Conceptual Metaphor "Media is Fire"

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ABSTRACT

This study aims to explore the metaphorical concept of "MEDIA AS FIRE" in both Vietnamese and English from the perspective of Cognitive Linguistics. This research utilizes the Metaphor Identification Procedure of the Pragglejaz Group (2007), in conjunction with descriptive approaches, statistical analysis, and classification strategies, to scrutinize the conceptual metaphor "Media is Fire" and its underlying metaphors. A total of 193 metaphorical expressions from media discourse are examined (113 in Vietnamese and 80 in English), revealing three primary cognitive models: "Media is Heat," " The ability to transmit the energy of Media is the ability to transmit energy of Fire," and "Media is Burning," along with the mapping mechanism from the source domain to the target domain. Furthermore, this research emphasizes the similarities and differences in the conceptualization of fire-related metaphors between the two languages. The findings of this study offer valuable insights for teaching, learning, and translating conceptual metaphors, thereby enhancing cross-cultural communication skills for Vietnamese English learners."

Introduction

The discovery and utilization of fire marked a significant advancement in human evolution. Fire has undergone extensive study and discussion throughout history, including its metaphorical representations in literature and various aspects of life. In his work "Metaphor: A Practical Introduction" (Kövecses, 2003), Kövecses explores metaphors such as "EMOTION IS HEAT OF FIRE," "A SITUATION IS HEAT OF FIRE," "ANGER IS FIRE," "LOVE IS FIRE," and "LIFE IS FIRE." Lakoff's research (1987) in "Women, Fire, and Dangerous Things: What Categories Reveal about the Mind" investigates the metaphorical link between anger and fire. Additionally, a 2016 study by Pham Thi Chau Pha and Tran Thi Phuong Ly delves into the lexical and semantic characteristics of the concepts of "Water" and "Fire" within the Vietnamese language. While previous studies have explored fire metaphors in French and Vietnamese (Le Lam Thi, 2016), there remains a gap in examining the metaphor of "MEDIA AS FIRE" from a

cognitive linguistics perspective. This study aims to fill this gap by comprehensively analyzing this conceptual metaphor.

Literature review

Conceptual Metaphor

Metaphor is the central concept of cognitive semantics. Unlike the traditional view that considers metaphor as a literary device, an ornamental and novel way of expression often used in poetry, cognitive linguistics defines metaphor as a tool of thought, penetrating our daily life not only in language but also in thought and action. Conceptual Metaphor Theory argues that metaphor operates at the level of thinking and is pervasive in everyday language (Kövecses, 2020; Lakoff and Johnson, 2003). The essence of a conceptual metaphor is understanding a concept in terms of another through cross-domain mappings, the principal mechanism of meaning transfers in metaphor (Lakoff and Johnson, 2003). The mappings are understood as the systematic, partial, and unidirectional projections of basic knowledge elements from a source to a target through the TARGET DOMAIN IS/AS SOURCE DOMAIN structure (Phan Van Hoa & Ho Trinh Quynh Thu, 2023). The mapping mechanism works as follows: the elements of the source domain are mapped onto the elements of the target domain so that the target domain can be comprehended through the source domain based on a set of mappings. To understand a conceptual metaphor is to know this set of mappings that applies to a given source-target pairing (Pham, T.G. (2023).

This article aims to explore the conceptual metaphor of Media within the Vietnamese language. It will analyze the mapping from the source domain FIRE to the target domain MEDIA and provide a comparative analysis with the English language.

In the statement "Truyền thông thế giới 'bùng cháy' vì cuộc họp báo của ông Trump" (World media is 'on fire' because of Trump's press conference), the metaphorical expression "bùng cháy" (translating to "on fire" in English) describes the heightened state of the world media. This metaphor originates from the concept of "MEDIA IS FIRE," with "FIRE" as the source domain and "MEDIA" as the target domain. In this metaphor, "FIRE" symbolizes attributes such as intensity, rapid dissemination, and attention-grabbing qualities, while "MEDIA" serves as the target domain, allowing these attributes to characterize media characteristics. The phrase "bùng cháy" (on fire) metaphorically portrays the world media as exceptionally active, rapidly disseminating information, and attracting significant attention, similar to the swift spread of fire. Consequently, it conveys that the world media is highly dynamic and prominent due to Trump's press conference. This usage harnesses the qualities associated with the source domain "FIRE" to vividly depict the target domain "MEDIA." This metaphorical expression is the focus of our paper, and we will provide further clarification.

