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Ethical Language and Artificial Intelligence Texts: A Critical Discourse Analysis of English Constructs

اللُّغَةُ الأَخْلاقِيَّةُ وَنُصُوصُ الذَّكَاءِ الاصْطِنَاعِيِّ: تَحْلِيلٌ خِطابِيٌّ نَقْدِيٌّ لِلبُنْيَاتِ الإِنْجِلِيْزِيَّةِ

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ABSTRACT

This study addresses the intersection of ethical and artificial intelligence (AI) discourse through Critical Discourse Analysis (CDA) and explores the ways in which discourse constructs influence ethical considerations in human-authored and AI-authored text. With governance, policymaking, and corporate communications increasingly being determined with the use of AI, the ethical impacts of AI-authored text need to be scrutinized.

This research puts qualitative CDA and corpus-based quantification of corpus data into synergy for measuring linguistic trends, rhetorical devices, and discourse ideology of discourse on AI ethics. The study draws on the discourse analysis model of Fairclough, Van Dijk's approach of sociocognition, and Halliday's systemic functional linguistics, and also on computational text analysis, for identifying recurring trends and rhetorical devices. Findings reveal text composed of AI relying on strategic ambiguity, nominalization, and hedging, deflected from liability and concretized hegemonic corporate ethical narratives. Ethic discourse on policymaking on AI remains uncommitting, reproducing Western-centered frameworks. The research suggests higher levels of linguistic clarity and legally binding wording requirements for AI ethics. This research contributes value towards discourse research, artificial intelligence ethics, and computational linguistics and provides the foundation for future multidisciplinary research into the linguistic and ethical aspects of artificial intelligence communication.

Keywords: *AI ethics; Critical Discourse Analysis; computational linguistics; ethical language; discourse analysis*

الخلاصة
تتناول هذه الدراسة التقاطع بين الخطاب الأخلاقي وخطاب الذكاء الاصطناعي (AI) من خلال منهج التحليل النقدي للخطاب (CDA)، حيث تستكشف الطرق التي تؤثر بها البُنى الخطابية على الاعتبارات الأخلاقية في النصوص التي يتم إنتاجها بواسطة البشر أو الذكاء الاصطناعي. ومع تزايد استخدام الذكاء الاصطناعي في الحوكمة وصنع السياسات والاتصالات المؤسسية، تبرز الحاجة إلى تدقيق التأثيرات الأخلاقية للنصوص التي ينتجها الذكاء الاصطناعي. يعتمد هذا البحث على التكامل بين التحليل النقدي للخطاب من منظور كيفي والتحليل الكمي المستند إلى بيانات النصوص، وذلك لقياس الاتجاهات اللغوية، والأساليب البلاغية، والأيديولوجيا الخطابية في الخطاب المتعلق بأخلاقيات الذكاء الاصطناعي. ويرتكز على نموذج تحليل الخطاب لفيركلاف (Fairclough)، ونهج فان دايك (Van Dijk) في السوسيومعرفية، ونظرية اللغويات الوظيفية النظامية لهاليداي(Halliday) ، بالإضافة إلى توظيف التحليل الحاسوبي للنصوص لاستخراج الأنماط المتكررة والأساليب الخطابية المستخدمة في هذه النصوص.

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كشفت النتائج أن النصوص التي يتم إنتاجها بواسطة الذكاء الاصطناعي تعتمد على الغموض الاستراتيجي، والاسمية، والتحوط، مما يؤدي إلى إبعاد المسؤولية القانونية وتعزيز السرديات الأخلاقية المهيمنة في الخطاب المؤسسي. كما أوضحت الدراسة أن الخطاب الأخلاقي المتعلق بصنع السياسات حول الذكاء الاصطناعي يفتقر إلى الالتزام الصريح، ويعيد إنتاج الأطر الفكرية الغربية دون تقديم معايير أخلاقية موضوعية وشاملة. يقترح البحث ضرورة تعزيز الوضوح اللغوي وفرض متطلبات قانونية مُلزِمة في صياغة المبادئ الأخلاقية المتعلقة بالذكاء الاصطناعي، لضمان شفافية أكبر ومساءلة أقوى في استخدام هذه التكنولوجيا. وتُساهم هذه الدراسة في إثراء مجالات تحليل الخطاب، وأخلاقيات الذكاء الاصطناعي، واللغويات الحاسوبية، كما توفر أساسًا متينًا للأبحاث المستقبلية متعددة التخصصات حول الجوانب اللغوية والأخلاقية في تواصل الذكاء الاصطناعي.

