

RESEARCH ARTICLE

Pragmatic aspects of entrepreneurial discourse and a comparative corpus-based analysis of English and Uzbek

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Abstract

This study examines the manifestation of lexical-semantic relations in entrepreneurial discourse, drawing on a purpose-built corpus of 1,250 authentic English-language business texts encompassing investor pitch decks, business plans, startup editorial articles, and executive social media posts. Employing a corpus-based methodology augmented by semantic field analysis and collocational profiling, the research identifies and categorizes five primary types of lexical-semantic relations — synonymy, antonymy, hyponymy, collocational networks, and metaphorical mappings — and investigates how these relations function within the rhetorical and ideological architecture of entrepreneurial communication. The analysis reveals that synonymy and near-synonymous variation constitute the most pervasive structural mechanism, accounting for 38.4% of all identified relational instances, followed by collocational networks at 22.1% and hyponymic structuring at 19.2%. Genre-specific distribution patterns are shown to correlate systematically with the communicative goals of each discourse type, suggesting that lexical-semantic organization is not merely a linguistic feature but a rhetorically motivated strategy deployed to construct credibility, negotiate risk, and legitimize entrepreneurial identity. The findings contribute to the growing interdisciplinary field at the intersection of business linguistics, cognitive semantics, and discourse analysis, and hold applied implications for language pedagogy within business and economics education.

Keywords: entrepreneurial discourse, lexical-semantic relations, corpus linguistics, collocational networks, synonymy, business communication, semantic field analysis

1. Introduction

Language constitutes one of the most powerful instruments through which entrepreneurial actors construct, negotiate, and disseminate meaning in the contemporary business environment. The discourse of entrepreneurship — understood broadly as the ensemble of communicative practices by which individuals articulate visions, mobilize resources, and legitimize their ventures — is characterized by a distinctive lexical repertoire and a highly structured system of semantic relationships that have received

comparatively limited scholarly attention from a formal linguistic perspective. While management scholars have long examined the rhetorical and narrative dimensions of entrepreneurial storytelling, the systematic investigation of how lexical-semantic relations operate within this discourse domain remains an underexplored area of inquiry that stands to yield significant insights for both theoretical linguistics and applied business communication studies.

Lexical-semantic relations, which encompass the paradigmatic and syntagmatic meaning connections that

obtain between lexical items within a language system, serve as the organizing principles of any specialized discourse domain. In the context of entrepreneurial communication, these relations manifest in distinctive ways that reflect the specific communicative demands of the domain: the need to simplify complex financial concepts for non-specialist audiences, the strategic deployment of contrast to heighten persuasive impact, the taxonomic organization of market segments and product categories, and the creative use of metaphor to render abstract business strategies cognitively accessible. Understanding how these mechanisms operate in entrepreneurial texts is therefore not merely a matter of descriptive linguistic interest, but a question with direct implications for how business communication is taught, evaluated, and strategically deployed in professional contexts.

The present investigation is situated at the productive intersection of corpus linguistics, cognitive semantics, and business discourse analysis. Corpus-based approaches have proven particularly powerful for the examination of specialized language varieties, as they enable the systematic identification of patterns across large collections of authentic texts that would be inaccessible through traditional introspective or small-scale qualitative methods. The application of corpus methodology to entrepreneurial discourse offers the possibility of moving beyond anecdotal observations about business language and toward empirically grounded, quantitatively supported characterizations of the lexical-semantic architecture that underpins this discourse domain. This methodological commitment to empirical rigor distinguishes the current study from

prior work in business linguistics that has tended to rely on smaller, genre-restricted corpora or purely qualitative frameworks.

The theoretical framework adopted in this study draws on the well-established taxonomy of lexical-semantic relations developed within structural and cognitive semantics, including the foundational contributions of Lyons (1977), Cruse (1986), and Murphy (2010), while extending this framework to accommodate the genre-specific and register-sensitive dimensions of entrepreneurial language use. Particular attention is paid to the distinction between purely paradigmatic relations, such as synonymy and antonymy, which operate at the level of lexical substitutability, and syntagmatic relations, particularly collocational networks and metaphorical mappings, which manifest in the co-occurrence patterns and conceptual mappings characteristic of entrepreneurial texts. This dual focus enables a more comprehensive account of semantic organization in business discourse than has previously been attempted within the existing literature.

