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Contribution of Frequency and Types of Lexical Choices to the Expression of Evaluative Language in Mission Statements: Evidence from Selected Public and Private Corporations in Kenya

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ABSTRACT

Despite growing scholarly interest in corporate discourse, limited research has examined how lexical patterns contribute to the construction of evaluative language in mission statements within the Kenyan context. This study examined how lexical frequencies contribute to evaluative language in mission statements of the selected public and private corporations in Kenya. The study adopted a Corpus-Assisted Discourse Analysis (CADS) approach informed by Systemic Functional Linguistics and Appraisal Theory. The study corpus comprised mission statements from thirty purposively selected Kenyan corporations, consisting of fifteen public and fifteen private organizations drawn from diverse sectors of the economy. Data were analyzed using AntConc Version 4.3.1 through frequency, concordance, collocation, and lexical density analyses, complemented by qualitative discourse interpretation. The findings revealed distinct lexical orientations between public and private corporations. The study further established that the repeated use of lexical items intensified evaluative meanings by foregrounding desirable organizational values. Differences were also observed in verb choices and modality patterns, with public corporations emphasizing stewardship and responsibility, while private corporations projected transformation and stakeholder benefits. Furthermore, both sub-corpora exhibited high lexical density, although private corporations recorded slightly higher lexical density than public corporations. The study concludes that mission statements are highly evaluative texts in which lexical choices and thematic organization are strategically employed to construct favorable organizational identities, enhance institutional legitimacy, and shape stakeholder perceptions.

INTRODUCTION

Language plays an important role in the way organizations communicate with the public. Every organization depends on written texts to explain its purpose, values, priorities, and long-term goals. These texts include annual reports, policy documents, strategic plans, websites, and mission statements. Besides conveying information, they help organizations create an identity, build public confidence, and shape stakeholders' perceptions of them (Aib *et al.*, 2021). Among these texts, the mission statement is one of the most widely used, as it provides a brief explanation of what an organization stands for and seeks to achieve (Liggett, 2022).

Mission statements have attracted interest from researchers in strategic management, corporate communication, and organizational studies because they influence decision-making and public image. Most studies describe a mission statement as a concise statement that communicates an organization's purpose, core values, and direction (Balmer, 2017). It also guides employees while informing customers, investors, government agencies, and the wider public about the organization's priorities (David, 2020). Since mission statements are carefully written to create particular impressions, they also provide useful material for linguistic analysis (David, 2020).

David's nine-component model identifies the main elements that should appear in a mission statement, including customers, products or services, location, technology, growth and survival, philosophy, self-concept, public image, and employees (Ocak *et al.*, 2023). Researchers continue to use this framework because it provides a practical way of assessing whether a mission statement covers the key areas expected in organizational communication (David, 2020; McEnery *et al.*, 2022). Recent studies have also applied the model to compare mission statements across organizations and sectors, making it easier to identify similarities and differences in how organizations communicate their purpose and values (Baker, 2023).

Systemic Functional Linguistics views language as a resource for creating meaning in different social situations (Carmo,2026). One of its key functions is the interpersonal function, which explains how language expresses relationships, attitudes, and evaluation (Halliday & Matthiessen, 2014). Martin (1992) later expanded this idea through Appraisal Theory to explain how writers express feelings, make judgments, and assign value to people, actions, and events. Organizations make these choices deliberately. The language they use in mission statements helps them project a positive

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image, communicate commitment, and build stronger relationships with stakeholders (Martin & White, 2005). Accordingly, studies worldwide show that organizations often use positive and persuasive language in their mission statements. For instance, Alsagri (2024) found that organizations frequently use positive expressions to build trust and demonstrate competence. Liggett (2022) also reported that many mission statements combine statements of purpose with value-oriented vocabulary to strengthen organizational identity. In the African context, Kyei *et al.* (2020) found that mission statements of public colleges in Ghana frequently used nouns, action verbs, and positive adjectives to express commitment, quality, and excellence.

