

LINGUISTICS AND VIETNAMESE LINGUISTICS

**CONCEPTUAL METAPHOR “MEDIA IS HUMAN”
IN VIETNAMESE ELECTRONIC NEWS****NGUYEN LUU DIEP ANH***

ABSTRACT: This article examines the conceptual metaphor "MEDIA IS HUMAN" in Vietnamese press discourse, demonstrating how experiences and knowledge from the human domain are mapped onto the media domain. By analyzing this metaphor, the study uncovers the mechanisms by which these two domains are interconnected in Vietnamese linguistic and cultural thought. The research employs the theory of conceptual metaphor from cognitive linguistics, supported by descriptive and semantic analysis methods, to explore the mapping from the "HUMAN" source domain to the "MEDIA" target domain. The investigation into metaphorical expressions in Vietnamese press texts identifies specific cognitive models, such as "MEDIA IS A PERSONALITY," "MEDIA'S ACTIONS ARE HUMAN ACTIONS," and "MEDIA'S STATUS IS HUMAN HEALTH." These models reveal the logical structure of metaphorical mapping, highlighting a cognitive framework that is both universal and distinctive to Vietnamese culture. Through the analysis of these linguistic patterns, the study provides insights into how the Vietnamese conceptualize media using human-related metaphors.

KEY WORDS: conceptual metaphor; mapping; media; human; source domain; target domain.

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1. Introduction

Metaphor has long been recognized as a powerful rhetorical device, especially in literary language. In their seminal work *Metaphors We Live By* (1980), Lakoff and Johnson demonstrated that metaphor goes beyond merely using one object to refer to another. Metaphors are not confined to literary language; they frequently appear in everyday conversation. This central idea of conceptual metaphor theory, as proposed by Lakoff and Johnson, has garnered significant attention in cognitive linguistics. In this paper, we analyze the Vietnamese discourse of "MEDIA IS HUMAN" through the lens of conceptual metaphor theory. Humans are the most familiar concept to us all. While physiologically, each person is composed of the same parts, individual differences in thinking, behavior, emotions, education, and culture make each person unique. Thus, HUMAN BEINGS represent a concept that is simultaneously familiar and complex-simple yet multifaceted, universally similar yet individually distinct. Due to these characteristics, humans are often used as a source domain to better understand more complex target domains in conceptual metaphors (Kövecses, 2010, p. 18). Although previous studies, such as Nguyen Thi Bich Hanh's *Conceptual Metaphor of "Nation is Human" in Vietnamese Electronic News* (2022), have explored the conceptual metaphor of "human," no research has yet examined "MEDIA IS HUMAN" from a cognitive linguistic perspective. This paper aims to fill that gap by providing an in-depth exploration of how Vietnamese people conceptualize MEDIA AS HUMAN. By analyzing this conceptual metaphor, we seek to deepen our understanding of Vietnamese cultural perspectives.

In the conceptual metaphor "MEDIA IS HUMAN," basic human attributes-such as personality traits, health status, and actions-are often selected and mapped onto the target domain of MEDIA. Attributes related to psychology, internal organs, the excretory system, and waste are typically omitted, following the principle of partial mapping. This selective mapping is guided by the invariance principle, which is clearly reflected in metaphorical expressions through common phrases associated with this metaphorical model.

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2. Theoretical background and previous studies

2.1. Conceptual metaphor

Conceptual metaphor involves conceptualizing one cognitive domain in terms of another through structural mapping from a “source domain” to a “target domain,” with the aim of creating a perceptual model that reflects the inner workings of the mind (Lakoff & Johnson, 1980, p.185). According to Lakoff and Johnson (1980, p.4), conceptual metaphors are cognitive mechanisms that replace the logic of abstract concepts with the logic of more concrete ones. These metaphors enhance the understanding of the often abstract target domain by leveraging the more specific conceptual structures of the source domain (Kövecses, 2002, p.4). The source domain provides a rich knowledge structure that informs the target domain through mappings between the attributes of the two domains (Kövecses, 2002, p.12). Kövecses (2002, p.33) emphasizes that metaphorical mappings are crucial for conceptual expression, as they explain why particular attributes are used to understand the target domain. Lakoff (1993, p.208) illustrates that mapping is a common method of conceptualization, grounded in shared human knowledge and experience. The correspondences between elements of the source and target domains establish a mapping framework within the conceptual structure. Once these correspondences are activated, the attributes of the source domain are projected onto the target domain, following the principles of single-line and partial projection, thereby transferring properties from the source domain to the target domain. This paper analyzes the conceptual metaphor "MEDIA IS HUMAN" in Vietnamese online newspapers, focusing on the mapping from the source domain HUMAN to the target domain MEDIA. For instance, the expression "Báo chí tiếp tục 'truyền cảm hứng', tạo sức mạnh cho đất nước tiếp tục phát triển" (The media continues to 'inspire', creating strength for the country to continue developing) metaphorically describes the MEDIA as HUMAN, a concept explored further in this paper.

