

Title: Polychronism vs. Monochronism as a Predictor of Lexical Anisomorphism  
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The present paper examines Serbo-Croatian - English lexical anisomorphism in light of E.T. Hall's (Hall 1959, 1976) classic pattern of polychronism vs. monochronism. Albeit largely supplanted by Hofstede's cultural dimensions (Hofstede, 1994) and SVI (Schwartz, 1992), this Hall's classic pattern represents a parsimonious explanatory device relevant in applied linguistics.

Lexical anisomorphism in general, and multiple equivalence in particular, is commonly encountered in applied linguistics (lexicography, foreign language teaching, translation, etc.) The aforementioned Hall's pattern offers a simple predictor of the areas where lexical anisomorphism commonly appears. Simplicity, in turn, is highly valued in the fields of applied linguistics under discussion, where one is confronted with hands-on decisions.

The preliminary research reported in this paper uses the data from Benson (1993) to explore the hypothesis of the polychronic nature of the Bosnian, Croatian, and Serbian cultures as an indicator of the areas of multiple equivalence in English, which functions within monochronic cultures. These areas comprise broadly defined measures (e.g., *sat* 'clock, watch, hour...'), body parts (e.g., *ruka* 'arm, hand'), work and social relations (e.g., *raditi* 'work, function, do, act, be about...') and others.

The author reaches the conclusion that this Hall's pattern offers a useful applied linguistic tool and that more research is needed to elucidate these differences in a more formal manner.

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