Media and Fire

Media is a complex concept that encompasses various definitions and perspectives. In "Media - Theory and Basic Skills" by Nguyen Van Dung and Do Thi Thu Hang (2018), it is described as an ongoing process of exchanging information, ideas, emotions, skills, and experiences

among individuals with the aim of fostering mutual understanding, shaping perceptions, influencing behavior and attitudes, and meeting the evolving needs of individuals, groups, communities, and society.

The Oxford Advanced Dictionary defines fire as the result of burning, encompassing flames, light, heat, and often accompanied by smoke. It also includes the notion of uncontrollable flames that can cause destruction to buildings, trees, and the like. The Cambridge Dictionary defines fire as the state of burning, resulting in flames that emit heat and light, potentially accompanied by smoke. Additionally, it mentions the concept of a controlled fire, typically employed for heating or cooking purposes.

Research Questions

To fulfill the purpose of the study, the survey was seeking to answer the following research questions:

1. How is the conceptual metaphor "MEDIA IS FIRE" conceptualized in Vietnamese and English?

2. What are the similarities and differences in the conceptual metaphor "MEDIA IS FIRE" between Vietnamese and English?

Methods

The conceptual metaphor "Media is Fire" explores how language and thought patterns shape our understanding of media. This metaphor suggests that we metaphorically use the characteristics and attributes associated with fire, such as intensity, rapid spread, and attention-grabbing qualities, to describe various aspects of the media landscape. Understanding this metaphor can illuminate how we perceive and interact with media in different contexts.

To meet the research criteria, we obtained a combined total of 113 Vietnamese and 80 English samples from a corpus of articles in both languages. These articles were sourced from various websites and reliable online newspapers, including, but not limited to, Dan Tri, Nhan Dan, Thanh Nien, Tuoi Tre, and Tien Phong, as well as international sources like the New York Times, CNN, The Guardian, Forbes, NBC News, and The Washington Post. The conceptual metaphor of "Media as Fire" was analyzed using the theoretical framework of cognitive linguistics. The analysis employed descriptive and semantic analysis methods, complemented by statistical analysis and classification techniques.

The authors identified metaphorical samples using the Metaphor Identification Procedure (MIP) proposed by the Pragglejaz Group (2007). This procedure involved four steps: (i) Reading to understand the content related to media; (ii) identifying words/phrases describing or relating to fire; (iii) examining the words preceding and following them to determine if they had any figurative meaning, as opposed to their literal meaning; (iv) if so, considering them metaphorical expressions. This study employed a descriptive approach to analyze, classify, and identify implicit meanings. Statistical and inference methods were used to identify the source and target domains projected onto each other, creating implicit cognitive structures related to media. Through these methods, the paper presents discussions on the identified implicit

cognitive structures associated with media.

Results/Findings and Discussion

The Mapping structure between the two domains of Media and Fire is displayed in Table 1 below:

Table 1.
Mapping structure of Conceptual metaphor MEDIA IS FIRE

SOURCE: FIRE	Mapped onto	TARGET: MEDIA
High temperature	⟶	The news is of high interest and significance, exciting, important, and attention-grabbing
Low temperature	⟶	The information is old, outdated, and no longer of interest to the audience
Rapid expansion of fire	⟶	The rapid spread of information or attention
Fire	⟶	negative and harmful information
Extinguish a fire to prevent destruction	⟶	Eliminate false information and manage and suppress rumors to prevent their harmful consequences

Much like fire, media wields significant influence and can profoundly impact individuals and society. In the mapping process, specific attributes from the source domain are activated and then projected onto the target domain, following the principle of partial mapping. The target domain, represented by the recipient 'Media,' selectively incorporates certain attributes from the source domain, thus gaining knowledge associated with the source domain of 'Fire.' Statistics on metaphorical expressions in the conceptual metaphor 'MEDIA IS FIRE,' connecting these two conceptual domains, can be illustrated through the concept of 'media as fire,' as depicted in Table 2 below.

