

Metaphor Representations Of Natural Hazards: A Critical Metaphor Analysis Of Metaphors Used In Typhoon Molave News Coverage

Lam Vu Thi Giang Tran^{1*}, Kuok Tiung Lee²

^{1*}Department of Communication, Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah. Jalan UMS, 88400 Kota Kinabalu, Sabah, Malaysia. Email: wtglam@ctu.edu.vn, (ORCID ID: 0009-0004-1431-5932)

²Department of Communication, Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah. Jalan UMS, 88400 Kota Kinabalu, Sabah, Malaysia. Email: lee@ums.edu.my

Abstract

Metaphor is a powerful rhetorical strategy used to convey information about events or issues and to highlight specific themes or narratives in news stories. This is because metaphors function to link an abstract concept to a more familiar and relatable concept. Scholars have focused on investigations of conceptual metaphors in political, economic, and, recently, COVID-19 discourses. However, metaphorical expressions in news discourse of natural hazards have been less explored. Therefore, this article aims to examine metaphors used in coverage of extreme weather events, specifically Typhoon Molave, which caused heavy damage to lives and property in the Philippines and Vietnam in 2020. This article applies Charteris-Black's (2004) critical metaphor analysis (CMA) to (i) identify prevalent conceptual metaphors in the typhoon coverage, and (ii) interpret the link between the use of these metaphors and the cultural and ideological context. Two hundred thirty-four news articles about Typhoon Molave, published in four major Vietnamese online newspapers, were analyzed. The findings show that war-related metaphors were prevalent in the news discourse of Typhoon Molave. The analysis and interpretation also show that metaphors not only capture the audience's attention but also shed light on the influence of political and cultural contexts on their use.

Keywords: Conceptual metaphor, critical metaphor analysis, natural hazards, media framing, war metaphors.

1. INTRODUCTION

Metaphors help people comprehend complex and abstract concepts by mapping them onto more familiar domains (Augé, 2023; Charteris-Black, 2004; Hauser & Fleming, 2021; Kovases, 2020; Williams & Greer, 2023). Even the minimal deployment of a metaphor, manifested using a single word, can significantly affect individuals' perceptions of addressing abstract issues or phenomena and how they interpret information to formulate judgments (Thibodeau & Boroditsky, 2011; Thibodeau et al., 2019).

Investigations of metaphors used in the media commonly focus on domains such as politics, pandemics (Castro Seixas, 2021; Onai, 2021; Williams & Greer, 2023), economics (Truc, 2020), and health (Hauser & Schwarz, 2019). However, the use of metaphors in natural disaster communication has not received sufficient scholarly attention. In news discourse, a metaphor is a significant rhetorical strategy and a framing tool that journalists utilize to describe an abstract idea or concept in terms of another more familiar or relatable concept, thereby highlighting a theme or narrative aspect in a news story. For example, Truc (2020) examines the conceptual war metaphor in business reporting and found that companies are likened to armies, markets are likened to battlefields, and businessmen are likened to soldiers. According to Truc (2020), these expressions, such as "Business is a war (or battle)" convey the conceptual metaphor of war, and this mapping reflects a stable cognitive model similar to the conceptual metaphor "Argument is war" in Lakoff & Johnson's (2003) work. Hauser & Schwarz (2019) draw on the theory of conceptual metaphors to examine how the use of war metaphors affects public health discourse. According to Hauser & Schwarz (2019), framing cancer treatment as a war increases perceptions of difficulty in treatment. Thus, it may have unintended effects on non-patients, specifically, counterproductive to prevention and early action.

It is observed that climate change is one of the leading causes of extreme weather events such as typhoons and floods, and Vietnam is one of the countries heavily affected (Guha-Sapir & Santos, 2013; Luong, 2021; Perwaiz et al., 2020). In Vietnam, July to December every year is considered the rainy season, and the country suffers from dozens of typhoons and floods (Luong, 2021). In 2020, Typhoon Molave entered the central coastal provinces of Vietnam on October 28, after devastating the southern Philippines. According to Huong Quynh

(2020), this is the ninth typhoon of 2020 and one of the strongest typhoons in the past 20 years in Vietnam, causing flash floods, landslides, and severe damage to both humans and property. Typhoon Molave led to the evacuation of nearly 1.3 million people in the Central Region of the country, exacerbating the difficulties caused by consecutive floods that followed the COVID-19 pandemic (Huu Long & Thanh Chung, 2020).

