

อุปถัมภ์เชิงมโนทัศน์แห่งสงครามของการเลือกตั้ง 62 ในข่าวออนไลน์ CONCEPTUAL METAPHOR OF WAR IN THAILAND'S 2019 ELECTION IN ONLINE NEWS

ภาณุพงษ์ อินต๊ะวงศ์^{1*} และ อนุสรณ์ ศิริมงคล²
Panupong Intawong^{1*} and Anusara Sirimongchol²

วิทยาลัยนานาชาติ มหาวิทยาลัยราชภัฏเชียงใหม่, 202 ถ.ช้างเผือก ต.ช้างเผือก อ.เมือง จ.เชียงใหม่ 50300^{1,2}
International College, Chiang Mai Rajabhat University, 202 Chang Puak Road, Chang Puak Sub-district,
Muang District, Chiang Mai Province 50300^{1,2}

*Corresponding author E-mail: panupong_int@cmru.ac.th, anusara_sir@cmru.ac.th

(Received: Oct 28, 2019; Revised: Dec 17, 2019; Accepted: Dec 18, 2019)

บทคัดย่อ

อุปถัมภ์เชิงมโนทัศน์ในมุมมองของเลคคอปฟ์ และจอห์นสัน เป็นลักษณะการใช้ภาษาอย่างหนึ่ง ซึ่งไม่ได้พูดถึงลีลาการใช้ภาษาเพียงอย่างเดียวแต่รวมถึงความคิด จินตนาการ การกระทำ ปรากฏการณ์ทางสังคม และการใช้ภาษาในชีวิตประจำวันของมนุษย์ ที่มีผลต่อการตีความความหมายของภาษา บทความนี้มุ่งเน้นศึกษาอุปถัมภ์เชิงมโนทัศน์แห่งสงครามที่ปรากฏอยู่ในข่าวการเลือกตั้ง 62 ในสื่อออนไลน์ ในช่วงที่มีการประกาศพระราชกฤษฎีกาเลือกตั้งในวันที่ 23 มกราคม 2562 ถึงช่วงที่คณะกรรมการการเลือกตั้งประกาศรับรองผลการเลือกตั้งอย่างเป็นทางการในวันที่ 7 พฤษภาคม 2562 โดยใช้แนวคิดและทฤษฎีของเลคคอปฟ์ และจอห์นสัน จากการเก็บข้อมูลการใช้ภาษาในการพาดหัวข่าว การนำเสนอข่าวเกี่ยวกับการเลือกตั้งในปี 2562 โดยใช้การเลือกกลุ่มตัวอย่างแบบตามสะดวก พบว่า มีคำศัพท์ด้านการเมืองที่สะท้อนอุปถัมภ์เชิงมโนทัศน์ด้านสงครามจำนวนมาก ผลการศึกษาวិเคราะห์แสดงให้เห็นว่า สื่อไทยมีทัศนคติเกี่ยวกับการต่อสู้ การแย่งชิง และการเอาชนะ อยู่ในความคิด และจินตนาการ

คำสำคัญ: อุปถัมภ์เชิงมโนทัศน์, สงคราม, ข่าวการเลือกตั้ง

¹⁻² อาจารย์ ภาควิชาภาษาและการสื่อสารเชิงสร้างสรรค์

ABSTRACT

Conceptual metaphor, according to Lakoff and Johnson is a feature of language usage that talks about not only the language style but also thoughts, imagination, actions, social phenomenon and language usage in humans' daily life, which affect the language interpretation. This article aimed to study the conceptual metaphor of war portrayed in Thailand's 2019 Election in Online News in the period from the declaration of the Election Decree on 23rd January, 2019 till the official declaration of the election results by the Election Commission of Thailand on 7th May, 2019. The study employed the concept and theory of Lakoff and Johnson. Based on the data collected from news' headlines and contents of 2019 Thailand's election news by using convenience sampling, it was found that there were plenty of political words reflecting Conceptual Metaphor of War. The findings revealed that Thai news media had attitudes about fighting, competition and defeat in their thoughts and imagination.

