



## Culture in Advertisements: A Discursive and Semiotic Analysis of Maestro Pizza Advertisements in Saudi Arabia

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# Key Topics and Case Studies in Pragmatics: Examples of Corpus-based Research

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## Abstract

This study examines the reliability and applicability of corpus-based methods for investigating pragmatic phenomena, with a focus on the Arabic–English language pair. Three case studies are presented: (1) the conventionality of language in Quranic translations, (2) conversational implicature in sacred text dialogue, and (3) hedging strategies in political discourse. Adopting a qualitative case study design supported by corpus-driven analysis, the research integrates thematic interpretation with quantitative frequency data to uncover context-sensitive patterns in meaning construction. The findings demonstrate that operationalizing stylistic conventions in sacred texts enables replicable annotation frameworks for both translation studies and digital religious discourse; that implicature analysis can reveal culturally nuanced meaning negotiation relevant to online communication; and that hierarchical mapping of hedging functions provides a transferable model for monitoring rhetorical strategies in both traditional and digital political messaging. This integration advances corpus pragmatics beyond descriptive analysis toward predictive and comparative modeling, offering methodological and theoretical contributions applicable across multilingual, cross-cultural, and technology-mediated contexts. The study underscores the value of corpus-based pragmatics as a unifying framework for understanding language use in hybrid communicative environments, from religious translation platforms to social media political discourse.

**Keywords:** Corpus-Based Pragmatics; Quranic Translation; Conversational Implicature; Hedging Strategies; Digital Discourse.

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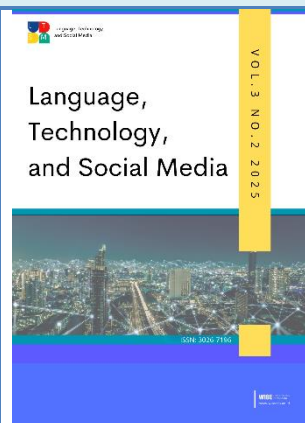
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## INTRODUCTION

Pragmatics, as a branch of linguistics, investigates how meaning is shaped and negotiated within specific contexts of use, emphasizing the dynamic interplay between linguistic form and social function. Since its formal recognition as a subfield of semiotics by Morris in 1938, and the seminal contributions of Austin's speech act theory and Grice's cooperative principle in the mid-20th century, pragmatics has evolved as a critical lens for understanding how speakers and listeners construct, infer, and interpret meaning in real communicative events [1], [2], [3]. It operates at the intersection of semantics, which examines the literal meaning of expressions, and syntax, which addresses structural relationships between words, but extends beyond these by integrating cognitive, cultural, and interactional dimensions. Pragmatic competence the ability to interpret intended meanings and manage implicatures, politeness strategies, and other context-dependent phenomena is increasingly recognized as a core component of communicative competence, particularly in second language acquisition [4], [5], [6].

In multilingual and cross-cultural contexts, such as the Arabic–English language pair, pragmatic phenomena present unique challenges due to profound differences in linguistic structures, discourse conventions, and socio-cultural norms. These challenges are particularly salient in three domains: the conventionality of religious texts, conversational implicature in translation, and the strategic use of hedging in political communication. For example, the Quran's linguistic features, deeply rooted in classical Arabic rhetoric, present significant difficulties for translators seeking functional equivalence without compromising theological integrity [7]. Similarly, conversational implicatures meanings implied but not explicitly stated require not only lexical and syntactic translation but also the preservation of pragmatic force, which is often culture-specific. In political discourse, hedging serves as a high-stakes rhetorical device to manage uncertainty, mitigate face-threatening acts, and strategically position the speaker's stance, making it a fertile ground for pragmatic inquiry [8], [9], [10].

Corpus linguistics offers a robust methodological framework for investigating these pragmatic phenomena through systematic, empirical analysis of authentic language data. By leveraging large, balanced, and domain-specific corpora, researchers can identify recurrent patterns, quantify linguistic tendencies, and uncover context-sensitive pragmatic strategies that may elude introspective or purely qualitative approaches [11], [12], [13]. In pragmatics, corpus-based methodologies enable the examination of speech acts, politeness markers, implicatures, and hedging devices in their natural communicative environments, facilitating both synchronic description and comparative analysis across genres, registers, and cultures [14], [15], [16]. However, despite the methodological advancements, corpus-based pragmatics particularly in L2 and cross-cultural contexts remains underexplored due to the scarcity of pragmatics-oriented corpora and the complexity of annotating context-dependent features [17], [18], [19].

