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A Study of Metaphors Employed in the Bangkok Post Newspaper

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บทคัดย่อ

คำอุปลักษณ์ถือว่าเป็นถ้อยคำวาทศิลป์ที่มักใช้เพื่อจุดประสงค์ในการรณรงค์ จึงมีนักวิจัยจำนวนมากให้ความสนใจและอุทิศตนในศาสตร์ด้านนี้ (Klinnamhom, 2008; Intawong, 2016) สำหรับวัฒนธรรมการศึกษาในประเทศไทยนั้น “คำอุปลักษณ์” เปรียบเสมือนสิ่งที่สามารถยกระดับชีวิตการเป็นอยู่และการศึกษาให้ดียิ่งขึ้น โดยปัจจัยเหล่านี้ส่งผลให้ผู้วิจัยพยายามที่จะสืบหาถึงการมีอยู่และค้นคว้าวิธีการใช้คำอุปลักษณ์เพื่อที่จะนำถ้อยคำเหล่านี้ไปพัฒนาสื่อการสอนต่อไป ข้อมูลดิบทั้งหมดจะรวบรวมจากเนื้อหาข่าวในสัปดาห์ของหนังสือพิมพ์บางกอกโพสต์หมวดละสิบบทความโดยมีทฤษฎีของเลคอฟกับจอห์นสันเป็นแหล่งอ้างอิงเบื้องต้น (Lakoff & Johnson, 1980) และ ข้อมูลดิบทั้งหมดจะถูกวิเคราะห์ภายใต้ทฤษฎีหน้าที่ของคำอุปลักษณ์โดยโกทลีในลำดับต่อไป (Goatly, 1998) ซึ่งแบ่งหน้าที่ของภาษาเป็น 3 แบบได้แก่ หน้าที่สื่อความคิด หน้าที่ปฏิสัมพันธ์ และ หน้าที่ในตัวบริบท ผู้วิจัยพบว่าเนื้อหาข่าวในหมวดข่าวความคิดเห็นมีความหนาแน่นของคำอุปลักษณ์มากที่สุดร้อยละ 53.66 ในขณะที่หมวดข่าวทั่วไปและหมวดข่าวธุรกิจมีคำอุปลักษณ์เท่า ๆ กันที่อัตราส่วนร้อยละ 17.07 และคำอุปลักษณ์ถูกพบน้อยที่สุดในหมวดข่าวท่องเที่ยวที่ร้อยละ 12.20 เมื่อทำการวิเคราะห์ในลำดับต่อไปแล้วชี้ให้เห็นว่าคำอุปลักษณ์มีหน้าที่ในการสร้างวาทกรรมใหม่ ๆ และเพิ่มอรรถรสในวาทกรรมร้อยละ 80.49 และส่วนที่เหลือคิดเป็นร้อยละ 19.51 จะมีหน้าที่ในการเปลี่ยนมุมมอง

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A Study of Metaphors Employed in the Bangkok Post Newspaper

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Abstract

A metaphor is considered as a rhetorical language that we normally use it as entertaining purposes. So, many researchers dedicate their time studying this figurative language (Klinnamhom, 2008; Intawong, 2016) In Thai educational culture, the metaphor is perceived as the subject that can promote the way people live and learn, so this inspires the researcher to look at its proportion and how it is used. Ultimately, the retrieved metaphor is used for developing the subject materials in the school lecture. In order to achieve these purposes, the theory of Lakoff and Johnson (1980) was employed as the basic consideration of the language and implemented to the 4 sections in the *Bangkok Post* newspaper. Each section consists of 10 articles. Consequently, the dry version was analysed based on the Goatly (1998) theory which categorized the language into 3 functions: ideational function, interpersonal function, and textual function. The results showed that the metaphor was mostly found in the Opinion section of the newspaper (53.66%) while it could be relatively seen in the straightforward statements of both General and Business sections (17.07%). The Travel section was the smallest location of the metaphor (12.20%). In the newspaper, majorities of the metaphor were used as the textual function aiming to create a new ideology and exaggerate the discourses (80.49%), and the rest was responsible as the substitutions of the new identities (19.51%).

