



## Conceptual Metaphors of Deliciousness in Thai Food Review Videos

Witsanuphong Suksakhon

Department of English Language, College of Liberal Arts, Rangsit University, Pathum Thani, Thailand, 12000

E-mail: witsanuphongsuk@gmail.com

### Abstract

Due to the prevalence of food review videos on social media platforms in Thailand, numerous reviewers create food-related content to describe the taste and texture of various dishes, aiming to attract viewers. This study aimed to examine the conceptual metaphors of deliciousness, and the metaphorical expressions derived from these metaphors, as found in food review videos. Data were collected from a food review channel on TikTok, and metaphorical expressions were identified using the Metaphor Identification Procedure VU (MIPVU) proposed by Steen et al., (2010). Each metaphorical expression was then analyzed based on Conceptual Metaphor Theory by Lakoff and Johnson (1980) to identify the underlying conceptual metaphors within the linguistic system of the reviewer. The results revealed nine conceptual metaphors, including [DELICIOUSNESS] IS [SACRED THINGS], [TRANSPORTATION], [RELIGIOUS BELIEFS], [COMPETITION], [MEDICINE], [MONEY], [LOUDNESS], [WRITTEN WORK], and [CELEBRATION]. The findings of this study illustrate how the food reviewer employs various conceptual metaphors to vividly convey the experience of deliciousness, enriching the descriptions and enhancing viewer engagement.

**Keywords:** *Conceptual Metaphors, Metaphorical Expressions, Deliciousness, Food reviewer, TikTok*

### 1. Introduction

In the digital era, social media platforms have become essential spaces for consumers to review and evaluate products. Online reviews, particularly those shared through video platforms such as TikTok, Instagram, and Facebook, play a crucial role in shaping consumer purchasing decisions (Constantinides & Holleschovsky, 2016). Consumers increasingly rely on these reviews to assess product quality, compare features, and make informed choices. The influence of such reviews is significant, as they not only generate user-driven content but also shape brand perception, impact sales performance, and drive market trends (Khan & Nadeem, 2022). In Thailand, it is common for influencers and content creators to discuss product quality on their social media channels. Some monetize their reviews, while others create content primarily to gain popularity online. Regardless of their motivations, these reviews inevitably affect consumer behavior to some extent.

With the increasing influence of online product reviews, it is essential for influencers to create content that captures and maintains audience interest. The effectiveness of a review depends not only on the information it provides but also on how well it engages viewers. Language plays a crucial role in this process, as a well-structured review does more than simply inform. It grabs attention, enhances understanding, and helps viewers visualize the product. To create engaging and impactful reviews, influencers or reviewers often compare a product to something familiar or desirable. This technique helps establish strong associations, evoke emotions, and make abstract qualities more tangible. In other words, whether consciously or unconsciously, influencers frequently incorporate metaphors into their product review discourse, enhancing the persuasive and memorable nature of their content.

Metaphors are a fundamental aspect of human cognition and communication. Conceptual metaphors, as proposed by Lakoff and Johnson (1980), refer to cognitive structures that allow people to understand one domain of experience in terms of another. This theory suggests that human thought is largely metaphorical and that abstract concepts are comprehended through mappings from more concrete, experiential domains (Larbprasertporn & Luksaneeyanawin, 2021). Metaphors function as essential cognitive tools that shape

[517]



human perception, communication, and behavior, influencing how individuals interpret their surroundings (Eakkapochana, 2023). Conceptual metaphors operate through systematic mappings between a source domain, which is concrete and familiar, and a target domain, which is abstract or complex (Tawichai, 2006). These mappings enable people to frame complex ideas in more relatable terms, such as understanding time as money or emotions as forces (Charteris-Black, 2004). Research has demonstrated the extensive use of conceptual metaphors across various fields, including religion, morality, emotions, and marketing (Sathientharadol & Buranawanna, 2022). In consumer discourse, conceptual metaphors significantly contribute to shaping perceptions and attitudes toward products, particularly in online product reviews where persuasive language plays a crucial role.

Prior research on metaphors has explored different thematic domains, such as religious texts, digital media, and interpersonal relationships. For instance, religious discourse frequently employs metaphors to conceptualize abstract ideas such as faith and virtue (Larbprasertporn & Luksaneeyanawin, 2021). Furthermore, metaphors are prevalent in emotional and social contexts, shaping how individuals understand abstract experiences such as love, aging, and morality (Techacharoenrungrueang & Bunsorn, 2022; Sathientharadol & Buranawanna, 2022). These studies demonstrate the prevalence of metaphors in human cognition and communication, emphasizing their significance in various contexts. Despite extensive research on conceptual metaphors in diverse domains, a gap remains in the literature concerning their role in digital food reviews. This study, therefore, aims to examine the conceptual metaphors of deliciousness and the metaphorical expressions derived from them in food review video clips to understand how reviewers conceptualize the abstract idea of deliciousness.