This study contributes to bridging that gap by examining three case studies grounded in corpus-based approaches: (1) the conventionality of language in the Hilali and Khan [20] English translation of the Quran; (2) conversational implicature in Quranic dialogue within the same translation; and (3) hedging strategies in U.S. political discourse surrounding the 2022 killing of Palestinian journalist Shireen Abu Aqleh. Together, these cases illuminate how corpus-driven analyses can address central pragmatic challenges in Arabic–English discourse, offering both theoretical insights and applied implications for translation studies, political communication, and

cross-cultural discourse analysis. By integrating qualitative interpretation with corpus-based evidence, this research aims to demonstrate the methodological reliability and analytical depth achievable when pragmatics is approached through the lens of empirical, data-rich investigation.

## LITERATURE REVIEW

Corpus linguistics has emerged as a valuable methodology for investigating pragmatic phenomena in language use. Researchers have employed corpora to study speech acts, pragmatic markers, prosody, and non-verbal behavior in second language pragmatics [21], [22]. Corpus-based approaches have also been applied to examine turn-taking and multimodal aspects of communication [23], [24], [25]. The field is evolving with the development of diverse corpora, including large-scale datasets and those with specialized annotations [26]. Corpus pragmatics has been applied to specific language varieties, such as Irish English, expanding methodological approaches in this area [23], [24]. While corpus linguistics has become central to second language acquisition research, its application to L2 pragmatics remains relatively limited, partly due to the scarcity of corpus resources specifically designed for pragmatics research [25]. Unlike linguistic methods that focus solely on language usage, pragmatics highlights the contextual significance of language [21], and a pragmatician examines the fabric of a text regarding its language norms, cohesion and coherence, intertextuality, semantic connections... etc. [24], [25].

### *Conventionality in the Quranic Text*

A stylistic examination focuses on how discourse is constructed, emphasizing the communicative intent of each genre according to its stylistic and linguistic norms. In other words, the goal of stylistics is to examine discourse through both intentional (goal-directed) and instrumental (means-focused) perspectives. In this study, we adopt the view that language conventions are meant to produce a certain effect [18]. This approach applies corpus-based discourse analysis to identify the linguistic features of a text, a method widely used in various domains, including discourse analysis, language instruction, and stylistic studies [22]. Utilizing a specialized corpus requires a careful selection of texts to identify frequent patterns that are strongly indicative of specific linguistic features [27]. Certain words, phrases, structures, or expressions may be rare in a general corpus but occur frequently in specialized texts under strict selection criteria. A case study may involve a stylistic examination of a translation, focusing on specific linguistic characteristics.

The present case analyzes stylistic variations in contemporary English translations of the Quran, aiming to capture the expressive aspects of language, such as phonology, prosody, and morphology. This approach seeks to elucidate the connections between artistic functions, not merely detailing the text's key elements but also providing an overview of its functional characteristics [28], [29], [30]. The Quran is regarded as the greatest work of classical Arabic literature [20], [31], and translating it carries significant importance, as translators must be familiar with the cultures and communities of both the source and target texts [29]. A crucial element in translating the Quran is fidelity to the original and achieving the most accurate possible equivalents [32], [33], as the conventionality of Quranic language can clarify or reveal new insights. Nevertheless, certain conventions may be specific to particular contexts, such as descriptive passages or figurative expressions, with amplification for emphasis to sustain the interest of readers or listeners [34].

### *Conversational Implicature in Language*

For effective communication, it is essential that both the speaker and the listener share a mutual understanding. What is conveyed beyond what is explicitly stated is implicature [14]; it encompasses anything deduced from spoken expressions [15]. Grice's theory defines implicature as what a speaker does not explicitly state but instead conveys, hints at, or implies, thereby allowing the communication of more information than is literally articulated [14], [15]. This framework explains how the transition from the literal meaning to the conveyed message is a form of implicature. Levinson expands this concept, describing implicature as a broad category encompassing all forms of pragmatic meaning, in which the truth conditions of an utterance are contrasted with its intended meaning [16].