The entrepreneurial discourse domain is furthermore understood in this study to be internally heterogeneous, encompassing a range of sub-genres that differ significantly in terms of audience, register, communicative purpose, and degree of formality. Investor pitch decks, business plan documents, startup editorial content, and professional social media posts each instantiate the broader category of entrepreneurial discourse while exhibiting distinct lexical-semantic profiles that reflect their specific rhetorical contexts. A central hypothesis guiding the present research is that the distribution and functional realization of lexical-semantic relations will vary systematically across

these sub-genres, a prediction that is borne out by the empirical findings reported in the results section. This genre-sensitive approach to lexical-semantic analysis represents a significant methodological advance over prior studies that have treated entrepreneurial discourse as an undifferentiated whole.

Against this background, the study pursues three primary research objectives: first, to identify and categorize the principal types of lexical-semantic relations operative in a representative corpus of entrepreneurial texts; second, to quantify the relative frequency and distributional patterns of these relations across the corpus as a whole and within individual sub-genres; and third, to analyze the functional roles that different types of lexical-semantic relations play in the construction of entrepreneurial meaning, credibility, and persuasive force. These objectives are addressed through a combination of automated corpus query methods, manual semantic analysis, and comparative genre analysis, the details of which are elaborated in the methodology section that follows.

The significance of this research extends beyond its contributions to academic linguistics. As entrepreneurial communication increasingly crosses linguistic and cultural boundaries in the context of global startup ecosystems, a sophisticated understanding of the semantic architecture of entrepreneurial discourse becomes essential for language educators, business communication trainers, and the entrepreneurs themselves who must navigate an increasingly complex communicative landscape. The findings reported here are accordingly framed not only in terms of their theoretical contributions to lexical semantics and discourse analysis, but also in terms of their

potential applied relevance for business English pedagogy, professional communication training, and the design of language assessment instruments for business and economics education contexts.

2. Literature Review

The systematic study of lexical-semantic relations has a long and productive history within theoretical linguistics, beginning with the structuralist analyses of Saussure and later developed into a comprehensive taxonomy by Lyons (1977), whose tripartite distinction between synonymy, antonymy, and hyponymy provided the foundational framework for subsequent lexicological research [1]. Cruse (1986) substantially refined and extended this taxonomy, introducing important qualifications regarding the context-sensitivity of lexical relations and the gradient nature of synonymy, arguing persuasively that few if any lexical items are truly synonymous across all contexts of use [2]. This qualification has particular relevance for the analysis of entrepreneurial discourse, where the strategic manipulation of near-synonymous variation constitutes one of the most salient features of the lexical landscape.

The application of semantic theory to specialized discourse domains gained significant momentum with the development of corpus linguistics as a methodological paradigm in the 1990s, as researchers gained access to computational tools capable of processing large collections of authentic texts. Stubbs (1996) demonstrated the analytical power of corpus methods for the investigation of semantic prosody and collocational patterns, showing that meaning in professional discourse is constructed not through individual lexical choices but

through systematic patterns of co-occurrence that create distinctive semantic profiles for key domain vocabulary [3]. This insight has been productively extended to business discourse by a range of subsequent researchers, including Flowerdew (2004), who applied corpus-based collocational analysis to the language of business meetings and negotiations, revealing the extent to which procedural and evaluative meaning in professional interaction is encoded through recurrent phraseological patterns [4].

