to explore how positive values are negotiated in cinematic narratives. Data for this analysis is collected from the two movies, employing qualitative methods for data analysis to uncover the underlying positive messages. Through this framework, the study aims to provide insights into how these animated movies promote positive values and influence audience perceptions.

Data Analysis

The Lion King and *Rio 2* are animated movies that showcase a range of positive values, contributing to their widespread appeal and enduring popularity. In "*The Lion King*," themes of courage, responsibility, and the circle of life are prominently featured. Simba, the main character, learns the importance of facing challenges with bravery, taking on responsibilities, and understanding the interconnectedness of all living things. Additionally, the movie emphasizes the value of family bonds and the impact of leadership on a community. In "*Rio 2*," positive values such as environmental stewardship, diversity, and the celebration of individual uniqueness are highlighted. The movie portrays the characters' efforts to protect their natural habitat and showcases the beauty of biodiversity. The theme of embracing diversity is evident through the various bird species and their unique traits, fostering a message of unity and acceptance. Both movies convey positive messages about friendship, teamwork, and the importance of staying true to oneself. They celebrate values that resonate with audiences of all ages, making them not only entertaining but also impactful in promoting positive values and life lessons which are discussed below:

Table 1: Positive Values in the Selected Movies

Positive values	Lion King	Rio 2
Leadership	1. Simba's Journey 2. Mufasa's Leadership	1. Individuality and Strengths 2. Doing What's Right
Responsibility	1. Scar's lack of Responsibility 2. Simba's Acceptance of Responsibility	1. Individuality and Strengths 2. Doing What's Right
Circle of Life Philosophy	1. Mufasa's Teachings 2. Simba's Return	1. Nico and Pedro's Carnival Auditions 2. Biodiversity and Harmony
Friendship and Collaboration	1. Simba's Allies 2. Learning from Mistakes	1. Blu and Jewel's Relationship 2. The Amazon Explorers
Family and Unity	1. Simba's Reflection on Family 2. Mufasa's Lesson on Leadership	1. Blended family dynamics 2. Journey towards Amazon

Leadership in The Lion King

The Lion King a timeless animated masterpiece, resonates with audiences worldwide not only for its captivating storyline and stunning animation but also for the powerful positive values it imparts. The movie, released by Disney in 1994, weaves a narrative that encompasses themes of family, responsibility, courage, and the circle of life.

“Rafiki: "Oh yes, the past can hurt. But from the way I see it, you can either run from it or learn from it."

Positive Discourse Analysis (PDA) focuses on how language and communication can promote positive social change and constructively shape reality. Analyzing Rafiki's quote from "The Lion King" through PDA reveals several key aspects relevant to leadership. By stating, "Oh yes, the past can hurt," Rafiki acknowledges the reality of pain and

adversity, which is crucial for leaders as it validates the emotional experiences of others, building trust and demonstrating empathy. The subsequent phrase, "But from the way I see it, you can either run from it or learn from it," emphasizes the power of choice and personal agency. Effective leaders empower others by highlighting their ability to choose their response to adversity, encouraging a proactive and growth-oriented mindset. Finally, Rafiki's advice to "learn from it" underscores the importance of learning from past experiences, promoting resilience and continuous personal development. This approach aligns with positive leadership, which focuses on fostering an environment where individuals are encouraged to grow and overcome challenges constructively.

"Mufasa: "Simba, you have forgotten me. You have forgotten who you are, and so have forgotten me. Look inside yourself, Simba. You are more than what you have become. You must take your place in the Circle of Life."

Mufasa's leadership in *The Lion King* exemplifies the principles of Positive Discourse Analysis (PDA), emphasizing empowerment, guidance, and a sense of belonging. In his conversation with Simba, Mufasa uses language to remind Simba of his inherent potential and greatness, saying, "Look inside yourself, Simba. You are more than what you have become." The approach that Mufasa takes to leadership is a wise and noble one where he respects all that live within his realm. The position of Mufasa, at the end of *The Lion King*, is an example of a wise and fair king who is portrayed in the movie. Regardless of these shortcomings, Mufasa's leadership style, reflected in the Circle of Life, respect for all living beings, and sense of responsibility, defines Simba's arc and educates viewers about leadership, responsibility, and the interconnectedness of life. Mufasa is not just dead but his spirit continues to follow Simba and guide the Pride Lands indirectly.