2.2. Media

In "Communication and Marketing Language: Perspectives from Theory to Vietnamese Practice," Dinh Kieu Chau (2016) describes "media" as the process of conveying, receiving, and exchanging information between individuals. Media profoundly influences various aspects of society, including politics, religion, education, and commerce. The Oxford Advanced Dictionary defines media as the primary channels through which large populations access information and entertainment, such as television, radio, newspapers, and the Internet.

2.3. Human

The Oxford Advanced Dictionary defines "human" as pertaining to people, as opposed to animals, machines, or gods. Similarly, the Cambridge Dictionary describes "human" as relating to or characteristic of people, encompassing the qualities, faults, and emotions that people possess, in contrast to those of gods, animals, or machines. The category of "human" can be observed through smaller metaphorical groups that suggest common attributes of the source domain. To elucidate the attributes of the source domain "human," the author categorizes it into three main groups: (1) Media with human-like qualities, such as enthusiasm, dynamism, humanity, caution, and courage; (2) Media acting in human-like ways, including protecting, dedicating, serving, guiding, inspiring, sharing, and praising; and (3) Media with a status analogous to human health, such as recovering, being paralyzed, causing shock, inducing fever, and holding one's breath.

3. Research methods

This research paper examines the metaphor "MEDIA AS HUMAN" and its implications in Vietnamese online newspapers. To ensure a comprehensive analysis, we collected 110 samples from reputable sources such as Nhan Dan, Thanh Nien, Tuoi Tre, and Tien Phong, among others. Using cognitive linguistics as our theoretical framework, we conducted descriptive and semantic analyses, supported by statistical and classification methods to explore the nuances of the metaphor.

To mitigate potential subjectivity in metaphor identification, we employed the Metaphor Identification Procedure (MIP), a systematic approach developed by the Pragglejaz Group. This procedure involves four key steps: (i) reading to understand the content; (ii) identifying words or phrases related to the metaphor; (iii) examining the context of these words to determine if they have a figurative meaning beyond their literal sense; and (iv) confirming that such instances are metaphorical expressions.

4. Findings and discussions

The conceptual metaphor "MEDIA IS HUMAN" involves "source" and "target" domains that are inherently present in human consciousness. The "human" source domain includes attributes such as appearance, mental life, personality, psychology, spirit, actions, behavior, manners, language, viewpoints, attitudes, body parts, internal organs, and bodily functions. During the mapping process, certain attributes from the source domain are activated and transferred to the target domain. According to the principle of partial mapping, the target domain (in this case, "media") selectively acquires some attributes from the "human" source domain and incorporates relevant aspects of it. The mapping scheme between these source and target domains is illustrated in the concept "MEDIA IS HUMAN," as shown in Table 1 below.

SOURCE: HUMAN	Mapped onto	TARGET: MEDIA
Adaptability to new situations	→	Flexibility in handling new tasks
High energy and proactive behavior	→	Active and engaged press
Facing Challenges	→	Reporting on Difficult Issues
Humans can dedicate time and effort to various causes	→	Media can contribute resources, attention, and coverage to societal goals
Selfless engagement for the benefit of others	→	Media's engagement in fostering development
People who are defended by the protector	→	Rights of the public defended by the media
Takes action to repair or heal something	→	Promotes the recovery of a sector (e.g., tourism) through information dissemination
Rapid spread of fever	→	Rapid spread of media influence
Cause by injury or illness	→	Cause by external factors (e.g., strike)
Illness or injury	→	Media crisis or challenge
Restored health	→	Restored media effectiveness

During the mapping process, specific attributes from the source domain are activated and projected onto the target domain, following the principle of partial mapping. In this context, the target domain "MEDIA" selectively incorporates certain characteristics from the source domain "HUMAN," thereby adopting traits associated with the source domain. Statistical data on metaphorical expressions within the conceptual metaphor "MEDIA IS HUMAN," which illustrate the connection between these two conceptual domains, are visually represented in Table 2 below.

