CHAPTER 2

LITERATURE REVIEW

This literature review is divided into two parts. The first part deals with a definition of metaphor and some key concepts concerning metaphor such as conceptual metaphor, structural metaphor, conventional metaphor, and mappings of conceptual metaphors. The second part covers previous studies related to metaphors in general as well as war metaphors.

2.1 Theoretical Frameworks

In an effort to acquire a theoretical background for the study of war metaphors in Thai political words used in various issues of the *Matichon* daily newspaper, previous academic studies concerning conceptual metaphor, structural metaphor, conventional metaphor and mappings of conceptual metaphors will be reviewed as main theoretical sources.

2.1.1 Conceptual Metaphor Theory of Lakoff and Johnson

According to Lakoff and Johnson, a metaphor is a device of poetic imagination and styles of writing. Lakoff and Johnson also stated that metaphors are frequently found in our everyday life. They naturally occur not only in language but also in thought and action. Moreover, the general conceptual system is related to the nature of metaphor. The metaphor theory of Lakoff and Johnson states that the language of our daily lives represents our perception and its expression on the part of humans of their experience to themselves and to the world. People are not actually aware of the conceptual system but automatically think and act in accordance with it. Communication is based on the same conceptual system so language provides important evidence of the system (3-4). To express the metaphoric idea and its structure, the ARGUMENT concept is a good example to reflect people's language in daily life.

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Lakoff and Johnson use the conceptual metaphor AN ARGUMENT IS WAR, as shown in the following expression:

ARGUMENT IS WAR

Your claims are *indefensible*.

He *attacked every week point* in my argument.

His criticisms were *right on target*.

I *demolished* his argument.

I've never *won* an argument with him.

You disagree? Okay, *shoot!*

If you use that *strategy*, He'll *wipe you out*.

He *shot down* all of my arguments.

(Lakoff and Johnson, 4)

According to the expressions above, AN ARGUMENT IS WAR metaphor is common in the culture, it structures the actions we perform in arguing. That is to say, the similar words that refer to war are used to refer to arguments. In other words "arguments" are compared to "war". From the examples above, concerning the persons we are arguing with, we see them as opponents. We attack them and defend our own positions. We gain and lose. We have strategies and plan to use them if we find ourselves in indefensible positions; we abandon these positions, and plan new attacks. The words used in the examples are related conceptually to war. However, it is not physical battle being referred to but verbal battle. The argument structure reflects attack, defense, and counterattack (Lakoff and Johnson, 4).

Lakoff explains that metaphors include a "Conceptual Mapping System" which is mapping between a source and target domain (Lakoff, 20). The conceptual metaphor mappings help us to understand something better as it links one idea to another. Some domain is an objective that is used to compare to an abstract idea. We can understand it by looking at the source domain characteristic. The "Conceptual Mapping System" was created to explain how people use metaphors in everyday life (Kövecses, 4). To understand how conceptual metaphors work, some key concepts concerning metaphors are given as follows:

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2.1.1.1 Structural metaphor

The simple idea of metaphor is the concept of the physical or concrete which can be anything in our conceptual system. We are able to specify metaphor in many specific categories. Structural metaphors allow us to see the rich sources of complexity. It is not just an orienting concept but also one with a high degree of structure and is clearly a concept related in structure to another concept. Structural metaphors are related to our experiences. We can understand metaphors in terms of something that is readily at hand, namely, physical conflict. Fighting provides a rich source of metaphoric conceptualizations. Animals fight to get what they want which can be food, sex, territory, control, etc. The same purposes apply to human except that humans employ special techniques of fighting. In this case, humans employ verbal argument as a type of fighting because the arguments can conceivably and sometimes do lead to actual physical fights (Lakoff and Johnson 62). To emphasize the idea of the structural metaphor, Kövecses proposes that a mappings system is used to more readily grasp a specific target domain and such is also part of the metaphor structure. The concept of metaphor can be illustrated through the sets of mappings as they provide us with the expressions which illustrate the idea behind the particular metaphor (14).

