

ความหมายรองของคำแสดงความขัดแย้ง “but” ในบทความข่าวธุรกิจ Peripheral Senses of the Concessive Lexical Item “but” in Business News Articles

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บทคัดย่อ

งานวิจัยนี้ศึกษาการใช้ความหมายรองของคำที่แสดงความขัดแย้ง “but” ที่ปรากฏอยู่ในตำแหน่งต้นประโยคในบทความข่าวธุรกิจ การศึกษานี้เก็บข้อมูลจากบทความข่าวธุรกิจ *The New York Times* ซึ่งเป็นหนังสือพิมพ์อเมริกันรายวันที่มียอดขายสูงและเผยแพร่ระหว่างวันที่ 1 กุมภาพันธ์ พ.ศ. 2566 ถึง 30 พฤษภาคม พ.ศ. 2566 จำนวนคำประมาณทั้งสิ้น 150,000 คำ ประกอบด้วย 120 รูปประโยคที่มีคำเชื่อม “but” กรอบแนวคิดของการวิเคราะห์ความหมายเชิงอรรถศาสตร์ในงานวิจัยนี้ดำเนินการตามแนวคิดตามความหมายตามพจนานุกรม การวิเคราะห์ข้อมูลได้รับการตรวจสอบโดยผู้เชี่ยวชาญด้านภาษาศาสตร์เป็นจำนวนทั้งสิ้น 3 ท่าน

ผลจากการวิจัยนี้แสดงให้เห็นว่าที่แสดงความหมายขัดแย้ง “but” ที่ปรากฏอยู่ในตำแหน่งต้นประโยคในบทความข่าวธุรกิจบ่งชี้ถึงการหักล้างแนวความคิดก่อนหน้า การคาดคะเนเหตุการณ์ในอนาคต และการแสดงความคิดเห็นเฉพาะส่วนบุคคล การอภิปรายผลแสดงให้เห็นว่าการใช้คำเชื่อมที่แสดงความหมายขัดแย้ง “but” ในการขึ้นต้นประโยคเป็นที่ยอมรับในบทความภาษาอังกฤษธุรกิจ ผลการวิจัยมีความสอดคล้องกับการศึกษาก่อนหน้านี้ การใช้คำเชื่อมที่แสดงความหมายขัดแย้ง “but” ขึ้นต้นประโยคถูกพบบ่อยในวารสารด้านเศรษฐศาสตร์และการเงิน

คำสำคัญ: ความหมายรอง, คำแสดงความขัดแย้ง but, บทความข่าวธุรกิจ

Abstract

This study examines peripheral senses of the concessive lexical item “but” in the initial position of the sentence, which is used in business news articles. This study selected the data of business news articles from *The New York Times*, the well-known national American newspaper, between February 1, 2023 and May 30, 2023. A total of approximately 150,000 words provides 120 tokens with the concessive lexical item “but”. The semantic framework in this study is a dictionary-based approach. The data analysis of peripheral senses was validated by linguists.

The results in this study show that the peripheral senses of the lexical connector “but” in the initial position denote counteraction, prediction, and subjectivity. The discussion in this study shows that the use of “but” is widely acceptable in business English. The results in this current study are concordance with previous studies stating that the use of “but” at the beginning of the sentence was frequently found in journal of economics and finance.

Keywords: Peripheral Senses, Concessive Lexical Item “but”, Business News Articles

1. Introduction and Problems of the Study

English is increasingly used in the present-day. Not only is English used for the media of instruction in classrooms, but also people use English as a tool to gather a variety of information to improve their quality of study, work and life. Having the notion of the English language, therefore, allows one to reach accomplishment in their life.

When one knows a language, it is important to have different linguistic knowledge, such as grammar, meaning and use, technically known as syntax, semantics and pragmatics, for the sake of effective communication (Radford, 2020). With these discrete branches of linguistics, we have the ability to express our own opinions grammatically. However, the notion of grammaticality of the English language taught in English classrooms and authentic usage are not always compatible. This statement is exemplified as in (1).

(1)

(a) Peter likes chocolate ice-cream, *but* John likes vanilla ice-cream.

(b) Peter likes chocolate ice-cream. **But*, John likes vanilla ice-cream.