KEYWORDS: Conceptual Metaphor, War, Election News

PREFACE

“เลือกตั้ง 62 ระทึก! เลือกแม่ทัพ
ประชาธิปไตย อภิรักษ์เอาแน่ ลงแข่ง กรณ์
จรินทร์” (สปริงนิวส์, 2562ค)

“2019 Election is thrilling! In choosing
a **commander** of Democrat Party, Apirak
surely competes with Korn and Jurin.”
(สปริงนิวส์, 2562ค)

“เปิดศึกเลือกตั้ง 62 จับเบอร์วันแรก
พรรคการเมืองชูกลยุทธ์ ‘เน้นจำพรรค ไม่เน้น
เบอร์’” (เดอะแสตนดาร์ด, 2562)

“Starting of 2019 Election **battle**
for the first day, the political parties drew the
party's number but presented the **strategy**;
‘Remember the party not the number.’” (เดอะ
แสตนดาร์ด, 2562)

Obviously, the news headlines presented to public especially in the online political news as shown above used the words related to military and war in comparing the election situation as it is equated with “war”. This article aims to have the readers realized that comparing the election to battlefield is not only to show the beauty of the language usage but also to reflect the attitudes of fighting, competition and conquest existed in the thoughts, imagination and daily life of Thai media that is expressed in language usage systematically.

1. Conceptual Metaphor

Conceptual metaphor is a tool used to show the connection between

language and thinking process. Language is associated with humans' life experience; therefore, the meaning of language is not only the interpretive meaning according to the grammatical or syntactic structure but also the connotation based on different experiences, cultures and communities.

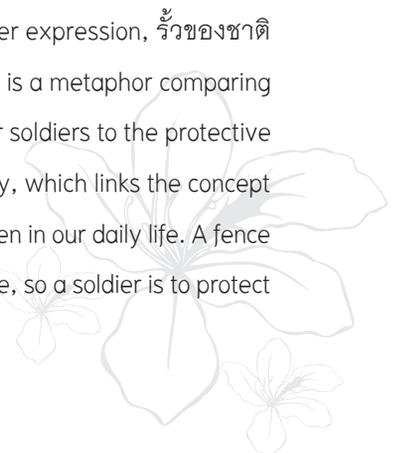
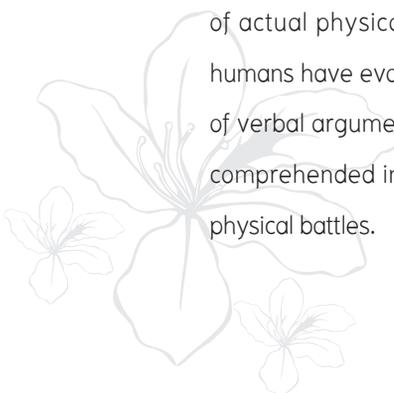
Lakoff and Johnson (Lakoff & Johnson, 1980) explained about conceptual metaphor in the book, "Metaphors We Live By", by presenting the concept about conceptual metaphor theory based on the belief that metaphor commonly appears in our daily life and it affects humans' thoughts and actions. Structural metaphors are grounded in systematic correlations within our experience. This metaphor allows us to conceptualize what a rational argument is in terms of something that we understand more readily, namely, physical conflict. Fighting is found everywhere in the animal kingdom and nowhere so much as among human animals. Animals fight to get what they want – food, sex, territory, control, etc. Human fighting involves the same practices. Part of being a rational animal, however, involves getting what you want without subjecting yourself to the dangers of actual physical conflict. As a result, we humans have evolved in the social institution of verbal argument. Such verbal battles are comprehended in much the same terms as physical battles.

Language reflects humans' concepts through the process called "mapping", which is the pairing of two concepts circles that is to say "source domain" and "target domain". In other words, it is the connection between a new discovery with the background experiences to understand the language.

"You are the sunshine of my life." is an expression that is often used to compare someone special with the light that comes from the sun and brightens the world. It is a conceptual metaphor that means someone who brings you pleasure and makes you happy. (Gebrezgi, 2014)

Additionally, a lot more evidence of conceptual metaphor can be found in Thai language such as กีฬาเป็นยาวิเศษ—"keela pen ya wised" or ทหารเป็นรั้วของชาติ—"tahan pen ruakhongchad." In the former expression, ยาวิเศษ, ya wised is a metaphor comparing กีฬา, keela or sports to a magical medicine. This conceptual metaphor expands the imagination of the readers to see the great benefits of playing sports with the additional properties of healing, the same as medicine do. (Suwannaboon, 2019)

In the latter expression, รั้วของชาติ—"ruakhongchad" is a metaphor comparing ทหาร—"tahan" or soldiers to the protective fence of the country, which links the concept to what is easily seen in our daily life. A fence is to protect a house, so a soldier is to protect



the country. (Suwannaboon, 2019)

Metaphor undoubtedly plays a vital role in online news especially in the headlines because it uses a few words but makes a lot of senses and gives more meanings. In other words, conceptual metaphors are used to present main ideas effectively and quickly attract readers' attention.