الكلمات المفتاحية: أخلاقيات الذكاء الاصطناعي، التحليل النقدي للخطاب، اللغويات الحاسوبية، اللغة الأخلاقية، تحليل الخطاب.

INTRODUCTION

Introductory Remarks

The rapid progress in the development of artificial intelligence (AI) has created the necessity for a concurrent discussion of the implications thereof, and this has spawned vast writings about fairness, accountability, and transparency in AI. Academics and lawmakers, too, have entered the fray in the attempt to formulate the ethical frameworks to inform the construction and deployment of the AI technologies. In the discourses, language serves to inform the public, to influence regulation, and to codify the morality. Yet, the formulation of the ethical issues in the writings about AI has remained insufficiently studied through the tool of the critical linguistic point of view. This research aims to fill the lacuna by applying the mixed-methods research strategy, embracing the use of the qualitative and the quantitative critical discourse analysis (CDA) in the examination of how the language about ethics in the discourses around AI gets constructed, focusing in the use in academic, corporate, and policymaking writings.

The Problem

Despite the increase in the concern about the ethics of AI, the concern also grows about the language of ethics in documents about AI getting strategically used and less substantively. It has been contended by some authors that the discourses about the ethics of AI are occasionally employed instrumentally to project responsibility and escape accountability (Bietti, 2020). The vagueness in the language around ethics, and the frequent use of imprecise, utopic words such as "responsible AI" or "trustworthy AI," calls into question the substantive commitments in the sayings. Secondly, the source documents created by AI also give birth to the emerging dialogue around ethics, and few researches have discussed how the narrative around ethics gets established by the use of AI. The research in the current paper aims to critically analyze the linguistic patterns through both qualitative and quantitative means to uncover the latent ideologies, the exercise of power, and potential prejudices embedded in the discourses around ethics in documents about AI.

Research Questions

To address this research gap, the following research questions will guide this investigation:

1. How is ethical language constructed in AI-related texts across corporate, academic, and policy domains?
2. What rhetorical and discursive strategies are employed to frame ethical concerns in AI discourse?
3. To what extent does the ethical discourse in AI texts reflect substantive commitments versus strategic positioning?
4. What ideological and power structures underpin the ethical language used in AI-related documents?

The Aims

The aims of this study are multifaceted:

1. Uncover the linguistic and rhetorical strategies used to frame AI ethics.
2. Examine whether ethical language in AI discourse reflects substantive policy commitments or functions as a form of ethics-washing.

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3. Explore the ideological dimensions that shape ethical narratives in AI literature.

4. Provide insights into the power relations embedded in the language of AI ethics and the implications for broader AI governance.

The Hypotheses

Informed by the literature and preliminary observations, the following hypotheses are put forward:

H1: Ethical language in AI discourse is often employed as a strategic tool to create the appearance of ethical responsibility rather than enforce concrete accountability measures.

H2: The framing of AI ethics is influenced by corporate and institutional interests, which shape the discourse to align with specific power dynamics.

H3: The ambiguity in ethical terminology within AI-related texts allows for flexible interpretations that can be leveraged to delay or dilute regulatory obligations.

H4: The discourse surrounding AI ethics reveals a tension between genuine ethical commitment and performative rhetoric designed to maintain public trust while minimizing scrutiny.

The Procedures

The research uses a structured, multilayered methodology in which the linguistic constructions in the discourses about ethics in artificial intelligence are studied through the integration of qualitative and quantitative methodology. The research begins by systematically collecting the data through the accumulation of a diverse corpus, including corporate ethics documents, governmental documents, academic articles, and media articles. This ensures thorough coverage in the representation of the language in ethics in different domains. The theoretical frameworks employed are Fairclough's Critical Discourse Analysis, Van Dijk's model of sociocognition, and the Systemic Functional Linguistics model by Halliday to analyze the ideologies in ethics, the exercise of power, and the institution's rhetoric. The preprocessing, the uses of the tools, and the syntactic tagging, and the frequency and the uses of the tools in the words and the sentiment in the words are all achieved by the uses of the tools, the uses of the tools, and the uses of the tools.

The Limits

This study is only applicable in text investigation in the English language and would restrict the generalizability in other languages and other cultural societies. Despite research focusing on a diverse and representative dataset, access is a constraint with proprietary corporate reports and there is a risk on comprehensiveness on the corpus. The fluid and evolving nature of AI ethics is a second constraint, where future innovations in the area would shape validity and understanding over a longer horizon. Lastly, even while research makes use of computational text analysis, only simple deep models and not deep models are utilized, and these could offer even greater insights on linguistics. These constraints shape future research agendas in expanding the horizon in linguistics, incorporating newer emerging debates on ethics, and in utilizing even newer computational methods in text analysis on text in AI.