Keywords: metaphor in the newspaper, conceptual metaphor, cognitive linguistics

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1. Introduction

Until the late 20th century, a metaphor has been solely regarded as a subject of decoration. The language technique has been long perceived by most people as a beautiful way to communicate, but we unconsciously use it as the central element for exchanging pieces of knowledge and thoughts in our daily lives (Lakoff & Johnson, 1980). However, lectures in Thailand tend to put the emphasis on surface-level learning. Most students encounter the traditional way of learning, which is through activity called “Phasa Thai Wan La Kum”, referring to surface-level learning. In this activity, the students will be given a word or a statement, and they need to figure out its definition; e.g. the students in a room are asked to find the definition of the term ‘fish’. It is quite obvious that their answers will be written in predictable ways such as “the fish is an animal living in the water”, so the question here is what this contributes to their learning. Though the rote learning is an important feature in the school lecture, we have to admit that teaching just literal content in the books is not enough; asking questions only in the surface level is not enough. The learning thus requires the metaphor for increasing the effectiveness of the modern lecture.

Research proposal

In this study, the subject of interest is a study of the metaphor frequency and its usages in the context. The *Bangkok Post* newspaper was selected as the material for the investigation because the paper has been globally credited as an influential English language newspaper for a long time (Lent as cited in Chuainu, 2009, p. 1). In processing the research methodology, the current study has replicated the work of Klinnamhom (2008) as the model. This study divides the procedure into two main sections. Firstly, Lakoff and Johnson’s theory of conceptual metaphor will be used as the guideline for understanding and collecting the data and after that the collected dry versions will be later categorized into 3 main roles according to the metaphor role of Goatly (1998). By doing this research, it will promote the better understanding and the beauty of metaphors for the readers. In addition to Klinnamhom’s study, it will pinpoint the main contribution of the findings, which are to improve lecture material, using figure of speech instead of tackling the language matters alone (Klinnamhom, 2008). The teaching from real life materials is quite essential in the current situation of Thailand described as the 4.0 era, where the emphasis is put on the ability to utilise the latest information, so

the current study focuses on discourses or contexts written in the daily newspaper. By applying the concepts of metaphor into the classroom, they can be used for drawing out the ideas from students; i.e. they will be urged to think of the implied definitions instead of literal meaning. Ultimately, the metaphor can be used for improving the subject materials across the Thai curriculum. Imagine how, if the students are taught to extract their perceptions from the contexts, the metaphors in this case, every day, this procedure can really encourage and change the way of learning and living for the students in the future.

2. Review of Literature

2.1 Metaphor: A subject of all-inclusives

The term ‘figurative’ conveys the sense of picturing and shaping of something. In general, when something is considered metaphorical, its comprehension is not directly interpreted. Rather, the utterance is conceptualized by the mind structure (Bangnoghkwag, 2003). The notion ‘metaphor’ originated from Greek word *metaphora*, which can be distinguished as meta and pherin, meaning *over* and *to carry* respectively (Hawkes, as cited in Bangnoghkwag, 2003, p. 7). Hawkes summarizes the metaphor as a new form of word structure or patterns that carry the same meaning as the previous form, i.e. the metaphor features the transferring perspective that carries one’s characteristic to another. As shown in the example of Falk (as cited in Bangnoghkwag, 2003, p. 8), the sentence “Your daughter was a playful little lamp” showed that the daughter possesses a characteristic of playful, submissive, and innocent. Moreover, it is found that a metaphor can be retrieved by two means. First of all, the metaphor is found exhibiting both its source and target domains, e.g. If *I* were the *Genie (Jinni)*, I would conjure up the day (Klinnamhom, 2008, p. 9). The expressions show that *Genie (Jinni)* is experienced to conceptualize the concept of *I*, which leads to the comprehension that *I* wants to be like *Genie (Jinni)*, a fictional character, so that *I* could have done whatever the magical creature can. Secondly, the metaphor can be only perceived through its source domain, e.g. “You said that I was a thief anyway, but I’m sure the government will collapse ‘You yourself are *barking*’ ‘Heard by yourself’ ‘Annoyed by yourself’” (Klinnamhom, 2008, p. 9). By conceptualizing the metaphor, it can be said that the government is used as a substitution for *disturbed dog* without actually seeing the word, because of the word *barking*, the nature of the dog, is conceptualized as the way that the government is insulting the others.