Table 2.
Metaphorical Expression Statistics of Conceptual Metaphor MEDIA IS FIRE

The similarities between the source and target domains	Metaphorical expressions	Vietnamese Occurrences	English Occurrences	Total number of metaphorical expressions
Intensity	Hot	44	28	193
	Cold	6	9	
	Boil over	16	2	
Suddenness, impact	On fire	5	4	
	Spread	9	9	
	Explore	9	4	
Harm, danger	Flame, Fire	12	5	
	Extinguish	12	6	
Total		**113**	**80**	

The concept of Media can be understood through the concept of Fire, a tangible expression of temperature, thanks to metaphorical mapping. Fire is an entity that emits heat, burns, is extinguished, and is sustained by coal, firewood, oil, etc. Media is the target domain, perceived through the words of the source domain, Fire. In the metaphorical model, MEDIA IS FIRE, the underlying mapping is the recognition of heat, warmth, the activities of fire, and human activities related to fire, which then evoke Fire. The model appears simultaneously in both English and Vietnamese news broadcasts. Based on the mapping structure of the conceptual metaphor MEDIA AS FIRE in Table 1, we establish the cognitive metaphor models of Media, with the source domain being Fire, as follows.

Table 3.

The cognitive metaphor models of Media is Fire

Cognitive metaphor models	Vietnamese		English	
	Occurrences	**(%)**	**Occurrences**	**(%)**
Media is Heat	66/113	58	39/80	49
The ability to transmit the energy of Media is the ability to transmit energy of Fire	23/113	20	30/80	38
Media is Burning	24/113	22	11/80	14
Total	**113**	**100**	**80**	**100**

The conceptual metaphor MEDIA IS FIRE involves mappings from the source domain of FIRE to the target domain of MEDIA. The paper analyzed 193 metaphorical expressions and identified three cognitive models: (1) Media is Heat; (2) The ability of Media to transmit energy is like the ability of Fire to transmit energy; (3) Media is Burning. These models encompass terms such as press, social media, fake news, rumors, advertising, and media. In Vietnamese, the most prominent model is "Media is Heat" (58%), followed by "Media is Burning" (22%) and "The ability of Media to transmit energy is like the ability of Fire to transmit energy" (20%). In English, the most prominent model is "Media is Heat" (49%), followed by "The ability of Media to transmit energy is like the ability of Fire to transmit energy" (38%), and "Media is Burning" (14%).

The conceptual metaphor "Media is Heat"

(1)   ***Báo chí Mỹ sục sôi*** *vụ Tổng thống Trump 'cấm cửa' phóng viên CNN (The US press boiled over the case of President Trump 'banning' CNN reporters)*

In its literal sense, "sục sôi" means boiling due to high temperature or intense energy. In this context, it describes the intense reaction of the American media. Both "sục sôi" and heated situations convey high intensity. "Sục sôi" represents boiling, while in the media context, it signifies heightened activity and emotion. Like boiling water, media reactions can be agitated, transferring attributes of intensity and agitation from "heat" to "media." This metaphor implies the media's intense, energetic, and agitated response to President Trump's actions, adding vividness and depth. It suggests the incident with President Trump and CNN reporters sparked a lively reaction from the American media. In summary, "sục sôi" in this context is a powerful linguistic device conveying the energetic response of the American media to Trump's actions,

enriching the description of the dynamic media landscape at that moment.