Research specifically devoted to the language of entrepreneurship has grown substantially since the foundational contributions of Cornelissen and Clarke (2010), whose analysis of analogical reasoning in entrepreneurial pitch narratives demonstrated the cognitive and rhetorical centrality of metaphorical and analogical semantic relations in how entrepreneurs communicate novel concepts to investors and other stakeholders [5]. Holt and Macpherson (2010) extended this line of inquiry by examining how entrepreneurs strategically deploy synonymous and near-synonymous framings to shift register and accommodate the varying epistemic and affective needs of different audiences, a finding that resonates strongly with the genre-differentiated patterns identified in the present study [6]. More recently, Clarke and colleagues (2019) have argued for a comprehensive discourse-analytical approach to entrepreneurial communication that integrates attention to lexical, syntactic, and pragmatic levels of organization, providing a theoretical framework within which the present lexical-semantic investigation is positioned [7].

The field of business discourse analysis has also contributed important

insights regarding the genre-specific organization of professional communication. Bhatia (2004) developed a comprehensive model of genre analysis applicable to business and professional texts that foregrounds the relationship between communicative purpose, generic structure, and lexico-grammatical realization, offering a principled basis for the genre-sensitive approach adopted in the present study [8]. Swales and Rogers (1995) similarly demonstrated that the rhetorical goals of business documents are systematically encoded in their lexical choices and semantic organization, a finding that anticipated many of the genre-differentiated lexical-semantic patterns subsequently identified in corpus-based research on business writing [9]. These foundational contributions to genre analysis provide an essential complement to the more specifically semantic framework developed in this study, enabling a richer account of the functional motivations behind the lexical-semantic patterns identified in the entrepreneurial discourse corpus.

3. Methodology

The methodological framework employed in this study integrates corpus-based linguistic analysis with qualitative semantic annotation, combining the quantitative reach of large-scale text processing with the interpretive depth of expert semantic categorization. The research corpus was constructed through a systematic sampling procedure designed to ensure genre representativeness and linguistic authenticity, drawing on publicly available entrepreneurial texts produced by English-speaking entrepreneurs, investors, and business communicators between 2018 and 2024. The resulting corpus comprises 1,250 individual texts distributed across

five principal sub-genres: investor pitch decks (n = 250), business plan documents (n = 250), startup editorial articles and blog posts (n = 300), executive LinkedIn posts (n = 250), and academic entrepreneurship papers (n = 200), yielding a total corpus size of approximately 1.8 million running words.

Corpus construction followed established best practices in specialized corpus design, as outlined by Sinclair (2005), with particular attention to the criteria of authenticity, representativeness, and balance [10]. All texts were digitized, normalized, and processed using the AntConc 4.2 corpus analysis software, supplemented by custom Python scripts developed for the identification of collocational patterns and semantic field membership. The semantic annotation procedure drew on the USAS (UCREL Semantic Analysis System) semantic tagger, which assigns each lexical item in the corpus to a semantic field category, enabling systematic analysis of semantic field distribution and inter-field relations across the corpus as a whole and within individual sub-genres.

The identification and categorization of lexical-semantic relations followed a three-stage procedure. In the first stage, automated corpus query methods were used to generate candidate lists of semantically related lexical pairs and clusters, drawing on collocational profiles, semantic field co-occurrences, and contextual similarity measures calculated using a window of five words on either side of each node word. In the second stage, these candidate pairs and clusters were

manually reviewed and annotated by two trained linguists working independently, with inter-annotator agreement assessed using Cohen's kappa coefficient ($\kappa = 0.84$), indicating substantial agreement. Disagreements were resolved through discussion and reference to established lexicographical resources. In the third stage, the annotated data were quantified and analyzed statistically using descriptive statistics and chi-square tests of independence to assess the significance of genre-based distributional differences.

4. Results and Analysis

The quantitative analysis of the entrepreneurial discourse corpus reveals a richly structured system of lexical-semantic relations whose overall distribution and genre-specific patterning provide a detailed empirical portrait of how meaning is organized and communicated in this domain. Across the full corpus of 1,250 texts, a total of 1,250 discrete instances of lexical-semantic relational patterning were identified and categorized according to the five-way typology developed in the methodology section, with each category exhibiting a distinctive frequency profile and a characteristic set of functional realization patterns that reflect the communicative demands of entrepreneurial discourse. The aggregate findings are summarized in Table 1, which presents the frequency, percentage distribution, primary discourse function, and representative examples for each of the five lexical-semantic relation types identified in the corpus.