Table 2. *Metaphorical Expression Statistics of Conceptual Metaphor MEDIA IS HUMAN*

The shared attributes between the source and target domains	Metaphorically expressed words	No. of occurrences
Carefulness and deliberation;	Nhiệt tình (enthusiasm)	3
prudence and thoughtfulness;	Năng động (dynamic)	4

Facing challenges; taking risks	Nhân văn (humane)	4
	Thận trọng (cautious)	3
	Dũng cảm (courageous)	2
Effort; commitment; initiative, bravery, and responsibility	Bảo vệ (protect)	2
	Dẫn thân (devote oneself)	5
	Phụng sự (serve)	3
	Cống hiến (dedicate)	1
	Định hướng (guide)	4
	Truyền cảm hứng (inspire)	3
	Đón đầu (get ahead)	2
	Tiên phong (pioneering)	6
	Đồng hành (accompany)	16
	Quan tâm (care)	2
	Chung tay (joining hand)	3
	Kết nối (connect)	2
	Chia sẻ (share)	3
	Ca ngợi (praise)	14
	Phục hồi (recover)	2
Process of improvement; sudden, intense impact; loss of vital operations; dependency and helplessness;	Tê liệt (paralyzed)	4
	Gây sốc (cause a shock)	10
	Gây sốt (cause fever)	8
	Nín thở (hold one's breath)	4

Using the mapping structure of the conceptual metaphor MEDIA IS HUMAN from Table 1, we develop cognitive models for MEDIA, where the source domain is HUMAN.

Table 3. *The cognitive metaphor models of MEDIA IS HUMAN*

Cognitive metaphor models	Number of expressions	Frequency	Total number of metaphorical expressions
MEDIA IS HUMAN PERSONALITY	5	16	110
MEDIA'S ACTIONS ARE HUMAN ACTIONS"	14	66	
THE MEDIA'S STATUS IS HUMAN HEALTH STATUS	5	28	
Total	21		

The conceptual metaphor 'MEDIA IS HUMAN' consists of a set of mappings from the source domain of HUMAN to the target domain of MEDIA. Based on the analyzed texts, we identified and categorized 110 metaphorical expressions into three lower-level cognitive models: (1) MEDIA IS HUMAN PERSONALITY (16 instances), (2) MEDIA'S ACTIONS ARE HUMAN ACTIONS (66 instances), and (3) MEDIA'S STATUS IS HUMAN HEALTH STATUS (28 instances).

4.1. The Conceptual metaphor "MEDIA IS HUMAN PERSONALITY"

(1) *Truyền thông Mỹ bị chỉ trích vì "quá nhiệt tình" khi đưa tin bão Irma (The American media was criticized for being 'too enthusiastic' in reporting on Hurricane Irma)*

The metaphor "nhiệt tình" in example (1) illustrates a conceptual transfer from the domain of "human personality" to the domain of "media." In this metaphor, the attribute of "enthusiasm," typically associated with human behavior, is transferred to describe the behavior of the media. Enthusiasm in humans generally involves strong, energetic, and sometimes excessive engagement in

activities. When applied to the media, this attribute suggests an eagerness or intensity in coverage, possibly to the point of sensationalism or overemphasis. Just as an enthusiastic person actively engages in activities, the media actively engages in covering a story with great zeal. The mapping between the two domains demonstrates how qualities of human enthusiasm, such as energy and passion, can manifest as intense or sensationalist reporting in the media.

(2) *Báo chí Cách mạng năng động, sáng tạo, hoàn thành tốt mọi nhiệm vụ mà Đảng, Nhà nước và nhân dân giao phó* (The Revolutionary Press is dynamic, creative, and performs well in fulfilling all tasks assigned by the Party, State, and people)

In this context, the metaphorical expression 'năng động' is used to describe 'Báo chí Cách mạng.' This metaphor draws on human personality traits to characterize the media, particularly the press, emphasizing its active and adaptable nature. The metaphor involves a conceptual transfer in which attributes typically associated with a dynamic human personality are mapped onto the media. In this case, 'năng động' conceptualizes the press as a dynamic entity, attributing energy, adaptability, creativity, and effectiveness to the media. This transfer helps the audience understand the active and innovative nature of the press by associating it with familiar human traits, reinforcing the idea that the media is not only reactive but also proactive in its role.