*(2)Tu-160M2 Nga chưa cất cánh, **truyền thông Mỹ 'sôi sùng sục'** (Russian Tu-160M2 has not taken off, US media 'boiling')*

In its literal sense, "sôi sùng sục" means vigorous boiling, signifying high temperature or intense boiling. In this context, it metaphorically characterizes the fervent reaction of the American media. Both "sôi sùng sục" and intense heat convey high intensity. Here, intensity relates to the media's excitement, interest, or activity. Boiling water is actively enthusiastic, much like the media's response to a particular event. This metaphor transfers attributes from "The Heat" (intensity, enthusiasm) to the "Media" domain, implying that the American media's response to Russia's Tu-160M2 news is extremely intense and fervent, resembling boiling or bubbling. It vividly portrays the media's reaction as exceptionally charged and enthusiastic. In short, "sôi sùng sục" in this context underscores the media's enthusiastic and intense response to the news, drawing parallels between the literal and figurative domains to convey heightened excitement and interest in their coverage.

*(3)Quyết không một dòng **tin nguội lạnh** (Determined not to let a cold message prevail)*

"Nguội" denotes a lack of warmth or low temperature. In the context of "Media," it pertains to information, news, or messages categorized as either "hot" (emotionally charged, urgent, or significant) or "cold" (lacking emotional impact, urgency, or significance). The metaphor "tin nguội lạnh" transfers the concept of "nguội" to describe uninteresting or unimportant information within the realm of media. This usage underscores that such information lacks emotional or sensational content, similar to how "cold" lacks warmth or excitement. Therefore, saying "quyết không một dòng tin nguội lạnh" emphasizes a determination to avoid uninteresting or unimportant information, highlighting its lack of emotional or significant impact, akin to the absence of warmth and intensity in something cold.

*(4)'**Hot news** from the Super League!'*

In its original sense, "hot" refers to high temperature or heat. This term is metaphorically applied to news, transferring attributes of intensity, freshness, and attention-grabbing quality from heat to news. This use of "hot" implies that the Super League news is recent, exciting, important, and captivating, making it more appealing to the audience. In summary, the metaphorical use of "hot" in the news conveys the idea that the news is not only current but also highly noteworthy and significant, engaging readers and viewers.

*(5)**Cold news** on boiler repairs because I was not a 'tenant*

In this metaphorical usage, "cold" conveys that the news about boiler repairs is not presented in an enthusiastic or engaging manner. It suggests that the news might be delivered without much warmth or concern, possibly making the speaker feel uninteresting or unwelcome. The use of "cold" here emphasizes the lack of emotional engagement or positive attitude associated with the news. In summary, the metaphorical use of "cold" in the context of news transfers its attributes of lack of emotion, indifference, or unwelcome surprise from the domain of temperature to the domain of news. This helps convey the idea that the news about boiler repairs is not presented in a positive or engaging way, possibly due to the speaker's lack of involvement

or interest. This sentence may imply that the speaker is not a tenant. Therefore, the news about the repair of the boiler does not affect them or that they are not responsible for this, which can cause a feeling of disinterest or coldness.

*(6)   The Republican presidential hopeful John McCain let his frustration with the US **media boil over** today for its saturation coverage of Barack Obama's visit to the Middle East and Europe*

In the metaphor, "boil over," attributes from the domain of "Heat" are transferred to the domain of "Media." When a liquid reaches its boiling point, it overflows uncontrollably, which shares an attribute with the concept of frustration. Frustration, as an emotion, can also intensify and become uncontrollable, akin to the uncontrollable nature of boiling water. The term "saturation" in media coverage suggests excessive coverage, mirroring the idea of overflow. In essence, the metaphor effectively conveys that John McCain's frustration with the media has become intensely overwhelming, like boiling liquid spilling uncontrollably from its container, signifying his inability to contain or control his frustration.

The analysis provided for each example effectively demonstrates how metaphors related to temperature and intensity are used to describe the media's reactions and coverage. These metaphors help convey the level of enthusiasm, interest, or emotional impact associated with different news stories or situations. They illustrate how language can be employed to make media descriptions more vivid and engaging, drawing parallels between literal and figurative meanings to enhance understanding and create a more immersive narrative.