In conclusion, metaphors have been widely used in our daily lives. We can see them everywhere. There were some previous studies discussed the implementation and the application of the theory of conceptual metaphor in order to present detailed analyses of how metaphor used efficiently in various contexts and areas including love, sports, social issues and politics. This article will discuss conceptual metaphor of war presented in online news from different sources regarding Thailand's Election in the period from the declaration of the Election Decree on 23rd January, 2019 till the official declaration of the election results by the Election Commission of Thailand on 7th May, 2019.

2. Conceptual Metaphor of War in Thailand's 2019 Election in Online News

Meanwhile, when comparing the election to war, the source domain is WAR, which is comprised of many metaphors such

as people in the war, battlefields, war tactics, weaponry or even the war outcomes. All these things are systematically targeted at the election, which is the target domain.

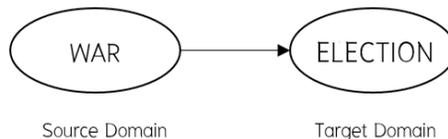


Figure 1 Connection of Conceptual Metaphor of War in Thailand's 2019 Election in Online News

From this point, the article will prove that "Election is the matter of war." is conceptual metaphor, which Thai news media have often used to portrait the election as the fight among different political parties to succeed the votes of Thai people.

Connecting the characteristics of war to the election presents the conceptual metaphor of war in Thailand's 2019 election in different aspects as follows;

2.1 War is a person.

“สองขุนพลแต่ละพรรค นำทัพผู้ศึก เลือดตั้ง 62 พร้อมจุดยืนร่วมรัฐบาล” (ข่าวเวิร์คพอยท์, 2562ข)

Literal Meaning

“Getting to know the warlord of each political party who is going to lead the 2019 election army and declare their standing point to join the government.” (ข่าวเวิร์คพอยท์, 2562ข)

Metaphorical Meaning

“Getting to know the **leader** of each political party who is going to lead the 2019 election team and declare their standing point to join the government.” (ข่าวเวิร์คพอยท์, 2562ข)

“**warlord**” implied “**a leader of a political party**”.

In the above expression, the word ขุนพล, khunphon: is literally defined as ‘a warlord’ or a military leader. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘a political leader’ who leads the political party to compete in the election. The word ขุนพล, khunphon is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to a political leader who leads the party to run for an election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS PERSON.

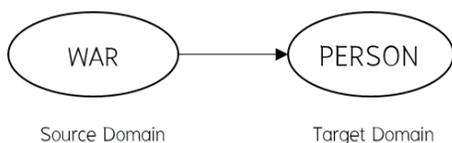
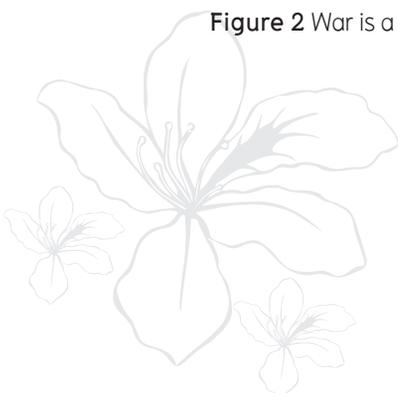


Figure 2 War is a person.



2.2 War is a weapon.

“การทำเสียงเลือกตั้ง 62 คืนนี้ : 4 พรรคหลัก**ลั่นกระสุนนัดสุดท้าย**” (สปริงนิวส์, 2562ข)

Literal Meaning

“2019 election, tonight 4 major political parties will **fire the last bullet.**” (สปริงนิวส์, 2562ข)

Metaphorical Meaning

“2019 election, tonight 4 major political parties will **give the last campaign speech.**” (สปริงนิวส์, 2562ข)

“**fire the last bullet**” implied “**give the last campaign speech**”.

In the above expression, the word ลั่นกระสุนนัดสุดท้าย, lankrasun nadsudta:j: is literally defined as ‘fire the last bullet’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘give the last campaign speech’. The word ลั่นกระสุนนัดสุดท้าย, lankrasun nadsudta:j, is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to give the last campaign speech. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS WEAPON.



