English Homonyms in Fashion Articles: A Meaning Component Analysis in *Vogue* Magazine

Nazwa Putri Ramadhanty[1], Ruminda[2], Hasbi Assiddiqi[3]
[1, 2, 3]Sastra Inggris, FAH Universitas Islam Negeri Sunan Gunung Djati Bandung
Corresponding E-mail: nazwa.saasha@gmail.com

Abstract

This study investigates the use of English Homonyms in fashion terms from Vogue Magazines. The research uses a qualitative descriptive method to describe the data and each word's components by analyzing articles in Vogue magazines, which have 11 articles from April 2025. Writers used homonyms and meaning component theory by Saeed to find the types of homonyms in the articles of Vogue Magazines and the meaning components contained in fashion terms. A total of homonymous words was identified with different meanings in fashion terms compared to general usage. Homonyms cause ambiguity in several cases without context; the research helps to understand more about words used in fashion terms able to have different meanings. The results show that two types of homonyms were found in the articles, with homographs as the type mostly found.

Keywords: *fashion*, *homonyms, meaning component, semantics*

Introduction

The phenomenon of homonyms in the study of semantics is one of the phenomena that has a big impact on understanding the meaning. Homonyms are divided into two types: Homograph and homophone. A homograph is the same written word with a different meaning, and a homophone is the same sound word with a different meaning. A homonym is one of the types of lexical relation; homonym words are able to have multiple meanings that are not semantically related; according to Saeed, a word is able to have one or more meanings that are not related at all, even with the same sound (Saeed, 2003). Lexical relations are where words are like interconnected friends. They can have a relationship of meaning even if they look different or even the same.

Since language has a characteristic that is arbiters, which means that language is abstract and relation between the words and their meanings are also can be abstract, that is why there's homonym theory that is learned in semantic

study. According to Löbner, semantics is a crucial part of linguistics that has a role in observing meaning. Semantic is a study that learns about word meaning (Löbner, 2002). Semantics is a study that learns about sentence meaning and word meaning (Griffiths, 2006). Studying the meaning of communication, words, and sentences are learned in Semantics (Saeed, 2003). To interpret the meaning, semantics use the context to describe the subject, a way to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language.

In semantics, we can dissect a word's meaning, which is called lexical. Semantics: The study will be explained that words are linguistic forms, where words can have different meanings. Lexical helps the analysis of homonyms using Saeed's meaning component theory. After classifying words with two types of homonyms, words are distinguished using meaning component theory. Meaning Component theory means that words are built by more minor components (Saeed, 2003). The theory emphasized that the word has a different meaning from its interpretation in fashion terms. The meaning component helps the Homograph and homophone to state the difference between those words meaning in general context and fashion terms. The theory describes the small components contained in the words.

Homonyms can be found in many fields, such as communication, education, technology, and even in fashion fields. In the fashion field, it often borrows words from common words that are unrelated to the general meaning and turns the words into technical or stylistic terms. One of the fashion fields that contain many homonyms is magazines and articles. The words used in magazines and articles are sometimes used to attract readers and for aesthetic ambiguity. Usually used for their title for magazines and articles. One of the most famous magazines worldwide is called VOGUE; American Vogue is a famous magazine that talks about fashion and lifestyle. Vogue was founded by Arthur Baldwin Turnure in 1892.

The writer chooses Vogue as the object because Vogue is a well-known fashion magazine that has been established for 132 years. Vogue is considered to be the primary, trusted, and influential source for determining how language is used in fashion. The object is limited to choosing 11 articles written by Hannah Jackson from April 1st, 2025, until April 7th, 2025.

Since there were several words that contained homonyms, this research found the problem with this phenomenon in finding the type of homonyms that are found in fashion terms and differ them with meaning component theory: avoiding misinterpretation and mistranslated words in fashion terms. First, the words need to be classified as homographs or homophones; then, the words use meaning component theory by Determining the category of the word and then analyzing it using the meaning component theory by separating the characteristics or meaning contained in the word. This can be seen from the context that exists in a sentence from the word.

Research that focuses on analyzing homonyms is rarely found; there are two previous research found about homonyms. First, the research titled ENGLISH HOMONYM AND POLYSEMY WORDS THROUGH SEMANTIC APPROACH: NOVELS WOY & THE DANCER by Ayu Bandu Retnomurti (2021). This research discussed the differences between homonyms and polysemy within the context of English language semantics, particularly as illustrated in the novels "Waiting on You" and "The Dancer."

