

Lu Jing 2010: Naming Strategy and Metaphore in Thai and Chinese Languages  
Master of Arts (Thai Language), Major Field: Thai Language, Department of  
Thai Language. Thesis Advisor: Mr. Surasit Thairatna, Ph.D. 434 pages.

The present study aimed at studying naming foods in both Thai and Chinese languages  
Research on studying of the metaphors of Thai and Chinese foods were also by made by  
gathering information from magazines and websites.

The results regarding naming strategy studied in this work showed that there were two  
formats in the method of naming foods in thai and Chinese. These were naming foods directly  
and naming foods using by metaphors.

Evidence from research shows that there were 23 techniques in which the first word  
was used in naming foods. These 23 techniques were consisted of food components, food types,  
methods of making the dish, style of the food, sounds, apparatuses used, grade, flavor, where the  
food originated, amount, smell, colour, characteristics, size, praise, particular name, brand of the  
food, cooking equipment, befits gained from the food, distance, temperature and rareness.

Further studied on naming food by using a metaphor, there were 9 types namely: life,  
nature, beyond nature, objects, verb symptoms, the construction, the place, seasons and war.

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Student's signature

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Thesis Advisor's signature