Conceptual metaphor "The ability to transmit energy of Media is the ability to transmit energy of Fire"

(7)   Mạng xã hội bùng nổ trước thông tin BlackPink tổ chức concert tại Việt Nam (*Social media exploded* with news that BlackPink held a concert in Vietnam)

In the realm of "Fire," "bùng nổ" signifies a rapid, intense ignition and spread of energy, akin to how fire swiftly engulfs its surroundings. In the context of "Media" or "Social Media," this term metaphorically likens these platforms to a source of energy or information that rapidly and intensely disseminates, mirroring the behavior of fire. This metaphor implies that news of BlackPink's concert on social media ignited a powerful, widespread reaction among users, akin to how fire engulfs with intensity. "Bùng nổ" in this expression conveys the idea that the information about the concert swiftly and explosively spread on social media, generating a high level of excitement, interest, and activity. It captures the rapid and intense impact of social media in disseminating information and creating buzz about an event.

(8)   Mạng xã hội "nổ tung" với hình ảnh kín đặc người tại các khu du lịch trong dịp nghỉ lễ (Social media "exploded" with crowded images at tourist areas during the holiday season)

Fire literally explodes, emitting heat and light. In social media, "nổ tung" metaphorically suggests a sudden surge in activity, posts, interactions, and information sharing. Social media platforms become intense and highly active during holidays, dominating the online space. Like fire, they grab immediate attention due to their unpredictability. In summary, "nổ tung" parallels the explosive energy release of fire with the sudden, intense surge in social media activity

during holidays, vividly describing its overwhelming nature.

*(9)Bill Gates: "**Tin giả lan truyền** nhanh hơn tin thật trên mạng xã hội" (Bill Gates: "Fake news spreads faster than real news on social media.")*

"Lan truyền" literally means something spreading from one point to another, applicable to information, ideas, or phenomena. Bill Gates uses the metaphor "Tin giả lan truyền nhanh hơn tin thật trên mạng xã hội," meaning "Fake news spreads faster than real news on social media." Fire and media information share the attribute of speed, with fire spreading rapidly in ideal conditions, and online information going viral swiftly. Both propagate energy or data. Fire and media information can be powerful and impactful. Bill Gates' metaphor underscores the negative aspect of fake news spreading uncontrollably, likening it to a destructive fire. It implies that fake news can cause harm and far-reaching consequences, similar to an uncontainable fire. In summary, the metaphor "lan truyền" draws parallels between the rapid spread of fire and information on social media, emphasizing the destructive potential of fake news.

*(10) **Truyền thông** thế giới "**bùng cháy**" vì cuộc họp báo của ông Trump (The global **media** is "**on fire**" because of Mr. Trump's press conference.)*

The metaphor transfers the characteristics of intensity, rapid spread, attention-grabbing, and transformation from the domain of fire to the domain of global media. Saying that "Truyền thông thế giới 'bùng cháy'" vividly describes the heightened state of activity, excitement, and coverage in global media caused by Mr. Trump's press conference. It conveys the idea that the event has ignited widespread interest, intense coverage, and rapid dissemination of information across various media platforms, similar to a fire rapidly spreading and capturing attention.

*(11) Researchers looked at thousands of spider news stories to study how sensationalized **information spreads***

Fire rapidly spreads energy through combustion. In media, "transmitting energy" means disseminating information via channels like newspapers and websites. Both "Fire" and "Media" share the attribute of spreading or transmitting, though differently: Fire's combustion transfers intense, often destructive heat energy, while media spreads information, such as sensationalized news, rapidly and extensively. The metaphor "spreads" vividly portrays how sensationalized information gains widespread attention, leveraging the shared attribute of swift and pervasive transmission between fire and media, emphasizing their rapid and extensive influence.

*(12) Lady Hale (and her brooch) sets **social media on fire***

"Lady Hale's brooch ignited social media": In this metaphor, Lady Hale's brooch, likely unique or eye-catching, sparked a rapid and intense response on social media platforms, sharing attributes with fire in terms of its ability to spread rapidly, capture attention, generate engagement, and have a significant impact on discussions. This vividly conveys the remarkable and influential nature of Lady Hale and her brooch in generating widespread attention and discussion on social media.

In all these cases, the metaphor helps convey the dynamic and powerful nature of media in disseminating information and generating reactions, likening it to the energy and intensity associated with fire.