(3) *Báo chí Hà Lan thận trọng khi đánh giá về Đội tuyển Nữ Việt Nam* (The Dutch press is cautious when evaluating the Vietnamese Women's National Team)

The metaphor "thận trọng" in example (3) demonstrates the conceptual transfer of the human personality trait of caution to the media domain. Caution involves a careful, deliberate approach, where decisions are made after evaluating potential risks and consequences. A cautious person avoids hasty judgments and considers all relevant factors before acting. When media is described as "thận trọng," it suggests that, like a cautious person, the media carefully evaluates information, avoids sensationalism, and prioritizes accuracy and fairness in reporting.

(4) *Báo chí phải dũng cảm đối diện khó khăn thách thức, không né tránh* (The media must be courageous in facing difficulties and challenges, and not avoid them)

The metaphor "dũng cảm" in example (4) illustrates the conceptual transfer of human courage to media behavior. Just as a courageous person faces challenges and dangers with resilience and determination, media described as "dũng cảm" is expected to confront difficult situations head-on, without avoidance. This suggests that journalism must report on sensitive, controversial, or challenging topics with integrity and persistence, much like a brave individual who stands firm despite obstacles. Like a courageous person, the media may take calculated risks in exposing corruption, injustice, or wrongdoing, fully aware of the consequences but driven by a commitment to public service.

4.2. The Conceptual metaphor "MEDIA'S ACTIONS ARE HUMAN ACTIONS"

(5) *Báo chí tiếp tục truyền cảm hứng, tạo sức mạnh cho đất nước tiếp tục phát triển* (The media continues to 'inspire', creating strength for the country to continue developing)

In this sentence, the metaphorical expression "truyền cảm hứng" is used to describe the media's role in empowering and motivating the nation to continue its development. This metaphor transfers the concept of human actions, specifically the act of inspiring, to the actions of the media. The metaphor "truyền cảm hứng" in the given example conceptualizes the media's actions as analogous to the inspiring actions of a person. By drawing on attributes associated with human behavior, such as motivating, influencing emotions, providing energy, and guiding perspectives, the metaphor highlights the media's role in empowering and energizing the nation. This transfer of attributes allows the audience to understand the media's impact in fostering national development in terms of a familiar human action, emphasizing the media's influential and uplifting role in society.

(6) *Báo chí cống hiến vì sự phát triển của thành phố mang tên Bác* (The media dedicates itself to the development of the city named after Uncle Ho)

"Cống hiến" (dedicate/contribute) refers to a human action where individuals or groups offer their

time, effort, or resources for a cause or the benefit of others. It is associated with commitment, selflessness, and purposeful effort. In this metaphor, "công hiến" is applied to the media, suggesting that the media is dedicating its efforts to a cause, such as the development of the city named after Uncle Ho. The metaphor projects the human attribute of dedication onto the media, implying that it acts with the same intention and commitment as humans do when contributing to a cause. In summary, the metaphorical transfer of "công hiến" from human actions to media actions highlights shared attributes of purposeful effort, commitment, and a focus on beneficiaries, underscoring the media's active and positive role in societal development.

(7) *Truyền thông quốc tế ca ngợi sức hấp dẫn của du lịch Việt Nam (International media praises the attractiveness of Vietnam's tourism)*

In example (7), the metaphor "ca ngợi" (praise) is used to describe the actions of the media, involving a conceptual transfer from "HUMAN ACTIONS" to "MEDIA ACTIONS." Here, "ca ngợi" reflects the media's role in shaping public opinion, much like how a person's praise can influence the attitudes or behaviors of others. The metaphor attributes the human ability to praise to the media, suggesting that the media can also "praise" by expressing approval or admiration, thereby influencing the audience's perception—in this case, of Vietnam's tourism. This highlights the media's power not only to report but also to shape narratives and reinforce positive perceptions, much like how human praise can positively shape behavior or opinions.

(8) *Báo chí tiên phong trong đấu tranh phản bác các quan điểm sai trái, thù địch (The media takes the lead in the fight against false and hostile viewpoints)*

"Tiên phong" originates from military or leadership contexts, where an individual or group takes the lead in challenging situations, often facing risks and uncertainties. It conveys qualities such as initiative, bravery, and responsibility. In this metaphor, the concept of "tiên phong" is transferred from the "HUMAN ACTIONS" domain to "MEDIA'S ACTIONS," highlighting the media's role as a leader in combating misinformation and harmful ideologies. This metaphor emphasizes the media's proactive and influential role in shaping and safeguarding societal values, portraying it as a pioneering force in the ongoing effort to uphold truth and integrity in the public sphere.