2.1.1.2 Conventionality of Metaphors

Metaphors can also be categorized in their degree of conventionality. In this sense, we can hear how people use worn out metaphors in everyday speech. The term "conventional" has been to refer to the idea of the established and entrenched. Accordingly a metaphor can be highly conventional or conventionalized (Kövecses, 33). Kövecses gives examples to consider as follows:

THEORIES ARE BUILDINGS: We have *to construct* a new theory.

SOCIAL ORGANIZATIONS ARE PLANTS: The company *is growing fast*.

(Kövecses, 34)

The metaphors given above demonstrate metaphorical expressions that are much conventionalized since they are cliched and well-worn. The speakers generally do not realize that they are using a metaphor when they use the expression *defend* in relation to arguments or *head start* in connection with life. For English native speakers, these are natural ways of speaking when they are used in conversation. Hence, conventional conceptual metaphors are deeply entrenched in the way people think and understand an abstract domain, for instance ARGUMENT IS WAR, LOVE IS A JOURNEY, IDEAS ARE FOOD and BUILDINGS (Kövecses, 34).

2.1.1.3 Mappings: Conceptual Metaphors as Sets of Mappings

Kövecses developed the concept of domain mapping which as first introduced by Lakoff and Johnson (44-45). Kövecses also explains the idea of a mapping system in that we can use the word to understand the metaphor process by looking at the relationship between the two domains mapping system called SOURCE domain and TARGET domain (7-8). The metaphoric conceptualization of LOVE IS A JOURNEY as an example. The following examples allow us to see the elements of a source domain as mapped onto elements of a target domain.

LOVE IS A JOURNEY

We aren't going anywhere.
The relationship is foundering.
It's been a bumpy road.
We've made a lot of headway.
We're at a crossroads.

(Lakoff and Johnson, 44-45)

In the metaphorical expressions above, the mapping between love and journey are demonstrated as follows:

Source: JOURNEY   *Target*: LOVE

(a) the travelers   ⟶   the lovers

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(b) the vehicle ———————→ the love relationship itself

(c) the journey ———————→ events in the relationship

(d) the distance covered ——————→ the progress made

(e) the obstacles encountered ————→ the difficulties experienced

(f) decisions about which way to go ——→ choices about what to do

(g) the destination of the journey ——→ the gold(s) of the

relationship

(Kövecses, 9)

From the mapping above, the source domain (journey) is given and people can use it in the target domain (love). However, the target domain of Love did not possess these elements before they were mapped onto it from the source domain of journey. In this case, this set of elements is an application of the journey domain to the love domain to demonstrate the conceptualizations of love (Kövecses, 9).

2.2 Previous Studies

There are seven relevant previous studies reviewed here. These are Jarayapun's "The Conceptual Metaphor of War in the Sports News of Thai Newspapers" conducted in 1996, Prutthichaiwiboon's "Metaphors in Thai Political News to Determine How Thai People Conceptualize Politics" conducted in 1999, Siriwarin's "Metaphor in Business News in a Thai Newspaper" conducted in 2007, Tawichai's "Conceptual Metaphors of Anger in Thai" conducted in 2006, Worraseeha and Klinamhom's "A Concept that is Reflected as a Metaphor Used for Political Demonstrations in Thai Newspapers" conducted in 2011, Niyomthong and Tayjasanant's "A Study Metaphor Reflecting Opinions of International Mass Media on Thai Politics" conducted in 2012, and Teepatimakorn's " Conceptual Metaphor of Love in the Thai Novel: *No Moon Tonight*" conducted in 2014.