## 2. Objective

To investigate the conceptual metaphors and metaphorical expressions of deliciousness found in food review video clips.

### *Research questions*

- 1) How is deliciousness conceptualized by the food reviewer and presented in the video clips?
- 2) What are the metaphorical expressions of deliciousness in the food review video clips?

## 3. Materials and Methods

To address the research questions, data were collected from the TikTok food review channel “Kinraideewa.” This channel was selected due to its significant social media presence, evidenced by approximately 544.4K followers and 11.6M likes as of February 23, 2025. TikTok was selected as the primary platform for data collection due to its short-form video format, which facilitates widespread audience engagement. Consequently, it has become the preferred platform for food reviewers in Thailand, compared to other social media platforms such as Instagram and Facebook.

Prior to data collection, the videos on the channel were randomly reviewed multiple times to ensure that the reviewer employed metaphorical expressions to describe deliciousness. All video clips published between November 13 and December 25, 2024, were included, with only food review videos retained; other content, such as product reviews or advertisements, was excluded. A total of 23 videos were collected.

Metaphorical expressions in each video were subsequently identified. To verify that these expressions were indeed metaphors, the Metaphor Identification Procedure VU (MIPVU) proposed by Steen et al., (2010) was employed. This procedure involves comparing an expression’s basic meaning with its contextual meaning; if the contextual meaning contrasts with the basic meaning yet remains comparable, the expression is classified as metaphorical. For example, in the sentence “The cake is pure poetry in every bite,” the lexical unit “poetry” typically denotes an artistic form characterized by beauty, rhythm, and emotional resonance. In this context, however, it signifies the cake’s exceptional quality and taste, thereby demonstrating a metaphorical use of the term. In this study, only metaphorical expressions associated with taste and deliciousness were collected, while those pertaining to the appearance of food were excluded.



For the analysis of the identified metaphorical expressions, the conceptual metaphor theory by Lakoff and Johnson (1980) was adopted. This framework facilitated the identification of conceptual metaphors and the examination of the process of meaning transfer from the source domain to the target domain within the linguistic system.

#### 4. Results

Analysis of food review videoclips revealed that reviewers articulated the abstract quality of the deliciousness of the dishes by drawing comparisons with various conceptual domains, both tangible and abstract, thereby facilitating the viewers' ability to perceive the degree of the dishes' palatability. The study identified 42 metaphorical expressions within the collected videoclips, which were categorized into nine conceptual metaphors: DELICIOUSNESS IS 1) TRANSPORTATION, 2) SACRED THINGS, 3) RELIGIOUS BELIEFS, 4) MEDICINE, 5) LOUDNESS, 6) MONEY, 7) COMPETITION, 8) CELEBRATION, and 9) WRITING. A descriptive analysis of each conceptual metaphor, arranged in descending order of frequency, is presented below.

##### 4.1 The conceptual metaphor [DELICIOUSNESS IS SACRED THINGS]

The conceptual metaphor [DELICIOUSNESS IS SACRED THINGS] is evident in the reviewer's language, where the deliciousness of the dishes is compared to sacred items believed to ward off misfortune and deserving of reverence. Notably, this metaphor occurred 12 times out of a total of 42 metaphorical expressions. Below are examples of the metaphorical expressions derived from this conceptual mapping.

- Example 1 ná:mmon wát nǎj thî: wâ: sàksit te'hít sá:j paj kò:n ná? k'há? ná:mrâ:tklûajpîŋ nî: lè? k'hà?  
sàdó?k'ró? dâ:j  
Holy water from any temple? Step aside. The sauce on this grilled banana can ward off bad luck.  
น้ำมนต์วัดไหนที่ศักดิ์สิทธิ์ ชิคซายไปก่อนนะคะ น้ำราดกล้วยปิ้งนี้แหละค่ะ สะเดาเคราะห์ได้
- Example 2 rôtte'hâ:t nǎŋkàj rá:n ní: k'bu: sîŋ thî: k'ôn jà:ŋ te'hǎn k'hawróp bu:te'hâ:  
The crispy chicken skin from this place is something I revere.  
หนังไก่ร้านนี้คือสิ่งที่คนอย่างฉันเคารพบูชา
- Example 3 pla:sàwǎn th'am mu: rôtte'hâ:t bè:p k'hûnhîŋ  
This homemade fish has been placed on the shelf for its flavor.  
ปลาสวรรค์ทำมือ รสชาติแบบขึ้นหิ้ง