In Kenya, many organizations, including Kenya Revenue Authority, Kenya Power, Safaricom, and Equity Group Holdings, publish mission statements on their websites and in official reports. Despite this, local research has largely concentrated on strategic management, branding, customer satisfaction, employee motivation, and organizational performance. The language used in mission statements has received much less attention. However, Kenyan organizations operate in an environment shaped by public accountability, market competition, digital transformation, and national development priorities. These factors are likely to influence the words and expressions they choose in their mission statements.

Additionally, much of the available research comes from outside Kenya, while African studies are often limited to specific sectors. Local studies rarely examine mission statements from a linguistic perspective, and few compare the language used by public and private corporations. This study, therefore, sought to examine the contribution of lexical choices to the expression of evaluative language in mission statements among selected public and private corporations in Kenya.

Statement of the Problem

Mission statements are important organizational texts that help institutions communicate their purpose, values, goals, and identity to different stakeholders. Many organizations use mission statements to explain who they are and what they aim to achieve. Most studies on mission statements have examined them from a management perspective. Researchers have mainly focused on issues such as strategic planning, organizational performance, branding, and corporate reputation. As a result, the language used in these statements has received less attention, even though it is the main means through which organizations communicate with their stakeholders. The words and expressions chosen in a mission statement help organizations highlight their values, priorities, and commitments. They also use evaluative language to project a positive image and build public confidence. At the same time, the arrangement of ideas in a mission statement strengthens organizational identity and shapes how readers interpret the message. Despite the importance of these linguistic features, few studies have examined their use in mission statements, particularly in the Kenyan context. Despite the widespread use of mission statements by public and private corporations in Kenya, little is known about the linguistic features that shape the evaluative language contained in these statements. Existing studies have paid limited attention to how lexical choices, grammatical patterns, lexical density, and thematic lexical patterns influence the positive meanings and evaluations that organizations seek to communicate to stakeholders. This knowledge gap limits a comprehensive understanding of how language is strategically used to construct evaluative meanings in organizational communication. Specifically, this study sought to investigate how the frequency and type of lexical choices influence evaluative tone, how lexical and grammatical patterns, such as verb choice and modality, affect the strength and intensity of evaluation, and how lexical density and thematic lexical patterns shape the type and focus of evaluative language in mission statements.

LITERATURE REVIEW

This section comprises theoretical and empirical literature. Theoretical literature provides conceptual notions about lexical choices and their contribution to evaluative language. In contrast, empirical literature presents evidence from previous studies, uncovering the glaring gaps that the study sought to fill.

Theoretical Literature

The study was anchored in Systemic Functional Linguistics (SFL), developed by Halliday and later expanded by Halliday and Matthiessen (2014). The theory views language as a social resource that people and institutions use to create meaning in different contexts. Rather than focusing only on grammatical forms, SFL explains how language performs different communicative functions. Halliday and Matthiessen (2014) identify three metafunctions of language: the ideational, interpersonal, and textual metafunctions. The ideational metafunction explains how language represents experiences, ideas, actions, and events. The interpersonal metafunction shows how speakers and writers express attitudes, judgments, relationships, and commitment. The textual metafunction explains how words and sentences are organized to produce a coherent and meaningful text.

This study draws on all three metafunctions. The ideational metafunction helps explain lexical choices in mission statements, as words such as service, innovation, leadership, integrity, and excellence reflect the activities, values, and priorities organizations wish to communicate. The interpersonal metafunction supports the analysis of evaluative language by showing how lexical and grammatical choices express commitment, authority, and organizational stance. It is particularly useful in examining how organizations use language to influence stakeholders and project a positive institutional image. The textual metafunction provides a basis for analyzing lexical density and thematic lexical patterns. It explains how organizations arrange lexical items to create coherence and give prominence to particular themes across their mission statements. Together, these three metafunctions provide an appropriate framework for analyzing lexical choices, evaluative language, and the construction of meaning in the mission statements of selected public- and private-sector corporations in Kenya.

Empirical Literature

Researchers have shown that organizations deliberately select words that project a positive image and communicate their values. In a study of mission statements from international organizations in the United States, Europe, and Asia, Alsagri (2024) found that words such as innovation, excellence, and integrity appeared frequently because they helped create favorable evaluations of the organizations. The study demonstrates the close relationship between lexical choice and evaluative language. Even so, its findings are based on international organizations and do not show whether similar patterns occur in Kenyan corporations or whether ownership influences the language used in mission statements.