Therefore, this article aims to (i) identify prominent metaphors in news reporting about Typhoon Molave, (ii) examine the rhetorical and ideological functions of these metaphors, specifically explaining how these metaphors frame the Typhoon Molave event, evoke emotions, and persuade readers. This paper focuses on analyzing metaphors in articles published on four Vietnamese online news portals: 24h, VnExpress, Dân Trí, and Tuổi Trẻ, by applying Charteris-Black's (2004) critical metaphor analysis approach. Charteris-Black (2004) proposes a Critical Metaphor Analysis (CMA) approach that systematically analyzes why particular metaphors are chosen in specific contexts. Charteris-Black's (2004) critical metaphor analysis method is helpful because it goes beyond explaining the meaning of metaphors to interpreting how ideology, culture, and rhetorical purposes shape metaphorical choices in Typhoon Molave reporting. In other words, cognitive linguistics assists metaphor interpretation, and CMA provides an account of their choice and persuasion.

2. LITERATURE REVIEW

2.1 Conceptual Metaphor and Critical Metaphor Analysis

Metaphor, as understood within the framework of conceptual metaphor theory (Lakoff & Johnson, 2003; Lakoff, 2010), functions as a cognitive mechanism whereby abstract or complex 'target domains' are comprehended through more concrete or familiar 'source domains' (Charteris-Black & Musolff, 2003; Charteris-Black, 2004; Hauser & Fleming, 2021; Kovases, 2020; Williams & Greer, 2023). This cognitive and discursive model of conceptual metaphor is presented in Figure 1.



Figure 1. Metaphorical projection from 'source' domain to 'target' domain

Conceptual metaphor theory posits that such mappings underlie everyday language, thought, and action, shaping how audiences construe and engage with experiences beyond immediate perception (Kovases, 2020; Williams & Greer, 2023). In this view, for instance, expressions such as 'wildfires ravage' or 'hurricanes pummel' are not simply descriptions; they invoke a structured mapping from a familiar source, such as an antagonist, onto the target phenomenon, such as a natural disaster (e.g., wildfire or hurricane) (Hauser & Fleming, 2021). This mapping highlights specific attributes, danger, and intentionality associated with the source domain, which is an antagonist (Hauser & Fleming, 2021; Matlock & Westerling, 2017; Lakoff & Johnson, 2003). In other words, the 'target domain' is natural hazards such as wildfires or hurricanes associated with the attributes of the 'source domain,' which is an antagonist or an enemy: dangerous and intentional. Such metaphoric expressions activate schematic entailments that guide reasoning and inference (Kovases, 2020; Lakoff, 2010). By portraying the natural hazards (e.g., wildfire, typhoons, or hurricanes) as an enemy or antagonist, communicators implicitly transfer the source domain's qualities, such as hostility, unpredictability, and threat, onto the disaster event, thereby shaping how audiences perceive, evaluate, and respond to it (Hauser & Fleming, 2021; Matlock & Westerling, 2017).

In an attempt to further elaborate on the concept of metaphor, Charteris-Black and Musolff (2003) and Charteris-Black (2004) highlight the ideological and cultural contexts in which metaphors are employed. The conceptual metaphors theory should be enhanced by understanding the pragmatic and rhetorical functions of metaphors, which are vital to their use in public discourse (Charteris-Black & Musolff, 2003; Charteris-Black, 2004). Similarly, Kovecses (2020) emphasizes that how we understand and use metaphors depends heavily on context and varies across cultures. While many conceptual metaphors may be universal due to shared experiences, for instance, 'life is a journey' or 'business is a war,' the expression and frequency can differ from one culture to

another. According to Hauser & Schwarz (2019), describing cancer treatment as a war or battle may increase the perception of the difficulty of the treatment process. In addition, in the healthcare context, the battle metaphor may have adverse effects, specifically a growing fear of the health condition in non-patients (Hauser & Schwarz, 2019).