Based on these examples, it can be seen that the reviewer conceptualized deliciousness as a sacred or revered entity. This is evident in the use of words and phrases that convey a sense of sanctity, such as the idea that the deliciousness of the dish could ward off misfortune ("sàdó?k'ró?") and bring joy and happiness to the eater. The reviewer evokes a sense of spiritual or emotional elevation associated with the dish, suggesting that its deliciousness transcends ordinary experiences and has the power to purify or uplift. Further, the dish's deliciousness is described in a manner that elevates it to a sacred status, similar to how sacred objects are treated with reverence in various cultures ("k'hawróp bu:te'hâ:")—by being placed on a high shelf ("k'hûnhîŋ"). The diagram below illustrates the conceptual mapping of meaning transfer from the source domain (sacred things) to the target domain (deliciousness).

#### Source Domain [sacred things]

sacred things  
sàdó?k'ró?  
k'hawróp bu:te'hâ:

#### Target Domain [deliciousness]

deliciousness  
deliciousness could end misery and bring joy.  
deliciousness is favored and valued.

[519]

k<sup>h</sup>ũnhĩn

deliciousness is revered.

#### 4.2 The conceptual metaphor [DELICIOUSNESS IS TRANSPORTATION]

The conceptual metaphor [DELICIOUSNESS IS TRANSPORTATION] is reflected in the reviewer's use of terminology from the transportation domain to express the concept of deliciousness. This metaphor was identified in seven of the 42 metaphorical expressions collected. Below are examples of the metaphorical expressions associated with this conceptual mapping.

- Example 4 k<sup>h</sup>em nítnít p<sup>h</sup>o: pen p<sup>h</sup>i:thi: mũan mɔ:sàjwin thĩ: wĩn p<sup>h</sup>à:n lǎn paj  
Just a hint of saltiness, like a passing motorbike taxi—subtle but noticeable.  
เค็มนิด ๆ พอเป็นพริิ เหมือนมอเตอร์ไซด์วินที่วิ่งผ่านไป
- Example 5 rót nũm lũ:n mũan thànǎn thĩ: p<sup>h</sup>ĩn rǎ:t ja:ŋmà?tɔ:j  
Smooth and silky, like freshly paved asphalt.  
รสนุ่มลื่นเหมือนถนนที่เพิ่งราดยางมะตอย
- Example 6 jǎj fo: hē:ŋ jam p<sup>h</sup>ĩkná:msôm sǎk sǎ:ŋte<sup>h</sup>ó:n fajde:ŋ thĩ: k<sup>h</sup>ĩj tǔŋ teò:t jaŋ brè:k ʔaw wáj mǎj dǎ:j  
This dry noodle dish, with chili and vinegar, is like a traffic light you just can't stop for.  
ใหญ่ไฟแห้งยำ พริกน้ำส้มสักสองช้อน ไฟแดงที่เคยต้องจอดขังเบรคเอาไว้ไม่ได้

These examples illustrate the conceptual transfer of meaning, wherein the reviewer likely conceptualizes the abstract notion of "deliciousness" by associating it with expressions drawn from the domain of transportation. For instance, in Example 4, the mild saltiness is likened to the swift passage of a motorcycle taxi driver (mɔ:sàjwin), suggesting that the taste is fleeting but noticeable. In Example 5, the tenderness of the food is compared to a road with freshly paved asphalt (thànǎn thĩ: p<sup>h</sup>ĩn rǎ:t ja:ŋmà?tɔ:j), evoking a smooth and satisfying experience. Finally, in Example 6, the deliciousness of the noodles is conceptualized as akin to the forward motion of a vehicle, unstoppable by traffic lights (p<sup>h</sup>à: fǎj de:ŋ), perhaps conveying the sense of a deliciousness that propels the eater forward with an irresistible force.