Similar observations were made by Liggett (2022), who analyzed mission statements of multinational corporations in North America and Europe. The study reported frequent use of abstract nouns such as quality, leadership, and growth, as well as action verbs that conveyed confidence and organizational purpose. These lexical choices helped organizations present a strong corporate identity. However, the study focused on multinational corporations whose communication priorities may differ from those of organizations operating in Kenya.

Evidence from Africa also points to the strategic use of lexical choices in organizational communication. Kyei *et al.* (2020) examined mission statements of public colleges in Ghana and found repeated use of nouns, verbs, and adjectives associated with commitment, service, and excellence. These language choices created a consistent positive tone across the institutions studied. Although the study provides useful evidence from an African setting, it focused only on public educational institutions. It therefore offers little insight into how lexical choices vary across different sectors or between public and private organizations. Akinbode (2021) reached similar conclusions after analyzing the mission statements of selected universities in Nigeria. Positive and abstract words such as quality, knowledge, and service appeared frequently and were used to communicate institutional values. While the findings show how organizations use language to create favorable impressions, they are based on higher education institutions. They may not reflect communication practices in commercial or service-oriented corporations.

Research conducted in Kenya has produced related findings. For instance, Njoroge (2021) observed that public corporations frequently used abstract nouns and action-oriented verbs to emphasize accountability and service delivery. On the other hand, Mwangi and Wanjiru (2023) found that private companies commonly used words such as innovation, growth, and customer satisfaction to project a competitive and market-oriented image. Taken together, these studies suggest that lexical choices differ across ownership categories. However, each study examined only one sector of ownership. They therefore provide limited evidence regarding whether public and private corporations differ in how they use lexical choices to create evaluative meaning.

The studies reviewed show that organizations consistently rely on positive, abstract, and action-oriented vocabulary to communicate their goals and values. However, most of the available research has either been conducted outside Kenya or focused on a single ownership category. As a result, there remains a limited understanding of how lexical choices contribute to evaluative language in the mission statements of both public and private corporations in Kenya. This study addressed the gap by comparing lexical choices and their contributions to evaluative language in mission statements across the two ownership categories in the Kenyan corporate context.

MATERIALS AND METHODS

Research Design

This study adopted a qualitative descriptive research design using a corpus-assisted discourse analysis (CADS) approach. A qualitative descriptive design is appropriate because it allows the researcher to examine and interpret language as it appears in naturally occurring texts (Cuesta-Delgado *et al.,* 2025). Since the study sought to understand how organizations use language to express evaluation in their mission statements, it is more concerned with describing and explaining linguistic features than with testing hypotheses or establishing cause-and-effect relationships (Creswell & Creswell, 2023).

The corpus-assisted discourse analysis approach, which combines corpus linguistic techniques with qualitative discourse analysis, was applied to identify and interpret linguistic patterns in context (Baker, 2023). Corpus analysis was used to identify features such as lexical frequency, lexical density, keywords, collocations, and recurring thematic lexical patterns. The identified patterns were then interpreted using Systemic Functional Linguistics and Appraisal Theory. Attention was given to lexical choices, verb forms, modal expressions, and other evaluative resources that organizations use to communicate commitment, values, priorities, and institutional identity. Combining corpus analysis with discourse analysis enabled explanation not only of the linguistic patterns found in mission statements but also of the meanings and evaluative functions they perform.

Target Population and Sample Size

The mission statement serves as the unit of analysis because it contains the linguistic features examined in this study, including lexical choices, lexical and grammatical patterns, lexical density, thematic lexical patterns, and evaluative language. Creswell and Creswell (2023) note that the target population should consist of units that are relevant to the research objectives. Accordingly, the study focuses on corporations with officially published mission statements. The target population includes state corporations, government-owned commercial enterprises, and privately owned corporations operating in Kenya. Mission statements were obtained from official corporate websites, annual reports, strategic plans, and other verified organizational documents.