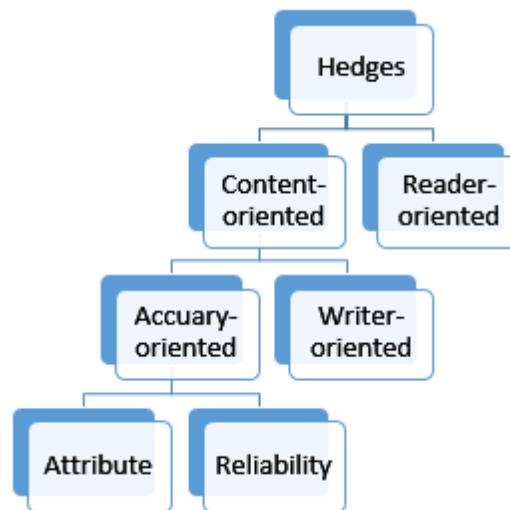
In Grice's Cooperative Principle (CP), conversational implicature arises when speakers either violate or adhere to conversational maxims quantity, quality, manner, and relation—which regulate linguistic interaction [14]. Even when a maxim appears to be violated, interlocutors generally assume that cooperation is maintained, interpreting the utterance in light of contextual cues, background knowledge, and shared assumptions. The interpretation process relies on the conventional meanings of the words used, the cooperative principle and its maxims, the surrounding context (linguistic and situational), and relevant background information [16].

Conversational implicature can be observed across various media, including novels, plays, narratives, films, comics, and religious texts such as the Quran [29], [30], [33], [34]. Given that the Quran has been translated into numerous languages, including English, comprehension requires considering both linguistic and cultural elements, which may result in apparent violations of conversational maxims. These contextual meanings are critical, as they reflect the speaker's or writer's communicative intent [35], [36], [37], [38], [39]. The translation of such texts enables individuals from diverse linguistic and cultural backgrounds to access different forms of knowledge, lifestyles, and cultural perspectives [29], [30].

### *'Hedging' in Political Discourse*

Hedges serve two primary roles: content-focused and reader-focused. Content-focused hedges indicate the speaker's intent to relate propositional information to reality while safeguarding their image from potential negative implications. According to Hyland [9], a content-focused hedge can be both accuracy-oriented and writer-centric, applied when definite knowledge is lacking, relying on plausible reasoning and requiring readers to interpret the text to assess its accuracy, attributes, and reliability. Such hedges demonstrate the degree of precision of propositional content through approximators (e.g., *about*, *roughly*) and epistemic markers such as adjectives, adverbs, nouns, modal verbs, limited knowledge qualifiers, and content disjuncts.

Writer-oriented expressions, on the other hand, serve to protect the listener from negative consequences, as illustrated in Figure 1. In the context of political discourse, understanding politeness is crucial for analyzing and interpreting pragmatic elements [7], [8], [27]. Hedges function as linguistic devices that convey the text-producer's limited certainty regarding the conveyed information, signaling varying degrees of confidence or doubt, while also expressing politeness and mitigating potentially face-threatening acts [27].



**Figure 1.** Taxonomy of the functions of hedges [9].

To facilitate comprehension of rising complexity and abstraction in texts, a pragmatic analysis focuses on language elements such as sentence structure, vocabulary, illustrations, punctuation, figurative language, imagery, implicature, hedges, and language conventions. An understanding of language conventions or the construction of various linguistic structures must be backed by practical application to effectively produce clear, well-organized, unambiguous sentences and to recognize meaningful segments of language instead of viewing each word as an isolated unit. In terms of translation, this is not easily accomplished when two distinct languages like Arabic and English are involved. Translating a text necessitates attention to the cultural elements if the two languages originate from distinct linguistic families. The structure of discourse is influenced not only by hedges to fulfill “a socio-pragmatic function in handling interpersonal aspects of discourse, such as power dynamics, identity, and stance expressions” [27], but also through context, providing it with a social significance. At present, the interplay of language, pragmatics, and discourse fundamentally pertains to the communicative exchanges taking place within a social context.

## METHODS

### *Research Design*

This study employed a qualitative case study design to examine key topics in pragmatics using a corpus-based approach. The case study method was chosen for its ability to provide in-depth, context-sensitive analysis of complex linguistic phenomena, aligning with the aim of exploring pragmatic challenges in the Arabic–English language pair. Following Creswell’s [28] recommendations, this design allows for rich descriptions and the integration of multiple sources of evidence. The research combined the empirical rigor of corpus linguistics with the interpretative depth of pragmatics to analyze naturally occurring language across three distinct domains: religious discourse, political communication, and conversational translation.

### *Data Sources and Sampling*

The data analyzed in this research were derived from three master’s theses that had applied corpus-based methods to pragmatic inquiry. Each thesis represented a distinct domain, allowing for a multi-

faceted exploration of Arabic–English pragmatic challenges. The first corpus consisted of the fifteenth revised edition of *The Noble Qur’an: English Translation of the Meanings and Commentary* by Hilali and Khan [20], from which six Surahs (Chapters 44–49) were selected to represent both Makki and Madani categories, encompassing approximately 2,860 words or 4% of the entire text. The second corpus comprised official speeches, statements, and press releases issued by U.S. government authorities in response to the 2022 killing of Palestinian journalist Shireen Abu Aqleh, with documents categorized according to political hierarchy to capture variation in hedging practices. The third corpus was drawn from sixteen Surahs (Chapters 2–17) of the same Quranic translation, representing both Makki and Madani revelations, totaling approximately 44.6% of the full Arabic text. Sampling in all three cases followed purposive and representative principles, ensuring that each corpus reflected both the thematic richness and the stylistic variation necessary for in-depth pragmatic analysis.