The conceptual metaphor "Media is Burning"

(13) *Dùng mạng xã hội như dùng **lửa**. Biết cách dùng thì **lửa sưởi ấm** cuộc sống, không biết cách dùng thì cháy nhà, chết người. (Using social media is like using fire. Knowing how to use it, fire warms our lives; not knowing how to use it, it burns down homes and kills people)*

The term "lửa" is associated with its potential for both positive and negative effects. Fire can provide warmth and utility but can also cause destruction if mishandled. In the context of "Media" and social media, the metaphor draws parallels between the potency and consequences of using social media and fire. Just as fire can be harnessed for warmth or destruction, social media can be a tool for positive communication or harmful outcomes when used unwisely. "Dùng mạng xã hội như dùng lửa" suggests that using social media is akin to handling fire. If used wisely, it can enrich one's life like fire provides warmth. However, careless or malicious use of social media can have destructive consequences, similar to how fire can lead to house fires and loss of life. This metaphor, **"Media is Burning"** reflects the importance of responsible social media use, likening it to the careful handling of fire to avoid unintended negative consequences.

(14) *Trước những thông tin xấu độc được đưa ra trên mạng xã hội, nếu có thông tin phản biện ngay, vào cuộc xử lý sớm, sẽ ngăn chặn kịp thời sự lây lan; dập tắt **đốm lửa** ngay từ đầu sẽ không bùng lên thành **đám cháy** (Faced with harmful and false information being spread on social media, if there is a prompt response with counter-information and early intervention, it will prevent the timely spread of the news; extinguishing the spark right from the beginning will prevent it from turning into a blaze)*

In the context of fire, "đốm lửa" means a small spark or flame, while in media, it metaphorically represents a minor instance of negative or harmful information. It signifies the initial occurrence of something negative in the media. Conversely, "đám cháy" literally means a large, uncontrollable fire, but in media, it metaphorically represents the rapid and uncontrollable spread of negative information. Both metaphors highlight the importance of early intervention and prevention, comparing them to controlling fires before they escalate. They emphasize that addressing issues when they are still "đốm lửa" can prevent them from becoming widespread "đám cháy" in the media landscape. These metaphors vividly convey the idea that prompt action can prevent minor issues from becoming major crises in the media.

(15) *Nhà báo cần có nghĩa vụ vạch trần và **dập tắt tin giả** (Journalists have a duty to expose and extinguish fake news)*

In its original literal context, "dập tắt" means "to extinguish" or "to put out," typically used for fires or stopping something from spreading. In the example sentence, it's used metaphorically in journalism and media to signify the act of controlling or suppressing harmful content, specifically fake news or false information. The sentence "Nhà báo cần có nghĩa vụ vạch trần và dập tắt tin giả" conveys that journalists have a duty to uncover and suppress fake news, similar to extinguishing a fire to stop its spread. This metaphor underscores journalists' responsibility to uphold information accuracy and integrity. It draws upon the shared attribute of harm or danger between "Fire" and "Media" to emphasize the journalist's role in combating

false information and protecting the truth.

(16) *The White House is busy trying to **extinguish rumors** President Trump is ready to fire more staffers*

The word "extinguish" in its literal sense means to put out or quench a fire or a flame. It involves the action of eliminating or stopping something that is burning or in a state of combustion. The word "extinguish" in example (16) is used metaphorically to convey the idea that the White House is actively working to stop or eliminate rumors about President Trump firing more staffers, drawing a parallel between the control of information (media) and the act of extinguishing a fire, both involving the cessation or containment of something potentially harmful. This metaphor relies on attribute similarity between the concepts of "Media" and "Fire" in terms of their potential to spread or escalate if not managed.