The study used a multi-stage sampling procedure involving stratification, purposive sampling, and simple random sampling. First, corporations were grouped into five sectors: banking and finance; telecommunications and ICT; energy and transport; manufacturing and industrial production; and media, hospitality, and agribusiness. Stratifying the population ensured that the sample reflects the diversity of organizations operating in Kenya. Within each sector, purposive sampling was used to identify corporations that meet the inclusion criteria. After establishing the sampling frame, simple random sampling was used to select three public and three private corporations from each sector. This procedure yielded a total sample of 30, comprising 15 public and 15 private corporations. Using both purposive and random sampling ensured that only information-rich cases were included while minimizing selection bias during the final selection of corporations (Creswell & Creswell, 2023). The selected mission statements formed the corpus for analysis. The sample size was considered adequate because corpus-assisted discourse analysis emphasizes the quality and relevance of texts rather than large numbers of cases (Brezina, 2022).

Table 1: Sampling Frame

Sector	**Public Corporations**	**Private Corporations**
Banking and Finance	3	3
Telecommunications and ICT	3	3
Energy and Transport	3	3
Manufacturing and Industrial Production	3	3
Media, Hospitality, and Agribusiness	3	3
Total	**15**	**15**

Data Collection and Ethical Process

Before embarking on data collection, the researcher sought the necessary permission from the graduate school at Catholic University of Eastern Africa and from NACOTI to carry out the study. The study used document analysis as the primary method of data collection. The main research instrument was a Document Analysis Guide developed by the researcher to facilitate the systematic collection and recording of linguistic features from the selected mission statements. The guide was used to extract lexical items, lexical and grammatical patterns, lexical density, thematic lexical patterns, and evaluative expressions relevant to the study's objectives. Unlike interviews or questionnaires, Document Analysis enables repeated examination of the same texts throughout the analysis process, improving consistency and accuracy (Bowen, 2021; Morgan, 2022). Data were collected from official corporate sources, including organizational websites, annual reports, strategic plans, and other verified documents that publish mission statements. The Document Analysis Guide was then used to record the linguistic features identified in each mission statement in preparation for corpus-assisted discourse analysis.

Data Analysis

Data analysis was carried out using a corpus-assisted discourse analysis approach that combines quantitative and qualitative methods to examine lexical patterns and evaluative language in the selected mission statements. First, all mission statements were cleaned, converted to plain text, and organized into two sub-corpora representing public and privately owned corporations. This made the data suitable for computer-based analysis and allowed comparison between the two groups. The study used AntConc as the main software for corpus analysis. The program aided in compiling and analyzing texts using tools such as word frequency counts, keyword lists, concordance lines, and collocation analysis.

Word frequency lists were used to identify the most common lexical items in the mission statements. Keyword lists showed words that appear more frequently in one group than the other. Concordance lines helped show how specific words are used in context, while collocation analysis identified words that often co-occur and revealed common lexical patterns. Then, a structured coding guide based on Systemic Functional Linguistics and Appraisal Theory was used to examine clauses and phrases for evaluative language. This focused on expressions of Attitude, intensity, appreciation, judgment, and commitment. Each mission statement is examined as a whole text to understand how language is used to present organizational identity and values. Finally, the corpus results and qualitative findings were combined and interpreted together, explaining how public and privately owned corporations use language to communicate their mission, values, and institutional image.

RESULTS AND DISCUSSION

Corpus Profile and Baseline Statistics

The total dataset comprised 30 corporate mission statements from major public and private entities in Kenya, divided equally between a Public Corporations Sub-Corpus (texts PU1–PU15) and a Private Corporations Sub-Corpus (texts PR1–PR15). All texts were cleaned of non-discursive web elements, site headers, and punctuation to ensure a standardized plain-text (.txt) format for AntConc analysis. The baseline statistics in Table 2 demonstrate clear structural differences based on ownership type. The Public Sub-Corpus contains a larger overall volume of running words (342 tokens) and a longer average length per mission statement (mean length 22.80). The private sector, on the other hand, had a total of 248 tokens and a mean of 16.53 for each mission statement. When examining vocabulary richness, the Private Sub-Corpus displayed a higher Standardized Type-Token Ratio (STTR) of 56.90%, compared with the public sector's 50.80%. According to Biber (1988), a higher type-token ratio alongside shorter sentence lengths indicates a compact, highly varied vocabulary that avoids repetitive structural phrasing. This data clearly illustrates that public state corporations tend to rely on longer, more elaborate sentences to spell out their legal and institutional mandates. In contrast, private corporations use shorter, more lexically diverse statements to convey their core message. Having established these structural boundaries and verified the balance of our dataset across all 30 entities, the study then analyzed the specific research objectives sequentially.

