

Polysemous Words Found In Business Section of *The Economist* Magazine

Kata-Kata Polisemi yang Ditemukan Di Kolom Bisnis Majalah *The Economist*

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Paper received: 25-10-2021; revised: 15-1-2022; accepted: 21-1-2022

Abstract

The aims of this research are to find out types of polysemy (one of lexical relations) based on the explanation in the book *Meaning in Language* by Allan Cruse (2000) and to explain polysemous words that are recognized as business terms. Research design for this research is descriptive qualitative. The data were collected from the articles in the business section of *The Economist*, and analyzed using the componential analysis method. Data analysis process began by identifying the polysemous words using semantic features that refer to *Oxford Advanced Learner's Dictionary* and *Oxford Dictionary of Business and Management*, then the results are presented in form of explanatory sentences and tables. The findings show that there are two types of polysemy found in *The Economist*, linear polysemy and non-linear polysemy; and there are only a few business terms that are categorized as polysemous words. Finally, it can be concluded that polysemy can be found in the written communication media, as in *The Economist* magazine, and the polysemous words found in the magazine are mostly common English words.

Keywords: polysemy; componential analysis; *The Economist*

Abstrak

Tujuan penelitian ini yaitu untuk mencari tahu tipe-tipe polisemi berdasarkan penjelasan pada buku *Meaning in Language* oleh Allan Cruse (2000) dan menjabarkan kata-kata polisemi yang diketahui sebagai istilah bisnis. Desain penelitian yang digunakan yaitu deskripsi kualitatif. Data diperoleh dari artikel-artikel pada kolom bisnis majalah *The Economist* dan dianalisis menggunakan metode analisis komponensial. Proses analisis data dimulai dari mengidentifikasi kata-kata polisemi menggunakan fitur semantik dengan referensi yang diperoleh dari *Oxford Advanced Learner's Dictionary* dan *Oxford Dictionary of Business and Management*, selanjutnya penelitian disajikan dalam bentuk tabel dan kalimat penjelasan. Hasil penelitian ini menunjukkan bahwa terdapat dua tipe polisemi yang ditemukan pada *The Economist*, yaitu polisemi linier dan polisemi non-linier, dan hanya beberapa istilah bisnis yang dapat dikategorikan sebagai kata-kata polisemi. Dapat disimpulkan bahwa polisemi dapat ditemukan pada media komunikasi tertulis, seperti pada majalah *The Economist*, dan kata-kata polisemi yang ditemukan pada majalah tersebut sebagian besarnya adalah kata-kata umum bahasa Inggris.

Kata kunci: polisemi; analisis komponensial; *The Economist*

1. Introduction

Language is a tool to share ideas, opinions, expressions, and to communicate with each other. Both spoken and written, language can occur various linguistic phenomena that are interesting to discuss. In linguistic phenomena, there are many branches, one of them is Semantics. Yule (2010) defined Semantics as the study of meaning which focuses on what words mean, rather than what an individual speaker means. Words as meaningful units deal with the fact that a single form may be combined with several meanings and the same meaning may be combined with several word forms (Lyons, 2005). The relationship of the word

meanings is called lexical relations (Saeed, 2016). According to Saeed (2016), there are several types of lexical relations: polysemy, homonymy, synonymy, antonymy, hyponymy, meronymy, member-collection, and portion mass. Semantics, in particular, lexical relation closely related in daily life. A word with multiple meanings, with similar meanings, or with opposite meanings is often used in multiple media. To provide the overviews, the following descriptions are previous studies of lexical relations.

First, a study on lexical relation in Maroon 5's Amnesia using Palmer's theory that focuses on synonymy, antonymy, hyponymy, polysemy, and homonymy. From this study, we can learn that a word is possible to contain two or more lexical relations, and the words of adjective, verb, adverb can have lexical relations (Febriasari, 2018). Second, lexical relations were tested on Surah Yasin. From this study, the writer found the most dominant lexical relation (Sutadi, 2013). Third, a study about polysemy and homonymy in the Toy Story movie. From this study, we learn that there are a lot of polysemous and homonymous words found in the movie (Ginting, 2018). Fourth, a polysemy study on Indonesian versions of Al-Quran by Hamka and Quraish Shihab. In this study, the writer relied on Ullmann's theory which divides polysemy into five approaches. From this study, we can learn that the words *Wali* and *Auliya* do not only mean "a leader" (Azizah, 2011). Fifth, a polysemy study on vocabulary in the handbook of Islamic Banking of English. In this study, the writer limited her study on noun, verb, adjective, and adverb words (Setianingrum, 2017). The last, a previous study that focused on polysemy in computer terms. The results show that computer terms are mostly generated by metaphorical influence and the common properties (Setyaningsih, 2011)