It identifies ten instances of homonyms and five instances of polysemy, analyzing how their meanings differ based on context and arguing that many words categorized as polysemous in dictionaries are actually homonyms when core meanings are considered. The study employs a qualitative descriptive method to enhance understanding of these linguistic phenomena, emphasizing their significance for both academic and non-academic audiences. The research uses qualitative descriptive; there are homonymy words from two novels and five polysemy words from two novels. Second, titled Homonyms of Art Terms on the MoMa Official Website by Alfiani Haerunnisa et al. (2024).

This research talks about homonyms in art terms using MoMa's official website as the object of investigation using a qualitative method using Ullmann's theory. The research found 10 pieces of data, including 9 data of homonyms and one homograph; no homophones were found in the object. The research found the importance of the description for the context to avoid miscommunication.

Despite some of the previous studies also using a homonym approach to analyze words, this research fills some of the gaps in the existing research. The difference between this research and the two previous research is this study uses fashion terms to find a homonym and meaning component to state that the words have different meanings, while in the previous research, there's no meaning component found to analyze the data using Saeed's theory. Meanwhile, the previous research used art terms and a novel, and there's no meaning component theory to analyze the data.

Method

In this research, the researchers employed a qualitative descriptive approach, focusing on the analysis of fashion topics presented in VOGUE magazine. This qualitative descriptive method aims to systematically collect and analyze the data to provide a precise and factual understanding of the phenomena under study. By utilizing this approach, the researchers can explore and quantify the significance of various fashion-related themes perceived by readers and industry professionals.

The study involved a structured process of problem identification, data collection, data classification, and data analysis. Data was gathered from 11 online articles published in VOGUE on April issues 2025. The researchers systematically coded and categorized the content to identify trends and patterns in fashion discourse. The qualitative aspect of this research allows for statistical analysis of

the frequency and distribution of specific themes, providing insights into how fashion is represented and interpreted in contemporary media.

Using this methodology, the researchers aim to contribute to a deeper understanding of the impact of VOGUE magazine on fashion perception and consumer behavior. Analyzing the data derived from the articles, this study seeks to answer key questions regarding the representation of fashion in VOGUE and its implications for readers' understanding of style and trends.

The technique of collecting data is a procedure to collect data related to the problem in this research. According to Creswell, when collecting data in a qualitative study, the researcher needs to record any potentially useful data thoroughly, accurately, and systematically, using field notes, sketches, audiotapes, photographs, and other suitable means. From the quotation, the researcher takes some steps to collect data. First, open the VOGUE website on the Internet, click the Celebrity Style section, and then choose one of the articles. Read the article carefully and identify the words that contain homonyms.

After collecting the data and finding several words that contained homonyms, the data need to be analyzed. These are the technique steps of data analysis: first, identifying and analyzing the data using semantic theory, then interpreting the data. Differentiate, which include Homograph and Homophone. Last, describe the words that have been collected by type using the meaning component theory, then conclude the whole discussion.

Results and Discussion

No.	Words	Type of words	Type of Homonyms
1.	Flare	Noun	Homograph
2.	Cool	Adjective	Homograph
3.	Sheer	Adjective	Homograph
4.	Navy	Adjective	Homograph
5.	Rocked	Verb	Homograph
6.	Heel	Noun	Homophone
7.	Hole	Noun	Homophone
8.	Jean	Noun	Homophone

Two types of homonyms were found in the data in the fashion article. The data show several words that are found accompanied with the type of word and homonym, then description from the meaning component and the example of how the words are used in general context:

A. Homograph

Datum 1

Over the weekend, Rihanna enjoyed dinner at Giorgio Baldi rocking the Celine **flare** jeans that Lamar wore to perform at the 2025 Super Bowl— Source: (*Rihanna Enters the Sisterhood of the Traveling Celine Pants, Vogue*, April 2025 by Hannah Jackson)

The word 'Flare' is classified into homograph because it has different meanings in the same writing; the word in fashion terms means a type of widened jeans (noun). The meaning component for the word 'Flare' in fashion terms:

Flare: [pants] [jeans] [wearable]

The word 'flare' also has a general meaning, a meaning outside of fashion terms. Flare means fire-retardant emergency equipment, smoke-signal rocket (noun).

