

CHAPTER 4

DATA ANALYSIS

In this chapter, the forty-seven selected political words whose meanings overlap with words used in Thai to refer to war and which were used in the political news reports from the selected issues of the *Matichon* daily newspaper are analyzed in terms of their metaphorical connection to words used to describe war. All of the forty-seven selected political words are divided into seven main themes, including War is a Person, War is a Location, War is Tactics, War is Weaponry, War is Verbal Activities, War is Physical Activities and War is Outcome. In addition, each main theme is also divided into sub-classes for more detailed investigation. The relationship between the source domain and the target domain is also discussed for each word and the excerpt as context for each word from headlines, lead-ins and the relevant content of the body of the report is given as well. All of these words originate in the source domain of war.

The selected words are analyzed by employing the theory of conceptual metaphor of Lakoff and Johnson (1980) in order to investigate how war metaphors work in the area of politics. The domain mappings are presented in terms of the conceptual link or connection of the source domain which is related to war to the target domain which is related to politics in the political news reports in the *Matichon* daily newspaper.

4.1 WAR IS A PERSON

The words whose meanings associated with war are used as metaphors in political contexts as “WAR IS A PERSON” are divided into five different sub-classes; War is a Representative, War is a Leader, War is a Supporter, War is Assembly and War is an Opponent.

4.1.1 War is a Representative

The words that are associated with metaphors in Thai under “War is a Representative” are *นักรบ* *nákróp* and *ขุนศึก* *khũnsìk*

“พรรคเพื่อไทย เปิดตัว *นักรบ* เลือกตั้ง ภาคอีสาน อย่างเป็นทางการ วันนี้”

(มติชน, ฉบับวันที่ 17 ธันวาคม 2556, หน้า 2)

Literal Meaning

“Phue Thai Party officially reveals the *warriors* for the northeastern region election today”

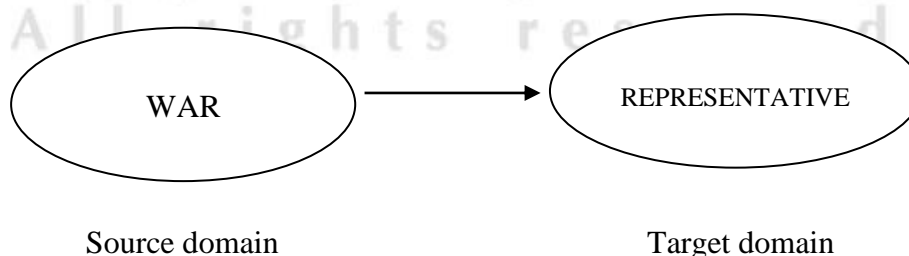
(Matichon, issued 17 December 2013, P.2)

Metaphorical Meaning

“Phue Thai Party officially reveals the *political representatives* for the northeastern region election today”

(Matichon, issued 17 December 2013, P.2)

In the above expression, the word *นักรบ*, *nákróp* is defined as ‘a warrior’ whose meaning is associated with war is used as a metaphor in the political context referring to a (political party) parliamentary representative. The word *นักรบ*, *nákróp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the representative of Phue Thai Party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A REPRESENTATIVE.



“เฉลิม อยู่บำรุง เป็นนักการเมืองที่มีความโดดเด่นในภาพของ ขุนศึก ฟังธนบุรี ของพรรคเพื่อไทย”

(มติชน, ฉบับวันที่ 17 ธันวาคม 2556, หน้า 4)

Literal Meaning

“Chalerm Yoobamrung is a very distinctive politician of Phue Thai Party as a *great warrior* in the Thonburi area”

(Matichon, issued 17 December 2013, P.4)

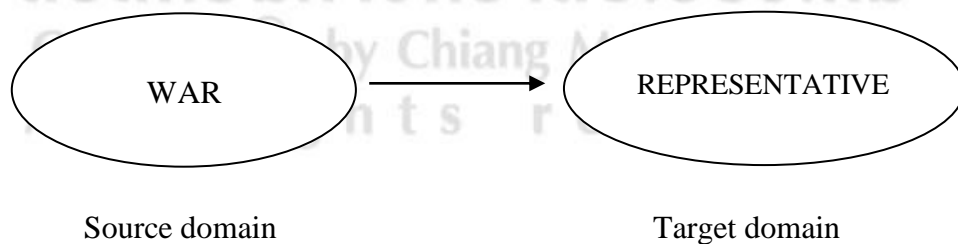
Metaphorical Meaning

“Chalerm Yoobamrung is a very distinctive politician of Phue Thai Party as a *great political representative* in the Thonburi area”

(Matichon, issued 17 December 2013, P.4)

In the above expression, the word ขุนศึก, *khũnsìk* is defined as ‘a great warrior’, whose meaning associated with war is used as a metaphor in the political context, here and refers to a political representative. The word ขุนศึก, *khũnsìk* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the representative of Phue Thai Party. The following domain mapping shows the relationship between the source domain and the target domain in the expression:

WAR IS A REPRESENTATIVE.



4.1.2 War is a Leader

The words that are associated with the type of political metaphors in Thai under “War is a Leader” are แม่ทัพ *mă:tháp* and หัวทอก *hǔahwək*

“อภิสิทธิ์ รับบท แม่ทัพ ในการอภิปรายไม่ไว้วางใจรัฐบาล ชัด นายก บริหารงานล้มเหลว”
(มติชน, ฉบับวันที่ 26 พฤศจิกายน 2556, หน้า 12)

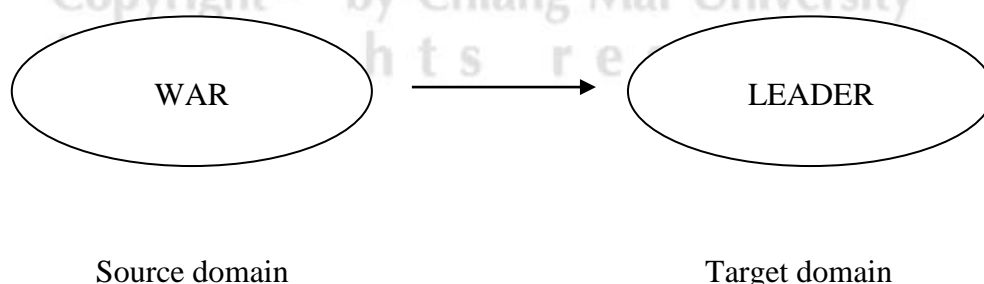
Literal Meaning

“Aphisit acts as a *leader of a military force* in the no-confidence debate, pointing out the failure of the prime minister’s administration”.
(*Matichon*, issued 26 November 2013, P.12)

Metaphorical Meaning

“Aphisit acts as a *political leader of the opposition* in the no-confidence debate, pointing out the failure of the prime minister’s administration”.
(*Matichon*, issued 26 November 2013, P.12)

In the above expression, the word แม่ทัพ, *mă:tháp* is defined as ‘a leader of military force’, whose meaning associated with war is used as a metaphor in the political context, and refers to a political leader. The word แม่ทัพ, *mă:tháp* derives from the link or connection of the source domain, which is related to war, to the target domain, which is related to the leader of the opposition party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A LEADER.



“ในขณะที่ นายกิตติรัตน์ ณ ระนอง รัฐมนตรีว่าการกระทรวงการคลัง ซึ่งเป็น *หัวหอก* ในการจัดการกับปัญหาเศรษฐกิจ ก็ยังไม่ได้แสดงศักยภาพเท่าที่ควร”

(มติชน, ฉบับวันที่ 1 พฤศจิกายน 2556, หน้า 2)

Literal Meaning

“While Mr. Kittirat Na Ranong, Minister of Finance, who is called *the leader of military forces* to manage the economic problems, has not sufficiently shown capability in dealing with economic problems.”

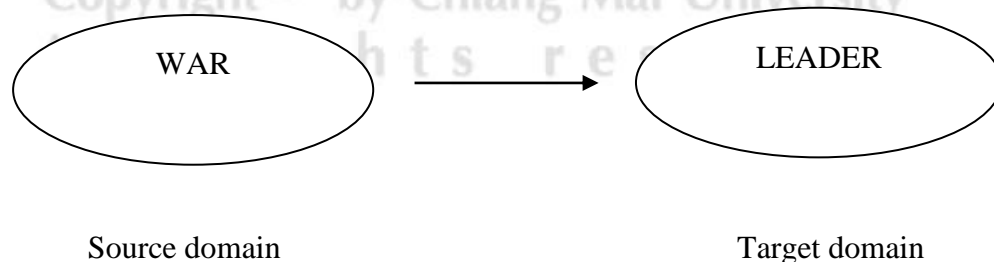
(Matichon, issued 1 November 2013, P.2)

Metaphorical Meaning

“While Mr. Kittirat Na Ranong, Minister of Finance, who is *the political leader* to manage the economic problems, has not sufficiently shown capability in dealing with economic problems”

(Matichon, issued 1 November 2013, P.2)

In the above expression, the word *หัวหอก*, *hǔahwək* is defined as ‘a spearhead or a leader of military forces’, whose meaning associated with war is used as a metaphor in the political context, and refers to a (political) leader. The word *หัวหอก*, *hǔahwək* derives from the link or connection of the source domain, which is related to war, to the target domain, which is related to a leader or manager in the economics field. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A LEADER.



4.1.3 WAR IS A SUPPORTER

The word associated with metaphor in Thai under the category “War is a Supporter” is พันธมิตร *phanthá?mít*.

“คปท. ยืนยันมีการดำเนินการอย่างอิสระ ไม่ได้รับการสนับสนุนจากพรรคการเมืองใด แต่ไม่ปฏิเสธหากจะมี พันธมิตร อื่นมาร่วมมือประท้วงด้วย”

(มติชน, ฉบับวันที่ 19 ธันวาคม 2556, หน้า 2)

Literal Meaning

“NSPRT promises to work independently with no support from any political parties, but does not refuse to have other *alliances* joining in the protests.”

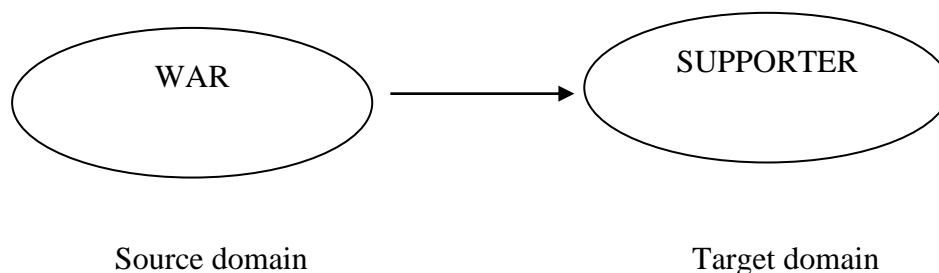
(Matichon, issued 19 December 2013, P.2)

Metaphorical Meaning

“NSPRT promises to work independently with no support from any political parties, but does not refuse to have other *political supporters* joining in the protests.”