(9) *Báo chí cách mạng Việt Nam luôn đồng hành cùng đất nước (Vietnamese revolutionary press always accompanies the country)*

In human actions, "đồng hành" typically means walking or traveling alongside someone, implying partnership, support, and shared goals. In the media context, "đồng hành" extends metaphorically to describe the media's alignment with the country's journey and progress. It suggests that the media plays a supportive, guiding, and cooperative role in the nation's development. The metaphor illustrates how the concept of human companionship during a journey is applied to the media's role. Just as a person provides help and encouragement to another, the media is seen as supporting and guiding the country. This metaphor highlights the media's active participation in fostering national unity, development, and shared objectives.

(10) *Báo chí ASEAN đẩy mạnh chuyển đổi số để phụng sự xã hội (ASEAN journalism accelerates digital transformation to serve society)*

In the metaphor "phụng sự", as used in example (10) the concept typically conveys dedication, commitment, and selflessness in serving a higher purpose, such as a community or nation. This metaphorical expression transfers these qualities to the media, portraying it as an entity capable of similar actions. Just as humans serve society with intention and dedication, the media is depicted as actively engaging in actions that benefit society. The metaphor suggests that the media, like a devoted individual, is committed to societal well-being and development.

(11) *Báo chí định hướng dư luận xã hội và là diễn đàn tin cậy của Nhân dân (The press guides public opinion and serves as a reliable forum for the people)*

In example (11), the metaphor "định hướng" is used. This term typically refers to human actions related to directing or leading others toward a specific goal. Applied to the media, the metaphor

conceptualizes it as an entity capable of shaping or guiding public opinion, much like a person might lead others. Just as humans direct or guide, the media is portrayed as steering public opinion and societal discourse. The metaphor suggests that both humans and media possess the power to influence thoughts, opinions, or actions, involving a deliberate act of orientation toward a desired outcome. This use of "định hướng" underscores the media's influential role in shaping public opinion and guiding societal discussions, highlighting its responsibility to lead, inform, and influence public thought, positioning it as a powerful and trusted entity in the social landscape.

(12) Báo chí chung tay giữ vững trật tự an toàn xã hội (*The media joins hands in maintaining social order and safety*)

Chung tay in the human domain signifies people working together towards a common goal, symbolizing cooperation, unity, and shared effort. The action involves physical or metaphorical collaboration, where individuals combine their strengths and resources to achieve something collectively. Here, the metaphorical use of "chung tay" extends the concept of cooperative human actions to the actions of the media. It suggests that media entities, though not human, are engaged in a collaborative effort to maintain social order and safety. The media are depicted as active participants, working in unison, much like people would when "joining hands" to address a common concern. The physical act of people joining hands in the source domain is mapped onto the metaphorical cooperation of media entities in the target domain.

(13) Báo chí ASEAN trao đổi, chia sẻ kinh nghiệm về quản trị tòa soạn số (*ASEAN media exchange and share experiences about digital newsroom management*)

In the human domain, "chia sẻ" refers to the act of distributing something-such as knowledge, resources, or experiences-among individuals or groups. This process involves cooperation, mutual benefit, and the dissemination of valuable information. In this context, the media are seen as entities that, like humans, engage in sharing information, collaborating, and contributing to a collective pool of knowledge. This metaphor emphasizes the media's role as a cooperative, knowledge-sharing entity, much like humans who share and exchange ideas for mutual growth and improvement. The shared attributes of information exchange, collaboration, and dissemination from the human domain are transferred to the media domain, allowing the audience to perceive media actions as purposeful and beneficial collaborations.

(14) Báo chí dấn thân vào thực tế để đưa pháp luật vào cuộc sống (*The media immerses itself in reality to bring the law into life*)

Dấn thân (literally "to devote oneself" or "to immerse oneself"): In the human domain, this phrase refers to a person's deep commitment and active involvement in a challenging or significant task. It implies taking risks, facing difficulties, and fully engaging in the pursuit of a cause or mission, often connoting bravery, dedication, and a willingness to sacrifice for a greater good. In this context, the media are depicted as taking on a proactive and committed role, similar to a person who immerses themselves in a cause. This metaphor highlights the media's role as an active, committed participant in societal issues, particularly in promoting and implementing legal principles. By transferring the attributes of engagement, commitment, and bravery from the human domain to the media domain, the metaphor allows audiences to perceive media actions as deeply involved and purposeful efforts aimed at societal improvement.