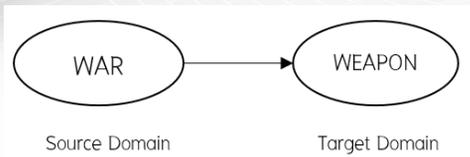


Figure 3 War is a weapon.

2.3 War is a tactic.

“เปิดเผยทิวทัศน์ของพรรคประชาธิปัตย์ บนสมรภูมิเลือกตั้ง 62” (มติชนสุดสัปดาห์, 2562)

Literal Meaning

“Disclose **a military tactic** of Prachachat party on the 2019 election battle field.” (มติชนสุดสัปดาห์, 2562)

Metaphorical Meaning

“Disclose **an election tactic** of Prachachat party on the 2019 election battle field.” (มติชนสุดสัปดาห์, 2562)

“**a military tactic**” implied “**an election tactic**”.

In the above expression, the word ยุทธวิธี, *jùththā'wīthī*: is literally defined as ‘a military tactic for war’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘an election tactic to win the election’. The word ยุทธวิธี, *jùththā'wīthī*., is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to an election tactic to win the election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS TACTIC.

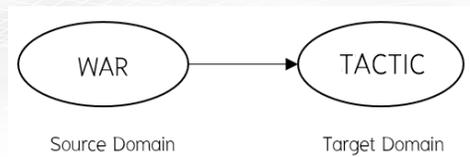


Figure 4 War is a tactic.

2.4 War is a location.

“เลือกตั้ง 2562:เจาะสมรภูมิเลือกตั้ง กทม. ที่ซึ่งชี้ชะตาพรรคประชาธิปัตย์” (ข่าวไทยพีบีเอส, 2562)

Literal Meaning

“2019 election: an in-depth analysis on **the election battlefield** in Bangkok which will determine the destiny of Democrat Party.” (ข่าวไทยพีบีเอส, 2562)

Metaphorical Meaning

“2019 election: an in-depth analysis on **the election area** in Bangkok which will determine the destiny of Democrat Party.” (ข่าวไทยพีบีเอส, 2562)

“**the election battlefield**” implied “**the election area**”.

In the above expression, the word สมรภูมิเลือกตั้ง, *sà'mwá:rá'phu:m íkhtàŋ*: is literally defined as ‘the election battlefield’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘the election area’. The word สมรภูมิเลือกตั้ง, *sà'mwá:rá'phu:m íkhtàŋ* is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to the election

area. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS LOCATION.

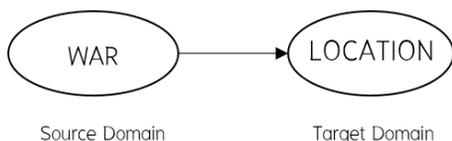


Figure 5 War is a location.

2.5 War is an outcome.

“เปิดสูตรตั้งรัฐบาล เพื่อไทยพ่นึกกำลังพันธมิตร ก็ยังพ่ายแพ้ให้กับประยุทธ์” (อมรินทร์ทีวี, 2562)

Literal Meaning

“Disclose the formula for forming the government. Although Phue Thai party joined forces with the alliance, they have **lost the fighting** to Prayuth.” (อมรินทร์ทีวี, 2562)

Metaphorical Meaning

Disclose the formula for forming the government. Although Phue Thai party joined forces with the alliance, they have **lost the election vote** to Prayuth. (อมรินทร์ทีวี, 2562)

“lost the fighting” implied “lost the election vote”.

In the above expression, the word พ่ายแพ้, phá:jphaé: is literally defined as ‘lost the fighting’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘lost the election vote’. The word พ่ายแพ้, phá:jphaé,

is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to lost in the election vote. The following domain mapping shows the relationship between the source domain and the target domain in the

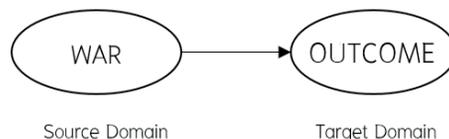


Figure 6 War is an outcome.