### *Research Instruments*

Each case study employed a specifically designed analytical instrument aligned with its research focus. In the study of conventionality in Quranic translation, a coding scheme was developed to classify five key language conventions: ellipsis, simile, digression, interrogation, and alteration, yielding 232 coded instances. For the analysis of conversational implicature, Grice’s Cooperative Principle and its four conversational maxims served as the primary framework, enabling the identification of both explicit adherence and strategic violations. The hedging study employed Hyland’s [9] taxonomy, which distinguishes between content-focused and reader-focused hedges, to systematically categorize the data. All instruments were subjected to pilot testing on non-sample texts to evaluate their clarity, reliability, and applicability. Feedback from these preliminary trials was used to refine operational definitions, adjust coding protocols, and minimize the potential for misclassification.

### *Data Analysis Procedures*

The analysis was conducted in two interrelated phases. The first phase involved qualitative thematic analysis, in which each instance of the targeted pragmatic phenomenon was examined within its immediate textual and broader socio-cultural context. This step allowed for the interpretation of pragmatic force, the identification of communicative strategies, and the assessment of contextual appropriateness. The second phase introduced a quantitative dimension, involving frequency counts and the calculation of distribution patterns to support the qualitative findings. This mixed approach ensured a balanced analysis, with qualitative interpretation grounded in empirical evidence. Triangulation was achieved through the convergence of corpus-based data, theoretical frameworks, and contextual interpretation. Reliability was enhanced through iterative coding revisions and peer debriefing, while validity was strengthened by grounding the analysis in established pragmatic theories.

### *Ethical Considerations*

Although this research relied exclusively on publicly available texts, ethical considerations were rigorously observed. All data sources were fully attributed, and interpretations were presented objectively, avoiding biased or politically motivated conclusions. Special attention was given to the cultural and religious sensitivity of the Quranic material, as well as the political implications of the

discourse surrounding the killing of Shireen Abu Aqleh. The study maintained academic neutrality, respecting the integrity of both religious texts and political communications while ensuring that all analyses adhered to scholarly standards of accuracy, fairness, and respect for the subject matter.

## RESULTS AND DISCUSSION

### *English Interpretation of the Quran*

This case study pertains to a corpus-driven MA thesis regarding the conventionality of language in an English rendition of the Quranic text. It sought to investigate the textual categories that the language conventions of the Quranic text may belong to, examining the stylistic norms that the religious language in the Quran can encompass, and also ensuring the translatability of the unique conventions in an officially approved interpretation [29], [30]. These objectives were approached sequentially: the first concentrated on Makki and Madani text types, themes, concepts, and language functions, while the second addressed the theoretical and sampling-related dimensions of language conventions in pursuit of new linguistic and translational standards. The ultimate aim ultimately addressed both approaches and challenges faced in rendering the language conventions of the Quran into contemporary English. The text of concern was the fifteenth revised version of Taqi-ud Din Al Hilali and Muhsin Khan's *The Noble Quran: English Translation of the Meanings and Commentary*, published in 1996 (=HKT).

A specific portion or segment of the HKT was chosen for logical purposes [31], [32], [33]. It was a representative sample capable of addressing the two text types of the Quran in both order and almost equal word count while generally processing the Quranic message and encompassing a significant range of stylistic features or devices (see Table 1). Considering the two criteria mentioned, six chapters/Surahs of the Quran translated into contemporary English were chosen. Chapters 44-49 had a roughly equivalent number of SL words, maintained the heptagonal classification, and were arranged consecutively within the sixth category/Hizb. Referring to the original version of the Quran released by King Fahd Complex in Saudi Arabia, this sample size was determined to have roughly 320 lines, averaging nine words each, amounting to approximately 2,860 words in total. The subject sample was subsequently represented by around 4% of the overall text of interest.