However, in news discourse about natural disasters, war metaphors perhaps heighten audiences' vigilance or encourage proactive prevention and preparedness. For instance, the metaphorical phrase 'đào hầm trú bão,' which means digging a bunker to avoid the typhoon, appears in news articles about Typhoon Molave to describe how local people construct typhoon shelters to protect themselves. Placing it in the specific context of Vietnam, this war metaphorical expression "đào hầm trú bão" reflects the historical and cultural context of the country, which experienced many wars in the past. Readers can immediately relate to bomb bunkers in wartime, where soldiers and civilians hide from enemies. Therefore, the use of this war metaphor vividly evokes imagery, emphasizes the threat and danger posed by the typhoon, and urges people to be proactively prepared.

Chasteris-Black (2004) explains critical metaphor analysis (CMA) as a hierarchy in which individual metaphorical expressions point to broader conceptual metaphors, which are then grouped under more general conceptual keys. Analyzing metaphors in a corpus enables the discovery of patterns and their connections to ideology, as well as an understanding of the strategies by which metaphors organize meaning and coherence in discourse (Castro Seixas, 2021; Chasteris-Black, 2004; Onal, 2021). Thus, through CMA, it can be recognized how metaphors construct ideas and emotions, and understand the intended effects that metaphors have on their recipients. According to Chasteris-Black (2004), the following three steps are conducted to implement a critical metaphor analysis method to analyze conceptual metaphors.

The first step is to identify metaphors in a focused corpus. Specifically, in the context of Typhoon Molave news reporting, identify metaphorical expressions in the news articles through keywords. These metaphorical expressions are then grouped into conceptual metaphors (e.g., "cuộc chiến chống bão", which means typhoon prevention battle, reflecting the war metaphor). The second step is to interpret the metaphors found. Specifically, explain why journalists used these identified metaphors in Typhoon Molave news articles. Consider the embodied experiences, emotions, or linguistic knowledge (personal resources), and the ideological, cultural, or historical aspects (social resources) that motivated the use of the metaphor (Chasteris-Black, 2004). The third step is to explain the expected effect of the metaphors on the target audiences. Specifically, pointing out the effects of metaphors in framing the Typhoon Molave event, for instance, in directing attention and evoking emotion, or noting what they highlight versus what they omit.

2.2 Metaphors Used in News Discourse about Extreme Weather Events

In recent research on metaphors used in disaster communication, conceptual metaphors such as the War metaphor, the Monster (or animate being) metaphor, and the Racing metaphor have been discussed (Augé, 2023; Flusberg et al., 2017; Hauser & Fleming, 2021; Onal, 2021; Matlock & Westerling, 2017; Trckova, 2012; Williams & Greer, 2023). The War metaphor is a prevalent and widely occurring conceptual metaphor not only in natural hazards reporting (Trckova, 2012; Hauser & Fleming, 2021) but also in other topics such as climate change (e.g. 'War against climate change' (Flusberg et al., 2017, 2018), and pandemic (e.g. Covid-19 as the Great War) (Williams & Greer, 2023).

In disaster reporting, journalists employ the conceptual metaphor of War to implicitly compare natural hazards, such as wildfires, hurricanes, and typhoons, or pandemics like Covid-19, to enemies or opponents that must be fought and overcome. Placing natural disaster events or Covid-19 as enemies or antagonists also means that the war metaphor positions reporters, authorities, and affected communities on the same side, fighting to protect their lives and property in a battle (Flusberg et al., 2017, 2018; Hauser & Fleming, 2021; Trckova, 2012).

Williams and Greer (2023) examined the use of War metaphors in Australian print media during the early stages of the Covid-19 pandemic. According to Williams and Greer (2023), military terms were used frequently to praise and glorify the Prime Minister as a 'wartime' leader. Furthermore, Australian media also used war terminology to praise and describe health care workers, doctors, and nurses as 'frontline' fighters. In short, journalists used metaphorical expressions of war to highlight the connection between the pandemic response and outstanding military leadership (Williams & Greer, 2023).

