Corporate Mission Statements: An Appraisal-Based Study

Weaam Abdullah Alsagri

Department of English Language and Literature, College of Languages and Humanities, Qassim University, Saudi Arabia
421216347@qu.edu.sa

1. INTRODUCTION

Every organization has its own basic goals that it strives to achieve. To provide the basis on which they build their future, organizations form their mission, vision, and corporate value statements to represent their long-term intentions and the reason for their existence. Such statements provide a sense of shared expectations among all levels and generations of employees (Graham & Havlick, 1994). These three entities may be formulated into separate statements, or they may be integrated into a single one. Several studies (e.g., Brătianu & Bălănescu, 2008; Kantabutra & Avery, 2010; Macedo et al., 2015) have examined the importance of such statements using different approaches and theoretical frameworks. They found that these statements have positive, direct effects on both customer and staff satisfaction (e.g., Kantabutra & Avery, 2010). Other studies (e.g., Macedo et al., 2015) revealed that mission statements could have an impact on organizational performance only through organizational commitment.

In these types of statements, attitude plays an important role in the expression of interpersonal linguistic meanings. Even though many studies have investigated the impact of such statements, few studies have examined mission statements from the

perspective of systemic functional linguistics (SFL). Therefore, the present study analyzes the mission statements of the seven top corporations using Martin and Rose's (2007) appraisal framework, which is based on systemic functional linguistics, to explore how language is used to evaluate and construct textual persona and negotiate social relationships.

SFL, the theoretical approach implemented in this study, is a natural framework that has been widely used in discourse analysis (Halliday & Matthiessen, 2004). This theory views language as a primary social resource (Hart, 2014). It also perceives that every text—spoken, written, or in any other medium—illustrates numerous grammatical features of the language in meaningful functional contexts. SFG examines language and assesses its performative purposes (Hart, 2014).

Significance of the Study

Besides the importance of the appraisal system as a framework, a corporate mission statement plays a significant role in every organization. Each organization seeks to construct an effective mission statement that communicates its goals and values (Abrahams, 2007). To get a deep understanding, following SFL, this study aims to analyze selected organizations' mission statements to examine how attitudinal resources are employed in this genre of corporate discourse. This analysis will provide an opportunity to enrich the understanding of appraisal systems in corporate discourse. Further, it will add to the body of research on corporate discourse analysis.

Research Questions

Within Martin and Rose's (2007) appraisal framework, the study seeks to examine evaluative language to answer the following research questions:

1. How are attitudinal resources employed in the selected corporate mission statements?
2. To what extent are mission statements similar or different in terms of the use of attitudinal resources?
3. Are the attitudinal resources of the corporate mission statements perceived positively or negatively?

2. LITERATURE REVIEW

2.1 Systemic Functional Linguistics (SFL)

SFL, to which the appraisal framework belongs and out of which it has evolved, is a theory that is essentially concerned with how people actually use language to construe everyday life. In SFL, there are two general perspectives for looking at the phenomena of discourse. The first involves three language strata: grammar, discourse, and social context (Martin & Rose, 2007). These strata are different kinds of phenomena, operating at different levels of abstraction, which are connected with realization. The second involves three general social functions of language, known as metafunctions: (a) to enact relationships, i.e., interpersonal; (b) to represent experiences, i.e., ideational; and (c) to organize discourse as meaningful text, i.e., textual (Martin & Rose, 2007; Eggins, 2004). These three social functions can be achieved simultaneously, enabling us to look at any piece of discourse from any of these three perspectives. Based on these three meta-functions, Martin and Rose (2007) developed six systems: appraisal system, ideational system, conjunction system, identification system, periodicity system, and negotiation system.