#### Source Domain [ transportation]

mɔ:sàjwin / rót  
thànǎn thĩ: p<sup>h</sup>ĩn rǎ:t ja:ŋmà?tɔ:j  
p<sup>h</sup>à: fǎj de:ŋ

#### Target Domain [deliciousness]

deliciousness  
tenderness of the food  
irresistible force to eat

#### 4.3 The conceptual metaphor [DELICIOUSNESS IS RELIGIOUS BELIEFS]

The conceptual metaphor [DELICIOUSNESS IS RELIGIOUS BELIEFS] demonstrates how the notion of deliciousness is framed using language and imagery associated with religious traditions. Out of a total of 42 metaphorical expressions, four examples clearly embody this conceptual mapping. The following examples illustrate these expressions:

- Example 7 k<sup>h</sup>am wǎ: nípp<sup>h</sup>a:n p<sup>h</sup>óptɛx: dǎ:j ŋǎ:jŋǎ:j mũa dɛ:n ma: rá:n ní:  
Finding nirvana is as easy as walking into this restaurant.  
คำว่านิพพานพบเจอได้ง่าย ๆ เมื่อเดินมาร้านนี้
- Example 8 jenta:fo: rá:n ní: rót te<sup>h</sup>ǎ:t bè:p mòtt<sup>h</sup>úkmòtsò:k  
This Yen Ta Fo tastes like pure bliss—free from suffering.  
เย็นตาโฟร้านนี้ รสชาติแบบหมดทุกข์หมดโศก
- Example 9 sǎn bà?hē:ŋriawlék sàtaj hǔŋkoŋ ma: kin dù:aj kan k<sup>h</sup>am wǎ: k<sup>h</sup>ũn sǎwǎn thǎŋ thĩ: jaŋ mi: te<sup>h</sup>i:wít  
sǎmp<sup>h</sup>àt dǎ:j thĩ: troŋní: lɛ:j k<sup>h</sup>ǎ?  
Order a bowl of Hong Kong-style thin noodles, and you'll experience heaven while still alive.



สั่งบะหมี่เส้นเล็กใส่ไส้สัอย่างมากรวมกันด้วยกัน คำว่าขึ้นสวรรค์ทั้งที่ยังมีชีวิตสัมผัสได้ที่ตรงนี้เลยคะ

- Example 10 k<sup>h</sup>am ní: ríak wâ: k<sup>h</sup>ajtiawlò:t k<sup>h</sup>u:n winja:n kin púp thúk t<sup>h</sup>i:wít p<sup>h</sup>róm d<sup>h</sup>nt<sup>h</sup>a:ŋ sù: sàwǎn thant<sup>h</sup>i:  
This dish is a ‘soul-reviving’ noodle roll—one bite, and you’re ready to ascend.  
คำนี้เรียกว่าก๊วยเตี๋ยวหลอดคืนวิญญาณ กินปุ๊บทุกชีวิตพร้อมเดินทางสู่สวรรค์ทันที

These examples vividly illustrate how viewers may interpret deliciousness through a religious lens. In Example 7, the act of finding delectable food is compared to attaining nirvana (“nípp<sup>h</sup>a:n”) which is the ultimate goal in Buddhism, suggesting that such food leaves one with nothing further to desire. In Examples 9 and 10, the deliciousness of the food is equated with an ascent to heaven (“k<sup>h</sup>úm sàwǎn”), evoking feelings of ecstasy and transcendence. Meanwhile, Example 8 portrays the flavor as leading to a state of life free from grief and suffering (“mòtt<sup>h</sup>úkmòtsò:k”), further emphasizing the association with spiritual fulfillment.

#### Source Domain [Religious beliefs]

nípp<sup>h</sup>a:n  
mòtt<sup>h</sup>úkmòtsò:k  
k<sup>h</sup>úm sàwǎn

#### Target Domain [deliciousness]

eating delicious food  
A feeling of fulfillment brought by deliciousness  
A feeling of absolute joy brought by deliciousness

#### 4.4 The conceptual metaphor [DELICIOUSNESS IS COMPETITION]

The analysis of the collected expressions also revealed that the reviewer conceptualizes deliciousness as competition, giving rise to the conceptual metaphor [DELICIOUSNESS IS COMPETITION]. This metaphor was identified in three out of the 42 expressions collected. The metaphorical expressions associated with this mapping generally feature words and phrases related to competition or combat. All three expressions are presented below:

- Example 11 pen rótte<sup>h</sup>â:t bè:p k<sup>h</sup>â: mǎj ta:j mǎj sǎ:mâ:t mi: ʔà:raj ma: t<sup>h</sup>e:n dâ:j  
This flavor is immortal—nothing can replace it.  
เป็นรสชาติแบบฆ่าไม่ตาย ไม่สามารถมีอะไรมาแทนได้
- Example 12 rótte<sup>h</sup>â:t bè:p mǔ:t<sup>h</sup>ò:t thúk sǎmnák t<sup>h</sup>i: k<sup>h</sup>ɔ:j mi: t<sup>h</sup>ò:ŋ múan sùà klàp bâ:n  
Every other pork cutlet in existence might as well pack up and go home.  
รสชาติแบบหมูทอดทุกสำนักที่เคยมี ต้องม้วนเสือกกลับบ้าน
- Example 13 rótte<sup>h</sup>â:t ní: k<sup>h</sup>u: mǎ:mú:t p<sup>h</sup>róm kwà:t thúk ra:ŋwan t<sup>h</sup>i: wa:ŋ  
This flavor is the ultimate dark horse—ready to sweep all the awards.  
รสชาตินี้คือม้ามืด พร้อมกวาดทุกรางวัลที่วางไว้