(Matichon, issued 19 December 2013, P.2)

In the above expression, the word พันธมิตร, *phanthá?mít* is defined as ‘an alliance in fighting or war’, whose meaning associated with war is used as a metaphor in the political context, and refers to (political) supporters in the protests against the government. The word พันธมิตร, *phanthá?mít* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the supporters in the protests against the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A SUPPORTER.



4.1.4 WAR IS ASSEMBLY

The words associated with war metaphors in Thai under “War is Assembly” are ท้า *tháp*, แนวรุก *næ:wrúk*, ขุมกำลัง *khǔmkamlan*, ฐานกำลัง *thă:nkamlan* and สรรพกำลัง *sàppá?kamlan*

“นายนา ท้า สส.หญิง ประชาธิปัตย์ แกลงข่าว ย้ำ นายอภิสิทธิ์ ไม่ต้องขอโทษใคร เพราะไม่ได้ดูถูกสตรี ตามข้อกล่าวหาจากกลุ่ม สส.หญิง พรรคเพื่อไทย”

(มติชน, ฉบับวันที่ 28 พฤศจิกายน 2556, หน้า 1)

Literal Meaning

“Natthaya leads a *troop* of the Democrat party’s female MPs to emphasize that there is no need for Mr. Aphisit to apologize to anyone because he does not look down upon women as claimed by Phue Thai’s female MPs”

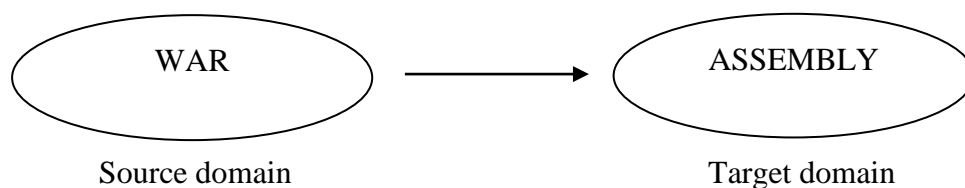
(Matichon, issued 28 November 2013, P.1)

Metaphorical Meaning

“Natthaya leads a *group* of the Democrat party’s female MPs to emphasize that there is no need for Mr. Aphisit to apologize to anyone because he does not look down upon women as claimed by Phue Thai’s female MPs”

(Matichon, issued 28 November 2013, P.1)

In the above expression, the word ท้า, *tháp* is defined as ‘a troop’, whose meaning associated with war is used as a metaphor in the political context, and refers to a group of female members of parliament of the Democrat Party. The word ท้า, *tháp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the group of female members of parliament of the Democrat Party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ASSEMBLY.



“ผู้กองปุ่เต็ม ร่วมมือต่อต้านรัฐบาล ลั่น เข้ามาเสริม แนวรุก ของทัพผู้ชุมนุม”

(มติชน, ฉบับวันที่ 17 ตุลาคม 2556, หน้า 12)

Literal Meaning

“Captain PhuKhem joins the demonstration against the government, claiming to reinforce *the front line of the troops*.”

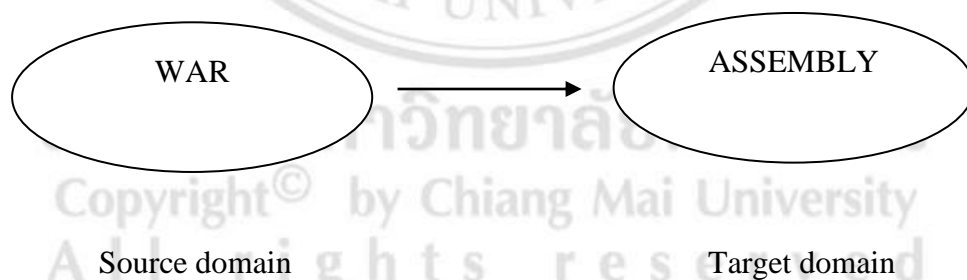
(Matichon, issued 17 October 2013, P.12)

Metaphorical Meaning

“Captain PhuKhem joins the demonstration against the government, claiming to reinforce *the front line of the protesters*.”

(Matichon, issued 17 October 2013, P.12)

In the above expression, the word *แนวรุก*, *næ:wrúk* is defined as ‘the front line of a troop (of soldiers)’, the meaning of which is associated with war and is used as a metaphor in a political context, referring to the front line of the protesters. The word *แนวรุก*, *næ:wrúk* derives from the link or connection of the source domain, which is related to war to the target domain, which refers to the front line of the protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ASSEMBLY.



“ศิลปิน ดารา นักแสดง แห่งเปิดตัว สุเทพ ชี ภูมิกำลั๊ง ใหม่ ของกลุ่ม กปปส”

(มติชน, ฉบับวันที่ 13มกราคม 2557, หน้า 1)

Literal Meaning

“Artists, actors, and actresses continue to reveal themselves as PDRC supporters. Suthep says they are *the new group of fighters* for the PDRC”

(Matichon, issued 13 January 2014, P.1)

Metaphorical Meaning

“Artists, actors, and actresses continue to reveal themselves as PDRC supporters. Suthep says they are *the new group of protesters* for the PDRC”

(Matichon, issued 13 January 2014, P.1)

In the above expression, the word ภูมิกำลั๊ง, *khǔmkamlan* is defined as ‘a group of fighters’, whose meaning associated with war is used as a metaphor in the political context, referring to a group of protesters. The word ภูมิกำลั๊ง, *khǔmkamlan* derives from the link or connection of the source domain, which is related to war to the target domain, and is related to the new group of PDRC protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ASSEMBLY.



“เพื่อไทย หวดหวัง สส. พื้นที่อีสานได้ โว เสนาะ มี ฐานกำลัง กลุ่มวังน้ำเย็น มากพอสมควร”
(มติชน, ฉบับวันที่ 15 ธันวาคม 2556, หน้า 2)

Literal Meaning

“The PhueThai Party is relieved about the number of MPs in the southern zone of the northeastern region, saying Mr. Sanor has a strong enough *number of fighters* from the Wang Nam Yen faction.”

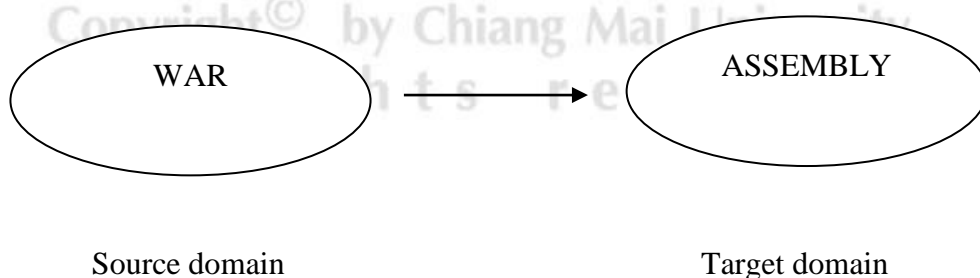
(Matichon, issued 15 December 2013, P.2)

Metaphorical Meaning

“The Phue Thai Party is relieved about the number of MPs in the southern zone of the northeastern region, saying Mr. Sanor has a strong enough *number of members of parliament* from the Wang Nam Yen faction.”

(Matichon, issued 15 December 2013, P.2)

In the above expression, the word ฐานกำลัง, *thǎ:nkamlay* is defined as ‘a number of fighters in war’, whose meaning associated with war is used as a metaphor in the political context, and refers to a number of members of parliament from the Wang Nam Yen faction. The word ฐานกำลัง, *thǎ:nkamlay* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to a number of members of parliament from the Wang Nam Yen faction. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ASSEMBLY.



“แกนนำเพื่อไทย บินพบ ทักษิณ ลือสะพัด เตรียม *สรรพกำลัง* เลือกตั้ง 2 กุมภาพันธ์”

(มติชน, ฉบับวันที่ 5 มกราคม 2557, หน้า 1)

Literal Meaning

“Phue Thai Party leaders fly to meet Thaksin with rumors swirling around that they have prepared *military forces* for the election on February 2nd.”

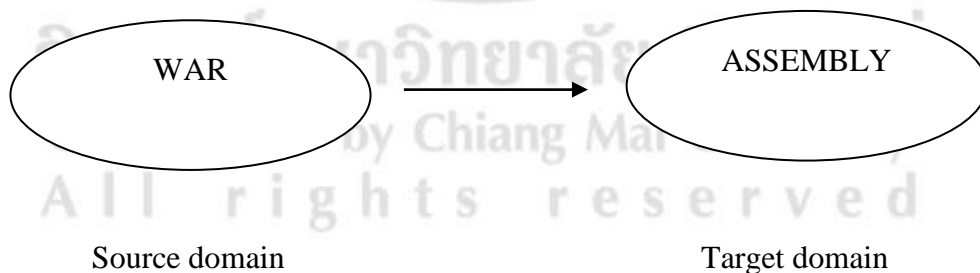
(Matichon, issued 5 January 2014, P.1)

Metaphorical Meaning

“Phue Thai Party leaders fly to meet Thaksin with rumors swirling around that they have prepared *the representatives* for the election on February 2nd.”

(Matichon, issued 5 January 2014, P.1)

In the above expression, the word *สรรพกำลัง*, *sàppáʔkamlan* is defined as ‘military forces’, whose meaning associated with war is used as a metaphor in the political context, and refers to a number of political representatives of the Phue Thai Party. The word *สรรพกำลัง*, *sàppáʔkamlan* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to a number of political representatives of Phue Thai Party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ASSEMBLY.



4.1.5 WAR IS AN OPPONENT

The words associated with metaphor in Thai under “War is Opponent” are ฝ่ายตรงข้าม *fà:jtronkhâ:m*, คู่ปรปักษ์ *khû:pw:ra?pàk*, ขั้วศึก *khâ:sìk* and กอง *kà?bòt*

“นพดล เผย ทักษิณ มั่นใจ ฝ่ายตรงข้าม ล้มรัฐบาลชุดนี้ไม่สำเร็จ หากจะมีการเปลี่ยนแปลงใด ขอให้เดินไปตามครรลองประชาธิปไตยเท่านั้น”

(มติชน, ฉบับวันที่ 17 ธันวาคม 2556, หน้า 5)

Literal Meaning

“Noppadon reveals Thanksin was confident that *the opponent* could not overthrow the government. If there are to be any changes, ‘let’s walk along the democracy path’.”