Example (1) shows different variations of “but” in different positions of the sentence. In (1), “but” in the medial position is accurately used according to *prescriptive grammar* or grammar that English language teachers apply for their pedagogy (Swan, 2016). However, when students begin the sentence with “but” as presented in (1b), they are always marked as ungrammatical by their teachers. Once asked, the teachers explain that it is incorrect to use the connector “but” at the initial position of the sentence. The teachers’ comments sound like a rule to follow, not justification. Consequently, most EFL learners try to avoid using “but” at the initial position of the sentence due to the avoidance of making errors. (Amayreh & Bin Abdullah, 2022).

Is the use actually the error? One day, the researcher was sent to teach sophomores in the faculty of Business Administration at a public university. In preparing a lesson to teach this group of students, authentic reading materials such as English business news were sought for students to read in class hours. When reading business news articles, the researcher suddenly found that the use of “but” is unlike the pattern that are prescriptively taught in general English language classrooms. It was noticed that the use of *but* was frequently found. This use of “but” seems to be incompatible with what is taught in general English classrooms. This current study sheds light on “but” in the initial position in business news articles and when this variable is used in business English.

2. Objective of the Study

To examine the peripheral senses of “but” in business news articles

3. Methodology

Previous studies reported that EFL learners frequently use the concessive lexical item “but” in their writing. As reported by Mahendra & Dewi (2017), the majority of EFL learners highly prefer to use

but especially in the genre of compare and contrast essays as compared with other concessive lexical items. The frequent use of “but” was usually found with its central meaning or dictionary meaning referring to a comparison between two objects. However, it seems that “but” is acceptable to be used for other peripheral semantic denotations in different syntactic positions when used in authentic texts. It is intriguing to study when one sense is used over the other. This study contributes to EFL learners’ knowledge concerning other senses of “but”.

Previous studies examined the use of concessive lexical items in academic prose and textbooks, this current study contributes to the field of English for Specific Purposes (ESP) by selecting business news articles. Students of business English could apply the knowledge in this study to create positive impact for their business communication.

In regard to the conceptual framework in this study, “but” refers to conjunctions or linking lexical items that indicate opposite information that will appear in the following clause (Swan, 2016). “But” is normally used in complex sentences and compound sentences, as presented in (2).

(2) Peter likes to live in rural areas, *but* Mary prefers to live in urban areas.

Example (2) shows two opposite ideas as connected by the use of “but”. Not only does it make the sentence read smoothly, but having “but” helps prepare the readers to receive the opposite information in the following clause.

Regarding semantic shift, While the semantic denotation of “but” is given above, this section provides information concerning *semantic shift*, interchangeably known as *semantic change* or *semantic development*. The development of lexical semantics could be explained through historical stages via social factors. Newman (2015) emphasized that a change through the stages of history and a change in one’s life experience are fundamental factors of semantic development. A classification of semantic change into types could be due to various classifications, such as *amelioration* as opposed to *pejoration* (Borkowska & Kleparski, 2007). The semantic shift through the stage of history could be a change of word meanings from one period of time to another period of time, such as Middle English to Modern English. Accordingly, undergoing this classification of change within one’s life is considered as being impossible (Newman, 2015). This semantic shift has already been codified through the dictionary. As opposed to a change through historical stage, undergoing change through meaning change in one’s life belongs to the second classification of semantic shift. We are now living in the 21st century, where technology is increasingly used in one’s life experience. As a result, the use of computers for communication has become part of one’s life. With this technological development, we are likely to experience computer terminology, such as *hardware*, *program*, *application*, and *virus* (Newman, 2015). These words’ meanings have been extended due to the development of the technological era.

The extension of meaning could be due to collocation, such as the collocation of the word *chicken* with *pox* as in *chicken pox* to refer to a type of disease caused by a type of virus. Another reason

to explain a common semantic shift is metaphorical extensions (Allan, 2012). Previous research shows that semantic shift is motivated by metaphorical polysemy, referring to the sense of the same lexeme as extended metaphorically. Physical (concrete) sense is commonly extended into to a figurative (abstract) one.

One of the examples to show a lexical semantic shift from physical sense to abstract sense is the borrowing of the word *pregnant*. The form *pregnant*, which originated in English in the late Middle English, has been influenced by French and classical Latin. The first sense of the lexeme *pregnant* was used with a physical sense, whereby it refers to “that has conceived in the womb: with child or young gravid”. The second sense is used with various non-physical uses which are “teeming with ideas, fertile, imaginative” (Allan, 2012). To illustrate, to say *Mary is pregnant* could denote either having a child or Mary is full of ideas. When the OED was revised into the third edition, the sense order of the lexeme *pregnant* was rearranged. The abstract (non-physical) sense of the lexeme *pregnant* comes first, while the physical sense of the lexeme *pregnant* denoting “that has conceived in the womb” has become the second sense. Accordingly, this shows that the lexeme *pregnant* has been faced with semantic shift.

