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Business Jargon on Thai Corporate Websites: A Linguistic and Rhetorical Analysis and a Glocalization Approach

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Abstract:

Background and Objectives: Business jargon has become a salient feature of contemporary corporate communication, particularly on English-language corporate websites where organizations seek to establish professionalism, legitimacy, and competitive positioning in the global marketplace. In non-Western contexts such as Thailand, corporate discourse is influenced not only by international business conventions but also by local cultural values, resulting in distinctive forms of communication that reflect processes of glocalization. Although previous studies have investigated corporate discourse and multimodal communication, limited research has integrated linguistic, rhetorical, and visual dimensions within a unified analytical framework, particularly in Southeast Asian contexts. This study therefore aimed to (1) analyze the linguistic features and rhetorical functions of business jargon employed on Thai corporate websites, (2) examine the interaction between textual and visual resources in constructing corporate identity from a glocalization perspective, and (3) compare business jargon usage and communication strategies on Thai corporate websites with those of selected international corporations from the United States, Japan, and Singapore.

Methods: This study employed a qualitative-dominant mixed-methods design, combining corpus-based linguistic analysis with multimodal discourse analysis and cross-cultural comparison. The dataset consisted of 30 Thai corporate websites representing four industries, namely finance, technology, real estate, and manufacturing, and 15 international corporate websites selected from the United States, Japan, and Singapore. English-language content from the Homepage and About Us sections was collected and analyzed. Corpus analysis was conducted using AntConc to identify lexical frequencies, collocational patterns, and concordance lines of business-related terminology. Qualitative analysis was informed by genre analysis, systemic functional linguistics, multimodal discourse analysis, and glocalization theory. Cross-cultural comparison was further employed to interpret similarities and differences in linguistic and visual communication strategies across national contexts.

Results: The findings revealed that business jargon was employed strategically rather than incidentally on Thai corporate websites. High-frequency lexical items included sustainability, innovation, ecosystem, transformation, and ESG, which functioned as persuasive and evaluative resources in promotional discourse. Collocational analysis showed recurring lexical clusters such as digital transformation, customer-centric approach, and global standards, indicating that business jargon operates as formulaic discourse patterns that reinforce corporate positioning. Multimodal analysis demonstrated

that textual messages were systematically supported by visual elements, including executive-centered imagery, culturally symbolic color schemes, and hybrid typographic styles, all of which contributed to the construction of credibility, trust, continuity, and innovation. Moreover, cross-cultural comparison revealed that Thai corporate websites occupied a hybrid communicative position, balancing globally recognizable business discourse with culturally embedded values. In contrast, U.S. corporate websites tended to exhibit more assertive and innovation-oriented discourse, whereas Japanese websites emphasized harmony, continuity, and restrained communication styles.

Application of this study: The findings provide practical implications for corporate communication and Business English education. Organizations may use the findings to develop more effective digital branding and strategic communication practices by employing business jargon purposefully and in a culturally sensitive manner. The results also contribute to English for Specific Purposes (ESP) and Business English pedagogy by promoting corpus-informed and discourse-based instruction. Furthermore, the study offers insights for intercultural communication training and may assist multinational corporations in designing communication strategies that balance global competitiveness with local cultural identity.

Conclusions: The study demonstrates that business jargon on Thai corporate websites functions as a strategic linguistic and rhetorical resource rather than merely specialized vocabulary. Corporate identity is constructed through the interaction of linguistic and visual elements, reflecting deliberate multimodal communication strategies. Thai corporate websites represent a glocalized form of digital discourse in which international business conventions are adapted to local cultural values. Overall, the findings contribute to a deeper understanding of corporate communication as a dynamic process shaped by linguistic, visual, and cultural dimensions and highlight the role of English as a flexible resource in contemporary global business communication.

Keywords: Business Jargon; Rhetorical Analysis; Multimodal Discourse; Thai Corporate Websites; Glocalization

Introduction

In the contemporary digital business environment, corporate websites function as central platforms for organizational self-representation, branding, and stakeholder engagement. Beyond providing information, these websites perform persuasive and symbolic roles, shaping how corporations project credibility, professionalism, and strategic orientation to both local and international audiences [1]. Language use on corporate websites is therefore not neutral but reflects deliberate rhetorical choices aligned with corporate goals and market positioning.