Considering the theory, a metaphor is viewed as the transferring language or wording that conveys the mutual attributes of one identity to another. Therefore, this transferring identity is called as the metaphorical expression. This theory will be later used as the guideline for understanding and collecting a metaphor.

2.2 Conceptual metaphor

Lakoff and Johnson (2003) summarized the concept of metaphors in their views as the language of neural processing, i.e. the languages is analyzed and extracted from the personal perceptions. Moreover, Simpson (2004, p. 92) conceptualized the idea of conceptual metaphor as the way people applied one easier concept to the concept that is harder. This is illustrated in the conceptual metaphor ‘Ideas are foods’. Considering its elements in regular thoughts ‘I can’t *stomach* the idea’ and ‘Your theory’s *half-baked*’, the *italicised words* were considered as the source domains that were drawn to the abstract concept of idea, e.g. ‘Your theory’. Additionally, the concept of *life is journey* is explained how metaphors function in our brain systems, e.g. He is without directions in life; I am at crossroads in my life; I am where I want to be in life. According to fact, the term *journey* refers to a travel from one place to another. So many words are used as the replacements of the concept journey, e.g. *directions, crossroad, go, where, etc.* Moreover, these concepts are extensively engaged with the ways people live. For example, the sentence “I am at the *crossroads* in my life” shows that the person has come to a point where s/he has to choose an alternative way for his/her life. *Journey* is perceived as the source domain in this case, and it is linked to the target domain *life*. The earlier word choices are irrelevant to the topic *life*, but they are used to draw attention to the concept of it.

By examining the conceptual metaphor theory, it can be summarized that human perceptions and thoughts are so dynamic; likewise, they can be captured as a metaphor as well as the expressions of the people. Therefore, the theory of conceptual metaphor will be applied in the data collection procedure looking for the mutual connections of human thoughts,

2.3 Goatly’s functions of Metaphors

Most people only notice the subject of metaphor as an ornament in the communication enhanced by rhetorical skill (Lakoff & Johnson, 1980). In spite of Lakoff and Johnson’s frame being widely recognized in the field of metaphor, their work does

not offer ways to investigate the functions of metaphors. Therefore, Goatly's classification of functions of metaphor is also adopted in this study. It classifies the clearer purposes of metaphor into 3 main roles in discourses (Goatly, 1998).

First of all, a metaphor is used for reconceptualizing the original status of the discourses because the new forms of messages are easier to comprehend. For example, the metaphor 'light year' is used for representing the discourse explaining that the object is very far away, and the metaphor 'waterflow' is used as the directional representative of electricity. According to these examples, the new terms give more comprehensible explanation compared to the previous forms. In addition, Cacciari (as cited in Klinnamhom, 2008) shows compatible ideas to Goatly's (1998) as the researcher supports that the metaphor can be used for clarifying obscurity and creating new concepts.

Secondly, a metaphor can be used for emotional purposes; easily accessed, the issue of feelings is mainly involved in the discourses aiming to create a sensitive feeling. According to this view, the people use metaphors for expressing emotional attitude, or it can be said that they aim to connect and blend into the others' social dynamics. For example, metaphor will be employed to soften an original uncomfortable meaning; e.g. the metaphors 'climbed the golden stair' or 'called to the eternal sleep' are used as the substitution of 'to die' (Goatly as cited in Klinnamhom, 2008, pp. 29-30). This concept is further encouraged by the study of Cacciari (as cited in Klinnamhom, 2008, p. 30) stating that the metaphor values the inner feelings, in which its implications can draw the sense of expressions and soften the negative feelings.