Responsibility

The centrality of the theme of responsibility in *The Lion King* cannot be underestimated as it runs throughout the movie and guides the

protagonists. Here are some key dialogues and moments that highlight the theme of responsibility in the movie:

“Simba: "I was running from my past. Who I am. You can run from it, or you can learn from it." Nala: "You see? He lives in you."

The transition in the character development of Simba can be said to occur when he is brainwashed by his uncle, Scar into thinking that he killed his father, Mufasa. Overwhelmed by guilt and grief Simba decides to run away from the pride lands and leave everything important to him in the hands of Scar. This time becomes the turning point in the life of Simba which can be viewed as a period of initiation as he battles the feeling of guilt that accompanies him after he is blamed for his father's death. The dialogue emphasizes the enduring influence of positive role models and the importance of internalizing their teachings. Through these interactions, the movie illustrates how embracing responsibility and learning from the past can lead to personal and communal empowerment, aligning with PDA's goal of fostering positive change through discourse.

Circle of Life Philosophy

The idea of the Circle of Life in the movie *The Lion King* is the leitmotif that describes the unity of beings and the constant cycle of living entities. This philosophy is encapsulated in several key moments and dialogues in the movie:

“Mufasa: "Everything you see exists together in a delicate balance. As king, you need to understand that balance and respect all the creatures, from the crawling ant to the leaping antelope. We are all connected in the great Circle of Life."

The Circle of Life with Mufasa as the teacher demonstrates the possibilities of a positive and productive formation of values in the sphere of friendship and cooperation. The interdependence and the roles mentioned in this philosophy equip people with a map of how they can create relationships and how they can solve problems collectively. Recognizing the Circle of Life also helps the members of the Pride Lands and their interactions along with fostering the balance and general satisfaction of their society. Mufasa's influence as a king, therefore,

provides direction for the characters in *The Lion King* and offers a timeless message regarding the promotion of good values through camaraderie and cooperation.

“Simba: "I know what I have to do. But going back means I'll have to face my past. I've been running from it for so long." Rafiki: "What does it matter? It's in the past!" Simba: "Yeah, but it still hurts." Rafiki: "Oh yes, the past can hurt. But the way I see it, you can either run from it or learn from it."

Positive discourse analysis (PDA) emphasizes the construction of positive identities and their social relations and Simba's return back to the Pride Lands was not only a return to the throne but was also the restoration of balance in the Circle of Life. This is due to a consideration towards the environment and toward the welfare of those within the society. This is why the return of Simba to the Pride Lands may be considered a significant element of the Circle of Life symbolism. It symbolizes a cycle where the rightful King triumphs to restore order, hence the circle.

Friendship and Collaboration

Friendship and cooperation are two major values in *The Lion King* movie and also imply the importance of cooperation and unity in difficult moments. Here are key moments and dialogues that highlight these themes:

“Timon: "What's eating you, kid?"

Simba: "I'm not the king they think I am. I've made mistakes."

Pumbaa: "Well, what you got to do, you got to put your behind in your past."

A friendly connection between the protagonist Simba and their buddies, Timon and Pumbaa shifts the conventional norms of friendship and their Positive behavior and relationship as per PDA. This feature presents the idea of accepting and cooperating with people or creatures despite the differences in species and past experiences. Their relationship becomes an inspiring example of how people can become friends if they can practice tolerance and acceptance because of the diverse world, they live in.

Simba is depicted as having lots of emotional issues from his past, and the friends he gains in the journey – Timon and Pumbaa – help him in getting over the traumas. Their bond allows Simba to face his personal failures and utilize the lessons from them to grow as a character. This demonstrates that support is important in friendship and points to the overall functionality of cooperative relationships based on emotionality. Some of Simba's friends Timon and Pumbaa play a great role in his experience as they present such values as loyalty, diversity reciprocity, teamwork, forgiveness, comfort during stress, and leadership. Subsequently, their friendship symbolizes that relationships and cooperation with others are critical aspects of human development, and the ability to cope with adversity and lead effectively.

Learning from Mistakes

"Simba: "You were right, I am just a cub. But I am not just any cub. I am Simba, and I am the king."