2.2 Appraisal System: Negotiating Attitudes

As indicated by Martin and Rose (2007), appraisal, the theoretical framework adopted in this study, is a system of interpersonal meanings that is used to examine how

language users employ linguistic choices to negotiate social relationships by evaluating things, people's characters, and their feelings. Martin and Rose (2007) divided appraisal systems into three sub-systems. First, source (engagement) is concerned with the source of attitudes and involves the writer/speaker's point of view (or stance) toward what is being said. The meaning of engagement is categorized into monoglossic and heteroglossic based on whether the speaker/writer construes the position of the text as a given, i.e., monoglossia, or as at issue and up for debate, i.e., heteroglossia. Second, graduation deals with gradeability, i.e., adjusting the degree of an evaluation, or how strong or weak the feeling is. Graduation involves two types: force and focus. Force deals with resources for increasing and decreasing, including intensification, comparative and superlative morphology, repetition, and various graphological and phonological features. In terms of focus, on the other hand, phenomena are graded according to prototypicality, involving sharpening or softening categories of people and things using words such as real/sort of. Third, the attitude system is concerned with evaluating things, people's character, and their feelings. It includes three subsystems: affect, judgment, and appreciation.

The rest of this section outlines the attitude system of appraisal theory as it is the focus of this research. According to Martin and Rose (2007), attitude comprises three types, as mentioned earlier, according to what is being appraised. First, affect is concerned with resources for construing people's feelings, such as happiness, desire, fear, and pleasure, which can be positive or negative and direct or implied. Second, judgment deals with resources for evaluation and assessment of people's character and behavior, e.g., kindness or trustworthiness, which can also be positive or negative and direct or implied. Third, appreciation is concerned with resources for construing the value, worth, quality, or complexity of things, which can also be positive or negative and direct or implied.

2.3 Corporate Discourse

As indicated by Hart (2014), public-facing corporate discourse implies some form of impression management. This form of language varies according to the type of activity, i.e., field; and intended audience, i.e., tenor. Every genre of corporate discourse is associated with different strategies and structures of discourse. However, they are all "aimed at instilling confidence in the company and ultimately at profit-making" (Hart, 2014, p. 46). The aim of advertising and branding, for example, is to attract and maintain customers on the basis of products and services. Corporate vision/mission statements, as one of these genres of corporate discourse, aim to give the organization its own identity, business emphasis, and path for development (Anthony, 2012).

2.4 Corporate Mission Statement

As mentioned earlier, a mission statement is a fundamental part of any corporation, as it serves as a foundation on which the corporation can build its future. It also shapes the identity of the company and its employees and defines the company's basic goals and purposes. The importance of such a statement is rooted in the need for a source of direction that lets company employees, customers, and even stockholders know what the company stands for and where it is headed (Abrahams, 2007).

2.5 Related Studies

Several studies have used appraisal tools to realize the attitudes of different types of genres (e.g., Fitriati et al., 2018; Fuoli, 2012; Hadidi & Mohammadbagheri-Parvin, 2015; Hadidi & Khodadadi, 2018; Lin et al., 2019; Yang, 2016). It has been indicated that researchers and teachers can develop more explicit ways for analyzing students'

narrative texts and identifying EFL students' problems related to the use of attitudinal resources from an appraisal perspective (Fitriati et al., 2018). Similarly**,** it has also been indicated that the appraisal framework may lead to a deeper understanding of the English language, its operating mechanisms, and various types of discourses (Hadidi & Mohammadbagheri-Parvin, 2015). For instance, (Hadidi & Mohammadbagheri-Parvin, 2015) analyzed an English novel discursively, linguistically, and stylistically through one of the appraisal subsystems: attitude. However, Yang's (2016) study revealed that appraisal theory needs to be extended and remodeled in some areas. For example, Yang (2016) has suggested that proclamation can be further extended in writing by differentiating between areas such as announcement, proclamation, and pronouncement. Further, in the engagement system, expanding the three monogloss sub-types is also needed regarding dialogic positioning relations.

On the other hand, some scholars (e.g., Hadidi & Khodadadi, 2018) have invited ESL/EFL teachers to employ such a model in classes to maintain a critical pedagogical atmosphere in language literacy and education. To achieve this, Hadidi and Khodadadi (2018) deployed appraisal as a framework for analyzing evaluative political discourse. The study's dataset included Barack Obama's and Donald Trump's inaugural speeches. Based on the results, the study revealed that in both speeches, security and satisfaction had the highest percentage among affect categories, while unhappiness and insecurity had the lowest.