Semantic shifts could be classified into different types, including *analogy*, *shortening*, *permutation*, *transfer*, *generalization*, *amelioration*, and *pejoration*. To begin with, one of the classifications of semantic shift is *analogy* (popular etymology). It refers to meaning change due to having some identical orthographic forms. For instance, the original meaning of the word *fruition* was enjoyment. This meaning has been shifted into ‘bearing fruit’ and ‘completion’, resulting from the partial overlap of the same orthographic form *fruit*. This semantic shift is considered as having a similar name. Aside from similarity, shortening is also classified as another type of semantic shift. For example, when *the blue devils* were shortened to be *the blues*, the color term has extended its meaning into a new one (Algeo, 1990). In addition, permutation is a result of a shift in focus. For example, the meaning of the lexeme *want* changed from *lack* into *desire*. This semantic shift is extended from concrete to abstract (Algeo, 1990). When a new sense is attached to a name, it belongs to a classification of transfer, referring to the development of sense. Simply, a new meaning has been attached to a word. This association of a new meaning into a word is due to some resemblance between a new and old meaning, or the connection between a new sense and the old sense of a word. For example, the word *barbecue* was originally used as a stick of animal (i.e., *sheep*) to be roasted. The semantic shift of the word *barbecue* has become “the meal made in order to eat the animal” (Borkowska & Kleparski, 2007). Another common classification is named as generalization or widening of meaning, referring to the process in historical semantics. Through history, the denotations of words have been lost and the meaning of the words have become generalized. For example, the word *pipe*, historically known as a musical instrument, has been generalized into objects that have a similarity in shape to a pipe in the PDE.

In addition to generalization, amelioration is another well-known classification of semantic shifts in historical semantic development. Amelioration refers to the semantic process of upgrading the meaning of a word, which has been originally used in a simple way before (Borkowska & Kleparsi, 2007). Social change is a crucial factor impacting ameliorative denotation of words. For example, the word *knight* in the Anglo-Saxon period has only a denotation of *a boy*. However, due to military association, the word *knight* has been extended into a title of rank. Accordingly, the term *a knight* has gone through the semantic process of amelioration to mean a person who receives a title by the king or political leaders. Another example that belongs to this scope is the word *minister*. The meaning of the word *ministry* has been upgraded from the earlier meaning *servant* to the head of government department (Borkowska & Kleparsi, 2007). In addition, the original meaning of the word *luxury* was not something like enjoying having high-priced products and consumptions as used in PDE. Rather, the original sense of the word *luxurious* was *lust* (Borkowska & Kleparsi, 2007). In history, the word *page* meant *boy*, *lad*, and *youth* as evidenced in Chaucer's *Canterbury Tales*, whereby the word *page* is used with a sense of baby. In the middle of the 14th century, the word *page* denoting a boy was used for those who were trained for kingdom. The sense of the word *page* continued to develop into a boy attendant and then a title of an officer of the royal household in the UK, such as *page of honor*. Pejoration is the opposition to Amelioration. The semantic development of pejoration is more widespread than amelioration (Borkowska & Kleparsi, 2007). The meaning of a word has been degraded from a historically original version. The word is used in a degraded value of meaning. For example, the meaning of the word *wencla* in old English to mean child of either sex became a female child. It was further degraded to mean woman with low origin and rude manner (Borkowska & Kleparsi, 2007). Another example is the word *idiot*. This word has been historically used with the meaning of a private person. It has been successfully degraded into a stupid person or a person who does something stupid or a mentally retarded person. Furthermore, the word *villain*, originally denoting a farm worker, has been semantically shifted into a wicked or criminal person in the PDE. The original meaning of the word *bitch* was a female dog only. This word underwent the semantic development of pejoration in the 16th century, whereby its reference has been extended into other species of four-legged female animal. Along the same lines, the pejorative meaning of the word *bitch* to mean a lewd, unchaste female has been extended since the 14th century. In order to observe semantic shift, various linguistic methods could be selected, such as experimental methods, corpus-based methods, lexical typological methods and dictionary-based methods. To illustrate, the experimental method is common in psycholinguistic studies whereby the subjects are used to get the findings. This kind of study focuses on the experiment of words with their salient and subordinate senses in semantic networks (Newman, 2015). The objective of the experimental method in psycholinguistic studies is to understand the speakers' understanding of prototype and non-prototype senses of words. Psycholinguists discover the speakers' word senses that are more salient than others. However, this kind of experiment does not always confirm the subject's awareness of semantic shift. Not only does the study of semantic shift work well with dictionary-based method, but it is also effectively applied with corpus-based method.

