

CHAPTER 5

CONCLUSION & RECOMMENDATIONS

The purpose of this research was to study and analyze the use of metaphors of war in the political news in the popular Thai daily newspaper *Matichon*. This research was conducted as a qualitative study and employed the theory of Conceptual Metaphors of Lakoff and Johnson (1980) in order to investigate how war metaphors worked in the area of the political reporting in a widely-read Thai daily newspaper which covered Thai political news extensively. The lexical items for investigation were selected from issues of *Matichon* that appeared from September 1, 2013 to March 31, 2014. The lexical items selected for analysis were taken from headlines and lead-ins as well as from the content of articles reporting political news. The reason for choosing this time period was due to the fact that there were a series of interesting political developments in Thai society at that time, namely 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 the general election, the 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) in support of the government.

The study are chosen forty-seven words as examples of conceptual metaphors of war as used in the political news published in *Matichon*. All of the forty-seven selected words referring to political events are categorized into seven main themes: 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 further sub-divided into various sub-classes.

The first main theme is “WAR IS A PERSON.” In this theme, the conceptual metaphor of war is personified as a human being. In addition, this theme is sub-divided into five different sub-classes: War is a Representative: the words associated with metaphors in Thai under “War is Representative” are *นักรบ nákróp* (warrior) and *ขุนศึก khǔnsìk* (great warrior), War is a Leader. The words used as metaphors in Thai under “War is a Leader” are *แม่ทัพ mǎe:tháp* (a leader of military force) and *หัวหอก hǔahw:k* (a leader of military force). War is a Supporter: the word used as a metaphor in Thai under “War is a Supporter” is *พันธมิตร phanthá?mít* (an alliance). War is Assembly: the words used as metaphors in Thai under “War is Assembly” are *ทัพ tháp* (a troop), *แนวรุก næ:wrúk* (a front line of troops), *ขุมกำลัง khǔmkamlan* (a group of fighters), *ฐานกำลัง thǎ:nkamlan* (a number of fighters) and *สรรพกำลัง sàppá?kamlan* (a military force). War is an Opponent: the words used as metaphors in Thai under “War is an Opponent” are *ฝ่ายตรงข้าม fà:jtronkhâ:m* (an opponent), *คู่ปรปักษ์ khû:pɔ:ra?pàk* (an opponent), *ข้าศึก khâ:sìk* (an opponent) and *กบฏ kà?bòt* (an opponent).

The second main theme is “WAR IS A LOCATION”. In this theme, the conceptual metaphor of war is compared to a location. In addition, this theme is sub-divided into two different sub-classes. War is Head Quarters: the words used as metaphors in Thai under “War is Head Quarter” are *ฐานที่มั่น thǎ: nthí:mǎn* (a stronghold for a military force) and *จุดยุทธศาสตร์ cùtjútthá?sà:t* (a strong point for war). War is a Battle Field: the words used as metaphors in Thai under “War is a Battle Field” are *ยุทธภูมิ jútthá?phu:m* (a battlefield) and *สมรภูมิ sà?mǎ:rà?phu:m* (a battlefield).

The third main theme is “WAR IS TACTICS”. In this theme, the conceptual metaphor of war is compared to tactics. In addition, this theme is sub-divided into three different sub-classes. War is Strategy: the words used metaphors in Thai under “War is Strategy” are *ยุทธการ jútthá?ka:n* (a military strategic plan for war), *ยุทธวิธี jútthá?withi:* (military tactics for war), *ปรับทัพ pràptháp* (a strategic adjustment of military forces for

war), *กระชับพื้นที่* *krà?chápphî:nthî:* (to beleaguer or to surround with military forces), and *ยุทธศาสตร์* *jútthá?sà:t* (a strategic plan for war). War is Expansion: the word used as a metaphor in Thai under “War is Expansion” is *ดาวกระจาย* *da:wkrà?ca:j* (a military forces expansion and a spreading out of bullets when fired) and War is Replacement: the word used as a metaphor in Thai under “War is Replacement” is *จัดตาทัพ* *khàtta:tháp* (a temporary replacement of military forces).