However, as far as corporate discourse is concerned, there are few studies (e.g., Fuoli, 2012; Lin et al., 2019) that have investigated how evaluation is exploited. Fuoli's (2012) study, for example, investigated corporate social reporting, a particular sub-genre of public-facing corporate discourse, to see how evaluation was used. By applying appraisal theory, the study analyzed two texts of BP's and IKEA's 2009 social reports. The results revealed two radically different approaches to the construction of a responsible corporate identity. While BP deploys interpersonal resources to describe itself as a reliable expert, IKEA discloses itself as a caring corporation engaged in a continual effort to improve. Similarly, in a particular sub-genre of public-facing corporate discourse, the study conducted by Lin et al. (2019) identified the characteristics differentiating the mission statements of Chinese and American companies. Based on the appraisal system approach, the results revealed that the distribution patterns of Chinese and American companies' evaluation resource words were similar, and both Chinese and American enterprises were highly concerned with survival, philosophy, and public image. However, while the mission statements of Chinese companies are society oriented and emphasize the social roles of an organization, American companies pay more attention to customers and partner relationships.

However, many studies have assessed the importance of such statements using different approaches and theoretical frameworks (e.g., Brătianu & Bălănescu, 2008; Kantabutra & Avery, 2010; Macedo et al., 2015). It has been demonstrated that vision, mission, and core values statements are strong integrators for organizational intellectual capital and communicate the essence of the company to all stakeholders (Brătianu & Bălănescu, 2008). However, such meaningful statements can only be regarded as an effective

strategy as long as employees are aligned with the organization's values (Macedo et al., 2015).

Reviewing the literature, few studies have examined missions and statements using appraisal systems as a framework. Moreover, limited studies have evaluated the effects of such genres on companies' attitudinal choices to develop a deeper understanding of such statements. Therefore, this study seeks to address this gap.

3. METHODOLOGY

3.1. Research Design

The primary aim of this study was to analyze selected mission statements of global companies to answer the research questions. To achieve this aim, a qualitative and a descriptive approach were used in this study. The qualitative approach was used to explain the attitudes recognized in these mission statements based on the appraisal framework. Further, the descriptive method was used to describe the realization of the interpersonal meaning in these statements.

3.2. Instrument

The data comprised mission statements of the companies holding the top seven spots in Fortune's corporate reputation rankings in 2021, namely Apple, Amazon, Microsoft, Walt Disney, Starbucks, Berkshire Hathaway, and Alphabet. Hence, the data was obtained from the Internet, specifically, from the corporations' official websites. Further, the attitudinal choices within each mission statement, their type (e.g., affect, judgment or appreciation), and their polarity (positive or negative), were distinguished by the researcher.

3.3. Analytical Framework

This section presents the analytical framework of this study, followed by samples of the analysis. The corporate mission statements were analyzed: first, on the basis of the attitude sub-systems; second, the categories of each sub-system; and third, the polarity: negative or positive instantiations, paying attention to the context. In what follows, the categories of each sub-system will be presented, followed by examples that are marked with attitude annotations as follows: affect in *italics*, judgment <u>underlined</u>, appreciation in **bold**, and +/-ve meaning positive/negative attitude. Finally, the analysis concludes with a table that describes the attitude resources as well as further type specifications to the finest level of categorization defined in Martin and Rose (2007), as in Table 1.

3.3.1 Affect

Affect is the resource deployed for construing different kinds of emotions (Martin & Rose, 2007). It is realized in a range of lexicogrammatical structures, including descriptions and attributes of participants and manners of process—affect as quality, processes themselves (affect as a process), and modal adjuncts (affect as a comment). Categories in this sub-system include: happiness, which concerns moods construed as feelings of happiness or sadness; security, which concerns feelings of peace and anxiety; and satisfaction, which concerns feelings of achievement and frustration. An example is: Our mission is to empower every person and every organization on the planet to achieve more.

3.3.2 Judgment

According to Martin and Rose (2007), judgment resources can be grouped into two main categories: social esteem and social sanction. Social respect includes admiration and criticism (i.e., dealing with normality, how special a person is; capacity, which covers evaluations of human capabilities; tenacity, how committed they are). Social sanctions, on the other hand, include praise and condemnation (i.e., dealing with veracity, concerning honesty, credibility, discreetness, and trustworthiness; propriety, or how ethical someone is). An example is: We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

3.3.3 Appreciation

Appreciation, the final sub-system of attitude, is subdivided into three variables: reaction, composition, and valuation. Reaction is concerned with the emotional influence of something on people and whether it captures people's attention. Composition deals with evaluations of things, their balance and complexity. Finally, valuation is concerned with the worthiness of things. An example is: To bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons, and consumers in over 140 countries around the world.