According to the previous studies above, it showed that lexical relations are often used to enrich vocabulary. One of the lexical relations that has many examples is polysemy. Polysemy is a connection between the senses of a word (Cruse, 2000). There are a lot of theories and perspectives on polysemy, but this study focused on two types of polysemy as mentioned in *Meaning in Language* by Alan Cruse (2000). The types are linear polysemy and non-linear polysemy. Within linear polysemy, there are several subtypes: auto hyponymy, auto superordinate, automeronymy, and autoholonymy. The first is auto hyponymy in which a basic sense of a word becomes a specialized sense, e.g the word *drink* commonly refers to beverages, such as water, milk, tea, etc, becomes more specific as *drink alcohol*. The second is a superordinate that a basic sense of a word dominates the other, e.g the normal reference of the word *cow* is female cattle, but in some occasion, it refers to both sexes, female and male cattle. The third is automeronymy that occurs when a basic sense of a word refers to a smaller or a subpart sense, e.g *door* is commonly understood as a whole set-up, but sometimes it refers to the panel only. The fourth is autoholonymy which a basic sense of a word refers to a larger sense, e.g *leg* (thigh and calf) refers to thigh, calf, knee, and foot. Beside of linear polysemy, there is non-linear polysemy which has three sub-types, such as metaphor, metonymy and miscellaneous. Some of polysemous senses are highly related to the sense of metaphor and metonymy. In addition, some miscellaneous are also categorized as polysemous, e.g a month is the same with four weeks.

Concerning the previous studies of polysemy in a song, a textbook, Holy Qur'an, a movie, and computer articles, in order to expand the research of polysemy, this study took data sources from a magazine. There are a lot of magazines that are published print or digitally, one of them is an international magazine, called *The Economist*. *The Economist* is one of the oldest newspapers printed in magazine-format. It has persisted for more than 150 years. Based on its

history, this magazine offers analysis and opinion about the main issues, events- business and politics every week. In addition to business and political issues, *The Economist* provides other issues, such as finance and economics, science and technology, and international issues. According to the website profile, there is a special thing about *The Economist*, the fact that all articles in this magazine are written anonymously. Furthermore, it is a belief that what is written is more important than who the writer is.

As mentioned above, there are many sections in *The Economist*, hence, this study was limited and only focused on the business section. Moreover, to explore more about polysemy, the selected polysemous will be discussed whether it is categorized as business terms or it is just a general word. Before all else, it is assumed to be business terms because the terms can appear as polysemous in some contexts and specialized languages. It is supported by some previous studies that discussed some terms can actually include to polysemous, for examples: legal terms “disposition”, sport terms “serviciu/service”, and other terms “memorandum” (Chroma, 2011; Mihaela, 2017; Iglesias, 2010).

Furthermore, with various considerations and references from previous studies, this study was conducted to find polysemous in the business section of *The Economist*, led by the following research questions:

- 1) What types of polysemy are found in the business section articles of *The Economist*?
- 2) What are the polysemous words which can be categorized as business terms?

Specifically, this research aims to find and describe the types of polysemy that are found in business section articles of *The Economist*. Additionally, this research also intends to find out whether the polysemous are the common/general English words or business terms.

This research is expected to be useful in the semantics field and it can give both theoretical and practical benefits. Theoretically, this result of this research can provide more information related to the semantic that concerns polysemy, especially in business topic. In addition, this research has the aim to enrich the collection of study under the linguistic field. Practically, this research is expected to add new knowledge about polysemy and its types, directly for college students who have a plan to conduct a similar research topic, and indirectly for content-writers and editors of newspapers or magazines who take responsibility on writing of business-related issues.