(15) Báo chí bảo vệ quyền lợi nhân dân (*The media protects the rights and interests of the people*)

The metaphor "bảo vệ" in example (15) involves a conceptual transfer from the domain of "HUMAN ACTIONS" to the domain of "MEDIA'S ACTIONS." This transfer occurs through the mapping of shared attributes between the two domains, where the actions typically performed by a human protector are applied metaphorically to the actions of the media. In this metaphor, the action of "bảo vệ" is conceptually transferred from the human domain to the media domain, allowing us to understand the role of the press as analogous to that of a human protector. The metaphor implies that just as a person might protect others from harm, the media is responsible for safeguarding the rights

and interests of the public. This transfer highlights the media's active and ethical role in society, framing its actions in terms of defense and protection, which aligns with the responsibilities typically associated with human protectors.

4.3. The Conceptual metaphor "MEDIA'S STATUS IS HUMAN HEALTH STATUS"

(16) Báo chí tuyên truyền phục hồi, phát triển du lịch (Propaganda press recovers, develops tourism) The press promotes the recovery and development of tourism)

In the human domain, "phục hồi" typically involves actions taken to restore something to its original or improved state after damage, loss, or decline. This could involve physical healing, repairing something broken, or revitalizing a weakened system. The person performing this action is often viewed as a restorer, healer, or someone facilitating recovery. When applied to "MEDIA ACTIONS," the media (specifically the press) assumes the role of a restorer or facilitator of recovery. Here, the media is seen as an entity that helps revive or rejuvenate the tourism industry by spreading information, raising awareness, and encouraging public engagement. The press's role is metaphorically linked to healing and restoration, actively participating in bringing the tourism sector back to a state of growth and prosperity.

(17) Truyền thông "nín thở" đợi ông Donald Trump trước khách sạn JW Marriott (The media "holds its breath" waiting for Donald Trump in front of the JW Marriott Hotel)

The metaphor "nín thở" in example (17) conceptualizes the media as being in a state of suspenseful anticipation, akin to a person holding their breath. This metaphorical transfer underscores the media's intense focus and eagerness in covering important events, emphasizing the heightened attention and anticipation that accompany such moments. By drawing parallels between the human action of holding one's breath and the media's actions, the metaphor reinforces the portrayal of the media as actively engaged and deeply invested in reporting on high-stakes events.

(18) Bài báo gây sốt của ông Obama trên tạp chí phụ nữ (Obama's article causing a sensation on the women's magazine)

The metaphor "gây sốt" (literally "to cause a fever") originates from the domain of "HUMAN HEALTH STATUS," where "sốt" (fever) denotes a heightened state of physical condition, often linked to illness but also to intensity or excitement more broadly. This concept is transferred to the domain of "MEDIA STATUS," where it signifies that a media item has generated significant attention, excitement, or influence, similar to how a fever represents a heightened bodily response. Just as a fever indicates an intense physical condition in the human body, "gây sốt" in the media context signifies that something has triggered a strong reaction or interest among the public. A fever spreads quickly through the body, just as a "gây sốt" article can rapidly gain popularity or influence across a community or audience.

(19) Ngôn từ quảng cáo gây sốc trên phố Hà Nội (Shocking advertising language on the streets of Hanoi)

In this metaphor, the expression "gây sốc" describes how the language of advertisements on the streets of Hanoi is not just ordinary or neutral; instead, it creates a sudden, intense impact on the audience, much like how a traumatic event can cause a shock to a person's health. The metaphor highlights the advertisement's ability to disrupt the usual perceptions or expectations of passersby, potentially provoking strong emotional responses such as surprise, discomfort, or even outrage. This mapping draws on the common experience of "shock" in both domains, where a sudden and unexpected event leads to a significant response, whether it be in a human body or in public perception of media content. The metaphorical use of "gây sốc" emphasizes the power of media to evoke strong, often unexpected reactions, much like a physical or emotional shock does to a person.