In addition, the war metaphor is also conveyed through militaristic language that frames healthcare workers and other care sectors with combative tropes such as “anh hùng” (heroes), “hy sinh” (sacrifices), and “tiền tuyến” (frontline). The authors demonstrate that such discursive practices dramatize the crisis and reinforce or confine crisis leadership to a male preserve (Williams & Greer, 2023). Lexical indicators identified in previous research should be considered when analyzing the presence of war metaphors in news coverage of Typhoon Molave. For instance, the explicit use of the word war or battle or military terms such as enemy, troops, frontline (Noun), fight, combat, attack, defend, mobilize, deploy, and kill (Verb).

The monster (or animate being) metaphor refers to a catastrophe, such as a wildfire, hurricane, typhoon, and so on, that is conceptualized as a monstrous, volitional, and destructive being (Matlock et al., 2017; Trckva, 2011, 2012). This metaphor draws on the source domain of a monster, a frightening and unpredictable creature from myth, fiction, or horror, and likens it to the target domain of natural hazards, such as wildfires or hurricanes (Trckva, 2011, 2012). In this metaphorical expression, a typhoon can be personified with agency, emotion, hunger, power, and mobility. In other words, this metaphor transforms neutral natural phenomena into threatening creatures that evoke fear and demand confrontation (Matlock et al., 2017).

Matlock et al. (2017) find wildfire portrayed as a monster, a living entity capable of chasing, devouring, and ravaging like mythical beasts. Similarly, Trčková (2012) explores how the personification and monsterization of natural phenomena (e.g., volcanoes, earthquakes, hurricanes) evoke human-like or animalistic behavior, often reinforcing audiences' perceptions of danger, chaos, and helplessness. Some lexical signals suggested by previous research could help to identify the monster metaphor in Typhoon Molave news coverage. For instance, the use of the word monster or beast, along with action verbs that express agency and volition, such as swallow, devour, roar, hiss, and rage, as well as adjectives depicting emotional intensity like ferocious, terrifying, and angry.

According to Flusberg et al. (2017), the racing metaphor conceptualizes climate change as a competitive race, where the goal is to ‘outrun’ or ‘beat’ the accelerating threats of global warming. It means the source domain of a physical race, with runners, a finish line, time pressure, and the potential to win or lose, is mapped onto the target domain of climate action (Flusberg et al., 2017). The metaphorical expression ‘race against climate change’ emphasizes speed, progress, and urgency without necessarily evoking the intense conflict or destructive threat associated with war metaphors. Although climate change and natural disasters are distinct, they are related because climate change increases the intensity and frequency of natural disasters (Guha-Sapir & Santos, 2013; Vernick, 2025). Therefore, the racing metaphor might also emerge in the case of Typhoon Molave news stories. Specifically, the source domain of a physical race, perhaps, is mapped onto the target domain of the action to respond to Typhoon Molave.

3. METHODOLOGY

3.1 Data Collection

The research data comprise news articles reporting on Typhoon Molave from Vietnamese online news portals, including 24h, VnExpress, Dân Trí, and Tuổi Trẻ. These are the most visited news websites in Vietnam according to SimilarWeb's June 2024 statistics (Nhân Dân, 2024). The data was selected based on: (i) the search keywords “bão Molave” (which means Typhoon Molave) and “bão số 9” (which means the ninth typhoon of the year 2020) in Vietnamese to ensure that the articles report on the Typhoon Molave event. (ii) The time frame in which the articles were collected was from October 24 to November 24, 2020. This 4-week time frame allowed for the inclusion of articles about the early stages of Typhoon Molave, including those covering the time the typhoon made landfall (October 28), as well as articles reporting on the aftermath of the event. Keywords were entered into the search tool on the news portals' websites to find articles related to Typhoon Molave. After removing irrelevant articles, we obtained 234 articles for analysis, specifically 24h (47 articles), VnExpress (34 articles), Dân Trí (93 articles), and Tuổi Trẻ (60 articles).

The method applied in this article is critical metaphor analysis, proposed by Charteris-Black (2004), which integrates corpus linguistics, cognitive linguistics, and critical discourse analysis. Critical metaphor analysis has been employed successfully in numerous investigations on conceptual metaphor (Charteris-Black, 2004; Onal, 2021; Tuan & Trang, 2024). According to Charteris-Black (2004), this model provides a comprehensive and systematic approach to analyze metaphors, which include metaphor identification (linguistic), interpretation (cognitive), and explanation of metaphor (pragmatic and critical). Therefore, the process of identifying and

analyzing conceptual metaphors in online news reporting on Typhoon Molave is conducted by following the critical metaphor analysis steps.