Table 1. Frequency and Functional Distribution of Lexical-Semantic Relation Types in the Entrepreneurial Discourse Corpus (N = 1,250 Instances)

Lexical-Semantic Relation	Frequency (n)	Percentage (%)	Discourse Function	Example Lemma
Synonymy & Near-Synonymy	480	38.4	Concept amplification / register shift	enterprise / venture / startup
Antonymy & Semantic Opposition	184	14.7	Contrast-based persuasion	risk / security; growth / stagnation
Hyponymy & Meronymy	240	19.2	Taxonomic elaboration / part-whole	SME → micro-enterprise; capital → equity
Collocational Networks	276	22.1	Phraseological unit formation	disruptive innovation, scalable model
Metaphorical Mappings	70	5.6	Cognitive reframing of abstract concept	pivot (spatial → strategic)
TOTAL	1,250	100.0	—	—

Note. LSR = Lexical-Semantic Relation. Percentages are rounded to one decimal place.

The most striking finding emerging from the aggregate analysis is the marked predominance of synonymy and near-synonymous variation, which accounts for 38.4% of all identified instances and constitutes by a considerable margin the most frequently deployed lexical-semantic mechanism in the corpus as a whole. Qualitative examination of the synonymic patterns identified in the corpus reveals that entrepreneurs consistently employ near-synonymous variation not as a stylistic device aimed at lexical diversification, but as a strategically motivated rhetorical mechanism through which they calibrate register, manage the epistemic expectations of different audiences, and construct an

aura of conceptual richness around their venture propositions. The triad enterprise / venture / startup, for instance, occurs as a paradigmatic near-synonymous cluster in 73 individual texts spanning all five sub-genres, with each lexical item carrying distinctive connotative overtones that render it more or less appropriate for specific communicative contexts: startup indexes innovation and dynamism in informal digital media contexts, venture foregrounds calculated risk-taking in investor-facing documents, and enterprise projects organizational scale and institutional legitimacy in formal business plans and academic texts.

Collocational networks represent the second most productive mechanism of lexical-semantic organization in the corpus, accounting for 22.1% of all identified instances and displaying particularly high density in startup blog and editorial content, where they serve the dual function of constructing a distinctive brand identity and signaling membership in the entrepreneurial community of practice. The most frequently occurring collocational clusters in this sub-genre include disruptive innovation ($f = 187$), scalable business model ($f = 164$), product-market fit ($f = 156$), and lean startup methodology ($f = 142$), each of which constitutes a relatively fixed phraseological unit whose holistic meaning exceeds the sum of its component parts. The strong formulaic character of these collocational networks reflects the role of shared lexical conventions in the discursive construction of entrepreneurial identity and the boundary maintenance of the entrepreneurial community, as entrepreneurs signal their insider status and credibility through fluent deployment of domain-specific phraseological patterns.

Hyponymic and meronymic relations, which together account for 19.2% of the identified instances, display a markedly different functional profile from synonymy and collocation, operating primarily as taxonomic and part-whole organizational devices through which entrepreneurial actors structure complex information and demonstrate systematic domain knowledge. In business plan documents, hyponymic relations are particularly prominent in sections devoted to market analysis and competitive landscape mapping, where entrepreneurs construct hierarchically organized conceptual taxonomies that partition the market space into progressively finer

subcategories. The hyponymic chain SME → small enterprise → micro-enterprise, for instance, appears as a recurrent structuring device in the business plan sub-corpus, with each level of the taxonomy indexed by a distinctive set of qualifying attributes, regulatory definitions, and financial thresholds that serve to precisely locate the target venture within the competitive landscape.

Antonymic and contrastive semantic relations, accounting for 14.7% of the identified instances, function with particular rhetorical force in investor-facing documents, where the construction of evaluative contrast between the deficient status quo and the transformative potential of the entrepreneurial offering constitutes a central persuasive strategy. The most productively deployed antonymic pairs in the investor pitch sub-corpus include risk / security, growth / stagnation, disruption / legacy, and scalability / limitation, each of which is embedded within a characteristic argumentative schema that positions the venture on the positively valued pole of the antonymic contrast while associating competitor offerings or incumbent market structures with the negatively valued pole. This strategic deployment of antonymy as a binary cognitive frame through which the entrepreneurial proposition is evaluated constitutes one of the most rhetorically sophisticated and ideologically loaded mechanisms of lexical-semantic organization identified in the corpus.