Table 2: Baseline Structural Profile of the Sub-Corpora

Corpus Metric	**Public Sub-Corpus (PU)**	**Private Sub-Corpus (PR)**	**Total Combined Corpus**
Number of Texts	15	15	30
Total Tokens (Running Words)	342	248	590
Total Types (Unique Words)	176	142	258
Type-Token Ratio (TTR)	51.46%	57.26%	43.73%
Standardized TTR (STTR - per 100 words)	50.80%	56.90%	53.85%
Mean Length (Words per Statement)	22.80	16.53	19.67

Lexical Choices in Public and Private Corporate Mission Statements

The first objective of this study was to identify the lexical choices used in the mission statements of selected public and private corporations in Kenya. Analyzing these word choices was particularly important because it provided an empirical baseline. Before examining complex grammar or evaluative stances, the study identified frequency patterns to reveal the fundamental vocabulary choices each corporate sector relied on to construct its public identity. In corpus linguistics, analyzing the most frequent content words reveals what a text focuses on and its underlying institutional orientation (Baker, 2023). To isolate these key words, the full corpus (N = 590) text words were processed in AntConc using a stop-word list to filter out functional items like pronouns, prepositions, and articles. This left only content words, specifically nouns, verbs, adjectives, and adverbs. Filtering out functional words was necessary because grammatical items like the, and, or in naturally dominate any text's raw frequency list without offering insight into its core topic. Isolating content words ensured that the analysis captured the actual lexical choices used by public and private corporations to construct their distinct identities.

Quantitative Distribution of Content Lexemes

After filtering out function words, the remaining content words were sorted by frequency to establish the primary lexical priorities for each corporate group. Table 3 presents these statistical distributions, in frequency and percentage, for the top content lexemes across the two sub-corpora. To ensure an accurate comparative baseline given the different text lengths, percentage values were calculated relative to the total content word count within each respective sub-corpus. After filtering out function words, the remaining content words were sorted by frequency to establish the primary lexical priorities for each corporate group. To ensure accurate comparative analysis across sub-corpora of different sizes, percentage values were calculated relative to the total content word count for each group (Public content words = 176; Private content words = 142).

Therefore, a standard relative frequency formula:

"*Percentage (%) = (Raw Frequency [f] ÷ Total Sub-Corpus Base) × 100)" was used to yield the percentage distribution of lexical elements in each subcorpus.*

The statistical patterns in Table 3 highlighted key differences in how public and private organizations chose their vocabulary. Both groups shared a heavy reliance on the word "Service/Services", which ranked first in both sub-corpora, with 5.11% in public corporation mission statements, and 3.52% in private ones. According to Swales (1990), certain keywords appear frequently simply because the genre itself requires them. Since mission statements are meant to state what an organization delivers, the high frequency of "service" across all 30 statements may be interpreted as a shared, generic function. However, when we examine the word choices below rank 1, differences begin to emerge. The public sector corpus was distributed among specific, industry-bound nouns, including Conservation (2.27%), Education (1.70%), Revenue (1.70%), and Transport (1.70%). This finding aligns with Biber & Conrad's (2019) assertion that relying heavily on concrete, domain-specific nouns points to an informational and regulatory text type. This indicated that public corporate language was structurally tied to official state mandates; these entities explicitly named the exact sectors or resources they were legally assigned to manage.