3.2 Data Analysis

To analyze the metaphors used in online news coverage of Typhoon Molave, a three-step critical metaphor analysis was conducted. The first step was to identify the metaphorical expressions by carefully reading the articles, searching for keywords, and grouping these expressions into conceptual metaphors. Specific metaphorical expressions were grouped into the source domain of metaphor, as referred to from previous studies on conceptual metaphors. For example, "the war against the typhoon," "battle," "enemy," "frontline," "strategy," and "fighting" were grouped into the War metaphor. Definitions of these source domains and examples of metaphorical expressions or keywords that indicate them are presented in Table 1.

The second step was to explain why journalists chose these metaphors to report on Typhoon Molave by inspecting both personal resources, such as concrete experiences, emotions, and linguistic conventions, and social resources, including ideology, culture, or historical narratives, that motivated the choice (Charteris-Black, 2004).

The third step explained the possible effects and evaluated the expected impact of these metaphors on the audience. For example, how these metaphors frame the Typhoon Molave event, how they direct attention, evoke emotions, and assign responsibility, and what they emphasize versus what they downplay.

Table 1: Metaphors used in previous studies

Metaphor	Definition	Keywords
War	The natural hazard is implicitly compared to an enemy in a war or a battle. (Trckova, 2012; Hauser & Fleming, 2021; Flusberg et.al, 2017; Williams & Greer, 2023)	War, enemy, battle, troops, frontline, fight, combat, attack, defend, mobilize, deploy, kill.
Monster (animate being)	The natural hazard is personified, described as if it had life, will, or emotion. (Matlock et al., 2017)	Monster, swallow, devour, roar, hiss, rage, ferocious, terrifying, angry.
Racing	Natural hazard prevention is compared to a race, implicitly or explicitly, that people must overcome or urgently and proactively prepare for before it arrives. (Flusberg et.al, 2017)	Hurry, rush, urgent evacuation, race against the typhoon.

4. FINDINGS

The descriptive statistical analysis of 234 articles (N = 234) about Typhoon Molave revealed that the majority of news reports employed metaphors (emerging in 177 articles, 75,6%). The specific metaphors used are presented in Table 2.

Table 2: Metaphors used in Typhoon Molave reporting

Metaphor	Metaphorical Expression	Frequency (article)
War	Đổ bộ (landfall), xóa sổ (wipe out), tấn công (attack), quần thảo (circle and strike), càn quét (sweep through), chiến đấu (fight, combat), cuộc chiến chống bão (the battle against typhoon)	96
Monster (animate being)	Nuốt chửng (swallow), thổi bay (blow away), gào rú (roar), rít (hiss), hoành hành (rage)	76
Racing	Cuộc đua chống bão (race against the typhoon), khẩn cấp (urgent), nhanh chóng (hurry), gấp rút (rush)	5

Total	177
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The most prevalent conceptual metaphor used in Typhoon Molave online news coverage is the war metaphor, which was found in 96 articles. Journalists employed a significant amount of military terms, including verbs such as 'đổ bộ' (landfall), 'xóa sổ' (wipe out), 'tấn công' (attack), 'quần thảo' (circle and strike), and 'càn quét' (sweep through) to depict the typhoon as an adversary in a battle with people. Elements of war include the army, the battlefield, strategy, and curfew, all of which have no connection to natural disaster events like Typhoon Molave, still mentioned to highlight the seriousness of typhoon prevention measures.

The second most commonly used metaphor in the examined articles was the monster (or animate being) metaphor, which appeared in 76 articles. Typhoon Molave was personified and depicted as a monster that can act like a living being. Journalists used various lexical tools, such as action verbs (e.g., 'nuốt chửng' means swallow, 'thổi bay' means blow away, 'gào rú' means roar, 'rít' means hiss, 'hoành hành' means rage, etc.) and syntactical means (e.g., utilizing active voice instead of passive voice) to ascribe emotion, power, and mobility to Typhoon Molave.