Flare: [equipment] [fire] [used]

The words may be found in other sentences outside of fashion terms, example:

The firing instructions are always printed on the **flare**, and you should be familiar with your flare's method. Hand-held red flares, especially, burn very hot and may spill glowing embers

Source: (*Safety Equipment Flares and Distress Signals Marine Safety*, Government of Western Australia, Department of Transport)

Above shown the meaning components of a homograph words, flare. Those words have the same writing but different meaning. The first flare, a description for a type of jeans. The second flare describing an emergency equipment. The components of the first word 'flare' didn't have the components that are the second word 'flare' components have. Both are perfectly different words has the same written.

Datum 2

*Haim Proves That Sister Dressing Is **Cool**.*

Source: (*Haim Proves That Sister Dressing Is Cool,* Vogue, April 2025 by Hannah Jackson)

The word 'cool' classified as a homograph because the word has other different meaning outside in fashion terms. 'Cool' in fashion terms mean describing a high quality of looks or style of dressing.

Cool: [looks] [quality] [fashion]

The word 'cool' also being used in general context. Outside of fashion context, cool mean a low temperature, cool have a similar meaning with cold, but 'cold' describing where the temperature is lower than 'cool'.

Cool: [feels] [temperature] [weather]

The words may be found in other sentences outside of fashion terms, example:

"It is so **cool**; I think I need a jacket" Source: (kapanlagi.com)

Above shown the meaning components of a homograph words, cool. Those words have the same writing but different meaning. The first cool, a description for a fashionable, trendy and up-to-date looks. The second vivid, mean a feel of low temperature.   The components the first word 'cool' didn't have the components that are the second word 'cool' components have. Both are perfectly different words has the same written.

Datum 3

She wore a **sheer** black hooded top and a pair of sheer pants with a ruffled miniskirt overlay. Source: (*Ariana Grande and Cynthia Erivo Mourn the Wicked in Funereal Fashions,* Vogue, April 2025 by Hannah Jackson)

The word 'sheer' classified as homographs because the word has a different meaning outside of the fashion context with the same written. 'Sheer' in fashion terms means word that describing a light or translucent fabric (adjective). In this context of fashion, sheer used to describe a translucent pants that were wore by Cynthia Erivo.

Sheer: [type] [fabric] [translucency]

The word 'sheer' has other meaning in general context according to Cambridge Dictionary. Sheer means total, completely or something that are very great. Describing something that is done totally and maximally.

Sheer: [feel] [total] [great]

The word may be found in other sentences outside of fashion terms, example:

His music is **sheer** delight. Source: Collins Dictionary, 2025

Above shown that those words having different meaning component and different meaning. The words are perfectly different words has the same written.

Datum 4

Last night, she opted for a semi-sheer **navy** AFLALO dress complete with a high neck and a cutout back, which she styled with a red Métier clutch. Source: (*Katie Holmes Calls in a Secret Weapon for the Perfect Night Out Look,*Vogue, April 2025 by Hannah Jackson)

The word 'navy' classified as a homographs word, because the word has a different meaning in general context with the same written. In fashion terms 'navy' used as to describe a very dark colour of blue (adjective). In this context, navy being used to describe a blue colour dress.

Navy: [dark] [colour] [blue]

'Navy' also commonly being used in general context. In general context according to the dictionary, navy means part of a country's armed forces that fight at sea, and with ships (noun).

Navy: [maritime] [profession] [army]

The word may be found in other sentences outside of fashion terms, example:

The **navy** actively combats piracy threats, ensuring the safety of merchant vessels and maritime trade. Source: *Indian Navy: Careers, News, and Insights* | AME CET (Aircraft Maintenance Engineering Common Entrance Test)

Above shown the meaning components of a homograph words, navy. Those words have the same writing but different meaning. The first navy, a description for a very dark blue color. The second navy, an armed forced in maritime area. The components the first word 'navy' didn't have the components that are the

second word 'navy' components have. Both are perfectly different words has the same written.

Datum 5

...she **rocked** Louis Vuitton during games against the Tennessee Tech Golden Eagles and Maryland Terrapins. Source: (*The Real March Madness Winners? These NCAA Women's Basketball Coaches,* Vogue, April 2025 by Hannah Jackson)

The word 'rocked' classified as a homographs word, because the word has a different meaning in general context with the same written. In fashion terms 'rocked' used as to describing someone wearing (a garment) in confident way (verb).

Rocked: [wear] [confidently] [affect]

The word 'rocked' has another meaning in general context. Rocked mean a move from side to side or dancing (verb).