**Table 1.** Sample chapters of the Quran as per the original version [34].

Surah name	Name translated	Surah type	Verses	Lines	Words
Ad Dukhan الدخان	The Smoke	Makki	59	42	378
Al Jathiyah الجاثية	The Crouching	Makki	37	50	450
Al 'Ahqaaf الأحقاف	The Sandhills	Makki	35	66	594
Muhammad محمد	Muhammad	Madani	38	59	531
Al Fath الفتح	The Victory	Madani	29	64	576
Al Hujurat الْحُجُرَاتِ	The Apartments	Madani	18	37	333
Total			216	318	2,862

For the instrumental design, a content-focused tool was created to be applied to a linguistic corpus composed of 232 extamples of five conventions: ellipsis, simile, digression, interrogation, and alteration. The selected text of the HKT was condensed into a group of categories (i.e., its

verses/Ayat), and the language conventions were assigned serial numbers. Both types of data gathering (i.e. presence and occurrence) were just coded for, but resulted in overwhelming outcomes. The tool specifically reflected a collection of minor questions that were confirmed and deemed reliable, even though total validity in a study is unachievable [35] and coding mistakes could only be reduced, not completely eradicated. To confirm that the research topic is valuable, a pilot study was conducted on two Makki/Madani texts of the Quran, which were not included in the sample. In addition, all five language conventions for this thesis were examined in an English translation of the Quran like the HKT. To fulfill its objectives, the content was suitably illustrated, and the tool was sufficiently detailed to gather the required data.

### *Morphological Adaptation in Social Media Discourse*

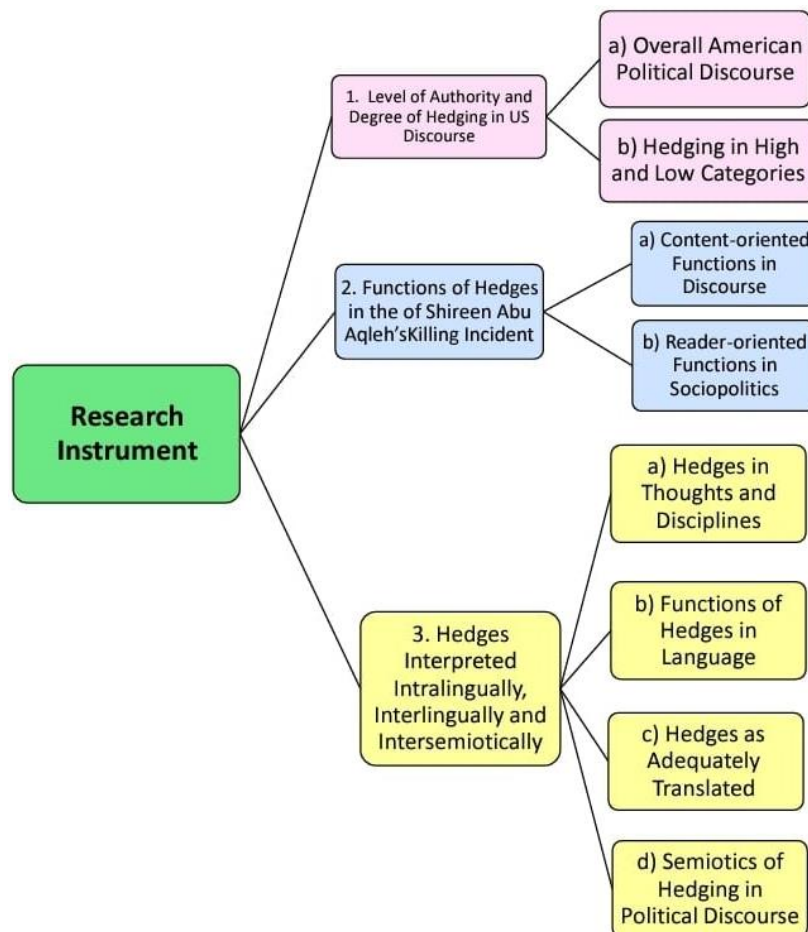
Connected to a master’s thesis focused on ‘hedging’ in American discourse regarding the murder of Shireen Abu Aqleh, this pragmatic case study sought to offer valuable insights into the application of hedges in political addresses, releases, or statements within a sensitive sociopolitical context [36]. The thesis might aid in creating a more nuanced hedge analysis and enhance comprehension of language usage in international negotiations. Consequently, it aimed to fill a knowledge void by examining the pragmatic roles of hedges [9] and, thus, endeavored to clarify the connection between the US authority’s stance and the use of ‘hedges’ in the killing of Shireen Abu Aqleh, the function of hedges in American dialogue as a means to lessen potential political repercussions, and to what degree the hedges can be understood within the same language, across languages, and across various modes of communication. For the sampling frame, it was largely based on rationale rather than randomness. A sampling frame was, therefore, an effort to define the relevant text. It was an assembly of elements that could be utilized for choosing a sample from the text/population [28].