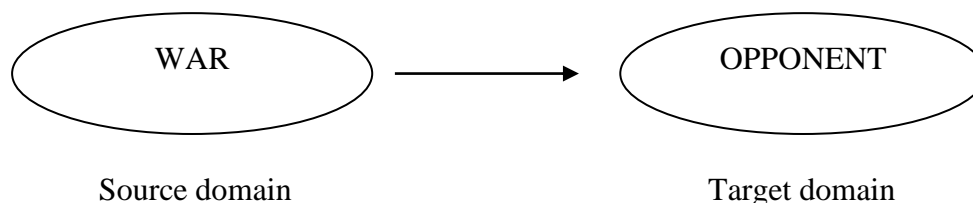
(Matichon, issued 17 December 2013, P.5)

Metaphorical Meaning

“Noppadon reveals Thanksin was confident that *the opposition party* could not overthrow the government. If there are to be any changes, ‘let’s walk along the democracy path’.”

(Matichon, issued 17 December 2013, P.5)

In the above expression, the word ฝ่ายตรงข้าม, *fà:jtronkhâ:m* is defined as ‘an opponent’, whose meaning associated with war is used as a metaphor in the political context, and refers to the opposition party. The word ฝ่ายตรงข้าม, *fà:jtronkhâ:m* derives from the link or connection of the source domain, which is related to the opponent in war to the target domain, which is related to the opposition party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN OPPONENT.



“สนธิ-จำลอง เมีนร่วมวงปฏิรูป เผยรัฐเป็นผู้ก่อความขัดแย้ง ชัดไม่ยากช่วย “ทักษิณ” คู่ปรปักษ์ พันโท”

(มติชน, ฉบับวันที่ 12 กันยายน 2556, หน้า 1)

Literal Meaning

“Sonthi and Chamlong refuse to join the political reform, saying that the government is the source of all conflicts, and they also have no intention to help the *opponent*, Thaksin, to be freed from the charges against him.”

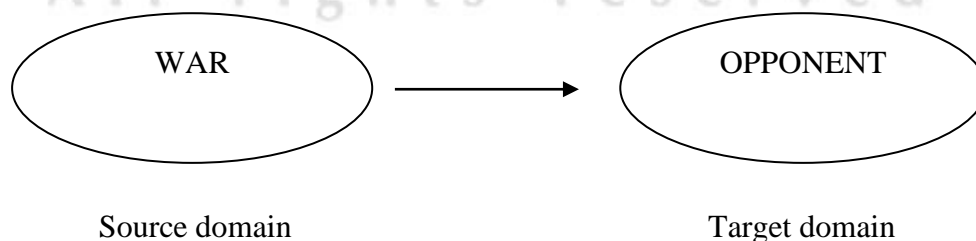
(*Matichon*, issued 12 September 2013, P.1)

Metaphorical Meaning

“Sonthi and Chamlong refuse to join the political reform, saying that the government is the source of all conflicts, also they also have no intention to help the *former prime minister*, Thaksin, to be freed from the charges against him.”

(*Matichon*, issued 12 September 2013, P.1)

In the above expression, the word คู่ปรปักษ์, *khû:pɔːraʔpàk* is defined as ‘an opponent’, whose meaning associated with war is used as a metaphor in the political context, and refers to former Prime Minister, Thaksin Shinawatra. The word คู่ปรปักษ์, *khû:pɔːraʔpàk* derives from the link or connection of the source domain, which is related to the opponent in war to the target domain, which is related to the former Prime Minister, Thaksin Shinawatra. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN OPPONENT.



“ประธาน นปช. ลั่นวาจา จะกีดกัน *ข้าศึก* ทุกทางของการประท้วงจากมือบ กปปส. เพื่อ
ปกป้องรัฐบาลที่มาจากประชาธิปไตย”

(มติชน, ฉบับวันที่ 10 พฤษภาคม 2557, หน้า 1)

Literal Meaning

“The UDD’s Chairman gives his word to deter *the opponent* in every way from
the protests of the PDRC demonstrations to protect the democratically elected
government.”

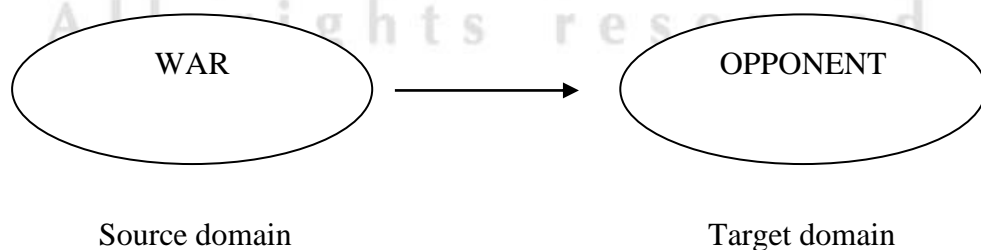
(Matichon, issued 10 May 2014, P.1)

Metaphorical Meaning

“The UDD’s Chairman gives his word to deter *the PDRC protesters* in every
way from the protests of the PDRC demonstrations to protect the democratically elected
government.”

(Matichon, issued 10 May 2014, P.1)

In the above expression, the word *ข้าศึก*, *khâ:sik* is defined as ‘an opponent’,
whose meaning associated with war is used as a metaphor in the political context, and
refers to the PDRC protesters’. The word *ข้าศึก*, *khâ:sik* derives from the link or
connection of the source domain, which is related to the opponent in war to the target
domain, which is related to the PDRC protesters’. The following domain mapping
shows the relationship between the source domain and the target domain in the
expression: WAR IS AN OPPONENT.



“ดีเอสไอ ออกหมายเรียก-อายัด บัญชีแกนนำยื่นผู้สนับสนุนการชุมนุม อ้างร่วมกันเป็น กบฏ
ต่อต้านเมือง”

(มติชน, ฉบับวันที่ 18 ธันวาคม 2556, หน้า 1)

Literal Meaning

“DSI issues a warrant to sequester the financial accounts of the protest’s leaders and supporters, claiming that all of them are *opponents* of the country.”

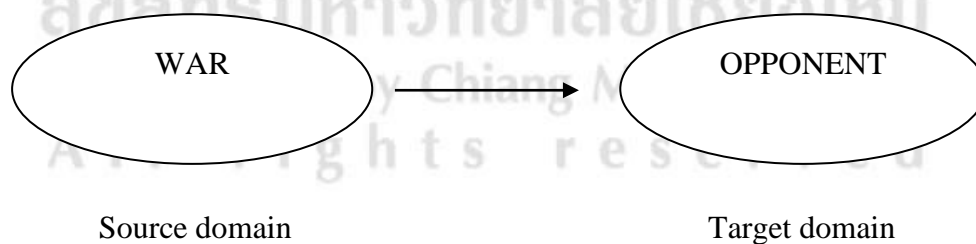
(Matichon, issued 18 December 2013, P.1)

Metaphorical Meaning

“DSI issues a warrant to sequester the financial accounts of the protest’s leaders and supporters, claiming that all of them are *opponents* of the country”

(Matichon, issued 18 December 2013, P.1)

In the above expression, the word *กบฏ, kà?bòt* is defined as ‘an opponent’, whose meaning associated with war is used as a metaphor in the political context, and refers to the PDRC protest’s leader and other supporters’. The word *กบฏ, kà?bòt* derives from the link or connection of the source domain, which is related to the opponent in war to the target domain, which is related to the PDRC protest’s leader and other supporters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN OPPONENT.



4.2 WAR IS A LOCATION

The words with their meaning associated with war are used as a metaphor in political context as “WAR IS A LOCATION” is sub-divided into two different sub-classes; War is Head Quarters and War is a Battle Field.

4.2.1 War is Headquarters

The words associated with metaphor in Thai under “War is Head Quarter” are *ฐานที่มั่น* *thă: nthî: mân* and *จุดยุทธศาสตร์* *cùtjútthá?sà:t*

“สุเทพ ระบุ จะใช้สวนลุมพินี เป็น *ฐานที่มั่น* ใหม่ ของผู้ชุมนุม กปปส”

(มติชน, ฉบับวันที่ 10 พฤษภาคม 2557, หน้า 1)

Literal Meaning

“Suthep specifies Lumpini Park as the new *stronghold* of the PDRC protesters.”

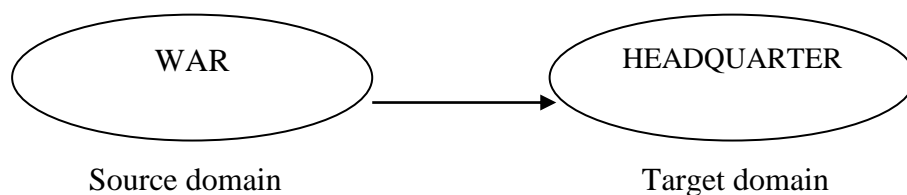
(Matichon, issued 1 May 2014, P.1)

Metaphorical Meaning

“Suthep specifies Lumpini Park as the new *headquarters* of the PDRC protesters”

(Matichon, issued 1 May 2014, P.1)

In the above expression, the word *ฐานที่มั่น*, *thă: nthî: mân* is defined as ‘a strongholds or a headquarters for military forces’, whose meaning associated with war is used as a metaphor in the political context, and refers to the ‘headquarters for the PDRC protesters’. The word *ฐานที่มั่น*, *thă: nthî: mân* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the main headquarters for the PDRC protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS HEADQUARTERS.



“พรรคเพื่อไทย เตรียมพร้อมเลือกตั้ง สส. ลงพื้นที่ เน้น จุดยุทธศาสตร์เหนือ-อีสาน”
(มติชน, ฉบับวันที่ 17 ตุลาคม 2556, หน้า 12)

Literal Meaning

“The Phue Thai Party is ready for the election, ordering MPs to focus on *the strong points* in the northern and northeastern regions.”

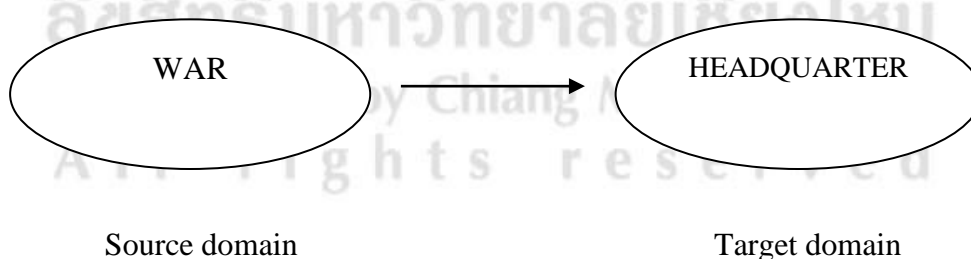
(Matichon, issued 17 October 2013, P.12)

Metaphorical Meaning

“The Phue Thai Party is ready for the election, ordering MPs to focus on *the important areas for the election* in the northern and northeastern regions.”