In contrast, the private-sector sub-corpus favored more general, market-oriented terms such as Financial (2.82%), Customer (2.82%), Lives/Life (2.82%), and Affordable (2.11%). These terms were not restricted to a single industry. This consistency suggested that private firms shared a commercial vocabulary focused on customer orientation and promotional positioning, regardless of whether they operated in telecommunications, banking, or manufacturing (Balmer, 2017). This finding directly corroborates Koller's (2022) observations on modern corporate discourse, which argue that private sector messaging increasingly relies on "marketized" and stakeholder-centric language. Koller highlights that commercial entities purposefully deploy broad human-centered lexemes-such as people, lives, and community-to reframe profit-seeking operations into social benefits, thereby securing brand legitimacy and emotional resonance with consumers.

The findings also align with the Ideational Metafunction of Systemic Functional Linguistics (SFL), as proposed by Halliday and Matthiessen (2014). Within this framework, these lexical choices serve to construct a customer-centered social reality in which the corporation is represented primarily as an institution that exists to meet human needs and provide services, rather than merely to perform administrative functions. Furthermore, the use of words like affordable, quality, and lives serves as evaluative tokens of Attitude, specifically Appreciation (positively valuing products and services) and Judgment (building institutional credibility), aligning with Appraisal Theory. By strategically embedding these positive evaluative terms alongside customer-oriented nouns, private corporations use their word choice to project social value and cultivate consumer trust.

Table 3: Frequency and Percentage Distribution of Top Content Lexemes

Rank	Public Sub-Corpus Lexeme (PU)	f	% of PU	Private Sub-Corpus Lexeme (PR)	f	% of PR
1	Service / Services	9	5.11	Service / Services	5	3.52
2	Sustainable / Sustainably	6	3.41	Financial	4	2.82
3	Finance / Financial	5	2.84	Customer / Customers	4	2.82
4	Conservation / Conserve	4	2.27	Lives / Life	4	2.82
5	Management / Manage	4	2.27	Affordable	3	2.11
6	Education	3	1.70	Quality	3	2.11
7	Revenue	3	1.70	Solutions	3	2.11
8	Energy	3	1.70	People	3	2.11
9	Transport / Rail	3	1.70	Professional / Staff	2	1.41
10	Efficient / Efficiently	2	1.14	Community	2	1.41

Qualitative Analysis

While the quantitative results in Table 3 established the raw frequencies and relative proportions of key vocabulary, a qualitative analysis was necessary to uncover how these lexical choices actively construct organizational meaning. The primary units of analysis in this qualitative phase were the individual content lexemes (nouns, verbs, and adjectives), their semantic fields (clusters of related concepts, such as regulation or service delivery), and their co-textual usage within the mission statements. The unit of qualitative analysis comprised the concordance lines and full-clause co-texts surrounding each high-frequency content lexeme. Rather than analyzing target words in isolation, the qualitative phase examined how these lexemes functioned within their immediate grammatical structures, specifically their pre-modifiers, post-modifiers, and clausal contexts across the 30 mission statements, to interpret their underlying institutional meaning.

Connecting these two analytical phases shows that the quantitative frequency ranks are not merely isolated numbers; rather, they serve as empirical markers of institutional ideology. High-frequency lexemes reflect the habitual language patterns that public and private entities use to project their corporate identities. The combined findings are presented in the following subsections:

Statutory Mandate vs. Value Creation

Through the lens of Systemic Functional Linguistics (SFL), vocabulary choices operate within the Ideational Metafunction, which examines how language constructs human experience and organizational reality (Halliday & Matthiessen, 2014). To examine this, the qualitative analysis went beyond raw frequency counts to analyze the concordance lines and full-clause co-texts surrounding each high-frequency lexeme.

Qualitative examination of the public sub-corpus revealed that top-ranking lexemes such as management (2.27%) and conserve (2.27%) consistently served as core processes in clauses focused on administration, regulation, and resource protection. Analyzing their immediate pre- and post-modifiers showed that these verbs and nouns routinely co-occurred with state-allocated domains. This is illustrated in the following excerpts from the public sub-corpus:

Excerpt 1

"*To sustainably manage and conserve Kenya's wildlife heritage and habitats for present and future generations." (Pu 03)*

Excerpt 2

"To promote efficient, reliable, and safe transport infrastructure through strategic management of national railway resources." (Pu 07)

In both excerpts, a full-clause analysis shows that public corporations systematically assigned themselves the grammatical role of active regulatory agents ("to manage," "to conserve"). This clause-level positioning demonstrates how public entities use their vocabulary to project an identity as official custodians of the state.

