CHAPTER 3

RESEARCH METHODOLOGY

This paper presents a qualitative analysis and aims at studying the use of metaphors of war in the political news in selected issues of the daily Thai newspaper *Matichon*. In terms of data collection, the lexical items for investigation have been selected from selected issues of the *Matichon* daily newspaper as they have appeared in headlines and leads-in as well as in the content of articles reporting political news. The issues selected run from September 1, 2013 to March 31, 2014, with a total of 212 issues. This timeframe was chosen due to the fact that there were several interesting political developments in Thailand during this period of time. For example, the presentation of the government's amnesty bill, the announcement of the dissolution of Parliament, the calling for a no-confidence debate by the opposition Democrat Party, the management of a general election, protests against the government by the People's Democratic Reform Committee (PDRC), and the mass rally of the United Front of Democracy against Dictatorship (UDD).

For the data screening, the data were collected from words used referring to the concept of war in political news reports in the *Matichon* daily Newspaper. Forty-seven metaphorical words of war were found in these political news reports. Only one example of each war metaphor word was chosen because of the repeated meaning of the same word used in the same report or in other reports. Then, all the selected metaphorical words of war were listed and investigated for their literal meaning and for their extended metaphorical meaning.