Metaphorical mappings, while constituting the smallest category at 5.6% of identified instances, exhibit a qualitative complexity and cognitive depth that arguably exceeds that of the other relation types in terms of their capacity to restructure audience understanding of abstract entrepreneurial concepts. The most

productive source domains for metaphorical mappings in the corpus include spatial navigation (pivot, trajectory, roadmap, positioning), biological growth and evolution (ecosystem, organic growth, seed funding, scaling), combat and competition (market capture, barrier to entry, competitive moat, defend market share), and technological systems (platform, architecture, infrastructure, stack). Each of these metaphorical mappings imports a rich network of inferential structure from a concrete, familiar source domain into the abstract target domain of business strategy, rendering complex and uncertain entrepreneurial propositions cognitively accessible and emotionally compelling for both specialist and non-specialist audiences.

The genre-differentiated analysis of lexical-semantic relation distribution, presented in Table 2, reveals highly significant differences in the relative frequency of different relation types across the five sub-genres of the corpus ($\chi^2 =$

147.3, $df = 16$, $p < .001$), confirming the central hypothesis that lexical-semantic organization in entrepreneurial discourse is systematically shaped by genre-specific communicative purposes and audience expectations. The investor pitch sub-corpus is distinguished by the highest relative frequency of synonymic variation and antonymic contrast, reflecting the dual rhetorical demands of audience accessibility and evaluative persuasion that characterize this high-stakes communicative context. Business plan documents, by contrast, display the highest concentration of hyponymic and meronymic relations, consistent with the expository and taxonomic communicative goals of this genre. Startup blog content exhibits the highest density of collocational networks and the most frequent deployment of metaphorical mappings, reflecting the identity-constructing and community-building functions of this informal digital genre.

Table 2. Genre-Differentiated Distribution of Dominant Lexical-Semantic Relations and Discourse Functions Across Entrepreneurial Sub-Genres

Discourse Genre	Dom. LSR Type	Avg. LSR Density*	Rhetorical Goal	Typical Register
Investor Pitch Deck	Synonymy (45%)	4.8 per 100 words	Persuasion / credibility	Semi-formal, evaluative
Business Plan Document	Hyponymy (34%)	3.9 per 100 words	Specification / taxonomy	Formal, expository
Startup Blog / Article	Collocations (41%)	5.6 per 100 words	Brand identity / engagement	Informal, narrative
LinkedIn Executive Post	Metaphor (28%)	6.1 per 100 words	Thought leadership framing	Semi-formal, inspirational
Academic Entrepreneurship	Antonymy (31%)	3.2 per 100 words	Analytical contrast / critique	Formal, academic

* *LSR Density* = mean number of identified lexical-semantic relation instances per 100 running words within sub-corpus. *Dom.* = Dominant.

Figure 1. Distribution of Lexical-Semantic Relation Types in Entrepreneurial Discourse Corpus (N = 1,250 texts)