2. Methods

The research design for this research is descriptive qualitative design, that focuses on non-numerical forms and the data is typically collected from documents, interviews or observations (Maxwell & Reibold, 2015). The researcher collected the data from *The Economist* magazine which is published in printed version, online version and electronic-book or Portable Document Format (PDF) version, and for this research, the researcher used PDF versions that are downloaded from the Internet freely. More specifically, the data sources are the articles in the business section that belong to the first week of these months: January, April, July, and October. The selection of the data source was based on a systematic random sampling method. Moreover, the data of this research are words that contain a polysemy sense found in the articles in the business section of *The Economist*. In analyzing the data, the researcher used two instruments such as self-checklist and dictionaries. *Oxford Advanced Learner's Dictionary*

(Hornby, 2015) and *Oxford Dictionary of Business and Management* (Law, 2009) were used for references in describing the meanings.

The analyses are presented using the componential analysis method. Componential analysis uses three symbols to show the entailment between the word and the semantic features. The symbol '+' is used to show the presence of the semantic features or to show the congruence between the word and the semantic features. The symbol '-' is used to show the absence of the semantic features. The symbol '±' is to show the indifference or a neutral.

In determining the semantic features, the researcher looked at the etymology of the word using the dictionary, and considered other approaches, such as common components, diagnostic components, and supplementary components. According to Nida and Taber (2003) common components are those that represent the sameness of all meanings of a word; diagnostic components are those that differentiate the meanings of a word; and supplementary components are those used to add additional information in contrasting the meanings of a word.

3. Findings and Discussion

3.1. Findings

3.1.1 Type of Polysemy Found in *The Economist*

In the business section of *The Economist* magazine 2019 edition, there are 2 types of polysemy found. Linear polysemy has 3 data and non-linear polysemy has 30 data. In the linear polysemy, there are only 2 subtypes found: auto hyponymy and autoholonymy. Two data are categorized as auto hyponymy and one datum is categorized as autoholonymy. In the non-linear polysemy, there are 3 subtypes found: metaphor, metonymy, and miscellaneous. Twenty-seven data are categorized as metaphor, 2 data are categorized as metonymy and one datum is miscellaneous.

In linear polysemy, three data are discovered and classified as auto hyponymy and autoholonymy subtypes. The word *drug* and *cannabis* are instances of auto hyponymy.

- (1) According to the *Wall Street Journal*, it was one such monitor at HSBC (which agreed to monitoring after being fined \$1.9bn in 2012 for allowing Mexican **drug** cartels to launder money through its systems) who notified American prosecutors of suspicious transactions at Huawei.

Table 1. The semantic features of the word *drug*

Semantic features	General meaning	Context meaning
Medicine	+	-
Legal	+	-
Addictive	-	+
Prescription from a doctor	+	-
Tablet	+	+
Injection	+	+
Syrup	+	-
Negative effects	-	+

According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *drug* has a general meaning “medicine”. In the sentence, the word *drug* indicates illegal; it can be bought from drug cartels; the product forms are often tablet and injection; and it has a lot of negative effects. With the semantic features, the word *drug* in the sentence can be more clearly understood as auto hyponymy. Another example of auto hyponymy is the word *cannabis*, as it is mentioned in the sentence below:

- (2) A clutch of investors see these drugs going the way of **cannabis**, whose creeping decriminalization has spurred commercial interest in the weed’s medical uses.

Table 2. The semantic features of the word *cannabis*

Semantic features	General meaning	Context meaning
A whole plant	+	-
For cooking	+	-
For textile	+	-
For biofuel	+	-
Medicine	+	+
Recreational drug	+	+
Negative effects	±	±

According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), *cannabis* is a plant that has many benefits beside of its use as a drug. Medical *cannabis* uses the leaf part of a cannabis plant, whereas other parts are used for other purposes. Referring to the book *Meaning in Language*, Cruse (2000) provides the example of auto hyponymy using the word *drink*. The basic sense of the word (water/juice/milk) can change into a specific sense (alcohol) based on the context. In this case, the word *cannabis* in the sentence also shows the specific sense of the cannabis plant. Because of this reason, the word *cannabis* can be categorized as auto hyponymy. Beside auto hyponymy, another sub-type of linear polysemy is also found in the following sentence.

- (3) For a country that once blocked the takeover of a yogurt firm, Danone, on the basis of its strategic importance, the sale to a foreign rival of a firm that maintained **turbines** for France’s nuclear power stations and submarines remains highly sensitive.