This increasingly popular method allows the researcher to examine the central and non-centrality of word senses through corpora available in the market. One of the advantages of this method is the study of word senses and its co-occurrence with other linguistic features, such as morphology and syntax (Newman, 2015). Lexical typological method is another way to study semantic shift. This method is concerned with historical study of lexicon. Sometimes, the researcher who bases their study of this method cross-checks the sense relatedness of word via second language. So, the researcher could get the semantic shift of one language, but not the others. To demonstrate how to use this method on one's study, the first step is to select the word and then identify its related senses. For example, the word *straight* is selected whereby the related senses of this word could be *rectilinear*, *frank*, *honest* and *heterosexual*. This related sense is then recorded into a semantic map, where all related senses of a selected word are arranged into a chain. In addition, if the sense of a certain word is strictly used with certain morphological features, this refers to strict *co-lexification*. However, in contrast to strict co-lexification, loose co-lexification, refers to senses available in cognate. Newman (2015) gave an example of these terms via the word *breathe*, whereby the word *breath* with the sense of the act of breathing is usually co-lexified with morphological base form as in *Mary breathes*. This method is effectively shown the original sense and semantic shift.

This study employs a dictionary-based method, which is also well-known to seek the sense of words. The researcher could deploy the dictionary as a tool to predict the central and the peripheral senses of words or to provide subsenses of a word. The more dominant senses of a word are given in sequence. The meaning of a word in the first order is assumed as a central sense, while the second order gains non-centrality of meaning. Newman (2015) showed an example of the word *deep*, whereby its central sense is low and its non-centrality is profound. To use this method, it is important to bear in mind that the creation of the dictionary has to rely upon a frequency-based approach.

3.1 Source of Data

The current study follows purposive sampling method, or selecting a particular sample to study in order to gain in-depth information. The data collection in this study is newspapers as written in English. According to Song and Chang (2012), there are two important criteria for selecting newspapers to be studied which include the level of circulation and reputation as a national newspaper. The meaning of circulation is that a newspaper selected to be studied receives higher circulation among the readers when compared with other newspapers in the same nation. The meaning of national newspaper is that the newspaper is not a tabloid or local news. With these criteria, the data collection in this study is from *The New York Times*, the well-known American newspaper. Aside from selecting the genre of newspapers, there are several reasons to support the selection of business news articles in this current study.

According to Obiedat (2020), business news is the section that has gained popularity among readers. It provides updated information concerning online advertisements and digital marketing which has become increasingly important in the present day. This information helps different companies

predict activities that they should implement so as to gain higher revenues and profits. Aside from updating people, the current study would like to contribute to the field of English for Specific Purposes (ESP) focusing on the field of Business English as it is believed that different genres have their own preference of grammatical and vocabulary use.

3.2 Data Collection

The data from business news articles were collected between February 1, 2023 and May 30, 2023. A total of approximately 150,000 words provided 120 tokens with “but” for the current study. After the extraction of data, analysis of the data took place. Since the data in this study was not a huge corpus, the data were manually kept to be studied. This makes it easier for the researcher to systematically observe their use.

3.3 Data Analysis

After the process of the data collection, 120 tokens of the connector but was kept in Microsoft Excel via concordance lines via the sake of analysis. The data analysis in this study is based upon a dictionary-based approach. The meaning of the connector but was initially check in Oxford Advanced Learners’ Dictionary in order to seek their meaning. The meaning of the connector “but” in the dictionary is that “but” is used to contrast the information concerning what was said before. The framework in the current study follows Newman (2015). The analysis follows central senses and peripheral senses. *Central senses* are the senses that are codified in the standard dictionary, such as Oxford English Dictionary, and they are currently used internationally. In contrast, peripheral senses are the senses that are used in certain documents or genres and they are acceptable among certain communities, referring to a group of people. Based upon Newman (2015), the current study will investigate peripheral senses of “but” as used in business English. This methodology leads to the results of the study.

4. The Results of the Study

This section presents how *but* is used in business news articles. This section shows both central and peripheral senses of “but” in business news articles. To begin with, the central sense of the concessive lexical item “but” functions to contrast two different people, objects, places and other entities. On the other hand, peripheral sense of *but* refers to certain senses in business English where “but” is used to counteract, predict and comment about certain entities. The frequencies and percentages of central and peripheral senses of “but” are shown in Table 1.