Table 1

Attitude Analysis of the Provided Examples

Appraising items	Affect	Judgement	Appreciation
Empower	+ve security:confident		
Strive to		+ve tenacity	
Best			+ve valuation

As the theoretical and analytical frameworks have been established, the next section applies them to the selected corporate mission statements. Then, the differences and similarities between the statements will be discussed, followed by a discussion of whether the corporate mission statement is positive or negative in orientation.

4. RESULTS AND DISCUSSION

4.1 Attitude in Corporate Mission Statements

To begin with, the most common sub-system of attitude found in the corporate mission statements was positive appreciation. Positive instantiations of appreciation—valuation, reaction, and composition—in these statements occurred mainly with corporate practices and highlighted innovation in products. Consider the following examples.

1. The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting

the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company. (Walt Disney)

2. We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience. (Amazon)

3. To bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons, and consumers in over 140 countries around the world. (Apple)

4. Deliver the right parts exactly on time, exceed our internal and external customer requirements through continuous improvement, and provide a place for hard-working, dedicated, knowledgeable, and ethical people who believe in the company. (Berkshire Hathaway)

5. Our mission is to organize the world's information and make it universally accessible and useful. (Alphabet)

As can be seen, Statement (1) delivers a positive appreciation, i.e., valuation. As being 'unparalleled,' 'iconic,' and 'innovative,' Walt Disney presents the quality of its services and the technological innovation in the products that it offers its target customers. Through these instantiations of valuation, we can observe how Walt Disney emphasizes leadership, as in 'premier' through its unique products. Similarly, in Statement (2), Amazon also emphasizes its high-quality service as having the best products, the best selection, and the greatest convenience, making the company very attractive. Therefore, Amazon's services and products are appraised in terms of positive appreciation, namely valuation as 'the lowest,' 'the best,' and 'the utmost.' In Statement (3), Apple uses the term 'best' to stress the uniqueness of the quality of their products as well as their services. Apple products, thus, are appraised in terms of positive valuation as well. In (4), Berkshire Hathaway begins with stressing meeting the needs of its consumers by providing the right products at the right time through continuous improvement. Its products, thus, are evaluated in terms of positive valuation, as they are presented as appropriate and timely, therefore, worthwhile. Finally, Alphabet employs appreciation resources to highlight the service it offers. It stresses people's access to the information they need as 'accessible' and 'useful.' The term 'useful' instantiates positive valuation, whereas 'accessible' instantiates composition.

Expressions of affect were also used. Such appraisal presents the corporation as extending its care and responsibility beyond its own workforce to local communities. Consider the following statements:

6. Our mission is to empower every person and every organization on the planet to achieve more. (Microsoft)

7. To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. (Starbucks)

8. The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company. (Walt Disney)

In (6), (7), and (8), a positive affect is realized as a behavioral surge directed toward the outside world. By using such affect resources, corporations emphasize how consumers will feel about their products and services. In (6), for example, Microsoft uses 'empower' to stress the positive feelings of its consumers when they use Microsoft products and

services. Thus, 'empower' can be realized as an instantiation of security: confidence; when people are empowered, they feel more confident that they can achieve more. Similarly, in (7), Starbucks also shows how people will feel by consuming its products. To inspire people means to make them feel that they want to and can do something. 'Inspirer,' thus, is realized as an instantiation of happiness: cheer. Considering Walt Disney's mission statement, we can also infer that Walt Disney uses 'entertain' and 'inspire' to stress how people will be pleased and cheered through the power of its unique storytelling. These items, 'entertain' and 'inspire,' thus, can be realized as instantiations of satisfaction: pleasure and happiness: cheerful respectively.

Further, judgment resources are employed to positively evaluate employees and the corporations themselves. They mostly rely on resources expressing social steam, namely tenacity. Consider the following examples.