Finally, the racing metaphor appeared in 5 articles, through the metaphorical expression 'race against the typhoon'. Journalists used the racing metaphor to describe the atmosphere surrounding the communities before Typhoon Molave's arrival, 'không khí 'chạy bão' diễn ra tấp nập, hối hả,' which means the atmosphere of the race against the typhoon is bustling, hustling, emphasizing the urgency and proactively preparedness from the population and the authority. The racing metaphor suggests urgency and highlights the need for people to evacuate to typhoon shelters or follow the authorities' instructions, such as staying indoors during the arrival of Typhoon Molave.

5. DISCUSSION

The analysis of how Vietnamese online news utilizes metaphors in Typhoon Molave reporting aligns with previous studies on metaphor use in disaster communication (Flusberg et al., 2017; Trckova, 2012; Hauser & Fleming, 2021; Matlock et al., 2017). After analyzing 234 articles, it is observed that the presence of war, monster, and racing metaphors is evident in most articles (75,6%) reporting on Typhoon Molave. However, the way Vietnamese online news media used these metaphors to report on Typhoon Molave had similarities and differences compared to prior studies.

First, the depiction of Typhoon Molave as an enemy or adversary, similar to what Trckova (2012) refers to as the warrior metaphor, or, in Hauser and Fleming's (2021) terminology, the antagonist metaphor. Although scholars use different terminology in natural disaster reporting, such as warrior or antagonist metaphors, they all indicate that natural hazards are enemies to be overcome. In other words, typhoons, floods, and hurricanes are portrayed as enemies, and disaster prevention is depicted as a battle, indicating the war metaphor. Therefore, the metaphorical expressions of warrior, antagonist, or enemy all fall under the category of war metaphors in the sense that there is a battle between two opposing sides: humans and natural hazards.

Journalists used the metaphorical expression 'cuộc chiến chống bão', which translates to 'the war against the typhoon', and military terms to describe the government and citizens' preparedness and response to Typhoon Molave. In the context of Typhoon Molave coverage, framing the typhoon using the war metaphor reflects the collective resilience and mobilization, positioning Vietnamese authorities and local communities on the same side to fight the typhoon. That is to say, this framing encourages the population to cooperate with authorities in evacuation or comply with the typhoon safety measures. According to Hauser and Fleming (2021), war metaphors or antagonist metaphors are used to intensify perceptions of danger and severity of the disaster, thereby increasing public intentions to evacuate. However, according to Trckova (2012), war metaphors often downplay the discussion of socioeconomic, environmental, and policy shortcomings that exacerbate disaster impacts.

Interestingly, war metaphors can evoke fear and conceptually emphasize conflict and victory versus defeat (Flusberg et al., 2018). In other words, war metaphors potentially create a negative connotation because the media constructs natural catastrophes as 'evil and a people's foe' (Trckova, 2011, p.144). However, the war metaphor reflects cultural context and has a positive connotation in the news reporting of Typhoon Molave. Along with the use of military terms, such as strategy, frontline, attack, and siege, which have also been found frequently in previous studies of war metaphors, the phrase 'đào hầm trú bão', with the literal meaning of digging a bunker to

avoid the typhoon, appears in many Typhoon Molave news stories. In Vietnam, a bunker is an underground structure often used during wartime as a hiding place, a shelter for troops and civilians. Here, journalists use this metaphorical expression to describe how local people build their typhoon shelters to protect themselves from Typhoon Molave. This expression of digging a typhoon bunker resonates with the collective memory of the country, which has endured many wars throughout its history. As a result, the use of war metaphors in the reporting of Typhoon Molave evokes people's fighting spirit and promotes coordination with the authorities' safety measures and evacuation efforts. Moreover, the use of war metaphors also promotes patriotism and a sense of love for one's compatriots. In essence, the use of war metaphors encourages citizens in the country to share compassion, sympathy, and support for people in the typhoon-hit areas.