Table 1 Percentage of Central and Peripheral Senses of “but”

Senses		Frequency	Percentage (%)
Central Sense		63	52.5
Peripheral Sense	Counteraction	22	18.33
	Prediction	17	14.17
	Subjectivity	18	15
	Total	120	100

According to Table 1, frequencies and percentage of central and peripheral senses of the concessive lexical item “but” in business news articles are shown. The percentage of central senses of the concessive lexical item “but” occurs the most at 52.5 percent. However, the peripheral senses of the concessive lexical items “but” are used as a total percentage of 47.50 percent. The sense of counteraction is calculated as 18.33 percent. The sense of subjectivity is calculated as 15 percent. The sense of prediction is calculated as 14.17 percent. In order to support these percentages, empirical evidence is given in the following section.

4.1 Central Senses

The most common pattern of “but” was found to contrast two opposite entities via compound sentences. The reporter makes a contrast between two entities, referring to people or objects. “But” that shows opposite information is generally used with the structure of compound sentence where the lexical item *but* is located at the medial position, as presented in (3).

(3)

(a) Famines are a thing of the past, *but* more than a third of all children are malnourished.

(b) Wage costs are lower in India than in China, *but* much of the work force is poorly educated, and the country has struggled to attract private investment with its restrictive labor laws and other impediments to business, including lingering protectionism.

(c) Every exchange of funds is recorded publicly, *but* the transaction information is obscured, making it much harder to see which wallet sent or received the money.

The New York Times

“But” is used with the structure of compound sentence. This use of “but” with compound sentences allows the readers to predict that “but” is used with the central sense. In (3a), the focus of the two clauses is the contrast idea between famines and malnourishment, which is a kind of sickness concerning a lack of adequate nutrition. In (3b), “but” is used to contrast between wage costs and education. In (3c), “but” is given to contrast two opposite sets of information between public record and obscured transaction information. This usage complies with the central sense of the contrastive lexical items in Oxford English Dictionary. Accordingly, the position of “but” within a sentence can help the readers predict its meaning. This is applicable in skimming and scanning methods when EFL learners read texts so as to find contrasting ideas expressed with “but”.

4.2 Peripheral Senses

This section presents the results via empirical evidence of “but” used in the initial position of the sentence, including counteraction, prediction and subjectivity.

4.2.1 Counteraction

When *but* is used in the initial position of the sentence, one of the peripheral senses is counteraction, referring to providing fact or information against the previous paragraph or the previous discourse, as in (4).

(4)

(a) *But* new data help explain why government officials declared the failures of Silicon Valley Bank.

(b) *But* Democrats say the House vote was actually a step backward, since it has hardened the Republican position.

(c) *But* setting policy correctly is an economic tightrope act.

(d) *But* only 9 percent of employees were in the office five days a week, underscoring the reach of hybrid arrangements.

The New York Times

In (4a), *But* is given before a new piece of information concerning *new data* which counteracts previous information. In (4b), the counteractive information is given by the government. In (4c), the speakers counteract with correct policy.

4.2.2 Prediction

The use of “but” at the beginning of the sentence can denote prediction or the expectation of future action. The new reporters usually predict situation that might happen in the future based on information that they have in their hands. In order to provide counteract ideas or prediction, it is important to providing hedging like “but” to lead the audiences to opposite information that they are about to hear.

(5)

(a) *But* Democrats will never accept the House bill.

(b) *But* climate and energy experts predict that Germany’s nuclear shutdown will create only a slight, temporary increase in its carbon emission – counterbalanced in the next few years by increases in solar and wind power.

(6)

(a) “*But* I do think we’ll get something, and I’m comfortable the speaker will bring us back something that a majority of us can and will vote for.”

(b) *But* whether the Fed and the American economy get to test his thesis could depend on whether the banking system issues clear up, Mr. Bunker said.

Example (5) shows the use of “but” at the initial position of the sentence. The use of “but” in this case signals the semantic denotation of prediction. The meaning of prediction is suggested by certain

vocabulary such as *predict* and the use of modality verbs such as *will* and *could*. For example, in (5a), the speaker predicts that the house bill will not be accepted by the political party. In (5b), consequences of Germany's nuclear shutdown are surmised by climate and energy experts.

4.2.3 Subjectivity

Aside from prediction, the use of “but” at the beginning of the sentence can also denote subjectivity, or someone's opinions or comments toward certain people, objects or situations as in (7).