Within this context, business jargon has emerged as a salient linguistic resource in corporate digital discourse. Rather than operating merely as technical or specialized vocabulary, business jargon functions rhetorically to signal expertise, competitiveness, innovation, and alignment with global business norms [1]. Previous studies in professional and corporate discourse have demonstrated that such lexical choices contribute to evaluative meaning-making, promotional discourse, and the construction of institutional authority, particularly in online genres where credibility must be rapidly established [2].

From a genre-analytic perspective, corporate websites exhibit recurring communicative purposes and rhetorical moves, such as mission articulation, value promotion, future orientation, and stakeholder reassurance [1]. These moves are linguistically realized through patterned features including nominalization, evaluative lexis, and strategic modality, which collectively shape a coherent corporate voice and reinforce organizational legitimacy.

At the same time, corporate websites are inherently multimodal texts, in which meaning is co-constructed through the interaction of linguistic and visual resources. Textual content operates alongside visual elements such as layout, typography, color schemes, imagery, and navigation structures. Research in multimodal discourse analysis has emphasized that visual choices are integral to meaning-making processes rather than decorative additions, contributing to the framing of corporate values, emotional appeal, and audience positioning [3-5].

The globalized nature of contemporary business further complicates corporate digital discourse. English frequently serves as the dominant medium for international corporate communication; however, its use is rarely culturally uniform. The concept of glocalization captures how global communicative practices are adapted to local sociocultural contexts [6]. In Asian corporate environments, including Thailand, English-language corporate discourse often reflects hybridization, combining internationally recognizable business terminology with culturally embedded values such as harmony, continuity, and social responsibility [7].

Despite increasing scholarly attention to corporate discourse, multimodality, and business English, existing research has predominantly focused on Western corporate contexts or has examined linguistic and visual dimensions in isolation [3, 5]. Studies that integrate business jargon, rhetorical structure, and multimodal resources within a glocalization framework, particularly in Southeast Asian contexts, remain limited. Moreover, comparative analyses that position Thai corporate websites alongside international counterparts are still underrepresented in the literature [6–7].

Addressing these gaps, the present study investigates the use of business jargon on Thai corporate websites through an integrated analytical framework combining genre analysis, multimodal discourse analysis, and glocalization [1, 3, 6-7]. By examining both linguistic patterns and visual design strategies, the study aims to elucidate how Thai corporations construct corporate identity in digital environments and how these strategies compare with those employed by international corporations from the United States, Japan, and Singapore. In doing so, the study contributes to a more nuanced understanding of corporate digital discourse and offers empirically grounded insights into the rhetorical and multimodal dynamics of business communication in a global local nexus.

Literature Review

Business Jargon and Corporate Discourse

Business jargon is widely recognized as a salient feature of professional and corporate communication. In corporate discourse, it functions not only as specialized vocabulary but also as a rhetorical resource that signals expertise, institutional authority, and alignment with global business practices [1]. Previous studies show that business jargon contributes to evaluative and promotional meanings, particularly in genres where organizations seek to establish credibility and competitive positioning.

From a genre-analytic perspective, corporate texts are shaped by recurrent rhetorical moves such as value articulation, future orientation, and stakeholder engagement [1]. These moves are linguistically realized through patterned features including nominalization, metaphor, and strategic modality, which together construct a persuasive and institutionally authoritative corporate voice. In digital corporate communication, where rapid impression formation is crucial, business jargon also serves an interpersonal function by positioning organizations as knowledgeable and trustworthy actors [2].

Multimodal Discourse and Corporate Websites

Corporate websites are inherently multimodal, producing meaning through the interaction of linguistic and visual semiotic resources. Multimodal discourse analysis emphasizes that elements such as layout, typography, color, and imagery perform communicative functions that shape interpretation and persuasion rather than serving merely decorative roles [3]. In corporate contexts, these visual resources operate alongside language to convey organizational identity and values.

The visual grammar framework provides analytical tools for examining representational, interactive, and compositional meanings in corporate design [3]. Empirical studies applying this framework demonstrate that visual

choices contribute to credibility building, emotional appeal, and audience alignment [4-5]. Research further suggests that multimodal coherence—achieved through consistent visual themes and aligned textual messages—enhances the persuasive impact and professional image of corporate websites [5].

Glocalization and English in Corporate Communication

While English functions as a dominant medium of global corporate communication, its use is shaped by local sociocultural contexts. The concept of glocalization highlights how global communicative practices are localized to reflect culturally embedded values and discursive traditions [8]. In non-Western corporate settings, English is often adapted rather than adopted wholesale, resulting in hybrid forms of business discourse.