(Matichon, issued 17 October 2013, P.12)

In the above expression, the word จุดยุทธศาสตร์, *cùtjúttháʔsà:tis* defined as ‘a strong point for war’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘an important area in the election for the Phue Thai Party’. The word จุดยุทธศาสตร์, *cùtjúttháʔsà:t* used as a metaphor in politics derives from the link or connection of the source domain, which is related to war to the target domain, and is related to the important area in the election for the Phue Thai Party. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS HEADQUARTERS.



4.2.2 War is a Battlefield

The words associated with metaphor in Thai as “War is Battle Field” are ยุทธภูมิ *jútthá?phu:m* and สมรภูมิ *sà?mǎ:rá?phu:m*

“พรรคชาติพัฒนา หวังครอง โคราช เป็น ยุทธภูมิ การเลือกตั้งทั้งจังหวัด”

(มติชน, ฉบับวันที่ 27 มกราคม 2557, หน้า 4)

Literal Meaning

“The Chartpattana Party hopes to be siege Korat as a *battlefield* for the whole provincial election.”

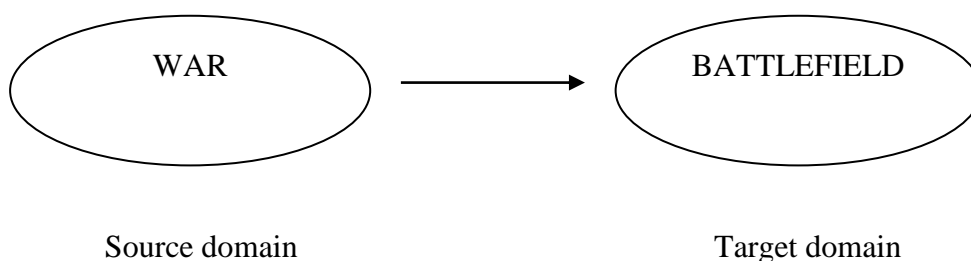
(Matichon, issued 27 January 2014, P.4)

Metaphorical Meaning

“The Chartpattana Party hopes to be siege Korat as an important area for the whole provincial election.”

(Matichon, issued 27 January 2014, P.4)

In the above expression, the word ยุทธภูมิ, *jútthá?phu:m* is defined as ‘a battlefield’, whose meaning associated with war is used as a metaphor in the political context, and refers to Korat province (an important area for the general election for the Chartpattana Party). The word ยุทธภูมิ, *jútthá?phu:m* in the report derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the important area for the general election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A BATTLEFIELD.



“ประชาธิปไตยยังไม่ส่งผู้สมัครสู่ สมรภูมิ เลือกตั้ง ครั้งนี้ อ้างสถานการณ์บ้านเมืองไม่ปกติ”
(มติชน, ฉบับวันที่ 22 ธันวาคม 2556, หน้า 1)

Literal Meaning

“The Democrat Party insists on not participating in the *battlefield*, claiming the political situation is still defective.”

(Matichon, issued 22 December 2013, P.1)

Metaphorical Meaning

“The Democrat Party insists on not participating in the *general election for the whole country*, claiming the political situation is still defective.”

(Matichon, issued 22 December 2013, P.1)

In the above expression, the word สมรภูมิ, *sàʔmǎ:rǎʔphu:m* is defined as ‘a battlefield’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘the general election for the whole country.’ The word สมรภูมิ, *sàʔmǎ:rǎʔphu:m* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the general election for the whole country. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS A BATTLEFIELD.



4.3 WAR IS TACTICS

The words with their meanings associated with war are used as metaphors in political news contexts as “WAR IS TACTICS” and are sub-divided into three different sub-classes: War is Strategy, War is Expansion, and War is Replacement.

4.3.1 WAR IS STRATEGY

The words associated with metaphor in Thai as “War is Strategy” are ยุทธการ *jútthá?ka:n*, ยุทธวิธี *jútthá?withi:*, ปรับทัพ *pràptháp*, กระชกพื้นที่ *krà?chápphí:nthî:* and ยุทธศาสตร์ *jútthá?sà:t*

“โฆษก ปชป. ย้ำ รัฐบาลทำตัวเองพบจุดอวสาน ยัน ปชป. ไม่เกี่ยวข้องกับ ยุทธการ ล้มรัฐ ก่อน 8 ต.ค. ระบุ เกิดอะไรขึ้น ก็มาจากเวอร์กรรมของพรรคเพื่อไทยเอง”
(มติชน, ฉบับวันที่ 2 ตุลาคม 2556, หน้า 1)

Literal Meaning

“The Democrat Party spokesman repeats the claim that the government brought the end upon itself, confirming that the democrat party has no hand in *the military strategic plans* to overthrow the government before the 8th of October, saying ‘what goes around comes around’.”

(*Matichon*, issued 2 October 2013, P.1)

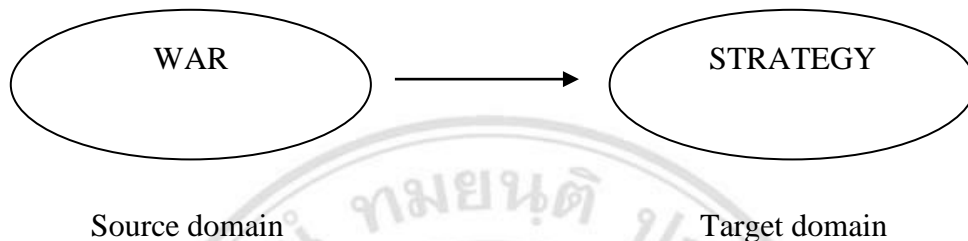
Metaphorical Meaning

“The Democrat Party spokesman repeats the claim that government brought the end upon itself, confirming that the Democrat Party has no hand in the *political plan* to overthrow the government before the 8th of October, saying ‘what goes around comes around’.”

(*Matichon*, issued 2 October 2013, P.1)

In the above expression, the word ยุทธการ, *jútthá?ka:n* is defined as ‘a military strategic plan for war’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘a political strategic plan to overthrow the government’. The word ยุทธการ, *jútthá?ka:n* derives from the link or connection of the source domain,

which is related to war to the target domain, which is related to the political strategic plan to overthrow the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS STRATEGY.



“รามเส รงโฆษกพรรคประชาธิปัตย์ สอน ยุทธวิธี อนุสรณ์ จี๊ ไม่ผิดอย่ากลัวกระบวนการ ยุติธรรม”

(มติชน, ฉบับวันที่ 21 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Rames, the deputy spokesperson of the Democrat Party reveals *the military tactics* to Anusorn, saying, if one is not guilty, there is no need to fear the justice system.”

(Matichon, issued 21 December 2013, P.1)

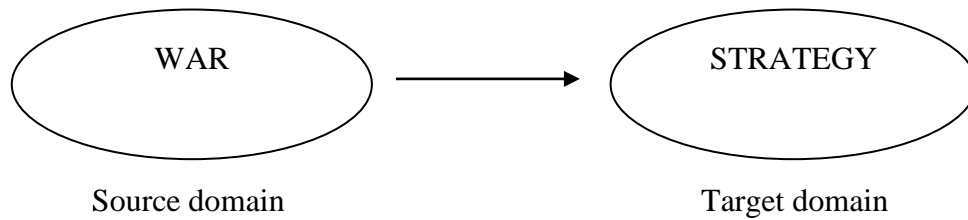
Metaphorical Meaning

“Rames, the deputy spokesperson of the Democrat Party reveals *the political tactics* to Anusorn, saying, if one is not guilty, there is no need to fear the justice system.”

(Matichon, issued 21 December 2013, P.1)

In the above expression, the word ยุทธวิธี, *jútthá?withi*: is defined as ‘a military tactics for war’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘a political tactics for the political system’. The word ยุทธวิธี, *jútthá?withi*: derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the political tactics for the

political system. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS STRATEGY.



“สุเทพ ย้ำ การยุบรวมเวทีชุมนุม แค่ *ปรับทัพ* ใหม่ เพื่อต่อสู้กับรัฐบาล”

(มติชน, ฉบับวันที่ 19 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep repeats that consolidating the speech stages is only to *adjust forces* to move against the government.”

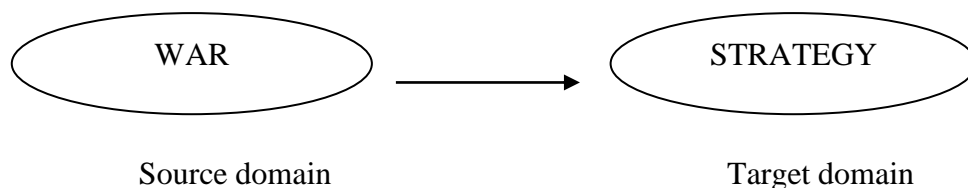
(Matichon, issued 19 December 2013, P.1)

Metaphorical Meaning

“Suthep repeats that consolidating the speech stages is only to *adjust the method for the PDRC protesters* to move against the government.”

(Matichon, issued 19 December 2013, P.1)

In the above expression, the word *ปรับทัพ*, *pràptháp* is defined as ‘a strategic adjustment of military forces for war’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘a strategic adjustment of the method for the PDRC protesters to move against the government’. The word *ปรับทัพ*, *pràptháp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the strategic adjustment of the method for the PDRC protesters to move against the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS STRATEGY.



“สุเทพ ลั่น ปู ไม่ลาออก จะขอ กระจายพื้นที่ จับไล่ทุกแห่ง”

(มติชน, ฉบับวันที่ 7 มกราคม 2556, หน้า 1)

Literal Meaning

“Suthep promises to *beleaguer* Prime Minister Yingluck everywhere if she does not resign.”

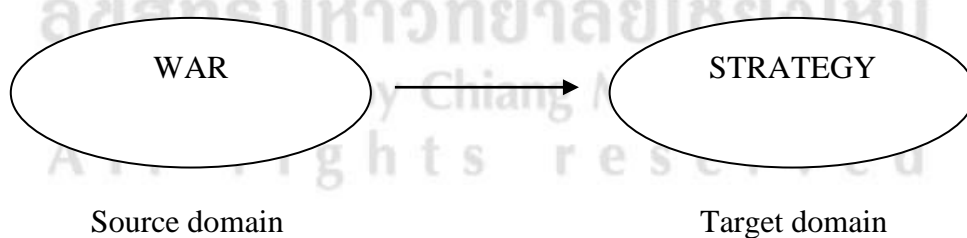
(Matichon, issued 7 January 2013, P.1)

Metaphorical Meaning

“Suthep promises to *go after and surround* Prime Minister Yingluck with PDRC protesters everywhere if she does not resign.”