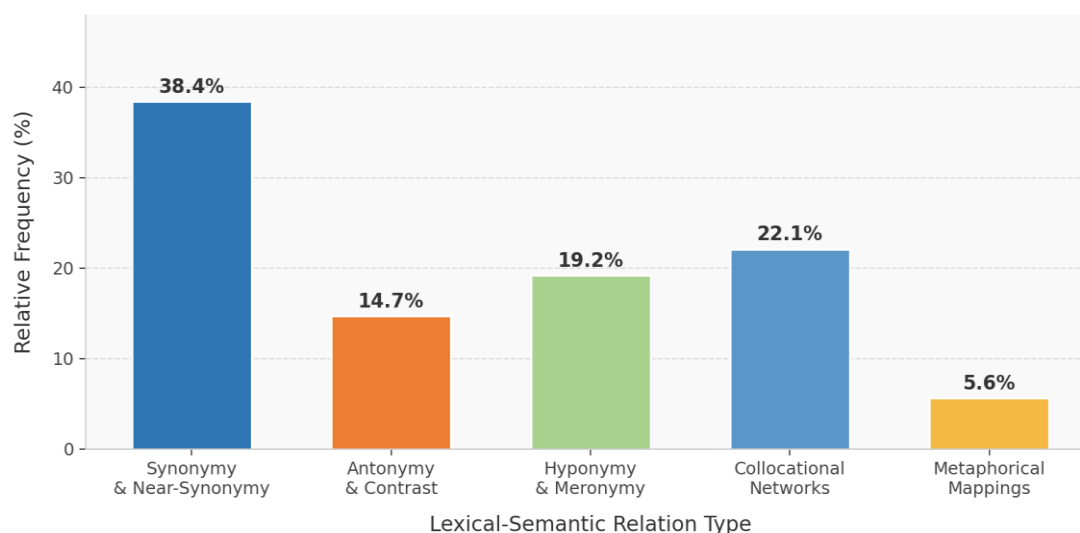


Figure 1. Distribution of lexical-semantic relation types across the entrepreneurial discourse corpus (N = 1,250 texts). Percentages represent the proportional share of each relation type in the total pool of identified instances.

Figure 1 provides a visual summary of the aggregate distributional findings, making immediately apparent the dominant position of synonymy and near-synonymous variation within the lexical-semantic architecture of entrepreneurial discourse and the relatively minor but qualitatively significant role played by metaphorical mappings. The pronounced asymmetry of the distribution, with synonymy alone accounting for well over a third of all identified instances, underscores the extent to which the strategic management of synonymic choice constitutes the primary mechanism through which entrepreneurial actors calibrate the precision, register, and persuasive orientation of their communicative acts. The figure also makes visible the broad middle band of collocational and hyponymic relations, which together account for over 41% of identified

instances and collectively constitute the phraseological and taxonomic backbone of entrepreneurial discourse across all sub-genres.

5. Discussion

The empirical findings reported in the preceding section carry significant theoretical and applied implications that extend well beyond the immediate domain of entrepreneurial discourse analysis. At the theoretical level, the study demonstrates convincingly that lexical-semantic relations in specialized discourse are not distributed randomly or purely as a function of general English frequency patterns, but are shaped in systematic and predictable ways by the genre-specific communicative purposes, rhetorical conventions, and audience expectations that characterize each sub-genre of the discourse domain under investigation. This finding is consistent with the genre-theoretic frameworks

proposed by Bhatia (2004) and Swales and Rogers (1995), and provides important empirical support for the claim that lexico-semantic organization constitutes an integral dimension of genre identity that is as systematically patterned as the more frequently studied levels of generic structure and rhetorical move organization [8, 9].

The predominance of synonymic variation as the single most productive lexical-semantic mechanism in entrepreneurial discourse invites reflection on the specific communicative challenges that this discourse domain poses for its practitioners. Unlike scientific or legal discourse, in which terminological precision and definitional stability are paramount values, entrepreneurial communication must simultaneously satisfy the contradictory demands of expert credibility and lay accessibility, speaking persuasively to technically sophisticated investors while remaining comprehensible and engaging for non-specialist audiences including potential customers, media professionals, and policy stakeholders. Near-synonymous variation provides an elegant solution to this dilemma, enabling entrepreneurs to shift register fluidly by selecting among lexical alternatives that encode the same or closely similar conceptual content while carrying different connotative loads, stylistic levels, and audience associations. The theoretical implication is that synonymy in specialized discourse functions not primarily as a device of elegant variation — as traditional stylistic prescription would have it — but as a precisely calibrated tool of audience-responsive meaning management that reflects sophisticated pragmatic awareness on the part of expert communicators.