Research on World Englishes emphasizes the plural and adaptive nature of English across sociolinguistic contexts [6]. In Asian corporate communication, including Thailand, English-language corporate discourse frequently blends internationally recognizable business terminology with local cultural orientations such as harmony, respect, and social responsibility [7]. Despite growing interest in glocalized corporate communication, studies that integrate linguistic, rhetorical, and multimodal dimensions within a single analytical framework remain limited. Addressing this gap, the present study examines business jargon on Thai corporate websites through an integrated approach combining genre analysis, multimodal discourse analysis, and glocalization, alongside cross-cultural comparison with selected international corporations.

Objectives

1. To analyze the linguistic features and rhetorical functions of business jargon found on Thai corporate websites, focusing on lexical frequency, collocational patterns, and persuasive usage in digital genres.

2. To examine the integration of textual and visual elements in a multimodal context, including the use of hybrid phrases and culturally embedded metaphors to construct corporate identity within the framework of glocalization.

3. To compare the use of business jargon and communication strategies on Thai corporate websites with those of international counterparts (specifically the United States, Japan, and Singapore).

Methodology

Research Scope

This study examines 30 Thai corporate websites across four major industries: finance, technology, real estate, and manufacturing. The Thai corporate websites were distributed across these industries as follows: finance (n = 8), technology (n = 8), real estate (n = 7), and manufacturing (n = 7). To enable cross-cultural comparison, 15 international corporate websites were also included, comprising five websites each from the United States, Japan, and Singapore, selected from the same industries.

All analyses focused on English-language content to ensure comparability across national contexts. Websites lacking substantial textual content (e.g., single-page landing pages or image-only designs) and Thai-only websites were excluded. Multimodal analysis was limited to the Homepage and About Us sections, as these sections play a central role in branding discourse and corporate identity construction. Data were collected between January and March 2025 (Q1 2025) to ensure consistency and contemporaneity across website content.

Research Design

This study adopts a qualitative-dominant mixed-methods research design, in which quantitative corpus analysis functions as supporting empirical evidence for in-depth qualitative interpretation. Quantitative analysis is employed to identify lexical frequency patterns and collocational tendencies, while qualitative analysis constitutes the primary analytical focus, encompassing rhetorical interpretation, multimodal discourse analysis, and cross-cultural comparison. This design enables the study to balance analytical rigor with interpretive depth and is consistent with qualitative-oriented research in discourse and multimodal studies.

The analytical framework draws on genre analysis [1], multimodal discourse analysis [2], and glocalization [6–7], allowing for an integrated examination of linguistic, visual, and cultural dimensions of corporate digital discourse.

Data Collection

Sample Selection

A purposive sampling technique was employed to select Thai corporate websites from four major industries: (1) Finance (e.g., banks, insurance companies), (2) Technology (e.g., telecommunications, IT services), (3) Real Estate (e.g., property developers and consultants), and (4) Manufacturing (e.g., food, electronics, and consumer goods).

The criteria for inclusion were: (1) availability of an English-language version; (2) presence of identifiable corporate sections such as Homepage, About Us, Vision/Mission, and Corporate Responsibility; and (3) Thai registration with both domestic and international operations. For comparative purposes, 15 international corporate websites from the United States, Japan, and Singapore were selected using equivalent criteria.

Data Sources

The primary data sources comprised: (1) textual content from selected website sections; (2) visual data captured through screenshots of homepages and core design elements (e.g., imagery, color schemes, layout, and typography); and (3) meta-discursive elements, including navigation menus, slogans, and call-to-action buttons. All data were systematically saved, labeled, and archived. A metadata table was created to record industry type, country of origin, date of access, and the sections retrieved to ensure transparency and traceability.

Analytical Procedures

To ensure methodological transparency and replicability, data analysis was conducted in five systematic stages:

1) Identification: Corporate websites meeting the selection criteria were identified across industries and national contexts.

2) Selection: English-language content from the Homepage and About Us sections was selected due to their central role in corporate identity construction.

3) Extraction: Textual data were extracted and compiled into a corpus, while visual data were collected through screenshots of key design elements.

4) Cleaning: Non-relevant materials (e.g., navigation-only text, duplicated content, image-only sections) were removed to ensure analytical consistency.

5) Coding and Analysis: Textual and visual data were coded and analyzed using complementary quantitative and qualitative procedures, as outlined below.