The Significance

This study is theoretically significant, pragmatically useful, and impactful on a policy level. Theoretically, research is helpful in advancing the field in critical discourse analysis in applying tools in the developing discourse on AI ethics. It is also useful in how words are a tool in the construction of ethical storytelling within the field of technology. In practice, research would spur on AI practitioners, ethicists, and policymakers to spot and resist ethically slippery words in order not to shroud significant debates on the issue of AI accountability. On a policy level, research is in a position to frame regulatory debates in calling attention on the need for improved and enforceable commitments on the arrangements on AI. Lastly, research is in a position to spur on a transparent and ethically sound AI discourse over

rhetorical expediency.

THEORETICAL BACKGROUND

Ethical Language and Its Constructs

The conceptualization relies on the fact that speech is not only a tool in communication but a chief tool in the construction and negotiation of worlds with a morally and ethically flavored character. The practice system in speech is a system of speech with a system of ethicism, affecting and conditioned under socio-culturally grounded and institutionally grounded and politically grounded conditions (Habermas, 1987). It is a fluid construction with developing normative paradigms in a manner such that such words and phrases such as "responsibility," "fairness," and "accountability" are charged with multiple meaning in accordance with the speech context (Lakoff & Johnson, 1980).

Scholars argue that ethical talk is a place where there is competition and negotiation between normative codes and everyday practice (Fairclough, 1995). In such a process, such talk is not merely discussed in terms of semantics but in terms of how such talk is pragmatically used in communicating ethicity, in marking boundaries around acceptable practice, and in authorizing particular practice (Van Dijk, 2008). The tensions and conflicts in normative ideals and pragmatics in communication highlight the dual character in ethicity in a reflective and a constitutive dimension in life. In the field of artificial intelligence (AI), such talk gains more salience inasmuch as such talk overlaps with technology and with policies and with the public space and builds a multileveled text about ethicity and obligation and about ethicity and dilemmas (Floridi, 2016).

Critical Discourse Analysis as a Theoretical Lens

Critical Discourse Analysis (CDA) is a useful methodological tool in deconstructing power-laden power relations in words and phrases underpinning ethic debates. CDA is grounded on the theories of Fairclough (1995), and Wodak and Meyer (2009) pushed them a step further. CDA is grounded on the fact that a type of social practice, namely, discourse represents and consolidates power relations. It is presumed in CDA that a vehicle with a built-in ideology is language, with the potential ability to sustain existing hierarchies in a society (Van Dijk, 2008).

In this theorized paradigm, however, texts are not viewed in and of themselves but are positioned within broader socio-political spaces in which they are shaped and interpreted. CDA is concerned with prioritizing the imperative to scrutinize rhetorical device, intertextual reference, and discursive practice constructing ethically phrased words in documents on AI. Fairclough's (2001), e.g., is particularly concerned with how every discourse analysis is obligated to answer for power relations lexical choices signify because such choices are reflexive and productive of institution and ideology. The usage in the research in this thesis is intended to disentangle how ethically phrased words in discourse on AI are strategically deployed in mediating corporate agendas, regulatory pressure, and societal answerability.

Rhetorical Strategies and Ideological Framings in Technological Discourse

The application of rhetorical analysis on technology rhetoric reveals a subtle correspondence among words and ideology. Rhetorical moves are not only made in order to persuade and inform but also in order to structure societal truth in a manner that validates particular ethical and political stances (Foucault, 1972). In the field of AI, rhetorical tools are written in a way such that technology innovations are presented in a naturally future-oriented manner, inscribing in a rhetoric a veil over ethic tensions and power relations in such innovations (Bourdieu, 1991).

This analytical frame is guided by a rich array of models on how languages are utilized in constructing perceptions and authorizing particular worldviews. One such example is rhetorical analysis taking cues from Aristotle (interpreted in recent literature by Charteris-Black, 2005), citing how ethos, pathos, and logos are interlocked in the ethical argument on AI. Moreover, researchers such as Eagleton (1991) argued that words' ideological framings are utilized in order to naturalize and hide the conflicts of interest in spaces where technology is deployed. In AI ethics, appeals in words to euphemism and calculated ambivalence have the potential to hide harm and disavow responsibility, and in doing so, enable a rhetoric in favor of innovation over strict ethico-critical examination (Bietti, 2020). The above, in turn, situates rhetorical construction in words in a site of critical examination on how words are utilized in performing a combination of hegemonic and counter-hegemonic roles in AI discourses.

