

Shuzhen Nong 2010: The Comparison of the Conceptual Metaphor in Thai and Chinese Economic News. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Mr. Surasith Thairatana, Ph.D. 214 pages.

This thesis aimed to study the typical conceptual metaphors in Thai and Chinese economic news, and to analyze the cross-linguistic similarities and differences in the metaphorical mapping in this area.

The data of study comes from six newspapers published in Thailand and China, they are Thairath, Daily News, Kom-chat-luek, People's Daily, Yangtse Evening Post and Guangzhou Daily, during the period of October 1, 2008 to March 31, 2009. And 50% of data was taken as study samples, there are 273 news passages in Thai newspapers and 273 news passages in Chinese newspapers.

The result showed that there were eight typical conceptual metaphors in both Thai and Chinese economic news: war metaphor, journey metaphor, living being metaphor, mechanism metaphor, building metaphor, liquid metaphor, game metaphor and natural phenomenon metaphor. The study result indicated that Thai and Chinese languages show a high degree of similarity in the basic metaphorical mapping under the eight categories of metaphors, which reflect that conceptual metaphors are primarily rooted in common human bodily experience. However, considering the detail of each typical, some items about Chinese Kungfu, seasons and weather are only found in Chinese examples.

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