Conversely, qualitative co-text analysis of the private sub-corpus focused on how high-frequency lexemes like solutions (2.11%) and lives/life (2.82%) functioned within complete mission statements. Examining these target words in context demonstrated that private firms routinely structured their clauses around consumer impact rather than internal administrative mechanics, as illustrated in excerpts 3 and 4 below:

Excerpt 3

"*To transform lives by providing innovative financial solutions that empower our customers and communities." (Pr 02)*

Excerpt 4

"*To enrich the lives of our consumers through high-quality, affordable products every day." (Pr 09)*

In Excerpts 3 and 4, target lexemes like solutions and lives are premodified by positive evaluative terms ("innovative," "high-quality," "affordable") and linked to direct human benefits ("empower," "enrich"). By tracing these lexical items across their clause structures, the analysis illustrates a clear shift in focus from operational processes to external value creation. This illustrates Fairclough's (1993) concept of the 'marketization of discourse,' in which businesses use promotional, human-centered language to appear helpful and caring rather than strictly profit-driven.

Sector Boundaries vs. Market Appeal

Analyzing the adjectives and modifiers across both sub-corpora further demonstrates how quantitative lexical frequencies directly map onto distinct institutional identities. To evaluate how these modifiers function in discourse, the qualitative analysis examined concordance lines and evaluative stances surrounding key adjectives, tracing how they premodified specific nouns across the mission statements. In the public sector sub-corpus, the quantitative dominance of the adjective sustainable (3.41%, Rank 2) served as a primary lexical marker. A qualitative examination of its immediate co-text revealed that sustainable was systematically paired with macro-level state infrastructure and national resources rather than consumer products, as illustrated in the following clause-level excerpts:

Excerpt 5

"*To provide reliable, clean, and sustainable energy solutions to power national development." (Pu 12)*

Excerpt 6

"To sustainably conserve, protect, and manage national water resources for environmental stability." (Pu 5)

These recurring collocations, such as 'sustainable energy' and 'sustainably conserve', operate ideationally to fix the corporation's role within its legal mandate. By consistently modifying broad public assets, state entities position themselves as long-term custodians of national interest rather than commercial actors (Martin & White, 2005). Conversely, qualitative co-text analysis of the private sub-corpus revealed a distinct evaluative strategy centered on market appeal and consumer trust. Here, the quantitative presence of evaluative adjectives such as affordable (2.11%) and quality (2.11%) was primarily situated within the Appraisal framework. These modifiers were observed to function as positive tokens of Attitude, specifically Appreciation, which evaluated the worth or quality of entities. Examining how these adjectives functioned within complete clauses showed that they were consistently used to modify customer-centered nouns, as illustrated in excerpts 7 and 8:

Excerpt 7

"To deliver high-quality, affordable financial services that foster economic empowerment for every customer." (Pr 3)

Excerpt 8

"To improve everyday living by providing quality, accessible products to our communities." (Pr 12)

In Excerpts 7 and 8, Adjectives like "quality" and "affordable" do not merely describe products; they establish an explicit value proposition. By directly linking positive evaluative tokens to human targets ("customer," "communities"), private firms use these word choices to build brand credibility and secure social legitimacy. While public corporations use adjectives to highlight their official duty to protect state resources, private firms use evaluative adjectives to convince consumers that their commercial services offer direct personal and social benefits. In conclusion, this analysis has shown that public corporations utilized specific, sector-focused nouns that empirically grounded their legal responsibilities and state authority. Private corporations relied on general adjectives and customer-centered lexemes designed to build market appeal, project a positive evaluative stance, and cultivate stakeholder relationships.

CONCLUSION

Mission statements are highly evaluative texts in which lexical choices are carefully made to form a favorable image of the institution. Lexical choices in both organizational categories were mostly positive and value-laden. Additionally, organizational ownership plays an important role in shaping lexical and evaluative orientations. Public corporations form an identity centered on public service, stewardship, sustainability, and national development, while private corporations focus on customer welfare, innovation, transformation, and social impact.

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