2.6 War is an argument.

“สมชัย” ตอบโต้เลขาธิการกต. บอกผลคะแนนเลือกตั้งต้อง 100% ไม่ใช่ 95%” (สยามรัฐ, 2562)

Literal Meaning

“Somchai **fought back against** the secretary of the Election Commission of Thailand saying that the election’s result must be 100% not 95%.” (สยามรัฐ, 2562)

Metaphorical Meaning

“Somchai **answered back to** the secretary of the Election Commission of Thailand saying that the election’s result must be 100% not 95%.” (สยามรัฐ, 2562)

“fought back against” implied “answered back to”.

In the above expression, the word ตอบโต้, tɔ:pɔ: is literally defined as ‘fought back against’. This meaning connects with war and it is used as a metaphor in the political

context, which refers to ‘answer back to’. The word ตอบโต้, tɔːptɔ̌ː, is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to answer back to. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS ARGUMENT.

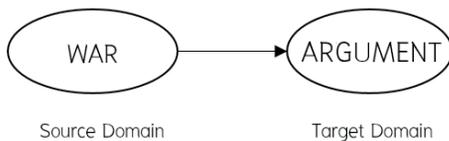


Figure 7 War is an argument.

2.7 War is an announcement.

“ไม่ได้มาเล่น ๆ! พรรคอนาคตใหม่
 ลั่นกลองรบ เพื่ออนาคตและการเปลี่ยนแปลง”
 (ข่าวสด, 2562)

Literal Meaning

“We don’t play! Future Forward Party
 announced the fight for the future and the
 changes.” (ข่าวสด, 2562)

Metaphorical Meaning

“We don’t play! Future Forward Party
 announced the readiness in the election
 for the future and the changes.” (ข่าวสด,
 2562)

“announced the fight” implied
 “announced the readiness in the election”.

In the above expression, the word
 ลั่นกลองรบ, lânkɔ̌ːŋrɔ̌p: is literally defined
 as ‘announce the fight’. This meaning connects

with war and it is used as a metaphor in the
 political context, which refers to ‘announce the
 readiness in the election’. The word ลั่นกลอง
 รบ, lânkɔ̌ːŋrɔ̌p, is derived from making a
 connection between the source domain, which
 is associated with war, with the target domain,
 which links to the announcement of the
 readiness in the election. The following domain
 mapping shows the relationship between the
 source domain and the target domain in the
 expression: WAR IS ANNOUNCEMENT.

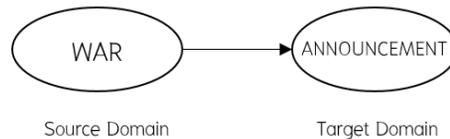


Figure 8 War is an announcement.

2.8 War is a fighting.

“ผู้นำแต่ละพรรค นำทัพผู้ศึกเลือกตั้ง 62
 พร้อมจุดยืนเรื่องการร่วมรัฐบาล” (ข่าวเวิร์คพอยท์,
 2562ก)

Literal Meaning

“The leaders of each political party
 led the army to fight the battle of 2019
 election and declared the standing point to join
 the government.” (ข่าวเวิร์คพอยท์, 2562ก)

Metaphorical Meaning

“The leaders of each political party
 led the group to compete in 2019 election
 and declared the standing point to join the
 government.” (ข่าวเวิร์คพอยท์, 2562ก)

“to fight the battle” implied “to compete in 2019 election”.

In the above expression, the word ผู้ศึก, suːsɨk: is literally defined as ‘to fight in a battle’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘to compete in the election’. The word ผู้ศึก, suːsɨk: is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to compete in the election. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS FIGHTING.

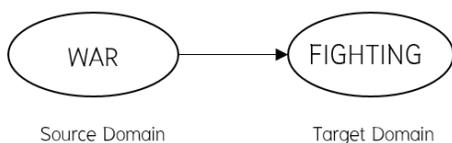


Figure 9 War is a fighting.

2.9 War is pain.

“เปิดใจ! “อภิสิทธิ์” เจ็บหนัก ถูก “สุเทพ”

ล่ำเลิกบุญคุณ” (สปริงนิวส์, 2562ก)

Literal Meaning

“Insight! Apisit **was severely in pain** being reminded that he owed Suthep his success.” (สปริงนิวส์, 2562ก)

Metaphorical Meaning

“Insight! Apisit **badly suffered from the negative criticism** being reminded that he owed Suthep his success.” (สปริงนิวส์, 2562ก)

“was severely in pain” implied “badly suffered from the negative criticism”.