(7)

(a) *But* the air in Oslo, Norway's capital, is measurably cleaner.

(b) *But that viewpoint is increasingly old-fashioned.*

(c) *But* staying in the dark is no longer feasible for companies, particularly those in the United States.

The New York Times

In (7a)-(7c), the use of “but” signals the speakers' comments. The discussion of the use of “but” is given in the following section.

5. Conclusion and Discussion

This study gathered 120 tokens with “but” in order to examine its peripheral senses in present-day English. In addition to central sense, this study found that *but* is used with the semantic denotations of counteraction, prediction and subjectivity.

Based upon the empirical evidence in this study, it can be argued that the use of “but” is possible and acceptable to be used at the beginning of the sentence if they are used with the semantic denotations of counteraction, prediction and subjectivity.

The results of this study could be supported by Bell (2007) who found that not all genres of writing allow *but* to begin sentences as in Table 2.

Table 2 The use of “but” at the Beginning of the Sentence (Bell, 2007)

Journals	Frequencies (Tokens)
<i>Sport Engineering</i>	0
<i>Blood</i>	0
<i>Chemistry</i>	4
<i>Applied Psycholinguistics</i>	1
<i>Sociology of Health and Illness</i>	31
<i>North American Journal of Economic and Finance</i>	69
<i>Anthropoetics</i>	105

Table 2 shows the use of “but” in different journals. North American Journal of Economic and Finance show a relatively high use of “but” at the beginning of the sentence. Two observations emerge from this discussion. Firstly, not all genres accept the use of “but” at the beginning of the sentence, such as sports, sciences, and applied psycholinguistics. Second, this study used an American newspaper. Along the same lines, Bell (2007) used American journals. It could be another issue left for future study that “but” is only productive at the beginning of the sentence in American business documents. Future study of “but” in British business documents is, therefore, recommended.

As mentioned by Kuya (2020), the use of “but” at the initial position of the sentence results in readers-friendliness. This point is agreeable. However, it could be further mentioned that “but” in the initial position is a signal for the readers to receive other opinions or consequences. The word *but* gives negative denotations and disagreement. Overuse or misuse could result in impoliteness. In a business context, the use of “but” in the initial position does not always make the writer sound as though they are in disagreement, but they rather provide fact to counteract a certain idea or give positive prediction for the future to avoid negative consequences that might occur. To link this to the context of EFL learners, Mahendra & Dewi (2017) reported that the majority of EFL learners highly prefer to use “but”. This highlights the point that English language teachers need to go back to check whether their EFL learners are using “but” because of some appropriate reasons or overgeneralization. In terms of pedagogical implication, it is crucially important for English language teachers to mention at the beginning of the class that the use of “but” in an initial position might not be accepted in prescriptive grammar. English language learners could use this feature in English for Specific Purposes, such as business English, especially in business presentation so as to gain listeners’ attention when the speakers want to show opposite ideas.

6. Recommendation

6.1 Recommendation for the use of the results of this Study

This study examines peripheral senses of “but” in business news articles in order to answer the following research question. “What are the peripheral senses of “but” in business news articles? The answer is that there are at least three peripheral senses of “but” in business news articles when occurring in the initial position of the sentence. Applying these senses in business English, especially in spoken language or business presentation is highly recommended. This first one is called counteractive sense. This sense is used when the writer wants to make an argument in concern with the information in the previous discourse. The second one is called predictive sense. This is used when the writers want to predict some consequence that may happen in the future. The third one is subjective sense. This sense is used to provided personal comments or viewpoints towards certain actions. This study could reflect why English language teachers in classrooms do not allow their students to use the concessive lexical item *but* at the beginning of the sentence. This aspect could be answered via the concept of codification or standard English. Only certain genres such as business English accept the use of “but” at the beginning of the sentence. However, others do not. This could be problematic if students need to learn prescriptive

grammatical rules with a lot of exceptions which could waste teachers' time to explain piece by piece. However, the results of this study can explain only the use of "but" in business English.

6.2 Recommendation for Future Studies

Although this current topic about the connector "but" is not the newest topic in the field of semantic change, it is regarded as new in terms of applying a different approach to study and different data collection, so the new insightful results could be gained. This study is based on descriptive grammar where linguistics seeks acceptable ways how the connector "but" is used in different genres. Generalizing the results of this study to other genres such as engineering texts and medical texts may not be applicable. It is recommended that future studies might compare the use of "but" between British and American business documents so as to contribute something new to the field.

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