From the movie, one is able to realize that leaders are not infallible and they may at times be wrong. Simba then gets to experience the consequences of his actions and therefore grows to become a responsible leader. The major motifs of friendship and learning from one's shortcomings in the movie *The Lion King* explore Simba's personal growth exemplifying the development of positive attributes in him. These values help in the transformation of Simba from an immature, incompetent king to a wise and responsible one.

Family and Unity

The values of family and togetherness are strong when it comes to —*The Lion King*, because the movie shows how each member of a family is essential, and how the whole is stronger than the sum of its parts. Here are key moments and dialogues that emphasize the themes of family and unity:

Simba's Reflection on Family

"I'm only brave when I have to be. Being brave doesn't mean you go looking for trouble." Simba's reflection on family, "I'm only brave when I have to be. Being brave doesn't mean you go looking for trouble," Simba: "We are one."

Simba tells them that bravery is not something one flaunts, but rather something one calls upon when the time arises. This is a very mature way of defining courage. While scavenging for food in the savannah, instead of provoking the lions or putting himself in a dangerous situation of danger for no tragic reason, Simba learns when it is right to be brave. This perspective is in line with the positive moral value of courage regarding adversities and challenges, people's preparedness to face challenges rather than avoiding them. The element of family and bravery that was reflected in Simba also gives positive messages such as courage, responsibility, humility as well as a level of self-control in approaching life's events. It puts emphasis on the notion of positivity being not only about the fact that something has been done but also about the motivation behind that action, especially in the light of family ties and managing people.

Mufasa's Lesson on Leadership

"A king's time as ruler rises and falls like the sun. One day, Simba, the sun will set on my time here, and will rise with you as the new king."

In Disney's *The Lion King*, Mufasa imparts profound lessons on leadership that resonate across ages, emphasizing positive values, responsibilities, and the concept of the circle of life. He teaches Simba that kingship is a temporary role passed down through generations, instilling a sense of responsibility toward the Pride Lands and its inhabitants. The imagery of the sun setting and rising symbolizes succession, highlighting the importance of creating a legacy for future generations. Mufasa's humility reminds leaders to seek help and collaborate, rejecting arrogance in favor of a more inclusive leadership style. His metaphorical teachings about the interconnectedness of life promote compassion and ethical governance, reinforcing that true leaders are caregivers for their communities. Mufasa's mentorship encourages Simba to embrace change and develop courage in facing challenges, while his motivational words foster perseverance and direction. By focusing on building Simba for leadership, Mufasa embodies selflessness and proactivity, prioritizing the collective good over personal gain. Ultimately, the lessons Mufasa shares—responsibility, humility, interconnection, mentorship, courage, and selflessness—serve as timeless

guidance applicable in various contexts, inspiring individuals to adopt these values in their own lives.

Rio 2

Rio 2 is an animated musical movie released in 2014 and the sequel to the *Rio* which came out in 2011. The movie features the directorial skills of Carlos Saldanha and follows the story of Blu a blue macaw bird who is in a relationship with Jewel and they are challenged by having a family in the city of Rio de Janeiro as well as the Amazon rainforest.

Leadership

Leadership is one of the aspects depicted in the characters of *Rio 2* while the characters try to solve challenges in the amazon rainforest. Here are some key moments and dialogues that highlight leadership qualities and the characters' growth in this aspect:

Individuality and Strengths

“Blu: “I just don't feel like I belong here. The jungle is so different from what I'm used to.”

Positive Discourse Analysis (PDA) emphasizes how discourse constructs positive identities and social relationships, particularly in movies like *Rio 2*, where the main character, Blu, a domesticated and anxious blue macaw, embarks on a journey of self-discovery in the vibrant Amazon rainforest. Blu's feelings of inadequacy are encapsulated in his words, “I just don't feel like I belong here. The jungle is so different from what I'm used to,” reflecting his struggle with individuality and acceptance of his uniqueness. As Blu navigates the jungle's diversity, he learns to embrace both the environment and his own differences, promoting themes of tolerance and the value of diversity in enriching society. Throughout his journey, Blu discovers that his urban skills can be assets in the wild, reinforcing the narrative that individual talents contribute to community strength. His character development illustrates the importance of flexibility and openness to change, as he evolves from reluctance to acceptance of the jungle's differences. This coming-of-age adventure underscores courage as a vital virtue for facing adversity, while Blu's friendships highlight the significance of recognizing and celebrating individual attributes. Ultimately, *Rio 2* conveys a powerful message about

self-acceptance, collaboration, and the positive impact of embracing diversity, offering viewers not only entertainment but also valuable life lessons on acceptance and courage.