In the above expression, the word เจ็บหนัก, jèpnák: is literally defined as ‘was severely in pain’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘badly suffered from the negative criticism’. The word เจ็บหนัก, jèpnák: is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to badly suffered from the negative criticism. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS PAIN.

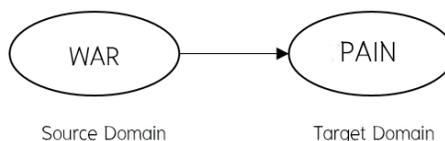


Figure 10 War is pain.

2.10 War is replacement.

“เทพไท ชง 3 ทางออก ฝ่าวิกฤติทางตัน การเมืองไทย ชง ชวน **ขัลดาทัพ** หน.ปชป.” (ไทยรัฐ, 2562)

Literal Meaning

“Thepthai suggested 3 solutions to survive the Thai political crisis and proposed Chuan to **temporarily replace the army leader** of Democrat Party.” (ไทยรัฐ, 2562)

Metaphorical Meaning

“Thepthai suggested 3 solutions to survive the Thai political crisis and proposed Chuan to temporarily replace the political leader of Democrat Party.” (ไถยรัฐ, 2562)

“temporarily replace the army leader” implied “temporarily replace the political leader”.

In the above expression, the word ชัดตาทัพ, khàtta:thàp: is literally defined as ‘temporarily replace the army leader’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘temporarily replace the political leader’. The word ชัดตาทัพ, khàtta:thàp, is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to temporarily replace the political leader. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS REPLACEMENT.

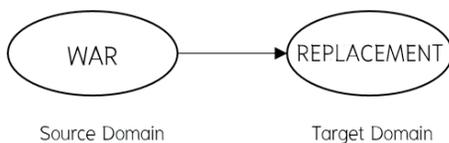


Figure 11 War is replacement.

2.11 War is an opponent.

“ตัดสินใจดี ๆ ‘จตุพร’ หยั้น ‘ประยุทธ์’ คู่ต่อสู้ที่อ่อนแอ เดือนยุดีก่อนบอบช้ำมากกว่านี้” (แนวหน้า, 2562)

Literal Meaning

“‘Making a decision carefully.’ ‘Jatuporn’ mocked ‘Prayuth’ as a weak opponent and warned to stop everything before it was getting worse.” (แนวหน้า, 2562)

Metaphorical Meaning

“‘Making a decision carefully.’ ‘Jatuporn’ mocked ‘Prayuth’ as a weak candidate for the next Prime Minister and warned to stop everything before it was getting worse.” (แนวหน้า, 2562)

“opponent” implied “candidate for the next Prime Minister”.

In the above expression, the word คู่ต่อสู้, khū:tōsū: is literally defined as ‘an opponent’. This meaning connects with war and it is used as a metaphor in the political context, which refers to ‘a candidate for the next Prime Minister’. The word คู่ต่อสู้, khū:tōsū:, is derived from making a connection between the source domain, which is associated with war, with the target domain, which links to a candidate for the next Prime Minister. The following domain mapping shows the relationship between the source domain and the target domain in the expression: WAR IS OPPONENT.

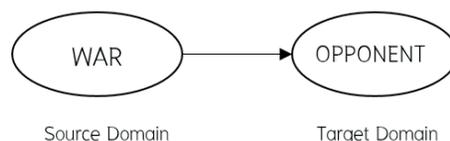


Figure 12 War is an opponent.

3. Conclusion

It might not be fair if we summarize that Politics is like war which is rooted in Thai society. However, considering metaphor in another dimension reveals that the combination of political matters to wars is likely to make the political matters to be stronger and more furious.

Conceptual Metaphor of War in Thailand's 2019 Election in Online News is the use of words or phrases in the news to provoke and to arouse people to have attitudes towards the election that it is full of violence, aggression and competition which one must use every way, no matter good or bad, to eliminate and defeat the opposition.

The combination of politics to war is to change the mindset about politics to the mindset of war which uses efficient tactics and sharp strategies.

Moreover, this can generate the criticism and argument until it becomes a war of saliva instead of doing things with respect the regulations and etiquettes according to the democracy system. The use of conceptual metaphor can be two-faced implications. It can arouse the interest of the people to pay more attention to the election. On the contrary, it can divide people into different groups and focus more in harming the others. All in all, according to the news media, the use of conceptual metaphor can be a technique to make the news more interesting for the readers.

