

Abstract

This thesis is concerned with “The Study of Processes of Metaphor in Thai Internet Websites”. The general aim of this study is to analyze the conceptual metaphor of Thai Internet websites and the process of semantic mappings. The analysis is based on Cognitive Linguistics theory. The data are from 170 websites divided into 17 categories, with 10 websites selected from each category.

The result of this study identifies nine meaning domains of conceptual metaphors used in Thai Internet, which are Human, Action, Object, Construction, Printed Matters, War, Sport, Nature, and Supernatural metaphors.

The study revealed that there is only one process of Semantic Mappings between source domain and target domain of meanings, which is the Ontological Correspondences. The Ontological Correspondences are a relationship between elements of one domain and elements of the other domain.

The study also reveals the conceptual system of Thai People as “INTERNET IS WORLD”. Moreover, the result of this study shows that the Thai concepts of Internet are based on the basic experiences, which are bodily, environment, social, and cultural experiences.