According to Jarayapun (1996), the main purpose of her research was to show how Thai people see sports. In terms of methodology, the researcher collected sample words from three daily newspapers: Thairad, Dailynews, and Khawsod and three sports newspapers: Siamkila, Loakkila, and Muaysiam; all were issued before, during, and after the SEA games from December 1995 to January 1996. This study concerned ten

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kinds of sports news: football, rugby, judo, fencing, golf, volleyball, takraw, tennis, basketball and boxing. The results of this study showed that 247 war metaphor patterns were found for all kinds of sports. The researcher categorized these patterns as being metaphors of war. True war metaphors show a clear indication of war terminology such as "captain" or "bomb." Implicit war metaphors involve words that represent war such as "crush" or "kill," which refer to a state of crushing or killing the opposition. She reported the use of three types of war metaphors: those based on the results of war, those based on actions during war, and those based on persons in war. All of these were found in the news reports of each kind of sports. She also discussed the regularity of the use of metaphors to show the different degrees of similarity to war. The frequency of metaphor usage was determined by the actual percentages of the use of war metaphors, which were calculated from the number of war metaphor patterns used in relation to all words used in each news report. The highest percentage was found in boxing, followed by basketball and football. In the less popular sports, such as judo and rugby, war metaphors were used less frequency, which might possibly because there was less information presented by the spokesmen. She concluded that the three features of war found in all kinds of sports and the frequency of using war terms in each kind of sport support the hypothesis that Thai people conceptualize sports as war.

In "Metaphors in Thai Political News to Determine how Thai People Conceptualize Politics," Prutthichaiwiboon (1999) aimed to determine how Thai people conceptualize politics in terms of the use of metaphors. In terms of methodology, the data were collected from the following weekly newspapers in 1999, namely, Thansupdawijarn, Phujutkarnrajsupda, Nationsutsupda, Matichonsutsapda, and Siamratsupdawijarn. The results showed that "politics" was divided into three aspects: persons who are involved in politics, organizations or institutions connected with politics, and political activities. The researcher found ten conceptual metaphors of politics as war, along with such metaphors used in reporting on gambling, competitive games, drama, life, business, journeys, education, furniture, and robbery. Each conceptual metaphor was analyzed according to cognitive linguistics theory. She reported that metaphors of "war" were found most frequently in all areas of politics, followed by competitive games such as boxing, football, chess, and other games. The least frequently found were metaphors of war in articles dealing with furniture. The

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study showered that the features of war were used to refer to the opposition as the most frequently used to express aspects of Thai politics (33).

In "Metaphor in Business News in a Thai Newspaper," Siriwarin (2007) aimed at studying the forms and meaning domains of business metaphors in Thai newspapers and to study business concepts of Thais that were reflected in metaphors in Thai newspapers. The data for the study were collected from the daily newspaper, Daily News, totaling 53 issues from every week of 2005. Three theories were used: Componential Analysis (Nida, 1975) to define the meaning domains of metaphors, Cognitive Semantic (Lakoff and Johnson, 1980) to analyze metaphors, and the Ogden-Richards Triangle for meaning (Ogden-Richard, 1972). These theories were used to explain how business metaphors are conceptualized by Thai people. The study was divided into two parts. In the first part, six domains of metaphors in business news were found in the newspaper; war metaphors, tree metaphors, life metaphors, competition metaphors, vehicle metaphors, and structure metaphors. These metaphors in terms of cognitive semantic revealed how Thais conceptualize business. In the second part, the study revealed that there were six concepts of business among Thais: Business is War, Business is a Vehicle, Business is Construction, Business is Life, Business is Competition, and Business is a Tree.

In "Conceptual Metaphors of Anger in Thai," Tawichai (2006) aimed at analyzing the conceptual metaphors of anger in Thai language and the conceptual system of Thai people. In term of methodology, the data were selected from selected Thai novels published during the years 1999-2003. The results revealed that there were 13 kinds of conceptual metaphors of anger in Thai language novels, namely Fire, Fluid, Gas, Humans, Animals, Plants, Colors, Food, Illness, Resources, Nature, Phenomena, War, and Material metaphors. The analysis was based on the Cognitive Semantic Theory of Lakoff & Johnson (1980), Lakoff (1987), and Kovecses (1986, 2000, 2002, and 2005). The study also showed that the conceptual systems of Thai people were reflected in these conceptual metaphors by the process of semantic mappings between a source domain and a target domain of meanings. Also, it was found that the fundamental basis for the Thai concepts of anger is from bodily, social, and cultural experiences.