Finally, the discourses are sometimes dynamic and complex in their natures, so their textual contents can be extracted into new ideology. For example, the metaphor 'time is money' is found in the context stating that our lives are limited and valuable so we should spend them wisely, e.g. you are wasting my time or you do not need to budget your time (Lakoff & Johnson as cited in Klinnamhom, 2008, p. 2). Goatly (1998) summarizes this purpose as the textual metaphor. This function can be observed by two means. Firstly, the new ideology of language will be extracted from the textual contents that are mutually perceived as the new concept; e.g. Roman troops are described as the ant's formation. Once the troops are organized as a systematic formation in the battlefield, the ant's habitat is observed reflecting a methodical process in its nature. The new ideology is regularly found in contexts that are rich in textual content. Secondly, the textual metaphor also demonstrates the sense of exaggeration, for the

identity will be easier recognized. According to this view, the examples are given as an apple described as a melon, which is a simple way for depicting the original image of the apple that is very big (Klinnamhom, 2008, p. 30). Additionally, the exaggeration can be observed through fictional concepts; e.g. depicting imaginary movement. For example, when I go on a hiking trip with my family, I hear the sound of thunder, which (metaphorically) causes the mountain to shake. Considering the given examples, the speaker wishes to narrate that the thunder produces terribly loud noise, so that the sense of shaking motive is observed. It could be simply explained that the textual content creates an impossible expression perceived as the sense of shaking of the mountain.

2.4 Previous studies

In conducting the current study, various previous studies were examined for supplementing the current investigation, works which will be used as guidelines.

Intawong (2016) studied the metaphors employed in leads-in and headlines of political articles relating to war in the *Matichon* Thai daily newspaper. The news reports were compiled from September, 2013 to March, 2014 as there were many issues in the period. In digesting the data, the researcher focused on the theory Source and Target domain mapping by Lakoff and Johnson. The result shows that there were 7 themes employed in the newspaper, which were: 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 an outcome.

In accordance to Intawong (2016), the procedure of collecting and analyzing the data will be utilised. The researcher followed a previous recommendation stating that there is still a need for studying various sections of the newspaper; moreover, the content will be adapted to the English version in the current study. The study does target the linguistic matters alone, so the current study will escalate the contribution to pedagogical understanding. Also, the metaphor function issue has not been fully investigated yet; thus, it inspires the current investigation in exploring the gap.

According to Klinnamhom (2008), the researcher aims for achieving two main objectives. Firstly, the study is conducted to analyze the metaphors used by Thai politicians; also, the researcher further looks at the purposes of the collected information. In processing the investigation, the researcher employed the well-known theory proposed by Lakoff and Johnson (1980) and Charteris-Black (2005) for retrieving

the metaphors. The data were collected from four sources: political campaign speeches, censure debates, politician interviews, and the radio talks of Mr. Thaksin. The results showed that these sources demonstrated 9 various aspects of conceptual metaphors, which reflected the attitude of politicians toward the political situation. For example, the conceptual metaphors were used to reflect an aggressive pattern: politics is fighting and politics is competition; moreover, some discourses showed a sense of healing, e.g. politics is medical treatment and politics is caring and maintaining. Consequently, an approach of categorizing the purposes of metaphors was done under the theory of Goatly (1998) that filtered the data into 3 characteristics. The metaphors showed three functions including (1) ideational function, (2) interpersonal function and (3) textual function, with the researcher also adding that one conceptual metaphor can be used in the context of more than one purpose.

Firstly, the ideational metaphor is the one that reconceptualizes the previous form, and the concept will be explained as the new identity. For example, the metaphor 'politics is business' is found in the political speech that narrates the concept of politics relating the issue to a product in business talk. Also, the metaphor 'politics is competition' shows that the political issue is reconceptualized as a sports competition where two sides are fighting for the reward (Klinnamhom, 2008, pp. 163- 164). Secondly, the metaphor that is used for emotional purposes is categorized as the interpersonal function. In the study, the researcher summarizes this concept into two main aims; i.e. they are used for expressing a negative 'other-presentation' and positive 'self-presentation'. For example, the metaphor 'politics is a game' is found in the politician's discourses that insult other politicians as the gamers who always win over another by cheating (Klinnamhom, 2008, p. 176). Another example of 'politics is medical treatment' is used by Mr. Thaksin to express a positive presentation of himself during his campaign (Klinnamhom, 2008, p. 175). Finally, the textual metaphor is the one where contents reflect a new ideology, and the contents can themselves show the fictional concept implied. Firstly, the metaphor 'politics is fighting' is found reflecting a new ideology in the quote, "We are now fighting with the poverty, and our methods will consider the district as the decisive point, [in] which the sheriff manages the army as the head commander..." (Klinnamhom, 2008, p. 181). According to the example, the politically related contents are mutually perceived through the concept of fighting, so they create the new ideology; e.g. the terms 'fighting', 'army', 'decisive point' are used in the political discourse. Moreover, the metaphor 'politics is journey' is found creating a new

