

Press releases vs business news: A lexical bundle approach

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Abstract (200 words maximum)

Press releases represent a hybrid business genre which combines an informational and a promotional communicative purpose. The objective of the study is to assess the extent to which this duality is reflected in the language used, and more particularly in the expression of stance, by comparing corporate press releases with another business genre that is essentially informational, namely business news reporting. The focus is on lexical bundles, as they have been found to be a major conveyor of attitudinal and epistemic stance. Relying on the pattern-matching approach to language, 3-word lexical bundles are extracted from a 1-million-word corpus of press releases (BeRel) and set against those found in a similar-sized corpus of business news (BeNews). An examination of the key bundles (keyword analysis) in each corpus reveals that the bundles that are distinctive to press releases differ significantly from those found in BeNews, particularly in the expression of modal, evaluative and personal stance.

Keywords

Business English, press release, lexical bundle, stance, keyword