(Matichon, issued 7 January 2013, P.1)

In the above expression, the word กระจายพื้นที่, *kràʔchápphí.nthî*: is defined as ‘to beleaguer or to surround with military forces’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘to chase and surround the prime minister with the PDRC protesters’. The word กระจายพื้นที่, *kràʔchápphí.nthî*: derives from the link or connection of the source domain, which is related to war to the target domain, which is related to go after and surround the prime minister with PDRC protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS STRATEGY.



“แกนนำกลุ่ม กปปส. นัดวางแผน ยุทธศาสตร์ ขับไล่รัฐบาลเพื่อไทย พรุ่งนี้”

(มติชน, ฉบับวันที่ 17 มกราคม 2556, หน้า 1)

Literal Meaning

“PDRC leaders have an appointment for planning *the military strategy* for going after the government tomorrow.”

(Matichon, issued 17 January 2013, P.1)

Metaphorical Meaning

“PDRC leaders have an appointment for planning *the strategy* for going after the government tomorrow.”

(Matichon, issued 17 January 2013, P.1)

In the above expression, the word ยุทธศาสตร์, *júttháʔsà:t* is defined as ‘a strategic plan for fighting or war’, whose meaning associated with war is used as a metaphor in the political context, and refers to a strategic planning for chasing against the government of the PDRC mob’. The word ยุทธศาสตร์, *júttháʔsà:t* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the strategic plan for chasing against the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS STRATEGY.



4.3.2 War is Expansion

A word associated metaphorically with politics in Thai as “War is Expansion” is ดาวกระจาย *da:wkràʔca:j*

“เลขาธิการ กปปส. ยืนยันจะไม่ตั้งจุดชุมนุมเพียงจุดเดียว แต่จะชุมนุมตามยุทธศาสตร์ ดาวกระจาย เชื่อ จะสามารถขับไล่รัฐบาลได้ง่ายขึ้น”

(มติชน, ฉบับวันที่ 19 ธันวาคม 2556, หน้า 1)

Literal Meaning

“The PDRC secretary promises not to have only one speech stage but he will pursue *the strategy of military force expansion*, believing that this would make it easier to drive out the government.”

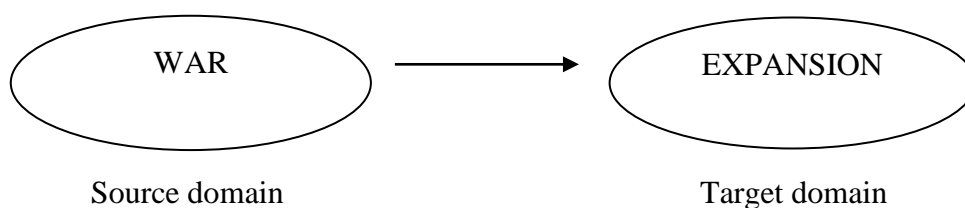
(Matichon, issued 19 December 2013, P.1)

Metaphorical Meaning

“The PDRC secretary promises not to have only one speech stage but that he will *expand the speech stages* to other places, believing that this would make it easier to drive out the government.”

(Matichon, issued 19 December 2013, P.1)

In the above expression, the word ดาวกระจาย, *da:wkràʔca:j* is defined as ‘a military forces expansion or a spreading out of bullets when fired’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘an expansion of the address stage for the PDRC protesters in other places’. The word ดาวกระจาย, *da:wkràʔca:j* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the expansion of the address stage for the PDRC protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS EXPANSION.



4.3.3 War is Replacement

The word that associated with metaphor in Thai as “War is Replacement” is *ซัดดาทัพ* *khàtta:tháp*

“ทักษิณ ปรับแผนคั่นนอมินี ซัดดาทัพ เพื่อรักษาอำนาจ ชินวัตร”

(มติชน, ฉบับวันที่ 19 กุมภาพันธ์ 2557, หน้า 1)

Literal Meaning

“Thaksin adjusts a new plan to promote his nominee as a temporary replacement strategy in an attempt to maintain the Shinnawatra power.”

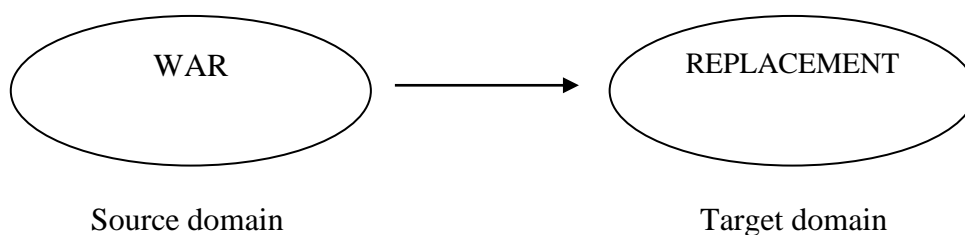
(Matichon, issued 19 February 2014, P.1)

Metaphorical Meaning

“Thaksin adjusts a new plan to promote his nominee as a temporary replacement in the political attempt to maintain the Shinnawatra power.”

(Matichon, issued 19 February 2014, P.1)

In the above expression, the word *ซัดดาทัพ*, *khàtta:tháp* is defined as ‘a temporary replacement of military forces to defend the country or the state’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘a temporary replacement of a (political) nominee in order to maintain the Shinnawatra political power’. The word *ซัดดาทัพ*, *khàtta:tháp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the temporary replacement of a political nominee. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS REPLACEMENT.



4.4 WAR IS WEAPONRY

The words associated with metaphor in Thai as “War is Weaponry” are กระสุน *kràʔsǔn* and ดาบ *dàp*.

“สศค. เน้นรัฐบาลเบิก กระสุน เร่งเบิกจ่ายงบประมาณกระตุ้นเศรษฐกิจครึ่งปีหลัง”

(มติชน, ฉบับวันที่ 21 ธันวาคม 2556, หน้า 1)

Literal Meaning

“The Fiscal Policy Office urges the government to spend *bullets* as an economic stimulus in the second half of the year.”

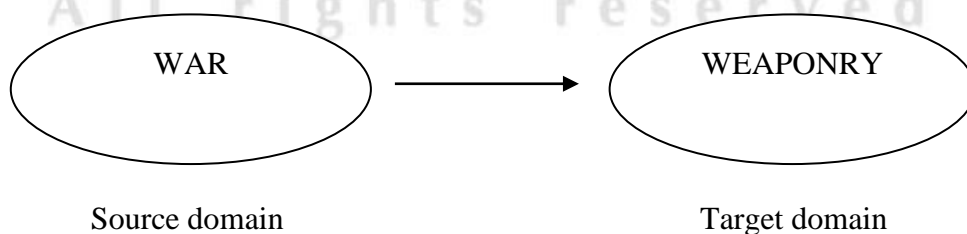
(Matichon, issued 21 December 2013, P.1)

Metaphorical Meaning

“The Fiscal Policy Office urges the government to spend *the state budget* as an economic stimulus in the second half of the year.”

(Matichon, issued 21 December 2013, P.1)

In the above expression, the word กระสุน, *kràʔsǔn* is defined as ‘a bullet’, whose meaning associated with war is used as a metaphor in the political context and refers to a state budget’. The word กระสุน, *kràʔsǔn* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the state budget. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS WEAPONRY.



“ยิ่งลักษณ์ ยังอันตราย ระว่าง *ดาบ* จาก ศาลรัฐธรรมนูญ”

(มติชน, ฉบับวันที่ 17 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Yingluck is still in danger, watching out for *the sword* from the Constitutional Court.”

(*Matichon*, issued 17 December 2013, P.1)

Metaphorical Meaning

“Yingluck is still in danger, watching out for *the verdict* from the Constitutional Court.”

(*Matichon*, issued 17 December 2013, P.1)

In the above expression, the word *ดาบ*, *dàp* is defined as ‘a sword’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘a verdict of the Constitutional Court’. The word *ดาบ*, *dàp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the verdict of the Constitutional Court. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS WEAPONRY.



4.5 WAR IS VERBAL ACTIVITIES

The words with their meanings associated with war are used as metaphors in political news contexts as “WAR IS VERBAL ACTIVITIES” is sub-divided into five different sub-classes; War is Criticism, War is an Argument, War is an Announcement, War is Punishment, and War is Command.

4.5.1 War is Criticism

The words associated as metaphors in Thai as “War is Criticism” are *กรีด* *kri:t* and *ชำแหละ* *chamlàe*:

“มาร์ค กรีด รัฐบาล กล้าเขียนเสนอผลงาน “ลดค่าครองชีพ แก้อองแพง” ทั้งที่สิ่งเหล่านี้สวนทางกลับความเป็นจริง แะวะ ทักยึณ กลัวหัวใจวาย 8 ต.ค. นี้”
(มติชน, ฉบับวันที่ 22 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Mark *grazes* the government for daring to present the ‘lower living costs, solving high prices of products’ project, whereas the reality is the reverse, deriding Thaksin for fearing having a heart attack on the upcoming October 8th”.

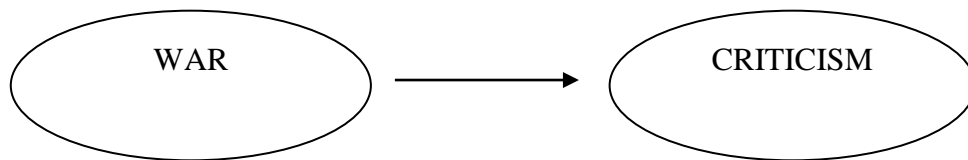
(*Matichon*, issued 22 September 2013, P.1)

Metaphorical Meaning

“Mark *criticizes severely* the government for daring to present the ‘lower living costs, solving high prices of products’ project, whereas the reality is the reverse, deriding Thaksin for fearing having a heart attack on the upcoming October 8th”.

(*Matichon*, issued 22 September 2013, P.1)

In the above expression, the word *กรีด*, *kri:t* is defined as ‘to cut or to graze’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘a negatively criticism’. The word *กรีด*, *kri:t* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the a severely criticism. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS CRITICISM.



Source domain

Target domain

ธีรยุทธ นักวิชาการชื่อดัง *ชำแหละ* ทักษิณ พร้อมขายชาติถ้าได้ผลประโยชน์มากพอ

(มติชน, ฉบับวันที่ 12 มกราคม 2557, หน้า 2)

Literal Meaning

“The famous academic Theerayoot *cuts open* Thaksin, saying that he is ready to sell out the country if the benefits are high enough.”