Rocked: [move] [dance] [motion]

The word may be found in other sentences outside of fashion terms, example:

He **rocked** the cradle with a gentle backwards and forward's motion. Source: (Cambridge Dictionary)

Those components from both words are completely different. The words are having different meaning but same written.

B. Homophone

Datum 1

This time, she wore a black **heel** with the subtlest sliver of toe peeking out. Source: (*Katie Holmes Calls in a Secret Weapon for the Perfect Night Out Look,* Vogue, April 2025 by Hannah Jackson)

The word pronunciation of Heel is /hēl/, this word classified as homophones. Heel has same pronunciation with the word 'heal' /hēl/. The words has different meaning. Heel in fashion terms means a type of women's shoes (noun). The shoes having an elevated sole at the back and called heels, designed to make someone who wear the shoes look taller.

Heel: [wearable] [sole] [shoes]

The word 'heal' in general context means recovering something become healthier (verb).

Heal: [condition] [recover] [healthy]

Example from another sentence:

"Trauma-Informed Yoga: How it **Heal**, Benefits, and Poses to Try". Source: (PsychCentral)

Above shown the meaning components of a homophone words, heel and heal. Those words have the same sound but different meaning. Heels means a sole that are elevated at the back of shoes. Heals, means a condition where someone is recovering for their health. The components 'heels' didn't have the components that are 'heals' components have. Both are perfectly different words has the same sound.

Datum 2

...each of them in mod shift dresses, Este wearing hers with a **hole**-riddled turtleneck; Danielle with trousers; Alana with trousers and an overcoat. Source: (*Haim Proves That Sister Dressing Is Cool,* Vogue, April 2025 by Hannah Jackson)

The word pronunciation of Hole is /hoʊl/, this word classified as homophones. Hole has same pronunciation with the word 'whole' /hoʊl/. The words has different meaning. Hole in fashion terms means a garment filled with holes as a style (noun).

Hole: [garment] [style] [dress]

The word 'whole' in general context means describing something that all of it or entirely (adjective).

Whole: [something] [all] [entirely]

Example from another sentence:

Whole numbers are a set of numbers including all-natural numbers and 0Source: (CUEMATH)

Above shown the meaning components of a homophone words, hole and whole. Those words have the same sound but different meaning. Hole means type of dress that full of hole as a style. Whole, means something that are entirely. The

components 'hole' didn't have the components that are 'whole' components have. Both are perfectly different words has the same sound.

Datum 3

Over the weekend, Rihanna enjoyed dinner at Giorgio Baldi rocking the Celine flare **jean**s that Lamar wore to perform at the 2025 Super Bowl—Source: (*Rihanna Enters the Sisterhood of the Traveling Celine Pants*, Vogue, April 2025 by Hannah Jackson)

The word pronunciation of Jean is /ˈdʒiːn/, this word classified as homophones. Jean has same pronunciation with the word 'gene' / dʒiːn//. The words has different meaning. Jean in fashion terms means a garment or type of pants made of denim (noun).

Jean: [denim] [pants] [wearable]

The word 'gene' in general context means a part of human DNA that controls the physical development (noun).

Gene: [controls] [human] [cells]

Example from another sentence:

A gene is the basic physical and functional unit of heredity. Genes are made up of DNA. Some genes act as instructions to make molecules called proteins, which are needed for the body to function.   Source: (*What is a gene?* MedlinePlus)

Above shown the meaning components of a homophone words, jean and gene. Those words have the same sound but different meaning. Jean means type of pants made of denim. Gene, means humans DNA. The components 'jean' didn't have the components that are 'gene' components have. Both are perfectly different words has the same sound.

Conclusion

This study has examined English homonyms that helped the researcher to identify the homonym words in fashion terms from the 11 Vogue magazines articles in Celebrity Style section, on April issues 2025 using saeed's theory and qualitative method. Homonyms words commonly used in many fields, including fashion. From the data, two types of homonyms were found; five homograph and three homophones.

Two previous research have also applied homonym approach. However, the different are from the theory, the topics and the object. This study used Saeed's theory to analyze the type of homonym and the meaning component of the words

by using fashion terms, to the best of the researcher's knowledge, there are no found previous research talked about homonym in fashion terms.

The research demonstrated how homonyms are being found in fashion terms to contributes to the field of lexical semantics and stylistic linguistics. This research may also important for people who learn English is to avoid misunderstanding, mistranslation and the detail of each component of words, with the type of homonyms are homographs. Future research could be expanded to several name of fashion magazines such as Elle, Harper's Bazaar, or Cosmopolitan. Using different methodological and contextual range able to give and more comprehensive understandable about the lexical ambiguity in fashion terms.