These expressions demonstrate how deliciousness is compared to the act of combat. In Examples 11 and 12, the taste is portrayed as an unconquerable force (“k<sup>h</sup>â: mǎj ta:j / thúk sǎmnák t<sup>h</sup>i: k<sup>h</sup>ɔ:j mi: t<sup>h</sup>ò:ŋ múan sùà klàp bâ:n”), setting it apart from competitors, while Example 13 likens the deliciousness of the dish to a “dark horse” (“mǎ:mú:t”) capable of sweeping all available accolades. Collectively, these examples illustrate the reviewer’s effort to underscore the uniqueness and superiority of the dish through the conceptual domain of competition and combat.

#### Source Domain [competition]

k<sup>h</sup>â: mǎj ta:j  
mǎ:mú:t

#### Target Domain [deliciousness]

unbeatable deliciousness  
Something unexpectedly tasty



#### 4.5 The conceptual metaphor [DELICIOUSNESS IS MEDICINE]

The analysis reveals that the description of deliciousness also incorporates language from the domain of medicine. In other words, deliciousness is conceptualized in terms of medicine and its healing effects. This suggests that, in reviewing food, the reviewer employs the conceptual metaphor [DELICIOUSNESS IS MEDICINE] to illustrate the perceived impact of the food's taste. In this study, this conceptual metaphor was identified three times among the 42 tokens collected. The corresponding metaphorical expressions are presented below:

- Example 14    ʔàròj kʰrɔ̀:p tɛ̀akkɾàwə:n jɪŋ kwà: **ja:tra:pʰi:bò:k**  
This is universally delicious—more legendary than ancient remedies.  
อร่อยครอบคลุมจักรวาล ยิ่งกว่ายาตราศิบนอก
- Example 15    rɔ̀ttɛ̀hà:t bè:p tɛ̀a:k nɔ̀:n tɪt tiaŋ kʰu: lúk kʰu̯n ma: kʰàp rɔ̀t paj rá:n ní:  
A taste so powerful, it could make a bedridden person get up and drive here.  
รสชาติแบบจากนอนติดเตียงคือลุกขึ้นมาขับรถไปร้านนี้
- Example 16    tʰà:t ní: tʰà:t diaw **ji:awja:** kʰwa:mkʰɔ̯mkʰu̯n dâ:j tʰaŋ ʔó:p fɪt  
This one dish alone can heal an entire office's misery.  
ถาดนี้ถาดเดียว เขียวหาความขมขื่นได้ทั้งออฟฟิศ

These expressions illustrate how the food reviewer equates deliciousness with the healing power of medicine. In Example 14, the reviewer describes the deliciousness as surpassing the effects of a “mystical medicine” or so-called “miracle cure,” (“ja:tra:pʰi:bò:k”) implying that its deliciousness is beyond measure. In Example 15, the tastiness of the food is conceptualized as a powerful remedy capable of reviving someone in a bedridden state, allowing them to perform daily activities such as driving (“nɔ̀:n tɪt tiaŋ kʰu: lúk kʰu̯n ma: kʰàp rɔ̀t paj rá:n ní:”). This metaphor suggests that the food's deliciousness has a revitalizing effect on consumers. Similarly, in Example 16, the food is portrayed as a remedy with the ability to heal (“ji:awja:”) emotional distress, as if a single dish could alleviate the collective hardships of an entire office.