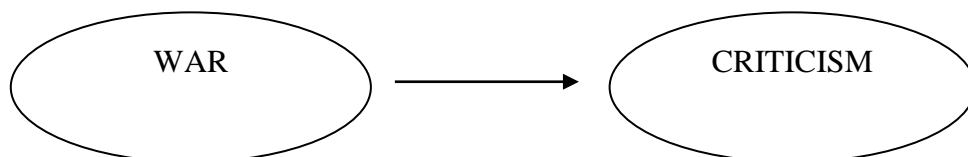
(Matichon, issued 12 January 2014, P.2)

Metaphorical Meaning

“The famous academic Theerayoot *criticizes severely* Thaksin, saying that he is ready to sell out the country if the benefits are high enough.”

(Matichon, issued 12 January 2014, P.2)

In the above expression, the word *ชำแหละ*, *chamlæːʔ* is defined as ‘to cut open’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘severely criticism’. The word *ชำแหละ*, *chamlæːʔ* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the severely criticism. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS CRITICISM.



Source domain

Target domain

4.5.2 War is an Argument

The words associated with metaphor in Thai as “War is an Argument” are *ตอบโต้* *tɔ̀:p tɔ́:* and *ปะทะคารม*, *patá?khārom*

“สส. เพื่อไทย แฉลงข่าว ตอบโต้ บุญยอด ที่กล่าวหาพวกตนบังคับการบินไทยให้ลงจอดที่ดอนเมืองแทนที่ สุวรรณภูมิ”

(มติชน, ฉบับวันที่ 17 พฤศจิกายน 2556, หน้า 1)

Literal Meaning

“Phue Thai MPs *fight back* against Boonyod who accuses them of forcing Thai Airways to land at Don Mueang Airport instead of Suvarnabhumi International Airport.”

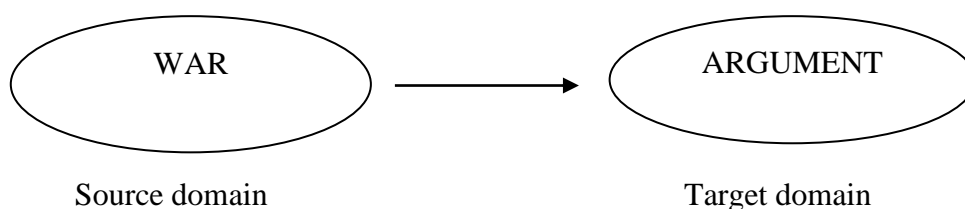
(Matichon, issued 17 November 2013, P.1)

Metaphorical Meaning

“Phue Thai MPs *answer back* to Boonyod who accuses them of forcing Thai Airways to land at Don Mueang Airport instead of Suvarnabhumi International Airport.”

(Matichon, issued 17 November 2013, P.1)

In the above expression, the word *ตอบโต้*, *tɔ̀:p tɔ́:* is defined as ‘to fight back or to counterattack’, whose meaning associated with war is used as a metaphor in the political context, and refers ‘to talking back or to answering back’. The word *ตอบโต้*, *tɔ̀:p tɔ́:* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the talking back or the answering back. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN ARGUMENT.



“เฉลิม ประทะการม สมจิตต์ นักข่าวช่อง 7 กลางวงสัมภาษณ์”

(มติชน, ฉบับวันที่ 7 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Chalerm *fights* verbally with Somjit, a reporter from Channal 7, during an interview”

(Matichon, issued 7 December 2013, P.1)

Metaphorical Meaning

“Chalerm *argues* verbally with Somjit, a reporter from Channal 7, during an interview”

(Matichon, issued 7 December 2013, P.1)

In the above expression, the word *ประทะการม*, *paṭá?khārom* is defined as ‘a squabble or a noisy quarrel’, whose meaning associated with the fighting is used as a metaphor in the political context, refers to ‘an argument’. The word *ประทะการม*, *paṭá?khārom* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to an argument. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN ARGUMENT.



4.5.3 War is an Announcement

The words associated with metaphor in Thai as “War is an Announcement” are *ลั่นกลอง* *lânklow* and *ปลุกระดม*, *plùkrá?dom*

นปช. ชุมนุมใหญ่ที่โคราช ธิดา ลั่นกลอง รบเพื่อประชาธิปไตย

(มติชน, ฉบับวันที่ 7 มกราคม 2557, หน้า 1)

Literal Meaning

“The UDD establishes a big rally in Khorat. Thida *officially announces the fight* for democracy.”

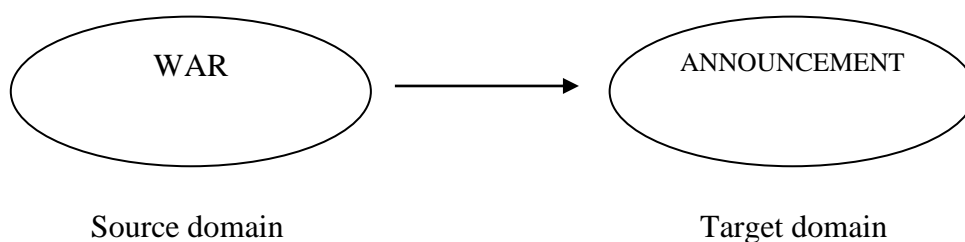
(Matichon, issued 7 January 2014, P.1)

Metaphorical Meaning

“The UDD establishes a big rally in Khorat. Thida *officially announces for a big rally* for democracy.”

(Matichon, issued 7 January 2014, P.1)

In the above expression, the word *ลั่นกลอง*, *lânklow* is defined as ‘an official declaration of war or fighting,’ whose meaning associated with the fighting is used as a metaphor in the political context, refers to ‘an official announcement for a big rally by the UDD.’ The word *ลั่นกลอง*, *lânklow* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the official announcement of a big rally by the UDD. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN ANNOUNCEMENT.



“สุเทพ ปลุกระดม กลุ่มผู้ชุมนุม กปปส. และผู้สนับสนุนต่อต้านการใช้สินค้าในธุรกิจกลุ่มชินวัตร”

(มติชน, ฉบับวันที่ 25 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep *arouses* PDRC protesters and supporters to fight against using products from Shinnawatra companies.”

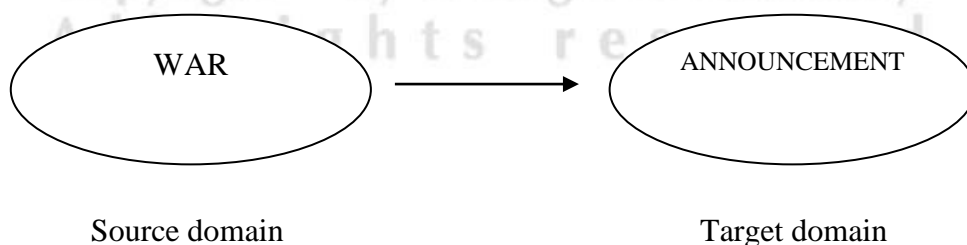
(*Matichon*, issued 25 December 2013, P.1)

Metaphorical Meaning

“Suthep *makes an announcement* to PDRC protesters and supporters urging against using products from Shinnawatra companies.”

(*Matichon*, issued 25 December 2013, P.1)

In the above expression, the word *ปลุกระดม*, *plùkrá?dom* is defined as ‘to arouse military forces to war’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘an announcement to PDRC protesters and supporters urging against using products from Shinnawatra companies’. The word *ปลุกระดม*, *plùkrá?dom* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the announcement to PDRC protesters and supporters urging against using products from Shinnawatra companies. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS AN ANNOUNCEMENT.



4.5.4 War is Punishment

A word associated as a political news metaphor in Thai as “War is Punishment” is *ฟัน*, *fan*.

“ปช. ฟัน บุญทรง พร้อมพวก 15 คน ทูจริตจําจำข้าว พร้อมเดินหน้าไต่สวน ยิ่งลักษณ์ ส่อ ผิด ม. 157”

(มติชน, ฉบับวันที่ 17 มกราคม 2557, หน้า 2)

Literal Meaning

“The Office of the National Anti-Corruption Commission (NACC) *fights with a sword* against Boonsong and fifteen other accomplices in the corruption charges involving the rice pledging scheme and is ready to investigate Yingluck for violations under section 157 of the Constitution.”

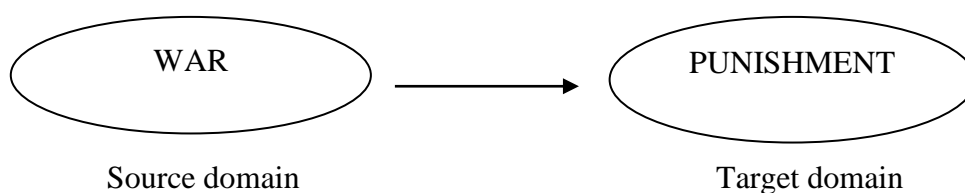
(Matichon, issued 17 January 2014, P.2)

Metaphorical Meaning

“The Office of the National Anti-Corruption Commission (NACC) *punishes* Boonsong and fifteen other accomplices in the corruption charges involving the rice pledging scheme and ready to investigate Yingluck for violations under section 157 of the Constitution.”

(Matichon, issued 17 January 2014, P.2)

In the above expression, the word *ฟัน*, *fan* is defined as ‘to cut with a sword or sharp object in fighting,’ whose meaning associated with war is used as a metaphor in the political context, refers to ‘punishment for the political corruption charges’. The word *ฟัน*, *fan* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to punishment for the political corruption charges. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS PUNISHMENT.



4.5.5 WAR IS COMMAND

The word associated as a political metaphor in Thai as “War is Command” is
บัญชาการ, *bancha:ka:n*

“ยิ่งลักษณ์ เตรียม บัญชาการ ตำรวจ เอง วันชัตดาวน์กรุงเทพฯ 13 มกราคม นี้”

(มติชน, ฉบับวันที่ 7 มกราคม 2557, หน้า 1)

Literal Meaning

“Yingluck prepares to *command* the police forces herself on the day of “Shut Down Bangkok” on January 13th.

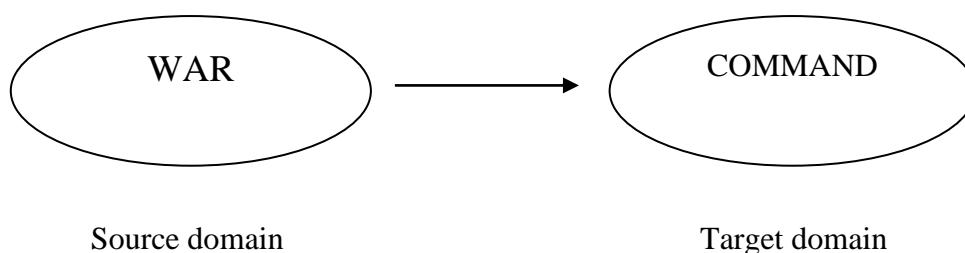
(Matichon, issued 7 January 2014, P.1)

Metaphorical Meaning

“Yingluck prepares to *command* the police force herself in order to block the PDRC demonstration on the day of “Shut Down Bangkok” on January 13th”.

