

Narawit Meedee 2011: The Study of Metaphors in the “Phu-yai Ma and Thung Ma Moen” Cartoon Published in the Thairath Newspaper during 2006. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Assistant Professor Boonlue Jaimano, Ph.D. 324 pages.

This study aim to examine the metaphors used in the adult cartoon strips “Phu-yai Ma and Thung Ma Moen” and analyze the conceptions relating to political figures of its author Chai ratchawat. Samples for this study are taken from the cartoon strips “Phu-yai Ma and Thung Ma Moen” Cartoon Published in the Thairath Newspaper from 1 January 2006 to 31 December 2006 The analysis in this study are based on the theory of conceptual metaphors of George Lakoff and Mark Johnson (Lakoff & Johnson 1980)

The result of the study ; there are 73 languages types of the politician metaphors, the amount of usage is 132 units. There are 19 fighting metaphors, the average is 26.02. There are 11 of vehicles metaphors, the average is 15.06. There are 29 of lives metaphors, the average is 39.72. There are 4 of constructions metaphors, the average is 5.47. There are 7 of competitions metaphors, the average is 9.58. There are 3 of tree metaphors, the average is 4.10. There are 67 type of languages there are 120 units of language using. There are 15 metaphors of fighting, the average is 22.38. There are 16 of vehicles metaphors, the average is 23.88. There are 29 of live metaphors, the average is 43.28, there are 3 of constructions metaphors, the average is 4.47. There are 3 of fighting metaphors, the average is 4.47, there is 1 tree metaphors, the average is 1.49. The opinion of Chai Ratchawat to the politician is fighting, vehicles, lives, constructions, competition and tree.

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Thesis Advisor's signature

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