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In "A Concept that is Reflected as a Metaphor Used for Political Demonstrations in Thai Newspapers," Worraseeha and Klinamhom (2012) investigated the metaphors used to report on political events in Thai newspapers and analyzed the concepts of political events as used by the mass media in their reports by looking at the metaphors that they used. The data for the study were collected from three daily newspapers, *Thairat, Siamrat,*and *Matichon* from January 2009 to May 2010. The analysis was based on the Cognitive Semantic Theory of Lakoff and Johnson (1980). The results revealed that the word "opponent" was used as a metaphor for government officials and "war" was used as a metaphor for political events. The conceptual metaphor "A Political Demonstration is War" was a reflection of the attitude of the mass media towards the events. The metaphors used for political events as reported in Thai newspapers showed the relationship of language and the conceptualization of politics as war. The authors suggested that a study of metaphors in online networks would be useful in understanding various aspects of journalistic practice more clearly.

In "A Study of Metaphor Reflecting Opinions of International Mass Media on Thai Politics," Niyomthong and Tayjasanant (2012) attempted to examine the forms and meaning domains of metaphors used in Thai political news released by Times and Newsweek magazines and also to analytically examine their conceptualizations reflected by metaphors in Thai political news. In term of methodology, the data for the study were collected from the internet editions of Time and Newsweek magazines between August 2008 and July 2009. The study was based on Lakoff and Johnson's theory (1980).The results showed 24 meaning domains or 24 conceptual domains of metaphor in Thai political news, reflecting how these international media conceptualized Thai politics; e.g., war, competitive games, nature, life, business, journeys, firing, drama, disease, gambling, brittle objects, construction, arson, earning a living, music, cooking, religion, refrigeration, family, models, machines, furniture, supernaturalism, and justice. The researchers made the suggestion that the conceptual metaphors in different kinds of news should be studied such as reporting on Thai social or business news in order to investigate the foreign media's viewpoint towards situations in Thailand over different periods of time. Furthermore, a valuable and beneficial direction would be achieved if a comparative analysis of the conceptual

metaphors used in both the Thai and foreign mass media were to be conducted so as to see whether they have similar or different points of view.

In "Conceptual Metaphors of Love in the Thai Novel: *No Moon Tonight*," Teepatimakorn (2014) investigated the conceptual metaphor of love in the Thai novel *No Moon Tonight* (1973). In term of methodology, the data were collected from the expressions used to refer to "love" in the Thai novel *No Moon Tonight*, were compared with everyday linguistic expressions of "love." The results showed that metaphorical expressions of "love" in the novel *No Moon Tonight* could be categorized into 41 conceptual metaphors and 2 metonymies. Most of these concepts consisted of concrete source domains to clarify the concept of "love." Analysis of the domain mapping revealed the relationship of the meanings of "love" in the source domain being mapped onto those in the target domain. The researcher made that conclusion that 800 metaphorical expression of "love" were found in *No Moon Tonight*. The language, thoughts, actions, and attitudes of the lovers were represented in metaphorical conceptualizations of the emotion of "love" through metaphoric expressions in *No Moon Tonight*. Some concepts were found to be universal. Some were ideal models because of their own individual desires. Many ideal models overlapped with typical models. The analysis was based on the conceptual metaphor theories of Lakoff and Johnson (1980) and Kovecses (2010). The study also recommended further study of conceptual metaphors of love using other sources, such as newspapers and other genres of literature in order to provide a wider variety of examples and a deeper comprehension of the emotions of "love."

In conclusion, the previous studies discussed above reveal the use and the application of the theory of conceptual metaphor in order to give detailed analyses of how metaphor works in different areas and contexts, namely, politics, business, sports, and love. In addition, the mappings and major themes involved in each conceptual metaphor were discussed in a detailed way to enable people to better understand the two domains involved in conceptual metaphor: source domain and target domain, and the conceptual relationship between them. For the present, the selected political news is different from those appearing in the previous studies. This is because of a different timeframe of the political news reported in the selected issues of the *Matichon* daily

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newspaper. This study will also illustrate the mapping of a source domain onto a target domain in order to study the concepts reflected by war metaphors in Thai political news.