(Matichon, issued 7 January 2014, P.1)

In the above expression, the word บัญชาการ, *bancha:ka:n* is defined as ‘to command military troops’, whose meaning associated with war is used as a metaphor in the political context, refers ‘to commanding the police forces on the day of Shut Down Bangkok’. The word บัญชาการ, *bancha:ka:n* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the command to the police forces. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS COMMAND.



4.6 WAR IS PHYSICAL ACTIVITIES

The words with their meanings associated with war are used as metaphors in political contexts as “WAR IS PHYSICAL ACTIVITIES” can be divided into three sub-classes, including War is Fighting, War is Mobilization, and War is Occupation.

4.6.1 War is Fighting

The words associated with metaphors in Thai as “War is Fighting” are *สู้รบ* *sû:róp*, *ต่อสู้* *tw:sû:*, *ถล่ม* *thà'plòm*, and *ลุย* *luj*

“ผู้ว่า เชียงใหม่ ไฟจัด ระบุพร้อม *สู้รบ* กับปัญหาหมอกควัน ลั่น เอาจริงกับคนเผาป่า”
(มติชน, ฉบับวันที่ 1 กุมภาพันธ์ 2557, หน้า 1)

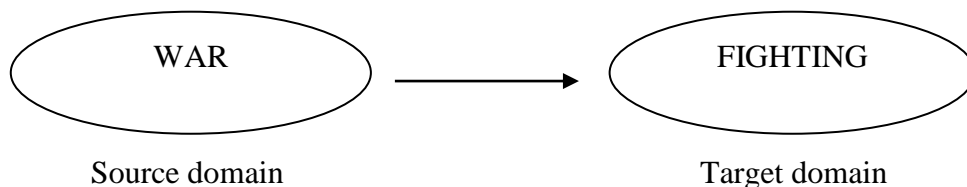
Literal Meaning

“Chiang Mai’s governor is fully ready to *fight* the smog problem, saying the forest burners will be severely punished.”
(*Matichon*, issued 1 February 2014, P.1)

Metaphorical Meaning

“Chiang Mai’s governor is fully ready to *manage* the smog problem, saying the forest burners will be severely punished.”
(*Matichon*, issued 1 February 2014, P.1)

In the above expression, the word *สู้รบ*, *sû:róp* is defined as ‘fighting on the battlefield, whose meaning associated with war is used as a metaphor in the political context, refers to ‘the management of the smog problem’. The word *สู้รบ*, *sû:róp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the management of the smog problem. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS FIGHTING.



“สุภชัย ชัน ภูมิใจไทย พร้อม ต่อสู้” คีกลเลือกตั้ง 2 ก.พ. นี้แน่นอน”

(มติชน, ฉบับวันที่ 22 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suphachai confirms that the Bhumi Chai Thai Party is ready to *fight* for the general election on February 2nd”.

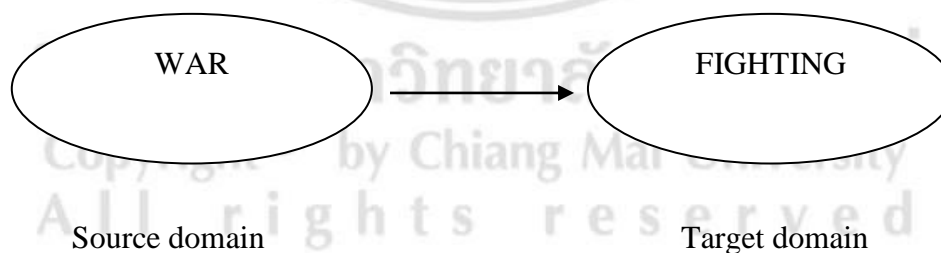
(Matichon, issued 22 December 2013, P.1)

Metaphorical Meaning

“Suphachai confirms that the Bhumi Chai Thai Party is ready to *compete* in the general election on February 2nd”.

(Matichon, issued 22 December 2013, P.1)

In the above expression, the word ต่อสู้, tò:sû: is defined as ‘fighting on the battlefield’, whose meaning associated with war is used as a metaphor in the political context, refers to ‘the competition in the general election’. The word ต่อสู้, tò:sû: derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the competition in the general election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS FIGHTING.



“คนร้ายควงอาก้า ถล่ม ขวัญชัย แกนนําแดงอุดร บาดเจ็บคาบ้านพัก”

(มติชน, ฉบับวันที่ 9 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Kwanchai, the leader of the Red Shirts from Udonthani, was *enfiladed* with an AK gun and was seriously wounded at his home.”

(Matichon, issued 9 December 2013, P.1)

Metaphorica Meaning

“Kwanchai, the leader of the Red Shirts from Udonthani, was *shot* with an AK gun and was seriously wounded at his home”.

(Matichon, issued 9 December 2013, P.1)

In the above expression, the word *ถล่ม*, *thà?lòm* is defined as ‘to enfilade or to attack with a machine gun or to bombard,’ whose meaning associated with war is used as a metaphor in the political context, refers ‘to shooting the leader of the Red Shirt protesters with a gun’. The word *ถล่ม*, *thà?lòm* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the enfilade the leader of Red Shirt protester with a machine gun. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS FIGHTING.



“สุเทพ สั่ง ลุย แผนปิดกรุง 13 ม.ค. นี้ พร้อมตั้งเวที 20 จุด ทั่วกรุงเทพ”

(มติชน, ฉบับวันที่ 28 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep orders the *attack* for the ‘Shut Down Bangkok’ plan on January 13th with 20 stages throughout the city”.

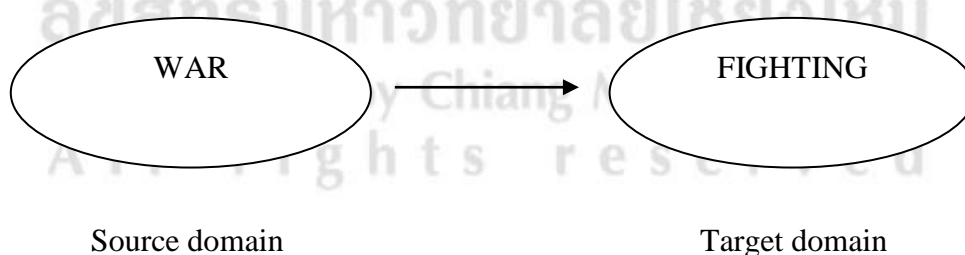
(Matichon, issued 28 December 2013, P.1)

Metaphorical Meaning

“Suthep orders to *the go ahead* with the ‘Shut Down Bangkok’ plan on January 13th with 20 stages throughout the city.”

(Matichon, issued 28 December 2013, P.1)

In the above expression, the word *ลุย*, *luj* is defined as ‘to attack with an offense and aggressive action in war,’ whose meaning associated with war is used as a metaphor in the political context, and refers to ‘proceeding with the shut down the city plan in order to drive out the government’. The word *ลุย*, *luj* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to go through with the shut down the city plan in order to drive out the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS FIGHTING.



4.6.2 War is Mobilization

A word associated as a political metaphor in Thai under “War is Mobilization” is เคลื่อนพล *khlianphon*

“ตำรวจพยายามเจรจากับแกนนำ กปปท. เพื่อขอให้ผู้ชุมนุม เคลื่อนพล ออกจากหน้าทำเนียบฯ เพราะนายกรัฐมนตรีจะเดินทางมาเยือนไทยอย่างเป็นทางการ ในวันที่ 11 ต.ค”

(มติชน, ฉบับวันที่ 28 กันยายน 2556, หน้า 2)

Literal Meaning

“The police attempt to negotiate with NSPRT leaders to *mobilize the troop of protesters* away from the front of the parliament building before the Chinese Prime Minister’s official visit on October 11th”.

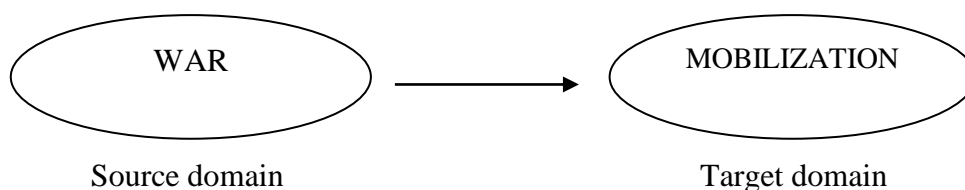
(Matichon, issued 28 September 2013, P.2)

Metaphorical Meaning

“The police attempt to negotiate with NSPRT leaders to *move the protesters* from the front of the parliament to other places before the Chinese Prime Minister’s official visit on October 11th”.

(Matichon, issued 28 September 2013, P.2)

In the above expression, the word เคลื่อนพล, *khlianphon* is defined as ‘to mobilize military troop from their base onto battlefield,’ whose meaning associated with war is used as a metaphor in the political context, and refers to ‘to moving the NSPRT protesters from the front of the parliament building to other places.’ The word เคลื่อนพล, *khlianphon* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the mobilization the NSPRT protesters from the parliament’s front area. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS MOBILIZATION.



4.6.3 War is Occupation

The word that associated with metaphor in Thai as “War is Occupation” is *ยึด* *jít*

“สุเทพ ประกาศลั่นเวที จะ ยึด บชน. ให้เป็นของมือบ กปปส. ให้ได้ในวันที่ 3 ธันวาคม”

(มติชน, ฉบับวันที่ 28 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep declares his intention to *occupy* the Royal Thai Police Admission Division for the PDRC demonstration on December 3rd”.

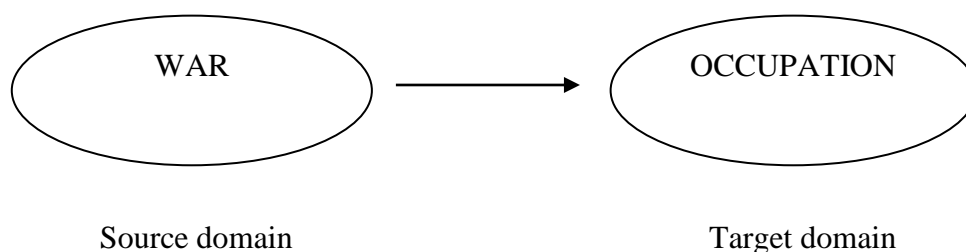
(*Matichon*, issued 28 December 2013, P.1)

Metaphorical Meaning

“Suthep declares his intention to *occupy* the Royal Thai Police Admission Division for the PDRC demonstration on December 3rd”.