Second, similar to Trckova's (2012) findings on metaphor, we found that action verbs such as "gầm rú" (roar) or "hú" (howl) are used to describe Typhoon Molave, ascribing a living-like quality to the event. Typhoon Molave is described as a wild animal, a beast, or a monster that can 'roar', 'howl', 'swallow', 'rage', and attack, causing harm to people and their properties. In addition, journalists used adjectives such as 'dữ dội' (fierce), 'kinh hoàng' (terrifying), or metaphorical expression 'cuồng phong', which means 'frenzied storm', or 'cơn bão mạnh nhất trong 20 năm' (the strongest typhoon in 20 years) to emphasize Typhoon Molave's magnitude and the uncontrollability. In other words, Vietnamese online news implicitly compared the typhoon to a living creature or a monster. Syntactically, the pattern of sentences implies that the natural hazards act with force and will, which helps establish the typhoon, the wind, or the flood as being alive, implying that they act with purpose. The use of the monster metaphor can attract audiences' attention by imbuing abstract meteorological phenomena, such as typhoons, wind, and waves, with familiar, emotive qualities of a living creature. By portraying Typhoon Molave as an animate being and attributing animal-like qualities, journalists make the typhoon more vivid and relatable to readers.

However, media framing an extreme weather event as a monster or a living creature and emphasizing its uncontrollable nature can distract public attention from other human-related and systemic factors (Trckova, 2011, 2012). Metaphors make complex concepts more appealing and relatable to the audience. However, they can reveal only some aspects of an idea and omit others, which can lead to a one-sided view of reality for the audience (Hauser & Fleming, 2021; Niman, 2010; Thibodeau et al., 2019; Tuan & Trang, 2024). For instance, the media often describe tsunamis and hurricanes as evil, angry, or violent monsters that intend to destroy people (Niman, 2010; Trckova, 2011, 2012). This framing of natural hazards makes the audience forget that human mistakes, such as deforestation or shortcomings in disaster management, actually cause some of the damage. In particular, the monster metaphor used in Typhoon Molave news articles can divert public attention from various aspects of the event, such as the impacts of climate change or the lack of building infrastructure that can withstand natural hazards in the Central Region of Vietnam. In fact, aspects such as climate change or policy-related issues have an impact on the vulnerability to natural disasters in Vietnam (Luong, 2021; Perwaiz et al., 2020).

Finally, the racing metaphor was used in 5 articles about Typhoon Molave. Metaphorical expression "cuộc đua chống bão", which literally means the race against the typhoon, implies the urgency and the necessity for a quick response to Typhoon Molave. In addition, journalists employed the phrase "chạy bão" (which literally means 'racing' and 'typhoon') to describe the evacuation to typhoon shelters or other preparedness (e.g., bracing houses, pulling boats ashore). According to Flusberg et al (2017), the use of racing metaphors makes people more aware of the risk of the disaster and thus more willing to evacuate (Flusberg et al., 2017). In the case of Typhoon Molave, the use of the racing metaphor also served to highlight the risk of the event and urge people to evacuate urgently.

6. CONCLUSION

Previous studies on conceptual metaphors have demonstrated that the sociocultural context influences the use and understanding of metaphors. This article reinforces the above statement through a critical metaphor analysis of Vietnamese online media's coverage of Typhoon Molave. The research findings showed the presence of war metaphors, monster metaphors, and race metaphors in 234 analyzed articles. Specifically, it is found that the war metaphor is the most prevalent, followed by the monster or animate being metaphor, and the racing against the typhoon metaphor is the least. In particular, Vietnamese online news portals employed war metaphors to portray the government and citizens' response to Typhoon Molave. The use of war metaphors, firstly, to emphasize people's resilience and solidarity in a crisis, and secondly, to praise the government's leadership role in successfully responding to the typhoon event. Monster metaphors were employed to emphasize the fierce, threatening, and

uncontrollable nature of Typhoon Molave. Thus, it encourages the population to evacuate and prepare proactively for the typhoon. Analyzing the use of metaphor in news articles about Typhoon Molave contributes to the application of Charteris-Black's (2004) critical metaphor analysis approach to news discourse about natural disasters.

However, this study is still limited in its interpretation of the utilization and expected impact of metaphors used in the case of Typhoon Molave news stories. For future research, researchers may conduct different approaches (e.g., focus groups) to further explore the impact of using metaphorical strategies on how audiences perceive media messages about extreme weather events. In addition, scholars might also conduct interviews with journalists who created the news stories to acquire a more comprehensive understanding of the intentions or purposes behind the use of certain metaphorical expressions.

DECLARATION OF CONFLICTING INTERESTS

The authors declare no conflicts of interest concerning the research, authorship, and publication of this study.

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