ideology in the politician's speech: "Respectfully, the president, if we compare the education reform to the train, it will depart from the station on the twentieth of August, 2002, sir. The train and the passenger are now ready to leave..." (Klinnamhom, 2008, p. 182). According to the example, the contents in the political discourse are mutually perceived through the concept of a journey, so it reflects the new ideology; e.g. the terms regarding a journey - 'passenger', 'train', and 'station' - are used in the political discussion. Though the textual contents are found creating the new ideology, none of them shows the fictional concept in the study.

Considering the previous study, the current investigation will use this as the model while some adjustments will be made according to the needs of the current study. Firstly, the metaphor theory of Lakoff and Johnson (1980) will be used for extracting metaphors while the Charteris-Black's work (2005) is rejected as it is found compatible with the used one. Also, the previous investigation only tackles the issue of the conceptual metaphor, so it encourages the current investigation to include both 'the metaphor' and 'the conceptual metaphor' because more results could allow the most efficient analysis in developing the subject materials. Secondly, the material of the study will be adapted to the textual content in the *Bangkok Post* newspaper, for the contents could provide different results. Moreover, the English content written in different sections of the newspaper could reflect varying cultural views compared to the Thai content in the relevant sections: i.e. the General (National and World), Business, Opinion, and Travel sections. Finally, the collected metaphors will be later classified into 3 functions in accordance to Goatly's theory (Goatly, 1998).

3. Methodology

3.1 Data collection

The metaphors were collected from the official website of the *Bangkok Post* newspaper, bangkokpost.com, which covers 4 sections: General, Business, Opinion, and Travel, from 11th June to 21st June, 2018. In the news reports, the content is written in English, and 10 news reports were accumulated from each section. The data collection procedure was examined based upon the theory of Lakoff and Johnson (Lakoff & Johnson, 1980, 2003) underlining the transferring perspective of the contents. On one hand, the metaphor 'Kohmak is paradise' was collected based on the mutual characteristic of the peaceful and beautiful place. On the other hand, the conceptual

metaphor 'Life is costing' was collected from the perceptions that to live is to cost, e.g. Sandra needs \$3000 for a rent while Jones wants \$200 a week for food.

3.2 Data analysis

Initially, the collected data will be explained according to its proportion in the Bangkok Post newspaper, so the frequency of the data and its percentage will be represented for illustration. The source and target domains of the retrieved metaphor are based on the theories of conceptual metaphor (Lakoff & Johnson 1980; 2003). Consequently, each metaphor will be put into the analyzing process, but different approaches are used in order to analyse the data. Due to a lack of specific explanation of metaphor purpose in Lakoff and Johnson's concept, the theory of Goatly (1998) that groups the metaphor into 3 characteristics is applied instead; i.e. the metaphor is interpreted as the ideational function, the interpersonal function, and the textual function.

4. Results

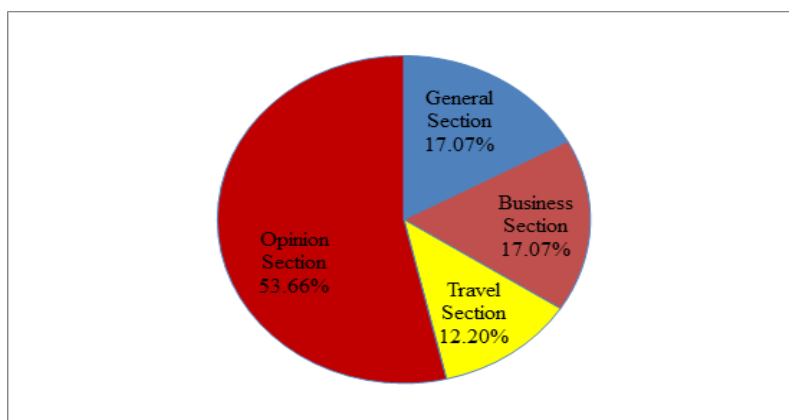


Figure 1: Metaphor frequency

In response to the first research question "To what extent are metaphors used in the Bangkok Post newspaper?", the metaphors found being used were 41 items. The figure 2 above shows that the Opinion section is the largest location of the metaphors in the newspaper (53.66%). This demonstrates that the people tend to employ metaphors based on their point of view toward their subjects, so it suggests that the process of thought is powerful in our daily life, which is the main source from where the metaphors are produced. For example, people believe that Thailand is an abundant

hub of raw ingredients, so the metaphor ‘Thailand is a global kitchen’ is found in the context showing that the country is full of raw materials for cooking and eating.