The fourth main theme is “WAR IS WEAPONRY.” In this theme, the conceptual metaphor of war is compared to weaponry. The words used as metaphors in Thai under “War is Weaponry” are *กระสุน* *krà?sùn* (a bullet) and *ดาบ* *dàap* (a sword).

The fifth main theme is “WAR IS VERBAL ACTIVITIES.” In this theme, the conceptual metaphor of war is expressed as verbal activities related to war. This theme is further sub-divided into five different sub-classes. War is Criticism: the words used as metaphors in Thai under “War is Criticism” are *กรีด* *krî:t* (to cut or graze) and *斬แหละ* *chamlè:?* (to cut open). War is an Argument: the words used as metaphors in Thai under “War is an Argument” are *ตอบโต้* *tò:p tò:* (to fight back) and *ปะทะคารม* *patà?khārom* (a squabble or a noisy quarrel). War is an Announcement: the words used as metaphors in Thai under “War is an Announcement” are *สั่งกลอง* *lânklw:ŋ* (an official declaration of war) and *ปลุกระดม* *plùkrá?dom* (to arouse military forces for fighting). War is Punishment: the word used as a metaphor in Thai under “War is Punishment” is *ฟัน* *fan* (to fight with sword in war). War is Command: the word used as a metaphor in Thai under “War is Command” is *บัญชาการ* *bancha:ka:n* (to command military troops).

The sixth theme is “WAR IS PHYSICAL ACTIVITIES.” In main theme, the metaphor of war is expressed as physical activities related to war. This theme is further sub-divided into three different sub-classes. War is Fighting: the words used as metaphors in Thai under “War is Fighting” are *สู้รบ* *sû:róp* (to fight or to battle), *ต่อสู้* *tò:sû:* (to fight or to battle), *ถล่ม* *thà?lòm* (to attack with weapons or to bombard), and *ลุย*

luj (to attack with offensive and aggressive action). War is Mobilization: the word used as a metaphor in Thai under “War is Mobilization” is เคลื่อนพล *khlianphon* (to mobilize a military troop or an army from its base to a battlefield). War is Occupation: the word used as a metaphor in Thai under “War is Occupation” is ยึด *jít* (to occupy or to take possession of forcefully).

The seventh theme is “WAR IS OUTCOME.” In this theme, the conceptual metaphor of war is expressed using the outcome of war. This theme further is subdivided into three different sub-classes. War is Pain: the words used as metaphors in Thai under “War is Pain” are บาดเจ็บ *bàtjèp* (to be wounded or to get hurt in battle or fighting) and บอบช้ำ *bòpcháam* (to be in pain or to be bruised from fighting). War is Defeat: the words used as metaphors in Thai under “War is Defeat” are แพ้ *phaé* (to lose or to be defeated by the enemy in battle or war) and ถอยทัพ *thǎw:tháp* (to withdraw troops/forces or an army). War is Conquest: the words used as metaphors in Thai under “War is Conquest” are ชัยชนะ *chaichaná* (victory over the enemy in battle) and เฝ้าจับศึก, *phà?dètsìk* (to end a war or to subdue an enemy).

Recommendations for Further Study

Conceptual metaphors should be studied in different types of news such as entertainment news, business news, sports news, and social news because each kind of news uses different conceptual metaphors. In addition, the conceptual metaphor of war used to describe political events and situations should be studied also in international contexts since there are many notable political developments occurring everyday around the world, for example the upcoming US PRESIDENTIAL ELECTION in 2016. Accordingly, it would be of considerable interest to study the use of metaphors derived from the domain of war as used in reporting the news of international political events and developments and to analyze how war metaphors are used in comparing politics to war in the media.