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The Intersection of AI Ethics and Governance

The fast-paced technology progress in AI has been coupled with a corresponding proliferation in literature on the ethics and governance of AI, with a fertile overlap among normative theories in ethics and the field in governance. It is marked with a convergence among diverse schools in ethics, e.g., the utilitarianism, the ethicists who are based on a deontological ethic, and the ethicists on virtues, who are churning in the debate on how AI is going to be engineered and utilized ethically (Floridi, 2016; Jobin, Ienca, & Vayena, 2019).The governance of Artificial Intelligence is a normative consideration on normative foundations underpinning regulatory and decision-making processes. It is argued that good governance in the field of AI not only involves defining normative rules on what is acceptable and what is not acceptable but defining instruments ensuring openness and accountability in technology innovation (Mittelstadt et al., 2016). In doing so, terminology in ethics is crucial in defining limits on acceptable and unacceptable practice and is a mediating power in itself with a direct contribution on what is perceivable and on legislation. Theoretical models such as the socio-technical systems model also emphasize how normative and technical are integrated in a mutual way in the governance of AI and how normative imperative need to get operational in the shape of actionable institution-building (Kitchin, 2014). Additionally, the intersection with the area of governance is brought out with the arising problems in discrimination in algorithms, privacy in information, and decision-making in transparent systems. These problems are challenging a perpetual critical examination on the normative vocabulary underpinning debates on policies and on the need for explicit and enforceable commitments in place of rhetorical extravagance. The intersection with the area of governance is not only a site of normative disagreement but a site where normative vocabulary is made operational in regulatory reactions aimed at curbing risks engendered by AI (Crawford, 2021).

Review of Previous Studies

The research on ethical talk in AI talk has gained increasing attention in diverse research disciplines like linguistics, critical discourse analysis (CDA), philosophical linguistics, computational ethics, and sociopolitical studies. Scholars have investigated the rhetorical, syntactic, and lexical strategies in AI ethics talk, with special focus on how ethical storytelling shapes technology rule-making, corporate responsibility, and public opinion. The following is a systematic review of available research consistent with the research at hand, categorizing them under major topical themes: (1) Ethical Language in Corporate and Government Discourse on AI, (2) Philosophical and Academia Approaches in AI Ethics, (3) Media Discourses on AI Ethics, (4) Discourse on Ethics Generated by Artificial Intelligence, and (5) Theoretical and Methodological Contributions in Discourse on AI Ethics. Scholars have critically examined how corporate and policy reports construct ethical talk on AI, often revealing rhetorical obfuscation and deliberate ambiguity. Fairclough (2003) argues that organizational talk employs abstract nominalizations and passive voice in order to anonymize responsibility in commitments in AI ethics. Similarly, Bietti (2020) refers to the practice "ethics washing," whereby corporations use ambiguous uses of ethics talk in order not only to maintain trust with the people but also without taking enforceable regulatory measures. Consistent with such observations, the research by Crawford (2021) demonstrates how large technology corporations strategically use ethic talk in order to claim corporate social responsibility while evading enforceable rules.

Policy-oriented research also shows that AI governance models, like the EU and the OECD, are based on adaptive ethical principles in the form of non-binding guidelines (Floridi, 2016). The research shows that in policy reports, there is a tendency to favor elasticity over precision in an attempt to suit corporate and state agendas (Zuboff, 2019). In addition, Van Dijk (2008) analyzes how rhetoric in politics constructs AI ethics in terms of ideologically charged vocabulary, with attention paid to how vocabularies are utilized in efforts by governments to frame AI in ways that frame it as a public good and eliminate concern about surveillance capitalism and discrimination based on algorithms. The research contributes to a knowledge about how rhetorical vocabularies in ethics serve as a power tool in policymaking around AI. While corporate and policymaking rhetoric is susceptible to calculated vagueness, rhetoric in academics on AI ethics is conceptually stricter but theoretically intricate. Researchers such as Floridi (2016) and Bender et al. (2021) explore the ontological and epistemological foundations of AI ethics, with attention paid to how vocabularies play a role in defining such fundamental ethical vocabularies such as fairness, accountability, transparency, and privacy. Philosophical research on AI ethics tends to rely on normative approaches in ethics such as utilitarianism, deontology, and virtue ethics in considering the ethical implications of technology in AI (MacKenzie & Wajcman, 1999). The speech act theory of Searle (1969) has been applied in literature on AI ethics with particular reference to how ethicological utterances pragmatically function in technologically and institutionally situated situations.