Doing What's Right

"Jewel: "Blu, being a leader doesn't mean being exactly like everyone else. It means doing what's right and showing others the way, even if it feels a bit uncomfortable. /You have your own strengths, and it's those strengths that can make a difference here."

In movie, Jewel teaches Blu, in *Rio 2*, about leadership and the fact that everyone is different and those differences should be accepted as a Positive identity and relation. The quote Blu, being a leader doesn't mean that you have to be like the rest of the pack, you have to do the right thing of course, and set an example even if it makes you uncomfortable You are you, and that You is what can make a difference here || has many positive messages and gives an important message about leadership, individuality and the importance of diversity.

Jewel's message to Blu in *Rio 2* introduces a range of values, including leading, uniqueness, bravery, and strengthening. Finally, the advice focuses on integrity, embracing oneself, addressing the discomfort, and serving others through leadership. These attributes help to shape the themes of the movie and offer the viewers useful lessons on the characteristics that proper and honorable leaders should possess.

Responsibility

One of the principal themes of a movie *Rio 2* is responsibility demonstrated through characters' roles as parents, members of the specific community, and the only protectors of the environment. Here are some moments and dialogues that highlight the theme of responsibility in the movie:

Blu and Jewel as Parents

Blu: "Jewel, I know this jungle isn't exactly our comfort zone. I mean, we had a pretty sweet set-up back home, right?"

In *Rio 2* Blu has a sense of responsibility as he is experiencing the changes that take place in his life and tries to find his place in another world which is the jungle. The quote says, Jewel, I know this jungle isn't exactly

our comfort zone. I mean, we had a pretty sweet set-up back home, right? Blu accepts his role and responsibilities not only for his family but for the entirety of the jungle, which points to the fact that the movie also ascribes positive values to the notion of duty. In particular, the responsibility of Blu is intimately connected with his desire to stay loyal to his family. The realization that their past was pretty sweet demonstrates that there exists the awareness of having lived a rather privileged life. However, this willingness to step out of the comfort zone threshold is well grounded, as he feels obligated to Jewel and their potential offspring. This family-oriented role encourages beliefs that are perceived to be virtuous, especially loyalty, commitment, and sacrifice. Aside from the domestic roles assigned to Blu, the movie also provides her with a journey to the jungle with some environmental lessons. The aspect of having to change the environment and ensure the survival of his species displays the concept of stewardship among humans and the environment. This resonates with positive attitudes towards environmental conservation and a desire for a sustainable relationship between people and the natural environment.

This is especially evident in Blu's decision to rise to take on the mantle of the jungle challenges, which is laudable and evident in his rapport with Jewel. It shows cooperation in the fact that they need each other and the capacity to overcome adversity together. This feeling of shared contribution enhances their partnership and goes a long way in adding value to the principle of running a partnership. Therefore, considering Blu's desire to assume responsibility for adapting to the jungle in *Rio 2*, this movie promotes virtues such as work ethic, family, fraternity, responsibility, and endurance. These values are portrayed through the character development and the plot line and convey the idea of changes being manageable when one is ready to take responsibility.

Embracing Natural Environment

Jewel: "Blu, it's not about the home; it's about our family. We need to be here, in the wild, where we belong." Although there is a movie by the title *The Lion King* that is famous for the theme 'Circle of Life', *Rio 2* is not typically themed by the Circle of Life. Still, it does address such profound

questions connected with the interdependence of life and living environment. Here are some moments and dialogues from *Rio 2* that touch upon similar philosophies: Jewel from the movie *Rio 2* is a Spix's Macaw who demonstrates a strong appreciation of nature and especially the wilderness over civilization which is portrayed by her rejection of Blu's suggestion that he take her to a luxurious house deep in the forest instead of their natural habitat. This feeling is illustrated in the scene with her telling Blu, her mate, Blu, it's not the home. It's our family. We have to stay here. In the wild. Regarding the analysis of positive values, the video reflects the following: respect for the environment, family values, and the feeling of belonging.