9.   Deliver the right parts exactly on time, exceed our internal and external customer requirements through continuous improvement, and provide a place for hard-working, dedicated, knowledgeable, and ethical people who believe in the company. (Berkshire Hathaway)

10.   The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company. (Walt Disney)

11.   We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience. (Amazon)

In (9), to emphasize assigning the right people to the right jobs, Berkshire Hathaway uses judgment resources mainly directed to its employees. They are appraised in terms of social steam as 'hard-working,' 'dedicated,' and 'knowledgeable,' as well as of social sanction being 'ethical.' It can be seen, therefore, that the Berkshire Hathaway mission statement employs judgment resources to express social esteem over and above the other sub-systems of attitude. Similarly, Walt Disney employees are evaluated in terms of positive social esteem, namely capacity. The company stresses the capability of its employees by describing them as 'creative minds.' In this statement, tenacity is mainly directed at corporations themselves to highlight their commitment to responsibility, as in 'we strive to.' Likewise, Amazon presents its employees as dedicated to attractive e-commerce services to satisfy target consumers' needs.

        Referring to the findings discussed so far, corporate mission statements can be seen to employ appreciation resources over and above the other sub-systems of attitude. More specifically, most of these statements rely on resources expressing valuation. This is consistent with Lin et al.'s (2019) study, as the results indicated that Chinese and American companies emphasized appreciation meanings more in their mission statements than they did the other two subsystems. This can be interpreted as, to gain the recognition of internal and external stakeholders and organizational legitimacy, a corporation will use more judgment and appreciation resources that cater to social values (Lin et al., 2019). The analysis of the attitude choices of the corporate mission statements is elaborated in Table 2.

Table 2

Attitude Analysis of the Corporate Mission Statements

Appraising items	Affect	Judgement	Appreciation

to entertain	+ve satisfaction:pleasure	
unparalleled		+ve valuation
creative	+ve capacity	
iconic		+ve valuation
innovative		+ve valuation
premier		+ve valuation
best		+ve valuation
better		+ve reaction: quality
to empower	+ve security:confident	
inspire	+ve happiness: cheerful	
useful		+ve valuation
accessible		+ve composition: complexity
right		+ve valuation
on time		+ve valuation
exceed	+ve capacity	
hard-working	+ve tenacity	
dedicated	+ve tenacity	
knowledgeable	+ve capacity	
ethical	+ve propriety	
strive to	+ve tenacity	

Having analyzed the attitude choices of the selected mission statements, the next section discusses how choices are influenced by the genre and register by presenting the similarities in differences across them.

4.2 Differences and Similarities Between the Corporate Mission Statements

In light of the analysis presented so far, some patterns of similarities and differences in attitude choices in the analyzed corporate mission statements can be observed. First, as mentioned earlier, there are three dimensions in SFL that have linguistic consequences: field (i.e., the nature of the social activity), mode (i.e., the role of language in the interaction), and tenor (concerned with relationships between interactants). These three variables are known as the register variables (Eggins, 2004). Therefore, since all the mission statements involve the field of 'corporate,' the tenor of 'customer/provider,' and the mode of 'written to be read,' most of the statements employ a series of positive appreciation resources as well as positive judgment resources to describe the company's products and employees. This finding supports the idea that mission statements "draw their color mostly from a variety of adjectives used to characterize activities in a positive light, such as competent, creative, enthusiastic, leading and profitable" (Swales & Rogers, 1995; p. 277).

However, the distribution patterns of evaluation resource words of the selected mission statements are not quite similar. Thus, it is worth noting how Walt Disney's and Berkshire Hathaway's mission statements employ a series of appreciation resources as well as judgment to describe the company's products and practices in caparison to the other statements. Involving such clarity and specificity in mission statements may help enhance the business advantages and strengths. This supports the idea that powerful statements that make a significant impact on customer and employee satisfaction possess certain characteristics: conciseness, clarity, challenge, and future orientation (Kantabutra & Avery, 2010).