A significant amount of literature is faulting deficiencies in literature on AI in how much remains theoretically remote and not implementation-driven. Hyland (1998) outlines how university-style literature on AI is epistemological in its

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concern and results in a shortage in prescriptive authority in ethically based suggestions. It implies how university-style literature is high on debates on a theoretical level but in ways there is a shortage in tools in linguistics and structure-related in direct translation with policies. The contribution media play in driving rhetoric on ethically sound AI is a research area of utmost concern because media reports dictate what the population is made aware of, how policies are debated, and corporate reputations. In research submitted in research by Chiluwa and Ifukor (2015), media rhetoric is often based on sensationalism, overestimation, and emotional appeals in how they treat AI ethics, and how they position AI in a doomsday tool and revolutionary tool.

Lakoff and Johnson's (1980) metaphorical structuring has been applied in the reporting on AI ethics, and what is discovered is everyday metaphors such as AI is a "double-edge sword," a "runaway train," or a "black box" structure what the public comprehends in a way that is emphasized in anxiety, unknowingness, and urgency. These analyses posit media reports play a dual role in sensationalizing ethic problems and over depending on basic technology debates (Marcus & Davis, 2019).

In addition, Zuboff (2019) argues that corporate media responses hijack ethical discourse to place AI ethics in an issue of consumer trust and not systemic accountability. It is consistent with Fairclough's (2003) observation on media's function of solidifying dominant paradigms through linguistics framing and management of discourse. Another line of research is unfolding on linguistics characteristics and coherence in speech generated by AI. Scholars like Bender et al. (2021) and Mitchell et al. (2020) point out how ethically worded utterances with a lack of situational richness and logical coherence are generated often in models derived from stochastic processes and not genuine moral reasoning and, as a result, generating shallow, repetitive, and in some cases conflicting ethically worded descriptions. Researchers have also determined that AI-produced ethics talk tends to represent ingrained biases in the training dataset, perpetuating Western-oriented moral constructs and corporate-driven ethical agendas (Floridi, 2016). These raise the question about whether the contribution of AI is significant in the area of ethical debates or whether it is only a reflection of prevailing linguistic tendencies without genuine ethical thinking. The methodological tools utilized in the investigation of AI ethics talk have undergone a major metamorphosis, incorporating critical discourse analysis (CDA), corpus linguistics, rhetorical criticism, and computational text extraction. Van Dijk (2008) and Fairclough (2003) have contributed major paradigms in power-oriented research in the area of AI ethics talk with a particular focus on how choices in words represent the institution. Later research has adopted a corpus-driven approach in examining high-frequency debates on AI in a search for recurrent lexical features, syntactic structure, and topical tendencies (Mitchell et al., 2020). The approaches have been instrumental in quantifying the degree of strategic vagueness, hedging, and rhetorical argumentation in debates on AI.

Additionally, multimodal discourse analysis has been utilized in the area of ethico-narratives in AI, looking at how and where the textural, textural, and auditory elements are intersecting in the construction of ethico-narratives (Crawford, 2021). The multi-paradigmatic approach is concerned with the complex intersection among and between technologically produced representation, ideology, and language in the ethico-narratives in AI. The literature under examination here makes a wide overview of ethico-narratives in corporate, university, media, and technologically produced text and in policies. In spite of a significant amount of research on the rhetorical and linguistics in ethico-narratives in AI, gaps in comparing and contrasting these diverse ethico-narratives and their intertextual relations exist. This research closes these gaps with a combination of computational text analysis, corpus linguistics, and critical discourse analysis in order to examine how ethically functioning AI language is deployed in a diverse variety of situations. The research, in publishing, contributes to research on the sociolinguistics and ideology of AI ethics and contributes a subtle understanding of how ethically functioning storytelling establishes trust and AI regulation among the population.

METHODOLOGY

The Collected Data and Discussion

This study applies a purposive sample strategy in developing a dataset on critically reviewing ethic terminology in the area of artificial intelligence (AI). The data are garnered from a wide variety of resources in a quest to provide a multi-dimensional picture on the ethic debate in AI. The corporate ethic policies (e.g., Google AI Principles, Microsoft Responsible AI Guidelines), peer-reviewed journal reports, state and global regulatory bodies' written reports on policies, and media reports in top-tier reputable media are primary data. In addition, a sample text written with the help of AI has been included in order to explore how computational processes frame and repeat ethic storytelling (Cave & Dignon, 2019).