Jewel showcases an appreciation of the environment within the mores of the animal kingdom emphasizing the fact that life is in the jungle as they are creatures of the wild. This corresponds with the positive moral value of environmentalism, which is the respecting and sustaining of natural biography. Watching this picture, we understand that people should respect nature and be kind to animals with the aim of healthy people and a healthy planet.

Jewel's position is, in its way, a properly Earth-honoring one. Thus, by promoting life in the wild, she continues the theme of the importance of the existence of every species for the equilibrium of the natural environment. This is in conformity with the positive cultural value of the preservation of life and nature based on the dignity of human life and interdependence.

Thus, Jewel's phrase in *Rio 2* movie was not only about the desire to live in the wild but also the positive values that include conservation of environment, family togetherness, and roots, knowledge and enlightenment on environmental issues, as well as respecting the beauty of nature. By portraying this story, the movie provides audiences with not only the entertainment value but also the educational components of understanding and respecting the environment and acknowledging the worth of animals and their ecosystems.

Circle of Life Philosophy

As with the Circle of Life, while this is not a direct phrase that appears in —*Rio 2*, it is a similar concept. Nevertheless, it can be said that it does address certain concepts that can be associated with the life-earth interaction. Here are some moments and dialogues from *Rio 2* that touch upon similar philosophies:

Biodiversity and Harmony

Nigel: "The sky, the trees, everything! It's all connected, like one big macaw, and I'm just a feather. A tiny, insignificant feather."

Rio 2 is an animated movie that explores the Circle of Life philosophy, emphasizing the interconnectedness of species and the importance of the Amazon rainforest. The movie showcases a vibrant ecosystem where each character plays a vital role in maintaining ecological balance. Through its colorful animation and engaging story, it highlights themes of biodiversity, cooperation, and respect for nature. The narrative encourages children to appreciate diversity and understand that every creature has a unique purpose within the ecosystem. As characters navigate their roles, they learn about responsibility and the significance of preserving the environment. The movie's portrayal of harmony among various species serves as a reminder of our shared responsibility to protect the planet. Ultimately, *Rio 2* aims to foster moral and social development in children by instilling values of cooperation, appreciation for nature, and awareness of their connection to all living beings.

Nico and Pedro's Carnival Auditions

Pedro: "We want samba, we want color, we want... feathers! We want it all!"

Nico: "That's right! And remember, we're not just looking for birds. We're looking for stars!"

In *Rio 2*, the main characters Nico the canary and Pedro the cardinal embark on a mission to recruit talent for a carnival in the Amazon, embodying the Circle of Life as diverse animals come together to showcase their unique abilities. The Carnival Auditions serve as a vibrant microcosm of values such as tolerance, cooperation, and individuality,

promoting an inclusive environment where animals of various species and abilities participate, emphasizing that everyone has something valuable to offer. Nico and Pedro exemplify collaboration and teamwork as they gather a wide array of participants, illustrating how unity in diversity can lead to the creation of something beautiful. The auditions not only highlight ordinary talents but also recognize extraordinary abilities, fostering an atmosphere where uniqueness is celebrated. Ultimately, the carnival auditions convey important lessons about acceptance, cooperation, and appreciation of individuality, demonstrating that when individuals unite under a shared purpose, they can create a joyous and inspiring community that reflects the essence of the Circle of Life.

Friendship and Collaboration

As the idea of friendship and cooperation does not lose its relevance in *Rio 2*. The new characters join the old ones in solving the problems as well as experiencing the different aspects of Rio de Janeiro and Amazon life. Here are some key moments and dialogues that highlight the themes of friendship and collaboration:

Blu and Jewel's Relationship

Blu: "Jewel, I just want our family to be safe. Is that too much to ask for?"

Jewel: "No, Blu. But the kids need to experience life in the wild. It's who they are."

In *Rio 2*, Blu and Jewel exemplify the evolution of friendship into a deeper relationship, showcasing how their bond transforms from mere acquaintances to partners in both love and business. As two blue macaws from different backgrounds—Blu being a domesticated American macaw and Jewel a wild one—they navigate various challenges together, demonstrating that true friendship provides emotional support and strength during difficult times. Their relationship highlights the importance of overcoming differences, as they embody values of tolerance and acceptance, proving that love can flourish despite contrasting upbringings. Throughout the movie, their collaboration not only benefits their family but also serves as a metaphor for unity and cooperation, illustrating that partnerships can lead to personal fulfillment and societal

improvement. Ultimately, Blu and Jewel's journey reinforces the idea that relationships built on friendship and cooperation enhance individual and community worth, promoting optimism, perseverance, and the power of solidarity in creating a balanced life.