4.3 Positive or Negative in Orientation: Answer to Research Question 3

Given the functions of this particular genre, that is, as indicated by Abrahams (2007), shaping the identity of the company and its employees, it was found that the selected corporate mission statements employ attitudinal resources that are all positive in orientation. Since these attitudinal resources are mainly directed to the corporation practices and its employees, it would not be unsurprising to find limited negative instantiations of attitude in corporate mission statements. This is also consistent with the idea that such resources are used to characterize activities in a positive light (Swales & Rogers, 1995)

5. CONCLUSION

This study has investigated the use of attitude resources in seven corporate mission statements. The results indicate that these statements employ appreciation resources more than the sub-systems of affect and judgment. Since the statements share the same genre and register, their use of attitude resources is similar, as they are all positive in orientation. However, some companies employed attitude resources more than others. Furthermore, limited negative instantiations of attitude in corporate mission statements were identified, which can be attributed to the purpose of such statements. This study may provide insights into how the attitudinal resources may be employed in the corporate discourse. Further, the investigation of the interpersonal meaning of the public-facing corporate discourse is significant in the sense that it can be used in business management discourse reading and teaching. This study had some limitations. First, the study findings might have been affected by the relatively small amount of data, as the dataset included only seven corporations. Therefore, similar studies need to be conducted on more statements to verify the findings. Second, the study only focused on one system of appraisal, that is, attitude. Future studies without these limitations might reveal some interesting findings. Finally, future studies may also include genres of other discourses. By including a broader range of genres in their analysis, researchers can gain a more comprehensive understanding of how language is used.

REFERENCES

Abrahams, J. (2007). *101 mission statements from top companies: Plus guidelines for writing your own mission statement.* Ten Speed Press.

Anthony, S. O. (2012). Influence of vision and mission statement on organizational effectiveness: an appraisal of a private sector experience in Nigeria. *The Pacific Journal of Science and Technology*, *13*(1), 389–397.

Brătianu, C., & Bălănescu, G. V. (2008). Vision, mission and corporate values. A comparative analysis of the top 50 US companies. *Management & Marketing*, *3*(3), 19–38.

Eggins, S. (2004). *An introduction to systemic functional linguistics.* Continuum.

Fitriati, S. W., Solihah, Y. A., & Tusino, T. (2018). Expressions of attitudes in students' narrative writing: An appraisal analysis. *Lingua Cultura*, *12*(4), 333–338.

Fuoli, M. (2012). Assessing social responsibility: A quantitative analysis of appraisal in BP's and IKEA's social reports. *Discourse & Communication*, *6*(1), 55–81.

Graham, J. W., & Havlick, W. C. (1994). *Mission statements: A guide to the corporate and nonprofit sectors*. Taylor & Francis.

Hadidi, Y., & Khodadadi, G. (2018). Bringing the attitudinal system of affect to the EFL/ESL classroom as a way of further critical education and reflection: An analysis of affectual language in two American presidents' inauguration speeches. *International Journal of Education and Literacy Studies*, *6*(3), 61–67.

Hadidi, Y., & Mohammadbagheri-Parvin, L. (2015). Systemic functional linguistics as interpersonal semantics: Appraisal and attitude in the stylistic analysis of an English novel. *International Journal of Linguistics*, *7*(1), 129-149.

Hart, C. (2014). *Discourse, grammar and ideology: Functional and cognitive perspectives*. Bloomsbury.

Kantabutra, S., & Avery, G. C. (2010). The power of vision: Statements that resonate. *Journal of Business Strategy, 31*(1), 37–45.

Lin, Q., Huang, Y., Zhu, R., & Zhang, Y. (2019). Comparative analysis of mission statements of Chinese and American Fortune 500 companies: A study from the perspective of linguistics. *Sustainability*, *11*(18), 4905.

Macedo, I. M., Pinho, J. C., & Silva, A. M. (2016). Revisiting the link between mission statements and organizational performance in the non-profit sector: The mediating effect of organizational commitment. *European Management Journal*, *34*(1), 36-46.

Martin, J. R., & Rose, D. (2007). *Working with discourse: Meaning beyond the clause* (2nd ed.). Continuum.

Swales, J. M., & Rogers, P. S. (1995). Discourse and the projection of corporate culture: The mission statement. *Discourse & Society*, *6*(2), 223-242.

World's most admired companies. (n.d.). Fortune. https://fortune.com/ranking/worlds-most-admired-companies/2021/

Yang, Y. (2016). Appraisal resources in Chinese college students' English argumentative writing. *Journal of Language Teaching and Research*, *7*(5), 1002–1013.

AUTHOR'S BIO

Weaam Alsagri Weaam Abdullah Alsagri is an MA student, studying Applied linguistics in the Department of English Language and Literature, Qassim University. She is interested in the intersection between applied linguistics and Technology.