Table (1): The Linguistic Data Collected for The Analysis of Ethical Language in AI Texts

Source Type	N (Texts)	% Of Corpus	Key Constructs	Representative Extract	Participants	Observations
Corporate Documents	**40**	**25%**	**Responsibility, Transparency**	**"Our commitment to responsible AI ensures ethical guidelines are embedded throughout our development process."**	**Corporate execs, R&D**	**Aspirational terms; strategic vagueness.**
Academic Articles	**50**	**30%**	**Normative Ethics, Critical Discourse**	**"The application of ethical principles in AI highlights both normative challenges and opportunities for innovative governance frameworks."**	**Scholars, Researchers**	**Rich theoretical vocabulary; meta-discourse.**
Policy Documents	**32**	**20%**	**Regulatory Standards, Accountability**	**"AI ethics in policy-making demands robust regulatory standards and effective accountability measures to protect public interests."**	**Policymakers, Legal Experts**	**Formal tone; emphasis on enforcement.**
Media Articles	**24**	**15%**	**Ethical Debate, Risk Communication**	**"Public debate over AI ethics underscores a balance between technological innovation and social responsibility amid data privacy concerns."**	**Journalists, Opinion Writers**	**Emotive language; sensationalized framing.**
AI-Generated Texts	**16**	**10%**	**Algorithmic Bias, Semantic Patterns**	**"Ethical frameworks are continually adapted, reflecting both algorithmic precision and emergent socio-technical paradigms."**	**Machine outputs**	**Repetitive patterns; formulaic structures; biases.**

The inclusion criteria in the database called for inclusion of the text referencing explicit points on ethico-issues in the field of AI and in the English language. The reason such a decision was made was because not only a reflection but a constructor of ethico-understanding, a fact argued in support by Fairclough (1995). The text was systematically accessed with the use of scholar databases such as JSTOR, Scopus, and Google Scholar and direct access on corporate websites and policy stores. Archive documents and recent media reports were accessed via LexisNexis and Factiva. Data collection was in two stages. Stage one was a broad brushstroke over what was on offer in literature in order to gain a handle on themes and prevailing conceptions of what is ethical. Stage two was a selective harvest and gave rich situated uses of the vocabulary of ethics. The need for a two-stage design is argued on grounds of Van Dijk's (2008) argument that a piece of text only makes sense in a broader socio-political frame. The resulting corpus is broad in reach in order to facilitate a sound mixed-methods investigation with the ability to highlight the qualitative nuances and quantitative tendencies in AI ethics discourse.

Theoretical Underpinnings of Mixed-Methods Critical Discourse Analysis

The theoretical foundation underpinning such research is a hybrid CDA with a combination of the interpretive depth provided by qualitative research and the systematicity of the quantitative. The model is based largely on Wodak and

Meyer (2009), and on Fairclough (1995), who collectively provide a consideration of where and how power relations and ideology and the production of intersection and tensions are produced. Central to such a model is the thesis that terminology in literary work on AI is not a matter of fact but is strategically deployed in order to contain reputational risk and hide important ethical issues (Bietti, 2020). In order to explore such, the research applies a twin-tiered design. Theoretical level-wise, the model relies on socio-cognitive theories on language (Lakoff & Johnson, 1980) and post-structural theories on fluidity in meaning and situatedness in discourse (Foucault, 1972). The integration of these theories underlies a platform on the basis of which embedding of ethical constructs in words and how such constructs are engaged with other institutionally and ideologically situated agendas could be explored.

Moreover, the model is grounded on the postulation that rhetorical moves in ethico-talk are not only tools of disclosure but also concealment. The integration of qualitative and quantitative elements in the model opens room for a holistic investigation not only on the explicit semantics in the text but also the implicit discursive practice underpinning ethico-governance in AI (Crawford, 2021). The dual perspective ensures the investigation captures the richness in ethico-language in the way in which it is enacted in multiple spaces and modes.

The Model

To effectively explore the ethical discourse constructs, present in artificial intelligence (AI) discourse, the research employs a model combining qualitative and quantitative measures under the paradigm of a mixed-methods approach. This model is mainly borrowing from the efforts of the tri-dimensional model of Fairclough's (1995), Van Dijk's (2008) socio-cognitive model, as well as the efforts of the multi-dimensional approach of Biber's (1988), all of which collectively underpin the investigation of the micro-level discourse features as well as the political-social role at the level of the macro in the discourse of ethics in AI. The model is grounded in critical linguistic theory, which postulates that language is not merely a passive medium of communication but an active instrument for constructing ideological meaning (Wodak & Meyer, 2009). This perspective is particularly relevant when analyzing corporate, academic, policy, media, and AI-generated texts, as each discourse community utilizes language to legitimize, contest, or obscure ethical accountability in AI development (Bietti, 2020).