The Amazon Explorers

“Blu: “We're not just a flock; we're a family. And families take care of each other.”

In *Rio 2*, Blu and Jewel take their three children on an adventurous trip to the Amazon rainforest, where they encounter a diverse group of birds and unite to form a cooperative team tasked with surviving the challenges of the jungle. This journey emphasizes themes of friendship, cooperation, and unity, as the characters learn to appreciate each other's unique roles and strengths despite their differences in backgrounds and experiences. The movie illustrates positive values such as tolerance and acceptance, showcasing how the Amazon explorers embrace their individual quirks while working together to solve problems collectively. As they navigate various obstacles, the characters demonstrate that unity is a source of strength, breaking stereotypes by showing that beings from different origins can collaborate harmoniously. Additionally, the narrative highlights personal growth through teamwork, as each character discovers their hidden talents while contributing to the group's success. Ultimately, *Rio 2* promotes environmental stewardship alongside its messages about friendship and collaboration, encouraging viewers to appreciate diversity and work together toward common goals for a better society.

Family and Unity

Similarly, in the case of *Rio 2* the idea of a family and unity are very important since the characters experience different conditions of the environment and become closer. Here are key moments and dialogues that highlight the themes of family and unity:

Blended Family Dynamics

“Blu: “Jewel, I just want our family to be safe. Is that too much to ask for?”
Jewel: “No, Blu. But the kids need to experience life in the wild. It's who they are.”

In *Rio 2*, the story centers on Blu, a domesticated macaw, and Jewel, a wild macaw, as they navigate the complexities of raising their three chicks within a blended family. The movie emphasizes the importance of togetherness, showcasing the joys and challenges that arise from their different backgrounds and attitudes toward life and work. As Blu and Jewel learn to accept each other's differences, they foster a love that transcends species, highlighting the theme of unity among diverse family members. Their journey illustrates that true strength comes from embracing these differences, promoting values such as adaptability, responsibility, and effective communication. The challenges they face together reinforce the notion that successful families thrive on collaboration and understanding, while also emphasizing the significance of parenting and guiding the younger generation. Ultimately, *Rio 2* delivers an uplifting message about the power of love and acceptance in creating a close-knit family, encouraging viewers to appreciate diversity and work together towards common goals.

Journey to the Amazon

"Nico: "That's right, baby! We're the Amazon! We're the jungle! We're the Carnival!" Pedro: "And we're back in business, baby!"

In *Rio 2*, Blu, Jewel, and their children embark on a journey to the Amazon rainforest, symbolizing family togetherness as they face various challenges, including encounters with wild animals and environmental threats. This adventure emphasizes the positive aspects of family unity, cooperation, and perseverance in overcoming adversity. As they navigate the unfamiliar jungle, the movie showcases the importance of collective decision-making and highlights how diversity among different species fosters integration and teamwork. The family's experiences reflect real-life issues such as deforestation and environmental conservation, teaching valuable lessons about stewardship and responsibility toward nature. Through their struggles, Blu and Jewel demonstrate that true strength lies in embracing differences and working together, reinforcing the idea that a supportive family can triumph over hardships. Additionally, the narrative conveys educational values about wildlife protection and the significance of preserving natural habitats, ultimately

promoting essential themes of unity, respect for the Earth, and resilience in the face of life's challenges.

Discursive Strategies

A strategy is an approach that uses spoken language and discourse can help control the thinking process. Discursive strategies can be employed to achieve a range of goals, including social, political, psychological, and linguistic ones. It may contain positive or bad elements, and discursive strategy is a method of better controlling and converting others to grow beliefs or ideas. Discursive strategies are attempts by social actors to influence reality to achieve their goals. Discourse strategy is a type of language expression that is used to support or oppose specific political activity. According to Wodak, a discursive approach is employed to gain some attention and strengthen. Wodak explains the types of discursive structures.