Linguistic Analysis

Corpus-based tools (e.g., AntConc) were employed as a quantitative corpus analysis instrument to generate lexical frequency lists, identify collocational patterns, and retrieve concordance lines of business-related terminology. The analysis was based on a predefined list of 80 business-specific terms, selected for their frequency and thematic relevance in contemporary business discourse and reviewed by two independent domain experts in business communication and corporate strategy to ensure contextual relevance and analytical validity.

The resulting quantitative outputs served as empirical indicators to support qualitative interpretation, rather than as ends in themselves. Following corpus extraction, textual units were segmented into clauses and qualitatively analyzed using Hyland's framework on promotional discourse [2] and Systemic Functional Grammar [8], with particular attention to rhetorical functions, transitivity patterns, and modality choices.

Multimodal Analysis

Multimodal analysis was conducted qualitatively using the visual grammar framework proposed by Kress and van Leeuwen [3]. Visual elements were systematically coded according to three analytical dimensions: (1) representational meaning (e.g., symbolism, depicted actions and processes), (2) interactive meaning (e.g., gaze, social distance, angle), and (3) compositional meaning (e.g., layout, salience, color balance). Hybrid metaphors and culturally embedded images were further examined using semiotic principles [4] to capture the interaction between visual symbolism and cultural meaning in corporate websites.

Cross-Cultural Comparative Analysis

For cross-cultural comparison, Thai corporate websites were analyzed alongside corporate websites from the United States, Japan, and Singapore. This analysis was qualitative and interpretive in nature, focusing on similarities and differences in rhetorical structures, business jargon usage, and culturally embedded communication values. Interpretation of cross-cultural patterns was informed by cultural dimensions theory [9] and prior research on intercultural business discourse [10–11], with emphasis on contextual explanation rather than statistical generalization.

Trustworthiness and Triangulation

To enhance trustworthiness, data triangulation was applied by cross-verifying linguistic features, visual elements, and industry contexts. Peer debriefing was conducted with two independent domain experts in business communication and corporate strategy to strengthen analytical rigor and interpretive consistency. In addition, inter-coder reliability was assessed for a subset of the data, yielding a Cohen's kappa coefficient of 0.82, indicating substantial agreement.

Justification of Dataset Size

The dataset size is intentionally aligned with the study's qualitative-dominant orientation, prioritizing analytical depth over quantitative breadth. Rather than aiming for statistical representativeness, the study seeks to provide context-sensitive insights into how business jargon and multimodal resources are strategically employed in corporate digital discourse. This approach avoids overgeneralization while enabling detailed examination of linguistic and semiotic patterns across industries and cultural contexts.

Ethical Considerations

All data used in this study were obtained from publicly accessible corporate websites and did not involve human participants or personal data. Formal ethical approval was therefore not required. Company names were anonymized in the presentation of findings to maintain academic neutrality and integrity.

Research Results

Objective 1: Business Jargon Usage on Thai Corporate Websites

1) Frequency and Distribution of Business Jargon

To address Research Objective 1, a corpus-based analysis was conducted on textual data collected from 30 Thai corporate websites, focusing on the Homepage and About Us sections. Using AntConc, a total of 1,742 occurrences of the predefined list of 80 business-specific jargon terms were identified across the corpus.

Table 1 presents the top ten most frequent business jargon terms, together with their frequency counts and percentage distribution relative to the total occurrences of business jargon.

Table 1. Top 10 Business Jargon Terms on Thai Corporate Websites (n = 30)

Rank	Business Jargon	Frequency (n)	Percentage (%)
1	Sustainability	216	12.40
2	Innovation	203	11.60
3	Ecosystem	148	8.50
4	Transformation	139	8.00
5	ESG	124	7.10
6	Stakeholders	118	6.80
7	Value-added	106	6.10
8	Strategy	99	5.70
9	Digital	93	5.30
10	Customer-centric	85	4.90

The results show that sustainability and innovation are the most salient lexical items, together accounting for approximately 24% of all business jargon occurrences. The high frequency of terms related to governance (ESG, stakeholders) and strategic change (transformation, ecosystem) indicates that Thai corporate websites consistently foreground themes of long-term responsibility, innovation-driven growth, and global accountability.

2) Concordance Analysis of Salient Business Jargon

To examine how frequently occurring jargon terms are embedded in authentic corporate discourse, concordance lines were generated using AntConc. Selected examples illustrate typical contextual usage.