(17) *But let's face it, with the newest advances in technology, we can be connected at all times. We can always be available for impromptu brainstorms or the occasional **social media fire**. Smartphones and mobile devices give us access to constantly check our emails in case of any type of work emergency.*

In its original sense, "fire" refers to the combustion process symbolizing energy, intensity, and swift propagation. When used metaphorically in "social media fire," it doesn't involve real flames but describes a phenomenon on social platforms. This shift in meaning is based on shared attributes between "fire" and "social media." Just as fire is intense and spreads rapidly, certain social media topics or discussions can quickly gain popularity or controversy. When content goes viral or attracts widespread attention, it can be compared to a "fire" for its rapid dissemination. Fire signifies energy and excitement; similarly, on social media, topics generating enthusiasm or passion are called a "fire" due to their high activity and buzz. Fire spreads swiftly, and likewise, on social media, information or content can spread rapidly. When something becomes a "social media fire," it implies that it is spreading quickly across the platform and gaining substantial attention. This metaphorical usage encapsulates the notion of a lively, fast-spreading phenomenon on social media, mirroring the attributes of actual fire.

Similarities and Differences of the Conceptual metaphor of "MEDIA IS FIRE" in Vietnamese and English

The research shows the significant similarities and differences in the "MEDIA IS FIRE" conceptual metaphor between Vietnamese and English.

Both English and Vietnamese languages employ metaphorical mappings for "MEDIA IS FIRE," with corresponding expressions. To be more specific, they both use terms like "Hot/ nóng" and "Boil/ sôi " to convey the excitement and importance of media, as well as "Spread/lan truyền" and "Explore/nổ tung" for the rapid dissemination of information. Negative aspects are portrayed with words like "Extinguish/dập tắt" and "on fire/bùng cháy". Survey data reveals a similar frequency of "MEDIA IS FIRE" metaphorical expressions in both languages, with 113 in Vietnamese and 80 in English, indicating a shared understanding of this metaphor. The metaphor can be deconstructed into three subcognitive metaphors: Media as Heat, Media's Energy Transmission Capability as Fire's Energy Transmission Capability, and Media as

Burning. In both languages, "Media as Heat" dominates, followed by the other two, highlighting a common cognitive structure. Both Vietnamese and English employ similar metaphorical expressions related to "Fire" to describe various aspects of media, emphasizing attributes like intensity, suddenness, impact, harm, danger, and more.

The "MEDIA IS FIRE" metaphor appears 113 times in Vietnamese and 80 times in English. While English has fewer occurrences and less diversity, specific fire-related expressions are more frequent in Vietnamese, such as "hot" (44 times in Vietnamese vs. 28 in English) and "boil over" (16 times in Vietnamese vs. 2 in English). Despite these quantitative differences, both languages effectively use the "MEDIA IS FIRE" metaphor to convey the concept of media, making it a powerful linguistic tool.

The "MEDIA IS FIRE" metaphor exhibits remarkable similarities between English and Vietnamese, reflecting its universal cognitive and linguistic significance. Both languages have some similar conceptual metaphorical expressions to convey the dynamic nature of communication and some nuanced differences to reflect their cultural perspectives.

Conclusion

This study has provided compelling evidence that language plays a fundamental role in shaping and expressing our thoughts. Through a thorough examination of the metaphor "MEDIA IS FIRE," the research has demonstrated the existence of this type of metaphor in both Vietnamese and English. The investigation led to the identification and analysis of three distinct metaphorical models: (1) Media is Heat; (2) The ability to transmit the energy of Media is the ability to transmit the energy of Fire, and (3) Media is Burning. These models shed light on the prevalent use of fire-related terminology when discussing media-related topics, offering valuable insights into the cognitive processes underlying media perceptions among both English and Vietnamese speakers. As a result, the findings significantly contribute to understanding these two languages' cognitive foundations.

To gain a deeper understanding of these linguistic variations, a suggestion is that it is imperative to undertake further research that delves into the distinct cultural characteristics of each ethnic group. Additionally, the existence of other prevalent conceptual metaphors associated with MEDIA, such as "MEDIA IS WAR," "MEDIA IS WEATHER," and "MEDIA IS PLANT," among others should be continued to identify for further research. This broader exploration will enrich our understanding of language and thought and enhance our ability to communicate effectively across linguistic and cultural boundaries.

The paper is effective and holds significant value in the fields of teaching and research, serving as a valuable reference source. The research provides a deeper understanding of how both Vietnamese and English speakers perceive and comprehend the objective world through the lens of communication. Moreover, the research results offer substantial support for translation, teaching, and research efforts within language departments at universities and colleges.

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