Table 2: *Discursive Strategies used in the Selected Movies*

Strategy	Description	Devices	Examples
Nomination	The discursive structure of social actors, object, phenomenon, events and actions.	The discursive construction of social actors, objects, phenomena, events and actions. In the nominations there is usually a metaphorical figure of speech contain a process and action.	Positive Framing Example: The Circle of Life is presented as a positive and harmonious concept in "The Lion King," emphasizing the interconnectedness of all living things and portraying the natural order in a positive light.

<p>Predication</p>	<p>Discursive of social actors, objects, phenomena (more or less in negative and positive)</p>	<p>The word contained positive and negative (in the form or adjectives, conjunctional, at all). Comparison or parable, metaphors, and other rhetorical figure (including hyperboles, euphemism and all- which contain figure of speech- presupposition and Others.</p>	<p>Rafiki presents a prophetic vision, foreseeing Simba's destiny and role in the Circle of Life. He uses symbolic gestures and the painting of a mane on a tree to symbolize Simba's growth into a true king.</p>
<p>Argumentation</p>	<p>Validity of specific claims of truth and normative rightness.</p>	<p>Formal or more content-related.</p>	<p>Rightful Place as King. Simba states, "You can't do that. The king's the rightful king. The only thing standing in your way is... you."</p>

Perpectivization	Positioning speaker's or writer's point of view and expressing involvement or distance.	Direct, or indirect or free indirect speech.	Monologue Scene Example: Scar has a monologue where he justifies his actions by presenting them as a necessary and pragmatic approach to ensure the survival of the Pride Lands.
Intensification and mitigation	Modifying the illocutionary force of utterances concerning their epistemic or deontic status-	Doubts, expressions that are unclear or vague. Indirect spirit for example question not question.	Intensification Example: Mufasa's Death In the scene where Mufasa, Simba's father, dies, the moviemakers use intensification to evoke strong emotions from the audience. The dark and stormy atmosphere, the dramatic music, and the slow-motion sequence during Mufasa's fall all intensify the impact of the character's death. Mitigation Example: Scar's Mitigation

When Scar is revealed to be the antagonist responsible for Mufasa's death, the moviemakers use mitigation as a discursive strategy to provide some context to Scar's actions. Scar's song "Be Prepared" and the subsequent scenes depict him as a complex character who feels marginalized and overlooked.

In *The Lion King*, several discursive strategies—nomination, prediction, argumentation, perspectivization, intensification, and mitigation—play significant roles in shaping characters' identities and the narrative's moral framework.

Nomination refers to how characters are identified and labeled within the discourse. In *The Lion King*, Simba is consistently nominated as the rightful king, the hero, and a symbol of moral integrity. Scar, in contrast, is nominated as the villain, the usurper, and a symbol of corruption and deceit. This clear distinction helps to reinforce the positive identity of Simba and the negative identity of Scar, shaping the audience's perception of their roles and actions.

Prediction involves anticipating future actions or outcomes based on current discourse. Throughout the movie, the narrative predicts Simba's eventual return and restoration of balance to the Pride Lands. This prediction is built on the moral framework established by Mufasa's teachings and Simba's inherent qualities. The audience is guided to

expect that Simba will fulfill his destiny as a leader, reinforcing the positive discourse surrounding his character and the narrative's moral resolution.

Argumentation is used to justify and rationalize characters' actions and decisions. In the movie, Simba's eventual decision to confront Scar is framed through argumentation that emphasizes his moral responsibility to restore justice and balance. Mufasa's teachings and the values embodied by the Circle of Life provide a rationale for Simba's actions, arguing that reclaiming his role as king is not just a personal right but a duty essential for the well-being of the Pride Lands.

Perspectivization refers to presenting events or actions from particular viewpoints. *The Lion King* often shifts perspectives to highlight different moral and ethical dimensions. For instance, Simba's perspective evolves from a guilt-ridden exile to a confident leader. This shift helps the audience understand and empathize with his journey, reinforcing the positive discourse surrounding his growth and the responsibilities he assumes. Scar's perspective, in contrast, is framed negatively, showcasing his manipulation and deceit from a perspective that highlights his moral failings.

Intensification involves emphasizing certain aspects of discourse to highlight their significance. The movie uses intensification to underline Simba's heroism and Scar's villainy. For example, the dramatic portrayal of Scar's betrayal and the climactic battle against him serve to intensify the moral stakes of Simba's quest. The visual and emotional emphasis on Simba's struggles and triumphs amplifies the positive values of courage, justice, and leadership.