Table 3. The semantic features of the word *turbine*

Semantic features	General meaning	Context meaning
A generator	+	+
A tower	-	+
A foundation	-	+
A set of blade	±	+
A gearbox	-	+
Mostly located in France and China	-	+
For vehicles	+	+
For electronic devices	+	-

There are possibilities of multiple meanings of the word *turbine*. According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), it is generally known as a machine that can convert natural energy into usable energy, the word *turbine* in the sentence has a different meaning. The table shows one similarity between a basic turbine and a specific turbine. Both turbines have generators as one of their components. However, there are some differences mentioned. The word *turbine* in the sentence refers to a specific turbine that has a foundation, a tower, a set of blades, and a gearbox. The word *turbine* here is the big one, which refers to the whole body of a wind turbine, not just a small part of devices or vehicles. According to the concept of autoholonymy which is the basic sense of something that can be understood as a larger sense, the word *turbine* in the sentence can be categorized as autoholonymy. The information from the magazine article also supports this reason to put the word *turbine* in the autoholonymy sub-type.

Following the explanation of polysemy in the introduction, there is another type of polysemy, called non-linear with three sub-types: metaphor, metonymy and miscellaneous. Polysemous that are influenced by metaphor get the most percentage number among other subtypes. It proves Cruse's argument (2000) that many polysemous finds are related metaphorically. Below, 10 examples of polysemous under metaphor sub-type.

- (4) Vancouver airport is an unlikely **venue** for the genesis of a global spat. But repercussions from the detention by Canadian authorities of Meng Wanzhou while in transit there on December 1st are still spreading.

Table 4. The semantic features of the word *venue*

Semantic features	General meaning	Context meaning
A place	+	+
A lot of people come	+	-
For entertainment purposes	+	-
An important event happens	+	+
A criminal case happens	-	+

According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *venue* means a place where organized events happen, but in the sentence, *venue* does not mean a place with a lot of decorations and a lot of people coming for an event. *Venue* here still has a meaning of a place, but it is for a different situation. As shown in the table above, the word *venue* in the sentence means a place where something that relates to a criminal case happens. The choice of the word *venue* is used to describe a place where an important event happens and the event has a great influence on the people involved. It is similar to the general meaning of a venue which is usually booked for a large and festive event such as weddings.

- (5) Focused on enforcing its sanctions, reducing corruption in poor countries and fighting money-laundering and terrorism financing, it has found ways of prosecuting companies and their executives far beyond its **shores**.

Table 5. The semantic features of the word *shore*

Semantic features	General meaning	Context meaning
An area	+	-
A line between two things	+	+
A border	+	+
Nature	+	-

The word *shore* in the sentence has an extended interpretation from the general meaning. The word *shore* is understood as coast or the edge of land near the sea. According to the *Encyclopedia of Coastal Science* (Schwarz, 2005), the word *shore* is originally from Middle English and low German *Schöre*, which means a line between the land and the sea. However, in this context, the word *shore* does not have a relation with the sea, but it has a similar sense of it.

The table above shows that the meaning of the word *shore* in the sentence has two similarities with the general meaning. It is not about a place, but it relates to a line and a border. The word *shore* in the sentence means a limit. *Shore* figuratively represents the word *limit*, using the concept of the general meaning about the line between the sea and the land.

- (6) A banking transaction that ultimately passes through New York—as many do, given the centrality of American dollars to global trade—can give prosecutors a **toehold** to inspect it.

Table 6. The semantic features of the word *toehold*

Semantic features	General meaning	Context meaning
A place to holds the feet	+	-
A support	+	+
A facility	+	+
A first step	-	+

According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *toehold* means “a small place for a person's foot to climb”. In the sentence, the word *toehold* does not mean “a place” but it more likely means “access”. *Toehold* is the facility that supports the prosecutors to inspect a banking transaction. The meaning of *toehold* in the sentence has a similar sense to the general meaning. The writer uses the word *toehold* figuratively, as the prosecutors need access to take a further step in the inspection.

- (7) Mr Pierucci's private **hell** began in April 2013 when he was handcuffed upon arrival at New York's John F. Kennedy Airport.