##### Source Domain [medicine]

ja:tra:pʰi:bò:k  
ji:awja:

##### Target Domain [deliciousness]

unmeasurable deliciousness  
effects of deliciousness

#### 4.6 The conceptual metaphor [DELICIOUSNESS IS MONEY]

Another conceptual metaphor identified in the linguistic system of the reviewer is [DELICIOUSNESS IS MONEY]. This metaphor is evident in the use of expressions containing words or phrases associated with money to illustrate the concept of deliciousness. This mapping was found in three instances among the 42 metaphorical expressions collected. The expressions are presented below:

- Example 17    pen kʰwa:mʔà rɔ̀j bè:p tʰóptɔ̯ntʰópdò:k  
This is flavor with compound interest—deliciousness that keeps on giving.  
เป็นความอร่อยแบบทบต้นทบดอก
- Example 18    kɪn sùkɪ: rá:n ní: mòt nu̯ŋ tɛ̀hə:m mǔn dâ:j **plòtni:** lé? kʰ:t mài ʔi:k kʰrɔ̀ŋ  
One bowl of this sukiyaki feels like clearing all your debts and being reborn.  
กินสุกี้ร้านนี้หมดหนึ่งชาม เหมือนได้ปลดหนี้และเกิดใหม่อีกครั้ง
- Example 19    kʰà:wpʰàtmannú:ahe:mbà:k tʰu̯j ní: tʰam hâj rú: wá: bo:nát mâj dâ:j ʔò:k pla:j pi: ná? kʰà?  
This beef-fat-fried rice makes you realize that bonuses don't just come at year-end.  
ข้าวผัดมันเนื้อแฮมเบริ์กถ้วยนี้ทำให้รู้ว่าโบนัสไม่ได้ออกปลายปีนะละ





These expressions demonstrate how the conceptual domain of money is employed in the process of meaning transfer to describe deliciousness. In Example 17, the notion of compound interest (“*thóptónthópdò:k*”) is used to convey the idea that deliciousness continues to build in intensity and enjoyment, much like how financial interest accumulates over time. In Example 18, the experience of eating is metaphorically likened to paying off debt (“*plòtnî:*”) and starting anew, bringing a sense of liberation and renewal. This metaphor suggests that the dish not only provides satisfaction but also has a transformative effect, similar to the relief of achieving financial freedom. In Example 19, deliciousness is compared to receiving an unexpected bonus (“*bo:nát*”), emphasizing the richness, indulgence, and reward associated with the dish. Instead of waiting for an anticipated reward at the end of the year, the meal delivers instant gratification, akin to an unexpected financial windfall.

**Source Domain [medicine]**

*thóptónthópdò:k*

*plòtnî:*

*bo:nát*

**Target Domain [deliciousness]**

continuous tensivity of deliciousness

a transformative effect of deliciousness

instant joy brought by deliciousness

#### 4.7 The conceptual metaphor [DELICIOUSNESS IS LOUDNESS]

This study also found that when describing the deliciousness of food, the reviewer frequently employs words associated with loudness to emphasize how the taste stands out or is particularly distinct. This conceptual metaphor is identified as [DELICIOUSNESS IS LOUDNESS], with two metaphorical expressions derived from this mapping, as demonstrated below:

Example 20 *kin k<sup>h</sup>âw paj nî: k<sup>h</sup>uu: rôtte<sup>h</sup>â:t tàko:n*  
One bite, and the flavor screams at you.  
กินเข้าไปนี่คือรสชาติตะโกน

Example 21 *sót:k<sup>h</sup>ri:m thrápfîn hǎ:m ?è? ?à? ma:k*  
This truffle cream sauce is loudly aromatic.  
ซอสครีมทรัฟเฟิลหอมอะอะมาก

These expressions illustrate how the reviewer conceptualizes boldness and intensity of flavor through loudness-related words. In Example 20, the phrase the flavor “shouts” (“*tàko:n*”) suggests that the taste is pronounced, striking, and impossible to ignore which is similar to a loud sound that demands attention, as if the deliciousness itself has a voice. Similarly, in Example 21, the phrase *?è? ?à?* conveys that the truffle cream sauce has an overwhelming and attention-grabbing aroma, almost as if it is making a scene. The reviewer likens the strong scent to something dramatic and loud, promoting the idea that certain flavors and aromas can be so distinct that they metaphorically “speak” or “shout” their presence.

**Source Domain [loudness]**

*tàko:n/?è? ?à?*

**Target Domain [deliciousness]**

the intensity of deliciousness

#### 4.8 The conceptual metaphor [DELICIOUSNESS IS WRITTEN WORK]

Another conceptual metaphor identified in the reviewer’s linguistic expressions is [DELICIOUSNESS IS WRITTEN WORK], where the experience of taste is compared to elements of literature and storytelling. This metaphor reflects how the reviewer associated deliciousness with structured, meaningful compositions, implying that flavors can be layered, developed, and appreciated like a well-written text. This mapping was found in two instances among the 42 metaphorical expressions collected. The following expressions exemplify this metaphor:



- Example 22 k<sup>h</sup>wa:mʔàròj jǐ:nâ: rê:k ma: teà:k mannúakrò:p  
The first chapter of deliciousness starts with crispy beef fat.  
ความอร่อยย่อหน้าแรกมาจากมันเนื้อกรอบ
- Example 23 hà:k sênbàmi: k<sup>h</sup>uu: rá p<sup>h</sup>in p<sup>h</sup>raj wa:n kà:kmǔ: naj te<sup>h</sup>a:m nán kô: k<sup>h</sup>uu: da: rin wá ra: rít  
If the noodles are the hero, the crispy pork bits are the leading lady.  
หากเส้นบะหมี่คือฮีโร่ ไพรวัดย์ กากหมูในชามนั่นก็คือดาริน วราฤทธิ์

These expressions demonstrate how deliciousness is metaphorically structured like a written work. In Example 22, the phrase the first paragraph of deliciousness (“jǐ:nâ: rê:k”) suggests that the experience of eating is akin to reading a well-crafted piece of writing. This implies that the dish unfolds in layers, much like a story progresses from one section to the next. In Example 23, the reviewer references characters from the novel Phet Phra Uma, a well-known Thai adventure novel, to construct a literary analogy. The noodles are likened to Rupin Phaiwan (“rá p<sup>h</sup>in p<sup>h</sup>raj wa:n”), the novel’s protagonist, while the crispy pork cracklings are compared to Darin Wararit (“da: rin wá ra: rít”), the heroine. This suggests that the elements of the dish work in harmony, just as characters complement each other in a narrative.

#### Source Domain [loudness]

Jǐ:nâ: rê:k

leading characters in the novel

#### Target Domain [deliciousness]

a layer of deliciousness

deliciousness

### 4.9 The conceptual metaphor [DELICIOUSNESS IS CELEBRATION]

Another conceptual metaphor identified in the reviewer’s linguistic expressions is [DELICIOUSNESS IS CELEBRATION], where the experience of deliciousness is equated with moments of joy, festivity, and grand occasions. This metaphor suggests that certain flavors bring up the excitement, liveliness, and pleasure associated with celebrations, making the act of eating feel like a special event. This conceptual metaphor was identified two times among the 42 tokens collected. The expressions derived from this conceptual metaphor are presented below.

- Example 24 hǎ:m wǎ:n bè:p kamlaŋ te<sup>h</sup>àlǎ:ŋ héppí:ʔe:nníwɔ:sɛ:rí: ʔà raj jà:ŋ nán  
Sweet and fragrant—like celebrating a Happy Anniversary.  
หอมหวานแบบกำลังฉลอง Happy Anniversary อะไรอย่างนั้น
- Example 25 k<sup>h</sup>ɔ:j kin tam maŋk<sup>h</sup>út thî: rôtte<sup>h</sup>â:t mǔan mi: k<sup>h</sup>raj ma: teùt p<sup>h</sup>lú? naj pà:k mǎj  
Ever tried mangosteen salad that tastes like fireworks going off in your mouth?  
เคยกินตำมังคุด ที่รสชาติเหมือนมีโครมจุ๊ดพลูในปากไหม

These expressions illustrate how the reviewer employs celebratory imagery to describe the intensity and excitement of flavors. In Example 24, the sweetness and fragrance of the dish are likened to an anniversary celebration (“te<sup>h</sup>àlǎ:ŋ héppí:ʔe:nníwɔ:sɛ:rí:”), suggesting that the taste conveys a sense of festivity and happiness. The reference to a special occasion implies that the flavor is luxurious, indulgent, or worthy of being savored like a moment of personal joy. In Example 25, the reviewer compares the taste of mangosteen salad to fireworks (“p<sup>h</sup>lú?”) being set off in the mouth, evoking a sensation of explosive, dynamic flavors. This metaphor conveys the idea that the dish delivers an unexpected burst of taste, much like fireworks create excitement in a celebration.

## 5. Conclusion

This study examined how food reviewer in Thailand employed conceptual metaphors to describe deliciousness in food review videos. From the analysis of 42 metaphorical expressions from the TikTok

[524]





channel titled “Kinraideewa”, the study identified nine key conceptual metaphors that shape how deliciousness was conveyed. These include [DELICIOUSNESS] IS [SACRED THINGS], where deliciousness was depicted as revered and spiritually meaningful, and [DELICIOUSNESS] IS [TRANSPORTATION], which associated deliciousness with vehicles and transportation. Additionally, the food reviewer linked deliciousness to religious experiences reflected through the conceptual metaphor [DELICIOUSNESS] IS [RELIGIOUS BELIEFS], while [DELICIOUSNESS] IS [COMPETITION] conceptualized food as an unbeatable contender in a competition. Other metaphors included [DELICIOUSNESS] IS [MEDICINE], representing deliciousness as a restorative force, and [DELICIOUSNESS] IS [MONEY], equating deliciousness with financial gain or investment. The intensity of deliciousness was described through sound-related words which could be reflected through the metaphor [DELICIOUSNESS] IS [LOUDNESS], while the structured nature of deliciousness was compared to storytelling in [DELICIOUSNESS] IS [WRITTEN WORK]. Lastly, [DELICIOUSNESS] IS [CELEBRATION] associated deliciousness with joy, festivity, and excitement.