Also, metaphors can be found with relative frequency in the General and Business sections (17.07%), in which the news reports are written quite straightforwardly and relate to the facts. To support this idea, most of the metaphors in these sections are collected without explicit target domains, for the wording choices are commonly used without any subjective views. For example, in the metaphor “the country is becoming the favorite destination for dropping electronic waste”, the target domain ‘bin’ is not overtly presented, but its expression shows that its source domain ‘the country’ shares a mutual characteristic with a bin as the garbage container. Therefore, the metaphor is implicit without the people’s opinions.

Finally, it is shown that writers also use metaphor for comparing their chosen objects when it comes to the sense of travelling (12.20%). For example, the metaphor ‘The Eiffel Tower is an iron lady’ is found in the Travel section, where the term ‘iron lady’ depicts the strengthened structure of the Eiffel Tower preparation for terrorists’ attacks, and the metaphor ‘The airport is a hotel’ demonstrates that the facilities in the airport are comparable to the ones in a hotel. No matter what types of circumstances people face, the metaphors can be utilized and found everywhere. To conclude from the overall results, the metaphor is a subject of neural processing, so its identity will be regularly discovered via the process of human thought.

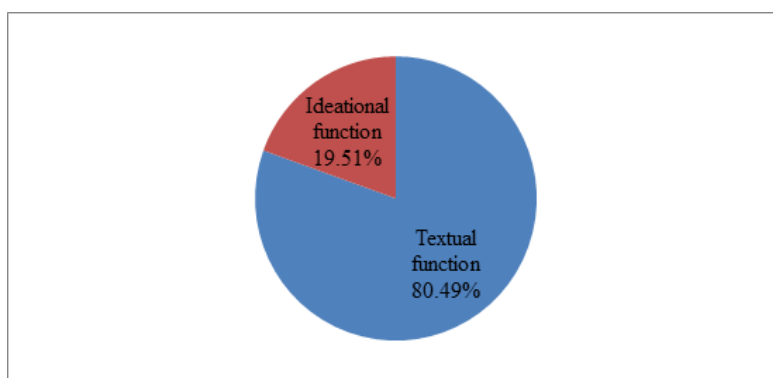


Figure 2: Metaphor functions

In response to the second research question, “What are the purposes of metaphor usages in the *Bangkok Post* newspaper?”, the results demonstrate that most of the metaphors are used to create a new form of language in the newspaper (80.49%).

This implication indicates that the organization of textual material is complex, and its components can be extracted into the new terminology. Referring to the textual function, it is described as the metaphor in which the contents or characteristics are mutually perceived as another concept, so it is extracted as a new form. According to this view, the new terminology is observed from the metaphor ‘school is a defendant’ in the context “State-run primary *schools will be quizzed* on how they spent their budget for school lunch programmes. *Schools will be asked* whether they received a budget for the programme for the first semester. *The schools will also have to explain* how they arranged lunches for students in the event of a delayed budget...” (*Bangkok Post*, issued 12 June, 2018). As shown in the example, this illustrates that the school is mutually perceived with regard to other subjects, so the writer creates the new form of defendant, with the italicized words suggesting their mutual relationship. Moreover, the metaphor ‘The country is a bin’ is analyzed as a textual metaphor because of its mutual relation as well. In the context “She said *the country* is becoming the favorite destination for *dropping electronic waste* after China's government refuses to accept it.” (*Bangkok Post*, issued 11 June. 2018), it is shown that the contents reflect the country as a bin, which we normally perceive as a place for dropping garbage. Therefore, the metaphor is analyzed as the textual function.