Table 7. The semantic features of the word *hell*

Semantic features	General meaning	Context meaning
A place of eternal fire	+	-
A palce of evil people suffer	+	-
Punishment	+	±
A state of suffering	-	+

The writer uses the word *hell* metaphorically. According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *hell* means "a place where evil people suffer and it is believed by various religions". In the example above, the word *hell* has a different meaning. The word *hell* in the context meaning has semantic features of punishment and a state of suffering. Moreover, following the context of the sentence above, the word *hell* is compatible to describe something bad that happens to Mr. Pierucci. It occurs because the meaning of the word *hell* has been extended through metaphor.

- (8) She argues that users are **sleepwalking** into this new world of "smart" devices and smart cities, created more for the benefit of those who Hoover up their data than for them.

Table 8. The semantic features of the word *sleepwalking*

Semantic features	General meaning	Context meaning
A sleep disorder	+	-
Unconscious mind	+	+
Conscious body	+	+
Unaware of surroundings	+	+

The word *sleepwalking* in the sentence does not describe the literal phenomenon of sleep disorder. However, it describes the situations when people act like they are *sleepwalking*. According to the context of the sentence, the word *sleepwalking* describes people nowadays who use technology without concerning other things like their data and privacy. It has a similar sense like "unconscious mind, conscious body."

- (9) Even highly qualified African-Americans received fewer **calls** for interviews than whites with lesser qualifications.

Table 9. The semantic features of the word *call*

Semantic features	General meaning	Context meaning
Give and get information	+	+
By phone	+	-
Request for attending	-	+
Formal situation	±	+

The word *call* in *Oxford Advanced Learner's Dictionary* (Hornby, 2015) means an act of mentioning someone's name or having a phone *call*. However, by following the context of the sentence, the meaning of the word *call* is slightly different. According to the context of the sentence above, it is about a job vacancy. We can easily figure out the meaning of the word *call* here. It means a request for attending an interview. Other information to support the meaning are the *calls* usually sent via email or mail, and the interview is held in a formal situation. Because the word *call* has been influenced by metaphor, it can be categorized as polysemous.

- (10) Perhaps it would be better to **breed** more Firefoxes instead.

Table 10. The semantic features of the word *breed*

Semantic features	General meaning	Context meaning
Produce	+	+
Animate	+	-
New model	-	+

The word *breed* is usually used for animals. According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), it means “to produce offspring (animal)”. However, in the sentence above, the word *breed* is used for describing the creation of Microsoft’s browser. Here is the table of semantic features of the word *breed* to distinguish the meanings. The possible reason for the word *breed* appears in the sentence is Firefox. The writer creates an image of Firefox as the real fox (animal). Therefore, the word *breed* is suitable to the word Firefox. Moreover, because the word *breed* has been influenced by metaphor, the meaning is slightly different from the general meaning. The word *breed* means “launch”, in this context, Microsoft should launch more browsers that are similar to Firefox.

- (11) Companies have used the **windfall** to buy back shares—reducing the amount of stock and superficially boosting earnings per share.

Table 11. The semantic features of the word *windfall*

Semantic features	General meaning	Context meaning
Blown by the wind	+	-
By nature	+	-
Unexpected	+	+
Receive benefits	±	+

According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *windfall* means “something like an apple or the leaf is blown by wind”. However, in this context, the meaning is quite different. The table above shows the semantic features of *windfall*. In context, the word *windfall* means something unexpected. It means that the company is waiting for unexpected money or benefits. The similarity between the general meaning and the context meaning is close, except it does not occur by nature.

- (12) Some shoppers seem to have missed the **gloomy** headlines.

Table 12. The semantic features of the word *gloomy*

Semantic features	General meaning	Context meaning
Dark atmosphere	+	-
Shadowy	+	-
Feeling blue	+	-
Unfortunate situation	±	+
Cause distress	-	+

Another example of polysemy that is influenced by metaphor is the word *gloomy*. According to *Oxford Advanced Learner's Dictionary* (Hornby, 2015), the word *gloomy* means “dark and melancholy atmospheres”. However, we cannot interpret the meaning of the word *gloomy* in the sentence with the general meaning. According to the table above, the possible

semantic features for the word *gloomy* in the context meaning are something that causes distress and unfortunate situations. Following the context of the sentence, *gloomy* headlines means bad news (about the company or the product sales).

- (13) Mr. McAfee builds on “The Second Machine Age”, the **bible** of techno-optimism he co-authored with Erik Brynjolfsson in 2014.