References

Aris. (2021). Teori Komunikasi Menurut Para Ahli. Retrieved from Gramedia Blog: https://www.gramedia.com/literasi/teori-komunikasi-menurut-para-ahli/ Cambridge Advanced Learner's Dictionary & Thesaurus. (n.d.).

CAMBRIDGE University Press & Assessment. (2025).

Cells and DNA. (n.d.). Retrieved from MedlinePlus: https://medlineplus.gov/genetics/understanding/basics/gene/#:~:text=A%20gene%20is%20the%20basic,for%20the%20body%20to%20function. Collins dictionary. (2025).

Griffiths, P. (2006). An Introduction to English Semantics and Pragmatics.

Jackson, H. (2025, April 7). Celebrity Style. Retrieved from Vogue: https://www.vogue.com/article/rihanna-enters-the-sisterhood-of-the-traveling-celine-pants

Jackson, H. (2025, April 7). Celebrity Style. Retrieved from Vogue: https://www.vogue.com/slideshow/haim-proves-that-sister-dressing-is-cool

Jackson, H. (2025, April 3). Celebrity Style. Retrieved from Vogue: https://www.vogue.com/article/ariana-grande-cynthia-erivo-wicked-funereal-fashions

Jackson, H. (2025, April 1). Celebrity Style. Retrieved from Vogue: https://www.vogue.com/article/katie-holmes-calls-in-a-secret-weapon-for-the-perfect-night-out-look

Jackson, H. (2025, April 7). Celebrity Style. Retrieved from Vogue: https://www.vogue.com/contributor/hannah-jackson

KreasiAds Team. (2022, June 9). Language Center. Retrieved from Kampung Inggris: https://www.kampunginggris.id/perbedaan-semantic-meaning-dan-lexical-meaning

Löbner, S. (2002). Understanding Semantics. Hodder Arnold.

Mailani, O., Nuraeni, I., Syakila, S. A., & Lazuardi, J. (2022). Bahasa Sebagai Alat Komunikasi Dalam Kehidupan Manusia. KAMPRET Journal.

Masruddin, M., Amir, F., Langaji, A., & Rusdiansyah, R. (2023). Conceptualizing linguistic politeness in light of age. International Journal of Society, Culture & Language, 11(3), 41-55.

Masruddin, Hartina, S., Arifin, M. A., & Langaji, A. (2024). Flipped learning: facilitating student engagement through repeated instruction and direct feedback. Cogent Education, 11(1), 2412500.

Ramadhanty, N. P., & Assiddiqi, H. (2025). English Homonyms in Fashion Articles: A Meaning Component Analysis in Vogue Magazine. IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature, 13(1), 1379-1390.

Schnell, S. L. (2016, November 3). Retrieved from PsychCentral: https://psychcentral.com/blog/understanding-the-different-types-of-infidelity#1

Saeed, I. J. (2003). Semantics. Blackwell Publishing Ltd.

Ubaidillah & Alfianto, E. A. (2023). Pengaruh Slogan, Konten Iklan, Dan Repetisi Iklan Terhadap Minat Beli Pada Marketplace Shopee (Studi Kasus Pada Pengguna Marketplace Shopee Di Kecamatan Purwosari Kabupaten Pasuruan). Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen dan Bisnis.

Ullmann, S. (1963). The Principles of Semantics. Oxford: Blackwell.

Winarialubis. (2020, September 4). KARAKTERISTIK BAHASA INDONESIA Retrieved from https://winarialubis.wordpress.com/2020/09/04/522/ (2022, December 21). Retrieved from kapanlagi.com:

https://plus.kapanlagi.com/arti-cool-penjelasan-contoh-kalimat-dan-perbedaannya-dengan-cold-dalam-bahasa-inggris-e9251c.html?page=3 (2024, November).

Retrieved https://www.transport.wa.gov.au/mediaFiles/marine/MAC-B-FlaresSafetyEquipDL.pdf

(n.d.). Retrieved from bab.la: https://www.babla.co.id/pengucapan/bahasa-inggris/cote

(n.d.). Retrieved from Merriam-Webster: https://www.merriam-webster.com/dictionary/vivid

(n.d.). Retrieved from CUEMATH: https://www.cuemath.com/numbers/whole-numbers/