Mitigation refers to downplaying or softening certain aspects of discourse. In *The Lion King*, mitigation is used to manage the impact of Simba's past mistakes. His departure from the Pride Lands and his earlier avoidance of responsibility are portrayed in a way that emphasizes his growth and redemption rather than solely focusing on his failures. This approach helps to maintain Simba's positive image and focus on his eventual return as a rightful and capable leader.

These discursive strategies work together to construct a narrative that reinforces Simba's positive identity, emphasizes moral values, and guides the audience's understanding of the characters' roles and actions.

Findings and Discussion

This study explores the positive discourse analysis of *The Lion King* and *Rio 2*, revealing how these animated movies represent values such as family togetherness, environmental care, and determination. In *The Lion King*, genealogy plays a crucial role, focusing on the relationships between Simba and Mufasa, as well as Simba and his own children. The movie underscores that the nature of familial relationships significantly shapes a child's personality and sense of duty. Mufasa teaches Simba about the importance of the circle of life and leadership, emphasizing that a king's power comes with responsibility. Simba's transformation from a carefree cub to a responsible lion king highlights the importance of facing family responsibilities and personal growth. Additionally, themes of courage and perseverance are woven throughout Simba's journey, illustrating that overcoming fear and self-doubt is essential for effective leadership.

Conversely, *Rio 2* emphasizes integration among different species within the Amazon rainforest, promoting tolerance, sharing, and diversity as foundational principles for a harmonious society. The movie illustrates how characters from various backgrounds can come together to support one another despite their differences. This theme of unity is reinforced through their collective experiences and challenges, showcasing the positive impact of cooperation in overcoming adversity. The actions of characters in both movies serve to protect their environments, prompting viewers to reflect on their own impact on nature. By promoting a positive stereotype of environmental care, *Rio 2* encourages audiences to consider their roles in protecting the world around them.

The findings from this analysis contribute to the academic literature on the representation of positive values in animated movies. The themes present in *The Lion King* and *Rio 2* are supported by engaging storytelling and vivid lessons about family dynamics, courage, unity, and ecological responsibility. This research has practical implications for

moviemakers, educators, and parents alike; it highlights how animated movies can effectively promote positive values while shaping cultural norms and expectations. Educators can incorporate these movies into lesson plans focused on values and environmental protection, while parents can guide their children's viewing choices to foster moral development.

Conclusion

The positive discourse analysis of *The Lion King* and *Rio 2* serves not only to illuminate the role and interpenetration of values within the cinematic landscape but also to encourage reflexive discussions about the movies' powerful influence on audiences. While previous works have often focused on character domination and negative roles, this research highlights the positive interactions and values that characters embody for one another. Thus, this study positions the vibrant worlds of Pride Rock and the Amazon Rainforest not merely as animated sequences but as reflections of our own aspirations and values. *The Lion King* conveys themes of the circle of life, noble leadership, and the power of family, while *Rio 2* expands on these ideas by addressing environmental stewardship, cultural unity, and friendship. Viewers not only observe these values but also feel compelled to reflect on them, transforming scenes like Mufasa's guidance or the colorful unity in the Amazon into profound conversations for self-exploration. Additionally, the positive narratives within these movies shine a light in a world often depicted as challenging. Regardless of their environmental struggles or personal conflicts, the characters strive to overcome adversity through collaboration and shared values. Audiences are not merely spectators but active participants in shaping a set of values that resonate with their humanity. The enduring significance of narrative in shifting cultural paradigms is evident; the positive values reflected in *The Lion King* and *Rio 2* are passed down through generations. Today's cinema acts as a geographical nomadic storyteller, conveying cultural ideas, ethical lessons, and moral codes to global communities. The analysis underscores the recognition of movie as an art form that fosters positive discourse, transcending language, culture, and age to deliver foundational

messages that resonate universally. Finally, both *The Lion King* and *Rio 2* exemplify cinema's potential as a tool for sharing positive messages about family unity, environmental stewardship, resilience, and social responsibility across generations and cultures. By employing Positive Discourse Analysis as a methodological approach, this study provides insights into the values encoded in verbal interactions and character relationships. Future research could explore cultural representation in animated movies further or analyze audience reactions across different demographics to understand better the global significance of portrayed values.

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