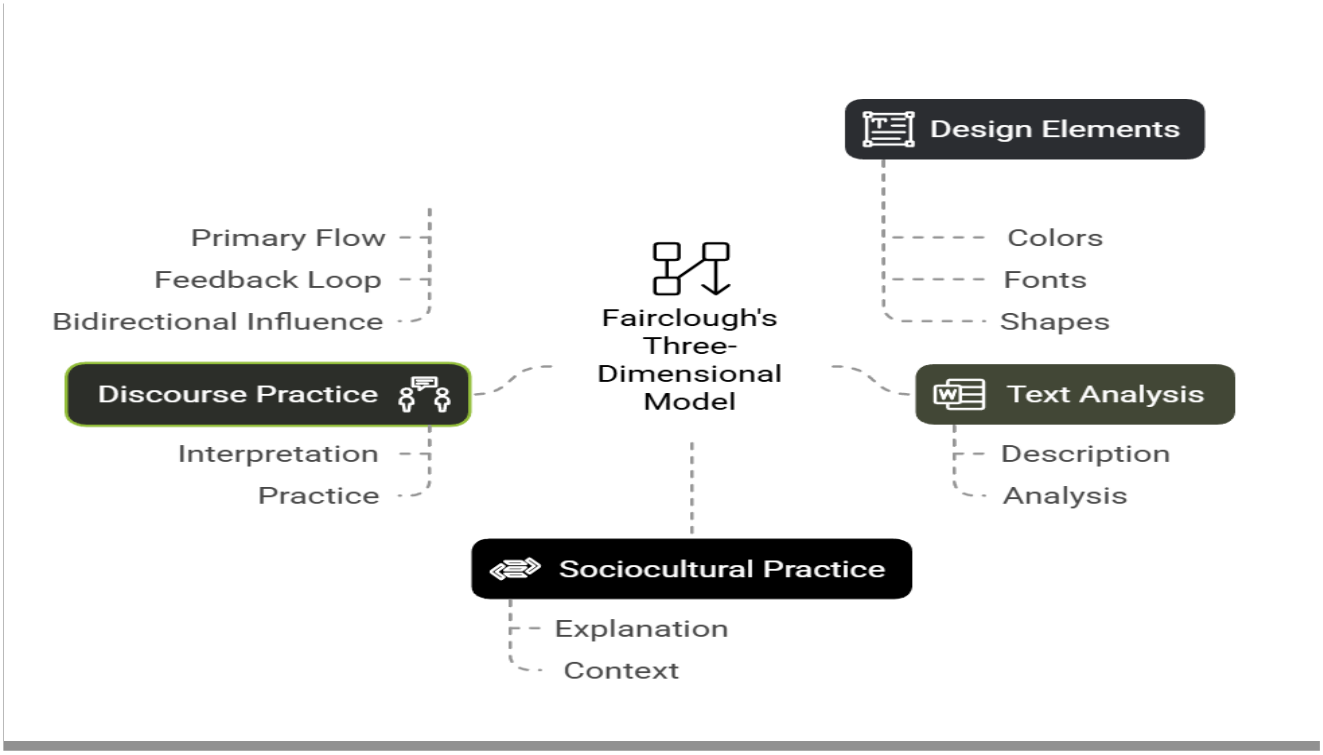

Figure (1): Norman Fairclough's Tri-Level Model of Critical Discourse Analysis

Given the hierarchical structure of the collected data, the model is designed to cover the three core areas of the languages analysis: Lexical and Semantics - Exams the frequency, distribution, as well as the moral terms such as "responsibility," "accountability," "bias," and "fairness." Sentiment analysis corpus-based linguistics resources such