Example 1: Sustainability

"…driving sustainability across our business ecosystem to ensure long-term value creation…"

"…committed to sustainability and responsible growth aligned with international standards…"

Example 2: Digital transformation

"…accelerating digital transformation through innovative platforms and strategic partnerships…"

"…our digital transformation strategy enhances customer experience and operational efficiency…"

Example 3: Stakeholders

"…creating shared value for all stakeholders through transparent governance and ethical practices…"

"…engaging key stakeholders to support inclusive and sustainable development…"

These concordance patterns demonstrate that business jargon is embedded within evaluative, future-oriented, and ethically framed discourse, rather than appearing as isolated technical terminology. This supports the view that business jargon functions as a strategic rhetorical resource in corporate digital communication, consistent with genre-based descriptions of promotional discourse [1].

3) Collocational Patterns and Formulaic Bundling

Collocational analysis further reveals that business jargon frequently appears in formulaic lexical clusters, reinforcing rhetorical coherence and institutional positioning. Prominent clusters include:

Sustainable + Development/ Growth/ Value

Digital + Transformation/ Solution/ Strategy

Customer + Satisfaction/ Experience/ Centric

Global + Vision/ Presence/ Standard

These recurrent combinations indicate that business jargon operates as discursive building blocks rather than standalone lexical items. Through repetition and predictability, such clusters enable corporations to compress complex strategic meanings into recognizable phrases that align with global business discourse norms [1,8].

4) Visual Representation of Lexical Salience



Figure 1. Word Cloud of Business Jargon on Thai Corporate Websites

Source: Generated by the author from research data

Figure 1 visualizes the relative salience of high-frequency business jargon terms identified in Table 1, with word size corresponding to frequency of occurrence. While the Word Cloud provides an intuitive overview of lexical prominence, its interpretive value is supported by the quantitative frequency data and concordance evidence presented above. As such, the visualization functions as a supplementary overview rather than a primary analytical tool.

Objective 2: Rhetorical and Multimodal Construction of Corporate Identity

1) Rhetorical and Structural Features

Analysis of rhetorical structures across Thai corporate websites reveals a strong reliance on promotional discourse strategies. Common linguistic features include self-mention and institutional voice (e.g., "We are committed to…"), evaluative adjectives (e.g., innovative, trusted, robust), and future-oriented verbal constructions (e.g., aim to deliver, strive to innovate).

In addition, nominalization is frequently employed to transform processes into abstract entities (e.g., transform to transformation), producing an impersonal and institutional tone that enhances perceptions of objectivity and permanence. These patterns align with Bhatia's description of promotional corporate genres [1] and Halliday's systemic functional grammar, particularly in terms of transitivity and modality [8].

Despite extensive use of global business terminology, Thai corporate websites also demonstrate localization strategies through hybrid expressions such as "Global standard, Thai heart" and "Innovation with compassion." These expressions embed culturally resonant values such as harmony, humility, and social responsibility within internationalized discourse frameworks, illustrating processes of glocalization [6–7].

2) Multimodal Strategies

Guided by Kress and van Leeuwen's visual grammar [3], multimodal analysis identified three dominant visual strategies across Thai corporate websites.

Table 2. Multimodal Features on Thai Corporate Websites

Multimodal Element	Common Practices	Communicative Function
Image composition	Center-aligned executives, team photos, Thai landmarks	Credibility, unity
Color scheme	Gold, blue, white	Trust, stability, cultural symbolism
Typography	Serif + modern sans-serif	Tradition–innovation balance

Many About Us pages feature centrally positioned images of executives in formal attire, often framed by symmetrical architectural or cultural backdrops. According to visual grammar principles, such composition and gaze patterns create interactive meanings associated with trust and authority, while compositional balance conveys institutional stability [3]. These visual elements operate systematically with textual content to construct a culturally grounded yet globally intelligible corporate identity.

Objective 3: Cross-Cultural Comparison

To address Research Objective 3, Thai corporate websites were compared with 15 international corporate websites from the United States, Japan, and Singapore, using Hofstede's cultural dimensions framework [9] as an interpretive lens.

Corporate websites from the United States emphasize individual achievement and innovation, with frequent use of jargon such as agility, disruption, and scaling up, accompanied by bold visual design and high-contrast color schemes. Japanese corporate websites prioritize harmony, continuity, and humility, employing indirect linguistic expression, minimalist layouts, and muted color palettes. Singaporean corporate websites display a balanced rhetorical profile, highlighting multicultural competence and regional leadership through pragmatic discourse and code-mixing.