**Table 2.** Relevant authorities representing the US cabinet [36].

Authority	Relevance	Special Ranking
The Congress	5	Semi-low
Secretary of Defense	8	Low
Ambassador to Israel	6	Semi-low
Department of Justice	4	Semi-high
Secretary of State	3	Semi-high
Vice-president	2	High
Delegate to UN	7	Low
US President	1	High

In reality, restricted access could prevent the gathering of data from all intended text segments. A sample frame must be created as a consequence of these issues, so the relevant text consists of different or few units. The theoretical text (ThT) for this thesis included all formal political speeches, statements, or press releases issued in reaction to a crisis with contentious details or aspects (e.g., disputed facts, debatable interpretations, or differing political perspectives) such as the assassination of a prominent journalist. It was the overall or complete texts exhibiting a notable characteristic (refer to Table 2 for a compilation of the US federal authorities officially revealed,

categorized by special classification: 1-2 High, 3-4 Semi-high, 5-6 Semi-low, and 7-8 Low). In this regard, the text of concern (ToC) relevant to this thesis was the US political dialogue subsequent to the tragedy involving Palestinian reporter Shireen Abu Aqleh.



**Figure 2.** Research instrument of the present study [36].

Upon recognizing the hedges in the selected American discourse, these data sets were examined both qualitatively and quantitatively. Hyland’s [9] pragmatic examination of hedges (specifically, content- and reader-focused) primarily served to address the thesis’ inquiries. The qualitative dimension seems evident, as it encompassed a thematic analysis of how the pertinent US authorities utilized hedges in their speeches, statements and press releases. The classifications and applications of hedges were determined according to Varttala [37], considering contextual and non-numeric elements. The quantitative aspect, however, included tallying the occurrences of different hedges or assessing their frequency (see Figure 2 for how the tool was designed). Additionally, one speech was selected from each category based on the given authority’s position to evaluate the translatability of the US discourse. A questionnaire was subsequently created to include four primary pages: each page featured the speech’s first one hundred words along with four groups of questions per group, derived from Jakobson [38] On Linguistic Aspects of Translation where he proposed three methods of interpreting a verbal sign: intralingually, interlingually, and intersemiotically.

### Further Pragmatic Insights in HKT

Given that conversational implicature is a fascinating subject in pragmatics, this case study pertains to an MA thesis focusing on the Hilali and Khan translation of the Quran text. This analysis, grounded in a corpus, links the topic of dialogue within a sacred text to a pragmatic examination of language that relies on the Gricean cooperative principle [39]. It intended to clarify certain elements of Quranic conversations when examining the Gricean approach to pragmatics (e.g. adjusting the theoretical basis itself). The thesis could truly introduce fresh elements to the Quranic context that engages in dialogue(s). Additionally, it focused on the variations in these conversations within the Makki and Madani chapters regarding their textual/co-textual characteristics, and how the pertinent examples bring implicatures into an English interpretation of the Quran. The present thesis selected verses from the HKT, even though the entire text was likely to serve as a sample size. Nevertheless, a portion was appropriately chosen to fairly represent both the Makki and Madani revelations and include talks that address the formal narrative presented by the Quran in a sensible way.

Sixteen chapters/Surahs from the Quran were chosen; these were Surahs numbered. 2-17 as an indicative sample of the current thesis. To determine the sample size, it was founded on the original Arabic version of the Quran, released by the King Fahed Complex in the Kingdom of Saudi Arabia and referred to as Mus-Haf Al Madinah (or the Quranic Copy of Madinah). Every page contained fifteen (15) lines, with the exception of the pages featuring the name dividers of Surahs, as each divider took up a 2-line space. Every line had an average of nine (9) words: either one more or one less. Consequently, the mentioned Surahs or chapters contained 2.862 words (i.e. 2 lines times 9 words per line), according to the original Arabic text of the holy Quran. Given that the Quranic text in Arabic, as nearly universally accepted by Muslims, consists of 77,439 words, the current sample of this thesis represented around 44.6% of the entire Quranic text.