However, when this metaphor is used repetitiously, it might make people get bored, lose faith in political institutions and finally refuse to participate in the democratic election. Therefore, to clearly understand this discourse, the use of conceptual metaphor in the online news should be further deliberately studied and analyzed in other aspects.

REFERENCES

- ข่าวไทยพีบีเอส. (2562). *เลือกตั้ง 2562: เจาะสมรภูมิมินนาม กทม. ชี้อะดาพรรคประชาธิปัตย์*. สืบค้นจาก <https://news.thaipbs.or.th/content/278557>
- ข่าวเวิร์คพอยท์. (2562ก). *นำทัพผู้ศึกเลือกตั้ง 62*. สืบค้นจาก <https://workpointnews.com/2019/03/14>
- ข่าวเวิร์คพอยท์. (2562ข). *ส่องขุนพลแต่ละพรรค นำทัพผู้ศึกเลือกตั้ง 62 พร้อมจุดยืนร่วมรัฐบาล*. สืบค้นจาก <https://workpointnews.com/2019/03/14>
- ข่าวสด. (2562). *ไม่ได้มาเล่น ๆ! อนาคตใหม่ ลั่นกลองรบ เลือกรเราเพื่ออนาคต และการเปลี่ยนแปลง*. สืบค้นจาก https://www.khaosod.co.th/election-2019/news_2336534

- เดอะแสตนดาร์ด. (2562). เปิดศึกเลือกตั้ง 62 จับเบอร์วันแรก พรรคการเมืองชุกชุมยุทธ์ ‘เน้นจำพรรค ไม่เน้นเบอร์’. สืบค้นจาก <https://thestandard.co/news/>
- ไทยรัฐ. (2562). เทพไท ชง 3 ทางออก ฝ่าวิกฤติทางตันการเมืองไทย ชง ชวน ชัดตาทัพ หน.ปชป. สืบค้นจาก <https://www.thairath.co.th/news/politic/1540103>
- แนวหน้า. (2562). ตัดสินใจดี ๆ! ‘จตุพร’หยัน ‘บิ๊กตู่’คู่ต่อสู้ที่อ่อนแอ เตือนยุติก่อนบอบช้ำมากกว่านี้. สืบค้นจาก <https://www.naewna.com/politic/392707>
- มติชนสุดสัปดาห์. (2562). เปิด “ยุทธวิธี” ของ “ประชาชาติ” สมรภูมิลูกตั้ง กุมภาพันธุ์ 62. สืบค้นจาก https://www.matichonweekly.com/hot-news/article_90634
- สปริงนิวส์. (2562ก). เปิดใจ! “อภิสิทธิ์” เจ็บหนัก ถูก “สุเทพ” ล่ำเลาะบุญคุณ. สืบค้นจาก <https://www.springnews.co.th/programs/insidethailand/459616>
- สปริงนิวส์. (2562ข). เลือกตั้ง 62: คินนี่! 4 พรรคหลักล้มกระสุนนัดสุดท้าย. สืบค้นจาก <https://www.springnews.co.th/programs/insidethailand/466310>
- สปริงนิวส์. (2562ค). เลือกตั้ง 62 ระทึก! เลือกแม่ทัพประชาธิปไตย อภิรักษ์เอาแน่ ลงแข่ง กรณ์ จุรินทร์. สืบค้นจาก <https://www.springnews.co.th/news/486750>
- สยามรัฐ. (2562). “สมชัย” ได้เลขาฯกต. บอกผลคะแนนเลือกตั้งต้อง 100% ไม่ใช่ 95%. สืบค้นจาก <https://siamrath.co.th/n/71821>
- อัมรินทร์ทีวี. (2562). เปิดสูตรตั้งรัฐบาล เพื่อไทยผนึกกำลังพันธมิตร ก็ยังพ่ายแพ้ให้กับประยุทธ์. สืบค้นจาก <https://www.amarintv.com/news-update/election2562/news-18261/356554/>
- Gebrezgi, C. (2014). *You are the sunshine of my life: Stevie wonder*. Retrieved from <https://prezi.com/ozufwnbz8jdw/you-are-the-sunshine-of-my-life-stevie-wonder/>
- Lakoff, G. and Johnson, M. (1980). *Metaphors we live by*. Chicago: The University of Chicago Press.
- Suwannaboon, S. (2019). *Figure of speech*. Retrieved from <http://www.ipesp.ac.th/learning/thai/chapter5-11.html>