The findings suggested that the food reviewer intentionally employed metaphors to make the descriptions more engaging and accessible to the viewer. By linking the abstract sensation of deliciousness to familiar, culturally relevant domains, these metaphors enhance the emotional and sensory impact of food reviews. This demonstrates the broader role of conceptual metaphors in shaping perception and influencing consumer engagement within digital food media. Furthermore, the study highlights the linguistic and cultural significance of metaphorical expressions in Thai food discourse, showing how reviewers integrate religious, economic, competitive, and celebratory themes to produce vivid and persuasive narratives. These findings support the principles of Conceptual Metaphor Theory (Lakoff & Johnson, 1980), promoting the idea that metaphorical language is not merely a stylistic device but an essential part of human cognition and communication.

The findings of this study reveal the linguistic strategies employed by food reviewers to convey the concept of “deliciousness.” These results offer valuable insights for food reviewers, influencers, and content creators who seek to increase viewer engagement through effective and appealing language, particularly in the context of food description. Moreover, the study has practical implications for scriptwriters involved in producing video content, suggesting that the strategic use of metaphorical expressions may enhance the persuasive power and overall impact of food reviews.

Nevertheless, this study has some limitations. As a pioneering exploration of conceptual metaphors of deliciousness in food review videos on social media, the number of tokens analyzed was relatively limited. This could raise concerns about the generalizability of the findings. Therefore, future studies should incorporate a larger dataset and draw from multiple sources to ensure that the results more accurately reflect the role of metaphor in food review discourse.

## 6. Acknowledgements

I would like to express my sincere gratitude to those who have supported me throughout the process of writing this research paper. First and foremost, I am deeply thankful to God for His wisdom, guidance, and unwavering love. I am also grateful to my parents for their continuous encouragement and support in every aspect of my life. Lastly, I extend my appreciation to Mr. Chayan Charoenpakdee, my life partner, for his unwavering support, and love.

## 7. References

- Charteris-Black, J. (2004). *Corpus Approaches to Critical Metaphor Analysis*. New York: Palgrave Macmillan.
- Constantinides, E., & Holleschovsky, N. I. (2016). Impact of Online Product Reviews on Purchasing Decisions. *Proceedings of the 12th International Conference on Web Information Systems and Technologies (WEBST) 2025*, pp. 271-278. Rome, Italy. Retrieved from <https://research.utwente.nl/en/publications/impact-of-online-product-reviews-on-purchasing-decisions>
- Eakkapochana, D. (2023). Conceptual metaphors of sin in Thai. *Chophayom Journal*, 34(1), 13–42.



- Khan, N., & Nadeem, Y. (2022). Effect of online reviews on consumer buying pattern in food industry. *Journal of Administrative and Business Studies*, 8(3), 27-35.
- Lakoff, G., & Johnson, M. (1980). *Metaphors we live by*. Chicago: University of Chicago Press.
- Larbprasertporn, U., & Luksaneeyanawin, S. (2021). Metaphor of nature in Zen Buddhism by Thích Nhất Hạnh: A case study of plant metaphor. *NIDA Journal of Language and Communication*, 26(39), 1–16.
- Sathientharadol, P., & Buranawanna, K. (2022). Conceptual metaphors of the word “(the) aged” in Thai. *Journal of Liberal Arts of Rajamangala University of Technology Suvarnabhumi*, 4(2), 307–321.
- Steen, G. J., Dorst, A. G., Krennmayr, T., Kaal, A. A., & Herrmann, J. B. (2010). *A method for linguistic metaphor identification: From MIP to MIPVU*. John Benjamins Publishing Company.
- Tawichai, S. (2006). *Conceptual Metaphors of Anger in Thai*. A thesis for the degree of Master of Arts in Thai. Silpakorn University.
- Techacharoenrungrueang, S., & Bunsorn, M. (2022). Conceptual metaphors of love in Thai pop songs produced by Nadao Music and representation of love in the digital age. *Manusat Paritat: Journal of Humanities*, 44(1), 80–107.