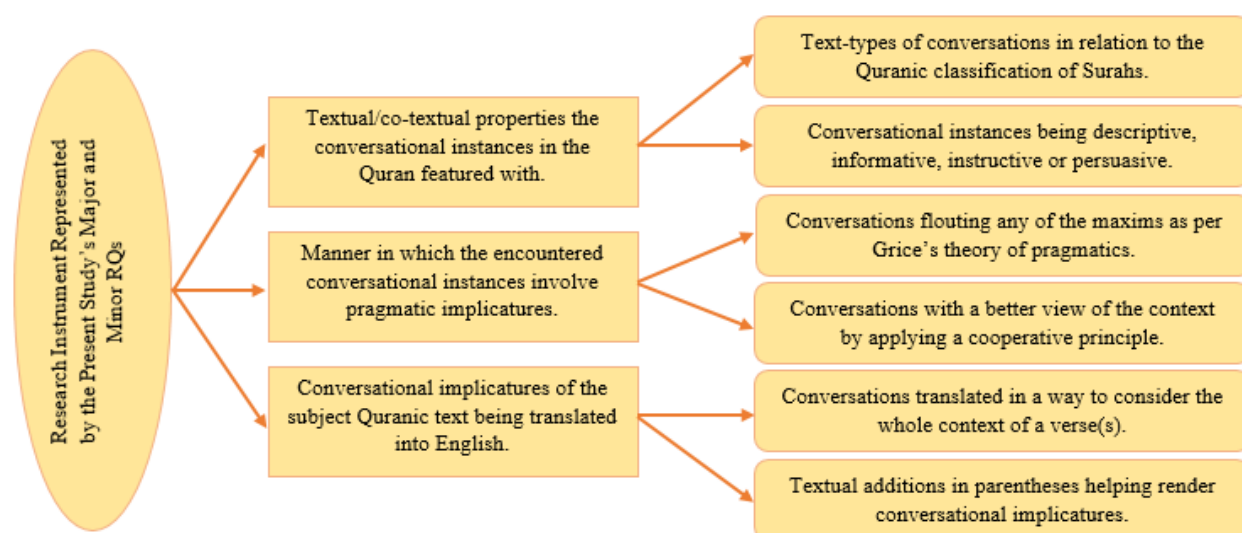


Figure 3. Research instrument of the thesis/RQs [39].

Creating the content-based approach included multiple procedural stages. The research sample of the subject was condensed into its Ayaat/verses with assigned serial numbers to form a linguistic corpus. Subsequently, the textual connections between the dialogues and the text/context were examined and analyzed, supported by statistical representations (e.g., tables and figures) regarding both frequency and percentage. Additionally, the researcher made significant efforts to

eliminate any unrelated factors that could introduce bias during the collection and analysis of the data sets for this case study. To confirm that the research topic is valuable, a pilot study was conducted on two chapters of the Quran, namely Makki and Madani. Ensuring that the instrument assessed what it was meant to assess, the pilot study contributed to enhancing its validity and reliability. It was also intended to evaluate the optimal way of improvising them for a genuine content- and survey-oriented study. The device was discovered to have the capability to generalize. To achieve the goal of this thesis, the content-analysis tool was sufficiently thorough to gather the required information, resulting in comparable outcomes.

### *Discussion*

The findings from the three case studies collectively reaffirm the analytical versatility of corpus-based approaches in examining pragmatic phenomena across varied communicative domains religious translation, conversational implicature, and political hedging. While each domain operates in distinct socio-cultural and thematic contexts, the integration of their insights demonstrates how a unified corpus-pragmatics framework can effectively capture context-sensitive meaning construction and strategic linguistic choice, both in traditional discourse and in contemporary digital communication environments.

In the analysis of Quranic language conventionality, the systematic annotation of ellipsis, simile, digression, interrogation, and alteration yielded patterns often absent in purely interpretive exegesis. This empirical operationalization offers a replicable framework that bridges qualitative stylistics and quantitative corpus evidence. Beyond its relevance to sacred text translation, such a framework can be extended to digital religious discourse, including online Quranic study platforms and multilingual translation applications, where consistency of stylistic conventions is crucial for both comprehension and theological fidelity. Prior studies have highlighted that digital translation environments increasingly rely on annotated corpora to ensure terminological precision and stylistic consistency [40], [41], [42], underscoring the applicability of the present findings in technology-mediated contexts.

The conversational implicature case, grounded in Grice's Cooperative Principle, revealed how implied meanings in Makki and Madani dialogues shift according to thematic and contextual constraints. While this analysis centered on a religious text, its methodological design combining frequency counts with contextual interpretation has direct relevance for digital communication research. In online interactions, particularly in social media discourse, users often rely on implicatures, indirectness, and culturally specific allusions to convey nuanced stances [43]. The present findings suggest that corpus-based implicature analysis could be employed to examine such phenomena in platforms like Twitter/X or WhatsApp, where brevity, multimodality, and shared cultural frames heighten the reliance on implied meaning.