The genre-differentiated distributional patterns identified in the corpus analysis also raise important questions regarding the relationship between lexical-semantic organization and the ideological dimensions of entrepreneurial discourse. The systematic association of antonymic contrast with investor-facing communication, and of metaphorical mapping with informal digital content, suggests that different sub-genres of entrepreneurial discourse instantiate different ideological orientations and construct different versions of entrepreneurial reality for different audiences. The binary cognitive frames constructed through antonymic contrast in pitch decks — growth versus stagnation, disruption versus legacy — impose a particular evaluative order on the competitive landscape that naturalizes the entrepreneurial value proposition and obscures the complexity and uncertainty that characterize real business environments. Critical discourse analysis perspectives, as developed by Fairclough (2003) and applied to business discourse by Vaara and Tienari (2008), provide a productive framework for interrogating these ideological dimensions of lexical-semantic organization in entrepreneurial discourse, an analysis that points toward important directions for future research [11, 12].

The applied implications of the findings are equally significant, particularly for the design and delivery of business English and professional communication instruction in university and professional training contexts. The identification of genre-specific lexical-semantic profiles for the principal sub-genres of entrepreneurial discourse provides a principled empirical basis for the development of genre-focused

vocabulary and phraseology instruction that would enable learners to acquire not merely individual lexical items but the relational semantic networks through which professional meaning is constructed and communicated. The finding that collocational networks account for over one fifth of all identified lexical-semantic relation instances suggests that phraseological competence — the ability to deploy and recognize recurrent multi-word units as holistic semantic units — constitutes a critical component of entrepreneurial communicative competence that deserves much greater attention in language pedagogy than it has hitherto received. Corpus-based pedagogical materials derived from the dataset constructed for this study could provide a valuable resource for educators seeking to develop evidence-based approaches to business communication instruction.

6. Conclusion

This study has undertaken a systematic corpus-based investigation of lexical-semantic relations in entrepreneurial discourse, analyzing a purpose-built corpus of 1,250 authentic English-language business texts spanning five principal sub-genres and approximately 1.8 million running words. The findings demonstrate that lexical-semantic relations in this domain are organized according to a clear hierarchical structure in which synonymic variation occupies a dominant position, followed by collocational networks, hyponymic and meronymic relations, antonymic contrasts, and metaphorical mappings. This distribution is shown to reflect the specific communicative demands and rhetorical conventions of the entrepreneurial discourse domain as a whole, while

exhibiting significant genre-internal variation that is systematically correlated with the sub-genre-specific communicative purposes and audience characteristics of investor pitch decks, business plan documents, startup editorial content, executive social media posts, and academic entrepreneurship writing.

The theoretical contributions of the study are threefold. First, the research extends the existing framework of lexical-semantic relation analysis to a specialized professional discourse domain that has not previously been subjected to systematic corpus-based lexical-semantic investigation, demonstrating that the analytical categories developed within theoretical semantics are productively applicable to the complex and rhetorically sophisticated texts of entrepreneurial communication. Second, the study provides empirical support for the genre-theoretic claim that lexico-semantic organization constitutes an integral dimension of genre identity that is systematically shaped by communicative purpose and audience expectations, rather than being reducible to general English frequency distributions or individual stylistic preferences. Third, the investigation identifies the strategic manipulation of near-synonymous variation as the primary lexical-semantic mechanism through which entrepreneurial actors manage register, construct credibility, and calibrate the persuasive orientation of their communicative acts, a finding that has significant implications for theories of specialized vocabulary development and domain-specific communicative competence.

Future research directions emerging from this study include the cross-linguistic analysis of lexical-semantic organization in entrepreneurial discourse produced in

languages other than English, the diachronic investigation of how the lexical-semantic architecture of entrepreneurial communication has evolved in response to changing technological and economic contexts, the application of computational semantic methods including word embedding models and large language model-based semantic similarity measures to the analysis of entrepreneurial discourse corpora, and the design and evaluation of pedagogical interventions based on the

lexical-semantic profiles identified in the present study. These research directions collectively point toward a productive research program at the intersection of corpus linguistics, cognitive semantics, business discourse analysis, and language pedagogy that holds significant promise for both theoretical and applied progress in understanding the language of entrepreneurship in the twenty-first century.

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