

## INFORMATION PAGE OF DOCTORAL THESIS

**Name of thesis:** CONCEPTUAL METAPHOR OF MEDIA IN VIETNAMESE (IN COMPARISON WITH ENGLISH)

**Major:** Linguistics

Code: 9229020

**Training institution:** University of Science and Education, the University of Danang

**Full name of PhD student:** Nguyen Luu Diep Anh

**Supervisors:**

1. Associate Professor. Dr. Phan Van Hoa
2. Dr. Ho Trinh Quynh Thu

**Abstract:** This dissertation applies Cognitive Linguistics theory to explain conceptual metaphors related to media in Vietnamese, with comparisons to English. It aims to clarify the cognitive characteristics of Vietnamese and English speakers in their perceptions of media. The study examines conceptual metaphor models for MEDIA, explaining the cognitive pathways of these metaphors, their frequency, and highlighting the similarities and differences shaped by the distinct cognitive traits of Vietnamese and English speakers. The dissertation explores conceptual metaphors of MEDIA based on three groups of source domains: THE NATURAL WORLD, THE HUMAN WORLD, and THE SOCIAL WORLD. Through analysis, the dissertation identifies 10 source domains, including WEATHER, FIRE, WATER, ANIMALS, PLANTS, WAR, POWER, TRAPS, COURT, and FOOD.

### **The results of the thesis:**

1. Systematizes foundational theories for researching conceptual metaphors, including the concept of conceptual metaphors and related concepts.
2. Identifies and categorizes metaphorical expressions in both Vietnamese and English, as well as the source and target domains in media-related metaphors.
3. Establishes mapping mechanisms between source and target domains, generalizes the hierarchical structure of conceptual metaphors, and develops conceptual models for each.
4. Analyzes similarities and differences in conceptual metaphors between Vietnamese and English, explaining them based on the experiential and cognitive characteristics of both languages.

### **Applications/practical applicability:**

- **In theory:** The research reinforces the view that metaphors are not just rhetorical devices but cognitive tools. Conceptual metaphors reflect universal traits, yet also highlight the unique cognitive characteristics of each culture.
- **In practice:** The study provides practical insights for teaching and researching conceptual metaphors and Cognitive Linguistics. It supports translation, language teaching, and media-related activities. It is particularly useful for students, journalists, educators, translators, reporters, and editors in understanding the effectiveness of metaphors in media and propaganda writing.

**Unresolved issues that need further study:**

Future research could expand by exploring additional source domains with larger, more diverse datasets. Comparative studies of conceptual metaphors between Vietnamese and English or other languages can further explore cognitive differences between linguistic communities. Moreover, newer metaphor theories, such as Kövecses' developments on image schemas, domains, and frames, or Fauconnier and Turner's (2003) conceptual blending theory, could be applied to better understand how media and cultural identities are expressed across different languages when discussing media.

**Supervisor**

**PhD Student**

**Assoc. Prof. Dr. Phan Van Hoa**

**Nguyen Luu Diep Anh**