The hedging analysis in U.S. political discourse illustrates how linguistic mitigation functions as a socio-pragmatic tool for managing accountability, positioning, and audience reception. By applying Hyland's taxonomy and mapping hedge usage against institutional hierarchy, the study not only advances theoretical understandings of hedging but also opens pathways for examining these strategies in digital political communication. Recent corpus-based research has shown that hedging in online political messaging, especially on social media, serves to balance assertiveness with plausible deniability in rapidly evolving public debates [44], [45]. The methodological approach of the present study could therefore be adapted to track how hedging

shifts across channels press releases, televised speeches, and digital posts providing insights into cross-media rhetorical consistency.

When considered collectively, the three cases reveal a recurring interplay between contextual constraints, strategic intent, and pragmatic form, a dynamic equally relevant in both traditional and digital communication landscapes. The scalability of the corpus–pragmatics approach allows its application to digital corpora drawn from social media, online forums, or multilingual news outlets, thereby aligning with the growing scholarly emphasis on digital pragmatics [46], [47], [48]. This extension not only enhances the external validity of the findings but also positions the study within the emerging intersection of language, technology, and mediated communication.

From a novelty standpoint, this research contributes in three distinct ways: 1) Operationalizing stylistic conventions in sacred texts through corpus annotation, with potential applications in AI-assisted translation tools and digital religious resources; 2) Applying implicature analysis in a thematically segmented corpus of religious dialogue, offering a transferable method for studying indirectness in online and cross-cultural discourse; 3) Developing a hierarchical mapping of hedging functions that could be adapted for monitoring rhetorical strategies in digital political communication across platforms and languages.

These contributions address gaps in both traditional corpus pragmatics and its digital extensions, supporting calls for integrative methodologies that link offline and online discourse analysis. In doing so, the study aligns with the broader research agenda of understanding language as it operates in increasingly hybrid communicative ecologies, where human interaction is mediated, archived, and algorithmically filtered.

## CONCLUSION

This study demonstrates the analytical breadth of corpus-based pragmatics through three case studies: the stylistic analysis of Quranic translation, the examination of conversational implicature in sacred texts, and the investigation of hedging in political discourse. Across these domains, the findings show that pragmatic meaning is shaped by the interplay of context, intention, and linguistic form, and that corpus-driven methods can systematically capture these dynamics. In the context of Quranic translation, operationalizing stylistic conventions provides a replicable framework that not only supports theological fidelity but can also inform the development of multilingual digital translation platforms. The implicature analysis reveals how concealed meanings can be made explicit through accurate textual interpretation, offering transferable insights for analyzing indirectness in online and cross-cultural communication. The study of hedging illustrates its strategic role in mitigating statements and managing audience perception—findings that can be applied to both traditional political discourse and its digital extensions, such as social media messaging. Collectively, these contributions advance corpus pragmatics beyond descriptive analysis, demonstrating its applicability to both traditional texts and technology-mediated communication. Future research could extend this framework by integrating multimodal digital corpora, enabling a deeper understanding of how pragmatic strategies operate in increasingly hybrid communicative environments.

## LIMITATIONS

This study is subject to several limitations that should be acknowledged when interpreting the findings. First, the data for each case study were drawn from specific, context-bound corpora: Quranic translations, religious dialogues, and U.S. political discourse which, while offering rich insights, may not fully capture the variability of pragmatic strategies across other genres, languages, or communicative settings. Second, the scope of analysis was limited to textual data; non-verbal, multimodal, and paralinguistic cues that are increasingly relevant in digital communication were beyond the study's analytical focus. Third, although the integration of qualitative interpretation and quantitative corpus analysis strengthens the validity of the results, the absence of real-time interactional data restricts the ability to examine how pragmatic strategies evolve dynamically in live digital environments. Future research could expand this framework by incorporating multimodal corpora from diverse digital platforms, extending the linguistic scope to additional language pairs, and employing longitudinal designs to track pragmatic change over time. Such extensions would enhance the generalizability and applicability of corpus-based pragmatic analysis in both traditional and technology-mediated communication contexts.

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## AUTHOR CONTRIBUTION

M.A.H. conceptualized the study, designed the research framework, and conducted the corpus-based analysis. M.A.H. also drafted the manuscript and managed all stages of the research process. M.H.A.A. and A.A.M. provided methodological guidance, contributed to the interpretation of findings, and offered critical revisions that enhanced the clarity, coherence, and scholarly rigor of the paper. All authors have read and approved the final manuscript.

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## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## DECLARATION OF USE OF AI IN SCIENTIFIC WRITING

The authors declare that no generative AI tools were used in the writing, editing, data analysis, or graphic design processes of this manuscript. All content was independently developed by the authors, who assume full responsibility for the originality, accuracy, and integrity of the work.

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