Greetings from Joe | April 20, 2020
Joe Fenbert, Program Director – Association of Washington Student Leaders

Research indicates we use a metaphor in our writing every 25 words. Count it off sometime. Write something without really thinking about it, then look back and see how many metaphors have snuck into the writing. The metaphors we use in the landscapes of our minds to frame situations, largely determines how we react to the situations. A cancer patient changed her metaphor from battling cancer, which produced a war metaphor of winners and losers and causalities, to being schooled by cancer, which produced an education metaphor of learning and growth, understanding and asking the right questions to better live within the answers.

I can't pretend to know what metaphor you are using to frame your current existence. But I do know we are all in hyperdrive in our quest to make sense of what is happening to us and around us. Be mindful of how you talk and write and the framing metaphor you are using might become apparent.

I'm working on the metaphor of the wake-up call. I see countries now not as islands unto themselves, but rather as intertwined economic and social vines. I see workers like farm labor, food manufacturing, freight delivery, grocery clerks and sanitation pick up now tagged as "necessary and essential" while viewed by many in the past as being less-than jobs. I see government is a moderator of our collective well-being and how well it functions truly matters. I see the Covid-19 virus hurting some communities at higher rates than others. It is an equal opportunity virus exposing our un-equitable society. I see a pandemic engulfing the world can only be addressed through global thinking. To sneak in another metaphor, the Corona virus is our pre-game warm up to working together to mitigate climate change.

A wake-up call is a metaphor for getting up, getting after it and getting better.

Articles
This is how tiny changes in words impacts the way you think
https://www.fastcompany.com/90208548/this-is-how-tiny-changes-in-words-impacts-the-way-you-think

Metaphors can change our opinions in ways we don't even realize

Life's Stories: How you arrange the plot points of your life into a narrative can shape who you are—and is a fundamental part of being human.