Table 13. The semantic features of *bible*

Semantic features	General meaning	Context meaning
The inspired Word of God	+	-
Written by experts	-	+
Religious texts	+	-
A guidebook	+	+

According to *Oxford Advanced Learner’s Dictionary* (Hornby, 2015), the etymology of the word *bible* is from Greek “biblia” which means the book. In the sentence above, the word *bible* is the metaphorical term of a guidebook. In this context, the guidebook is *The Second Machine Age*. The word *bible* is considered as metaphorical polysemous because of some reasons. There are semantic features of the word *bible* to distinguish between two meanings. The table above shows that the concepts are similar. There is a *bible* as a holy scripture of a religion, a collection of religious texts, that is inspired by God’s verses. There is also a *bible* for mundane things that is inspired by experts. Both are a guidebook for humans. The first is a guidebook for living and the second is a guidebook for things related to the topic of the books.

Beside metaphor, there is another subtype that influences polysemy, named metonymy. Metonymy is shown in these examples below.

- (14) Yoshinoya, a chain of Japanese restaurants which endeared itself with protesters after running a Facebook ad that seemed to mock heavy-handed Hong Kong policemen, faced a backlash when it deleted the ad and the boss of its Hong Kong franchise-owner told two **newspapers** that he had taken part in pro-police rallies.

Table 14. The semantic features of the word *newspaper*

Semantic features	General meaning	Context meaning
A printed publication	+	-
Reporters of the newspaper	-	+
A publishing company	-	+

In the sentence above, the word *newspaper* is metonymy polysemous. The *newspaper* is a thing, but the writer writes it as it is human. The word *newspaper* in the sentence can be easily understood as a company which publishes the newspaper. The Hong Kong franchise-owner gives statements to the reporters and then they make it to the newspaper. There is a close relationship between the company and the product, in this case the newspaper is the product of the publishing company. (Reporters→the publishing company, the publishing company - »newspaper)

- (15) Everything from farms (the average American cow produces more than four times as much milk as in 1950) to **iPhones** (each one contains a calculator, camera, tape recorder, map and other gizmos) have, as Mr McAfee puts it, gradually “dematerialised”.

Table 15. The semantic features of the word *iPhone*

Semantic features	General meaning	Context meaning
By Apple Inc.	+	-
Basic features (calculator, camera, tape-recorder)	+	+
Operation system: iOS	+	-
Virtual assistant: Siri	+	-

There is a generalization of mentioning the brand or the product series of a phone in the sentence above. *iPhone* is known as a phone series of the brand *Apple*. There are some differences between the iPhone and other phones. According to the table above, there are some differences. From the brand name; operation system, other phones have *AndroidOS*, *HarmonyOS*, or *SymbianOS*; to virtual assistant. However, in the sentence above, the writer only mentions the basic features of the iPhone, which are available in every smartphone now. There are possibilities of mentioning *iPhone* instead of just mentioning “a phone”. First, *the iPhone* by *Apple* has been known for a long time. Second, this product can be categorized as a high-end phone. Third, in the western countries, most people prefer *iPhone* to other phones. This case is called metonymy because the word *iPhone* replaces the phone in general. The last sub-type of non-linear polysemy is miscellaneous.

- (16) Surveys of airport passengers show that net EU immigration in the **12 months** to June 2018 added up to an estimated inflow of 74,000 people, compared with 189,000 in the year before the June 2016 Brexit referendum.

The word a year is miscellaneous for 12 months. The beginning of the year does not matter, as long as it ends 12 months later.

3.1.2 Polysemous Words That are Recognized as Business Terms

There are 33 polysemous words found in the business section of *The Economist*. Among the 33 polysemous words, there are only 2 business terms found. The researcher uses *Oxford Advanced Learner’s Dictionary* (2015) and *Oxford Dictionary of Business and Management* (2009) as the references. Here is the discussion of the findings.

- (17) Toehold

The word *toehold* has a general meaning of a small place that supports the feet, especially when climbing. In the non-linear polysemy, the word *toehold* is the case of metaphor and the meaning is different compared to the general meaning. The meaning is an access or a facility to begin something. It occurs when the word is interpreted through the context of the sentence. In business terms, the word *toehold* has another definition. However, the meaning still has a similar sense to the general meaning. There is a table of comparisons between the general meaning, the metaphorical polysemy meaning, and the business term.

