

“Chang”: Elephant Conceptual Metaphor in Thai

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ABSTRACT

This paper presents preliminary findings on the use of the word “Chang” or elephant in Thai society. The research was conducted using document study and focus group interviews including questionnaires. The results reveal the use of the word “Chang” in every day expressions such as nouns, pronouns, idioms, metaphors, descriptors of ornamental designs and names of orchids. The conceptual understanding of the word is discussed in detail.

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