(20) Báo chí Hy Lạp tê liệt vì nhà báo tham gia đình công (Greek media paralyzed because journalists went on strike)

In this metaphor, the concept of "paralysis" from the human health domain is used to describe the media's status. The transfer involves mapping the physical and functional characteristics of paralysis-

immobility, loss of function, dependence on others, and an external cause-onto the media's condition when it is unable to operate normally due to a strike. This metaphor highlights the media's inability to perform its role in society when its essential components, like journalists, are not functioning, similar to how a paralyzed body cannot move without functional muscles and nerves.

5. Conclusion

The analysis of the conceptual metaphor "MEDIA IS HUMAN" in Vietnamese press discourse provides deep insights into how the media is conceptualized through human-related metaphors. By mapping attributes from the human domain onto the media domain, this study reveals how linguistic expressions in Vietnamese press shape and reflect our understanding of media as a human-like entity. The research identifies three primary cognitive models within this metaphor: "MEDIA IS HUMAN PERSONALITY," "MEDIA'S ACTIONS ARE HUMAN ACTIONS," and "MEDIA'S STATUS IS HUMAN HEALTH STATUS." Each model highlights a distinct aspect of how the media is conceptualized through human traits, behaviors, and conditions. MEDIA IS HUMAN PERSONALITY illustrates how the media is perceived as possessing human-like attributes such as enthusiasm, dynamism, caution, and courage. These traits humanize the media, depicting it as an entity with personal qualities that influence its reporting and interaction with the public. MEDIA'S ACTIONS ARE HUMAN ACTIONS maps human behaviors, such as inspiring, dedicating, praising, and leading, onto media actions. This conceptual transfer underscores the media's role in shaping public opinion, guiding societal discourse, and contributing to national development, akin to the influential actions of individuals. MEDIA'S STATUS IS HUMAN HEALTH STATUS metaphorically links the media's operational state to human health conditions. This model portrays the media as experiencing states of recovery, shock, or paralysis, highlighting how its functional status can impact its role and effectiveness in society. Overall, the study demonstrates how these metaphors create a framework through which the media is understood in terms of human experiences and attributes. This cognitive mapping enriches our comprehension of media discourse and reflects the integration of cultural and cognitive perspectives in shaping linguistic expressions. The findings offer valuable insights into the Vietnamese conceptualization of media and emphasize the role of metaphors in connecting abstract concepts with everyday experiences.

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Ẩn dụ ý niệm “TRUYỀN THÔNG LÀ CON NGƯỜI” trên cứ liệu báo mạng điện tử

Tóm tắt: Bài viết nghiên cứu ẩn dụ ý niệm "TRUYỀN THÔNG LÀ CON NGƯỜI" trong diễn ngôn báo chí tiếng Việt nhằm khám phá cách người Việt tri nhận về TRUYỀN THÔNG qua hình ảnh CON NGƯỜI. Bằng cách phân tích phép ẩn dụ này, nghiên cứu làm sáng tỏ các cơ chế kết nối giữa hai lĩnh vực này trong tư duy ngôn ngữ và văn hóa Việt Nam. Bài viết sử dụng Thuyết ẩn dụ ý niệm của ngôn ngữ học tri nhận cùng với các phương pháp phân tích miêu tả và ngữ nghĩa, kết hợp với thủ pháp thống kê và phân loại để xác lập và phân tích ảnh xạ từ miền nguồn CON NGƯỜI đến miền đích TRUYỀN THÔNG. Việc khám phá các diễn đạt ẩn dụ trong văn bản báo chí Việt Nam xác định các mô hình tri nhận cụ thể như "TRUYỀN THÔNG LÀ MỘT TÍNH CÁCH", "HÀNH ĐỘNG CỦA TRUYỀN THÔNG LÀ HÀNH ĐỘNG CỦA CON NGƯỜI" và "TÌNH TRẠNG CỦA TRUYỀN THÔNG LÀ SỨC KHỎE CỦA CON NGƯỜI". Những mô hình này tiết lộ cấu trúc logic của sự ảnh xạ ẩn dụ, làm nổi bật một khung tri nhận vừa mang tính phổ quát vừa mang tính đặc trưng văn hóa Việt Nam. Thông qua phân tích các mô hình ẩn dụ này, nghiên cứu cung cấp cái nhìn sâu sắc về cách người Việt hình dung truyền thông thông qua cách sử dụng hệ thống ẩn dụ liên quan đến con người.

Từ khóa: Ẩn dụ ý niệm; ảnh xạ; truyền thông; con người; miền nguồn; miền đích.