(*Matichon*, issued 28 December 2013, P.1)

In the above expression, the word *ยึด*, *jít* is defined as ‘to occupy or to take possession forcefully,’ whose meaning associated with war is used as a metaphor in the political context, and refers to ‘the occupation of the Royal Thai Police Admission Division by the PDRC protesters’. The use of the word *ยึด*, *jít* derives from the link or connection of the source domain, which is related to war to the target domain, and is related to the occupation of the Royal Thai Police Admission Division by the PDRC protesters. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS OCCUPATION.



4.7 WAR IS OUTCOME

The words with their meaning associated with war are used as metaphors in political news contexts as “WAR IS OUTCOME” can be divided into three sub-classes, including War is Pain, War is Defeat, and War is Conquest.

4.7.1 War is Pain

The words associated with metaphor in Thai as “War is Painful” are บาดเจ็บ *bàtjèp* and บอบช้ำ *bòpchám*

“การนำเสนอ พรบ.นิรโทษกรรม ของฝ่ายรัฐบาล เป็นต้นเหตุสำคัญให้รัฐบาลเองได้รับบาดเจ็บ
กันระนาว”

(มติชน, ฉบับวันที่ 29 ธันวาคม 2556, หน้า 2)

Literal Meaning

“The presentation of the government’s amnesty bill has caused the government
itself *to be wounded*”.

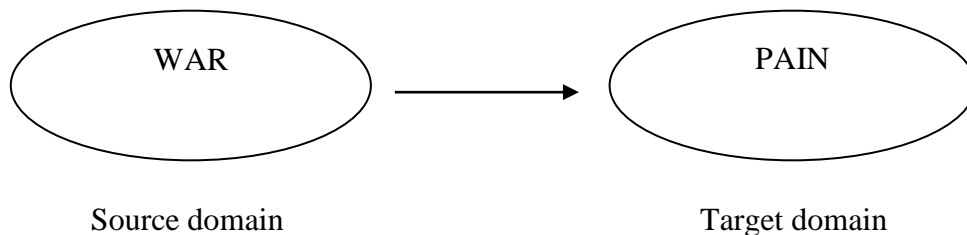
(Matichon, issued 29 December 2013, P.2)

Metaphorical Meaning

“The presentation of the government’s amnesty bill has caused the government
itself *to be injured* from the negative criticism by various political parties”.

(Matichon, issued 29 December 2013, P.2)

In the above expression, the word บาดเจ็บ, *bàtjèp* is defined as ‘to be wounded or hurt in battle’, whose meaning associated with war is used as a metaphor in the political context, and refers to the outcome from the presentation of the government’s amnesty bill that has caused the negative criticism from various political parties against the government. The use of the word บาดเจ็บ, *bàtjèp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the outcome from the presentation of the government’s amnesty bill. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS PAIN.



“การเสนอร่าง พรบ.นิรโทษกรรม เป็นต้นเหตุให้เกิดเหตุการณ์ทางการเมืองอื่นๆ ตลอดปี 56-57 จนทำประเทศ *บอบช้ำ*”

(มติชน, ฉบับวันที่ 21 มีนาคม 2557, หน้า 3)

Literal Meaning

“The presentation of the government’s amnesty bill has caused other political situations during the years 2013 and 2014 and has also caused the country *to be in pain.*”

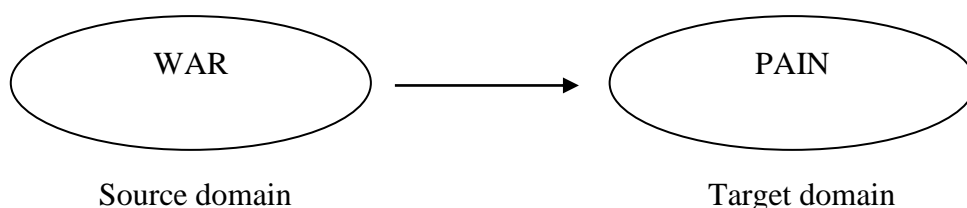
(Matichon, issued 21 March 2014, P.3)

Metaphorical Meaning

“The presentation of the government’s amnesty bill has caused other political problems during the years 2013 and 2014 and has also caused the country *to suffer damage from the resulting political activities.*”

(Matichon, issued 21 March 2014, P.3)

In the above expression, the word *บอบช้ำ*, *bòpchám* is defined as ‘to be in pain or to be bruised from fighting,’ whose meaning associated with war is used as a metaphor in the political context, and refers to ‘the damages from the political situations happening to the country’. The word *บอบช้ำ*, *bòpchám* derives from the link or connection of the source domain, which is related to war to the target domain, and is related to the damages from the political events happening in the country. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS PAIN.



4.7.2 War is Defeat

The words associated with metaphor in Thai as “War is Defeat” are แพ้ *phaé* and ถอยทัพ *thǎ:jtháp*

“อภิสิทธิ์ แจง เหตุบอยคอตเลือกตั้ง 2 ก.พ. บอกปัดกลัว แพ้ จะแนนเลือกตั้งให้กับพรรคตรงข้าม”

(มติชน, ฉบับวันที่ 22 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Abhisit clarifies the boycott of the general election on 2 February and denies any fear of *defeat in fighting with the opponents in the election*”.

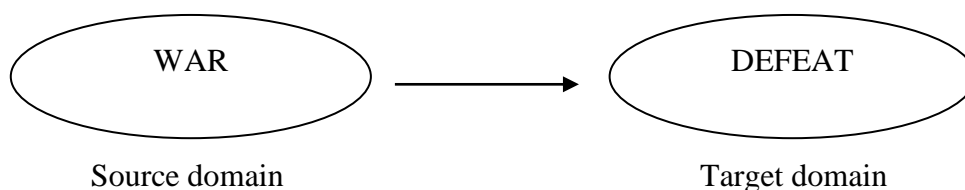
(Matichon, issued 22 December 2013, P.1)

Metaphorical Meaning

“Abhisit clarifies the boycott of the general election on 2 February, and denies any fear of *defeat from winning fewer votes than the other political parties in the election*”

(Matichon, issued 22 December 2013, P.1)

In the above expression, the word แพ้, *phaé* is defined as ‘to lose or to be defeated by an enemy in battle’, whose meaning associated with war is used as a metaphor in the political context, and refers to defeat by winning a smaller number of votes in the general election. The word แพ้, *phaé* derives from the link or connection of the source domain, which is related to war to the target domain, and is related to losing in the general election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS DEFEAT.



“ยิ่งลักษณ์ ตัดสินใจ ถอยทัพ ประกาศยุบสภา หวังยุติความขัดแย้ง”

(มติชน, ฉบับวันที่ 9 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Yingluck decides to *withdraw the troops* by announcing the dissolution of parliament in the hope of ending the conflict.”

(Matichon, issued 9 December 2013, P.1)

Metaphorical Meaning

“Yingluck decides to *surrender* by announcing the dissolution of parliament in the hope of ending the conflict.”

(Matichon, issued 9 December 2013, P.1)

In the above expression, the word ถอยทัพ, *thǎ:jtháp* is defined as ‘to withdraw troops/forces or an army’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘the decision to surrender by announcing to dissolve the parliament of the government’. The use of the word ถอยทัพ, *thǎ:jtháp* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the decision to surrender by announcing to dissolve the parliament of the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS DEFEAT.



4.7.3 War is Conquest

The words that associated with metaphor in Thai as “War is Conquest” are ชัยชนะ, *chaichana* and เผด็จศึก, *phà?dètsìk*

“สุเทพ ประกาศ ชัยชนะ เหนือรัฐบาล หลังม็อบ กปปส. เข้ายึดทำเนียบได้สำเร็จ”

(มติชน, ฉบับวันที่ 3 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep declares *victory* (in the war) over the government after the PDRC demonstrators successfully seize the Government House”.

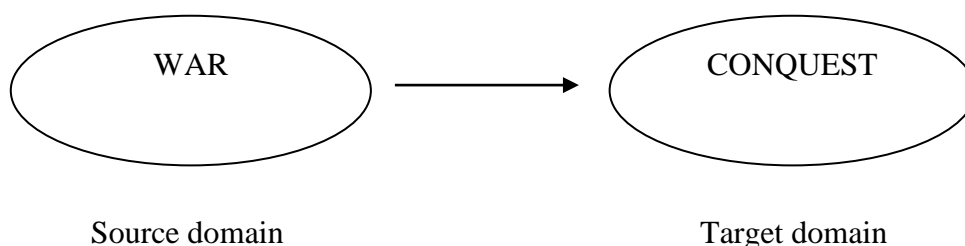
(Matichon, issued 3 December 2013, P.1)

Metaphorical Meaning

“Suthep declares *victory* of the protesters over the government after the PDRC protesters successfully seize the Government House”.

(Matichon, issued 3 December 2013, P.1)

In the above expression, the word ชัยชนะ, *chaichaná* is defined as ‘the conquest or the victory over the enemy in battle or war’, whose meaning associated with war is used as a metaphor in the political context, and refers to ‘the victory of the protesters over the government.’ The use of the word ชัยชนะ, *chaichaná* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the victory of the protesters over the government. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS CONQUEST.



“สุเทพ ประกาศ ให้ผู้ชุมนุมสู้ยาว 15 วัน รอศาลรัฐธรรมนูญตัดสินสถานภาพนายก จากนั้น
เผด็จศึก ทันที”

(มติชน, ฉบับวันที่ 15 ธันวาคม 2556, หน้า 1)

Literal Meaning

“Suthep makes an announcement that the protesters will keep fighting and will wait for 15 days for the Constitution Court to issue the verdict to revoke the prime minister’s status and then will proceed immediately *to end the war*”.

(Matichon, issued 15 December 2013, P.1)

Metaphorical Meaning

“Suthep makes an announcement that the protesters will keep fighting and will wait for 15 days for the Constitution Court to issue the verdict to revoke the prime minister’s status and then will proceed immediately *to ending the protests*.”

(Matichon, issued 15 December 2013, P.1)

In the above expression, the word เผด็จศึก, *phà?dètsìk* is defined as ‘to end or finish a war or to subdue the enemy,’ whose meaning associated with war is used as a metaphor in the political context, referring to the declaration of the end of the protests against the government. The use of the word เผด็จศึก, *phà?dètsìk* derives from the link or connection of the source domain, which is related to war to the target domain, which is related to the declaration for the end of the protestation. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS CONQUEST.