Table 16, Comparison meanings of the word *toehold*

Semantic features	General meaning	Metaphorical polysemy meaning	Business terms
A place to hold the feet	+	-	-
A support	+	+	+
A facility	+	+	+
A first step	-	+	+
Business acquisition	-	-	+

Referring to the *Oxford Dictionary of Business and Management* (2009), the definition of the word *toehold* in the business terms is “an initial share in the company in preparation for business acquisition.” Focus on the present sign (+) in the business term column. Four semantic features refer to the business terms definitions. The first is a toehold is a thing to support the progress. For business, there is an initial stake or a business capital to support an acquisition attempt. The second is *toehold* is a facility to do something. It can be business planning, negotiation, costs, and stock. The third is likely the first step to begin something. The fourth is about a business acquisition. Moreover, compared to the primary or source meaning and the metaphorical polysemy, there are two similarities of semantic features, as shown with the present sign (+) in three columns.

There is no etymology found for this word, except for the fact that the word *toehold* is a combination of the word *toe* and *hold*. However, the table of the semantic features above proves that the meanings have a similar sense. It does make sense that the business terms *toehold* is also polysemous.

(18) Call

There are various meanings of the word *call*. According to the *Oxford Advanced Learner's Dictionary* (Hornby, 2015), at least 8 definitions (verb) and 10 definitions (noun) are found. Beside that, there is also a definition of the word *call* in business terms. Here is the table of semantic features of the word *call* in comparison of the general meaning, the metaphorical polysemy meaning, and the business term.

Table 17, Comparison meanings of the word *call*

Semantic features	General meaning	Metaphorical polysemy meaning	Business terms
Give and get information	+	+	+
By phone	+	-	±
Request for attending	-	+	-
Formal situation	±	+	-
Give and get information	+	+	+
Request to do something	-	-	+
Money oriented	-	-	+
By a company	-	±	+
By a bank	-	-	+

According to the *Oxford Dictionary of Business and Management* (2009), the definition of the word *call* in business terms is a demand to pay a specific sum of money on a specific date. In the table above, there are possible semantic features that refer to the word *call* in business terms. Companies and banks will give the customers information about the payment. Some banks inform the customers to pay the loan or monthly administration fee by phone. It is categorized as a formal situation.

Considering the similar sense between the meanings and the same etymology (from Old Norse, *kalla*, means “summon loudly”), the business term *call* can be categorized as polysemous.

3.2. Discussion

Based on the findings above, the collected polysemous are mostly linear polysemy. It means that the articles in the business section of *The Economist* mostly use the words that have figurative meaning, to be precise, metaphorically influenced. The selected polysemous above are part of verbs, nouns, and adjectives. There are no adverbs, prepositions, pronouns, conjunctions, and interjections polysemous found in the articles.

In describing the meaning, context of the sentences helped the researcher to understand the meaning of polysemous words. For example, in the 1st sentence, the word *drug* is easier to understand as an illegal drug because there are supporting words, such as Mexican and cartels. It is enough to give information about background.

The number of business terms that are classified as polysemous is very small. There are only two data found because the selection process began with the general polysemous first. The words *toehold* and *call* show that some of the terms are originally from general words that people use in daily life and it becomes specialized within a specific subject field.

4. Conclusions

The current study reveals that polysemy can be found in many media, including a magazine. There are linear polysemy and non-linear polysemy found in *The Economist*. From 4 sub-types of linear polysemy, there are only 2 sub-types discovered: auto hyponymy and autoholonymy. In non-linear polysemy, all subtypes are discovered. The findings show that metaphor is the most frequent sub-type of polysemy. Many polysemy senses are influenced by metaphor. Moreover, there are only 2 business terms found in the polysemy data. Most polysemous words are common English words, not business terms, though it is related to business topics. In addition, other business terms found in the business section are categorized as phrases which are not included in the focus of the research.

Finally, throughout this research, we found some examples of polysemous words. In conducting research of polysemy, future researchers should be more careful with the data assessment. Many words are difficult to explain and to be understood due to vagueness in the sense of relatedness. In relevance with the topic of this research, the researcher hopes that in the future, people can employ this research as a reference for more better and detailed polysemy research.

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