Thai corporate websites occupy a hybrid discursive position, balancing assertive global rhetoric with culturally embedded values. Linguistically and visually, they mediate between Western individualism and East Asian collectivism, illustrating a strategic negotiation between international competitiveness and national identity within digital corporate communication.

Summary of Key Findings

In response to Objective 1, the results demonstrate that Thai corporate websites employ business jargon systematically as a strategic rhetorical resource, supported by high-frequency patterns, collocational clusters, and contextual usage.

Addressing Objective 2, the findings reveal that corporate identity is constructed through the interaction of linguistic and visual resources, resulting in a multimodal discourse that integrates global business norms with culturally resonant design strategies.

With respect to Objective 3, cross-cultural comparison shows that Thai corporate websites adopt a hybrid communication style positioned between Western assertiveness and East Asian cultural embeddedness.

Overall, the findings confirm that Thai corporate websites strategically integrate linguistic, rhetorical, and multimodal resources to construct credible and culturally grounded corporate identities within a global digital environment.

Discussion and Conclusion

This study examined the use of business jargon and multimodal resources on Thai corporate websites through an integrated framework combining corpus-based linguistic analysis, multimodal discourse analysis, and cross-cultural comparison. The findings demonstrate that Thai corporate digital discourse is shaped by deliberate strategic choices rather than stylistic coincidence, and that language and visual design function together as key resources in corporate communication.

The results confirm that business jargon on Thai corporate websites serves a dual communicative function: aligning corporate discourse with globally recognizable business norms while simultaneously reinforcing culturally embedded values. High-frequency terms such as sustainability, innovation, transformation, and ESG were shown through frequency rankings, collocational patterns, and concordance analysis to operate within evaluative and promotional discourse structures. This finding supports genre-based perspectives that view corporate communication as inherently persuasive and legitimacy-oriented rather than merely informational [1].

Cross-cultural comparison further reveals systematic variation in the intensity and distribution of business jargon across national corpora. U.S. corporate websites exhibit the highest concentration of jargon, reflecting a discourse style emphasizing assertiveness, innovation, and market leadership. Japanese websites display a more restrained pattern, consistent with cultural preferences for harmony, modesty, and implicit persuasion. Thai corporate websites occupy an intermediate position characterized by adaptive blending rather than direct imitation. This pattern reflects a glocalized communicative strategy in which global business English is selectively appropriated and localized through hybrid expressions such as “global standards, Thai values.” Such findings resonate with World Englishes and glocalization perspectives, which emphasize contextual adaptation rather than deviation from native norms [6–7].

Beyond linguistic choices, the study highlights the integral role of multimodal meaning-making in corporate digital communication. Visual elements including executive-centered imagery, culturally symbolic color schemes, and hybrid typographic choices systematically reinforce textual messages of trust, continuity, and innovation. These findings confirm that visual grammar functions as an essential semiotic resource rather than a decorative supplement, extending multimodal discourse theory by demonstrating the coordinated operation of linguistic and visual resources in constructing corporate identity [3].

Taken together, the study contributes theoretically by showing how global corporate genres are locally recontextualized through linguistic and multimodal strategies, and methodologically by demonstrating the value of integrating corpus-based quantitative analysis with multimodal discourse frameworks. Corporate digital communication thus emerges as a dynamic site of linguistic, visual, and cultural negotiation rather than a neutral transmission of information.

From a practical perspective, the findings suggest that corporate communication practitioners should employ business jargon strategically rather than mechanically, balancing globally recognizable terminology with culturally resonant language and visuals to maintain credibility while preserving brand distinctiveness. In educational contexts, English for Specific Purposes (ESP) and Business English instruction should move beyond vocabulary-focused approaches toward discourse and corpus informed pedagogy that integrates linguistic and multimodal analysis. Professional training programs should likewise emphasize intercultural and multimodal awareness to support effective communication across diverse cultural settings.

Finally, future research may expand the scope of analysis by increasing corpus size, incorporating additional industries, or adopting longitudinal designs to examine evolving patterns of business jargon and multimodal strategies. Further studies may also integrate audience reception or usability research to explore how stakeholders interpret and respond to hybrid corporate discourse. Such directions would deepen understanding of the effectiveness and impact of corporate communication in global business environments.

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