On the other hand, some of the metaphors are used as the ideational function showing the reconceptualizing concept (19.51%). For example, the metaphor ‘Centaur is startups’ is used for adding a clearer image of the business identities in the context: “To attract big investment in tech startups, Thailand must have “centaurs”, startups that have a valuation of more than \$100 million, showcasing high competency and their potential here, said Krating Poonpol, managing partner of 500 TukTuks.” (*Bangkok Post*, issued 15 June, 2018). According to the theory, the ideational metaphor is used for reconceptualizing the previous form; consequently, the new form of language can provide a clearer explanation. Another metaphor ‘Free trade is mother of all evils’ is used to reconceptualize the status of the free trade policy, so the mother of all evils could give the clearer explanation; i.e. a terrible situation. Interestingly, it was found that some characteristics in the ideational and the textual metaphors can be seen as resembling each other. Though both types of metaphors convey a new sense of identity, only the ideational ones can be observed with their target domains in the context.

5. Discussions

5.1 The frequency of metaphor is varied across all sections of the newspaper, but its proportion is the greatest in the subjective environment; i.e. the situation that urges the readers to consider and criticize. Accumulating the results, 22 metaphors were used in the Opinion section while both the General and Business sections contained 7 metaphors, and 5 metaphors were found in the Travel section. Among these findings, it is thus concluded that the metaphor in the newspaper is commonly used in a context that involves the sense of determining and describing the situation.

5.2 With reference to the research findings, the metaphor is implemented for two purposes in the newspaper. First, it is used for reconceptualizing the language, so its primary status is escalated to a new form. This view, for example, is reflected from the identity ‘Kohmak which is described as a ‘paradise’ and in another example startups are reconceptualized as ‘centaurs’. Second, metaphors aim to create a new ideology for people. For example, the concept of paying an expense is delivered through the concept of living in daily routines; e.g. the metaphor ‘life is costing’. By reviewing these factors, it can be concluded that the metaphor aims to create and connect to a new perspective of language.

5.3 Though the newspaper is considered as a type of reading material providing factual information, some metaphors are used for exaggerating the discourse; e.g. the metaphor ‘cash is alive’. Therefore, it demonstrates that the subject of a metaphor can be used for the purpose of entertainment, or for persuasion, in the newspaper.

6. Conclusions

The results show that metaphor is a universal process, which can be collected by two aspects from the newspaper. First, the metaphor is the representative wording used as a metaphorical expression. Second, another way is to accumulate the speaker or the writer’s ideas; the thoughts are then examined as his/her perceptions. Moreover, the metaphor is used for two purposes in the newspaper, which implies that the textual contents are not dynamic enough for showing the emotional expressions. Interestingly, not only does the textual material yield the textual metaphors covering the new ideology aspect, but it also shows the exaggeration aspect that is not found in Klinnamhom’s study (2008). For example, the metaphor “the community jumped on the tourism wagon a couple of years ago” is used for exaggerating the discourse, highlighting the “jump on the tourism wagon” to help the community. This excerpt

does not indicate that the residents actually travel and get onto a wagon, but the term is used to emphasize the fact that the community recognizes tourism as a way to gain benefits (*Bangkok Post*, issued 14, June 2018).

7. Pedagogical recommendations

By reviewing in-class studies (Kantawittaya, 2017; Tritip, 2017; Yokrat, 2017), it was found that the instructors place too much emphasis on the academic learning: spelling, grammar, reading skills. However, none of them have sufficiently considered the current situation of this era enough, in which the environment stimulates the students to live more efficiently rather than academically. The emphasis should be put on the process of thought, so the current study was conducted to collect some potential materials that can reinforce and extract the ability of students to criticize and judge the context situations. Base on the retrieved metaphors, it can be seen that the items can be used as a replacement of the sole wording; for example, the metaphor 'budget is workforce' should be implemented instead of questions looking for the definition of the term 'budget' alone. In other words, the new forms of materials would rather ask the question 'Why?' instead of 'What?'. By activating these ideas, this implementation could be used in the real lecture as an extra class exercise, and the students will be taught to think and decide based upon their own perceptions. Thus, the process of thought can be triggered and promoted by experiencing the materials in a more meaningful way.

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