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as NLTK, Word Smith, is used for the measurement of patterns as well as the semantic clusters (Stubbs, 1996). Syntactic and Rhetorical Analysis - Investigates syntactic structure, rhetorical devices, and discourse mechanisms such as passivization, hedging, nominalization, with the aim of deflecting blame or projecting trustworthiness (Hyland, 1998). Discourse-Pragmatic Analysis – Looks at how ethical stories are framed through the influencing factors of context, such as power structures of institutions and ideologic positioning. It uses the work of Fairclough (2003) regarding intertextuality, analyzing how AI ethics discourse draws upon, reinforces, or deviates from other forms of governance discourse. The data gathered (Table 1) exhibit discourse variance in forms of text and have a sensitive model of the languages with a distinction among the forms of discourse: computational discourse, mass discourse, scholarly discourse, and institution discourse (company, policy).Corporate and Policy Language: Marked as having great lexical density, the presence of numerous modal verbs like "should" and "must" to signify obligation, as well as euphemistic expressions diluting the blame for the corporation (Crawford, 2021). "Our AI systems are designed to be guided by ethical considerations, to be fair and inclusive." Here, passive voice ("is being pursued") and abstractions ("fairness," "inclusivity") deflect agency, a rhetorical tic familiar from the rhetoric of corporate ethics (Breeze, 2011). Academic Discourse: Demonstrates extensive nominalization along with intertextuality references (Fairclough, 2003), with the focus at the level of abstraction. "The intersection with ethics is demanding the reconceptualization of the transperamy of the new regulation regimes." The use of abstract nouns ("intersection," "reconsideration") and hedging strategies reflects an academic stance of critical inquiry rather than directive policy advocacy (Hyland, 2005). Media Discourse: Utilizes sensationalized discourse, emotive terms, as well as metaphoric structure in appealing to the people (Lakoff & Johnson, 1980). "The AI ethics debate is a ticking time bomb—is anyone going to be accountable before it's too late?" The metaphor of the “ticking time bomb” is evocative, with journalistic efforts reinforcing the emphasis through dramatization of the moral issue (Chiluwa & Ifukor, 2015). AI-Generated Discourse: Displays repetition of phrase structure, grammatical awkwardness, and semantic incoherencies as evidence of its statistical as compared with conceptual understanding of moral precepts (Bender et al., 2021). "AI ethics matter since AI has to be ethical in order to have ethical AI conclusions." The circularity as well as redundancy illustrate the lack of pragmatic consistency, a limitation of moral reasoning with AI language models as indicated in the literature (Marcus & Davis, 2019). The model uses a dual-linguistic approach with corpus-based statistical processing coupled with critical discourse analysis: Quantitative Techniques: Sentiment analysis and frequency analysis yield quantitative-level evidence from the corpus of word ethical patterns (Baker, 2006). Qualitative Methods: Rhetorical analysis and discourse analysis place these patterns in the ideational large-scale narratives, keeping the ethical discourse as separate forms of text but as being surrounded with the power networks of the social institution (Van Dijk, 2008). For example, the term "responsibility" is associated with evasions of tangible obligations in the corpora, reflecting the use of moral terms as a tool for maintaining the validity of the corporation without being accountable (Floridi, 2016). Through the discourse-pragmatic, syntactic, as well as the lexical analysis, the model makes the ideologic mechanisms supporting moral language in AI discourse transparent. Outcomes demonstrate how discourse societies build as well as construct AI ethics according to their organizational aims, corroborating the need for the use of the word when evaluating the social impact of AI (Zuboff, 2019). This model ensures the examination of the use of language is moved from superficial moral claims toward the revelations of power constructing AI ethics discourse, the basis upon which the investigation of AI regulation, governance, as well as accountability is undertaken.

The Data Analysis and Discussion

Data analysis in the current study is conducted as a multi-step process where qualitative and quantitative findings engage systematically to construct an integrated narrative of ethical discourse in AI writing. A qualitative phase is the beginning with the in-depth thematic analysis of the corpus. Researcher's work is described as open coding with the objective of identifying salient themes as well as discourses with close attention paid to the rhetorical devices functioning as a spotlight illuminating or concealing the ethical responsibilities. It is iterative with repeated rounds of coding and sharpening with the objective of checking the accuracy of the identified themes as representing the inherent discursive patterns (Braun & Clarke, 2006). Following the qualitative process, the research proceeds with the quantitative analysis. Frequency as well as the distribution of the required ethical terms as well as their rhetorical devices in the corpus is ascertained through statistical analysis. Sentiment analysis also demystifies the emotional dimension of ethical discourse with the emotional valance of terms such as “responsibility,” “fairness,” as well as “accountability.” Computational advanced measures such as network analysis detect the interaction among these ethical constructs as well as the emergence of the coalescence of certain ethical tales (Jobin, Ienca, & Vayena, 2019).The last process is the synthesis of qualitative and quantitative findings. Synthesis discourse critically examines how qualitative themes developed through the application of the CDA are validated or invalidated through the application of the quantitative evidence. For example, early qualitative observations about the strategic ambiguity of ethical terms are cross-validated as statistically significant patterns of ambiguous word usage. Discussion also interrogates how these findings relate to the broader social-political context of AI ethics, through the application of the most recent conceptual frames (Floridi, 2016).

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Furthermore, the analysis also critically examines the policy and governance implications of these findings. Implications of the findings are the use of ethical language in AI reports as a tool of reassurance to the public as well as a deflective tool from effective regulation. These findings contribute to the nuanced awareness of how ethical language is constructed and mobilized in the AI industry. They also suggest the need for the creation of more transparent, actionable ethical principles for the regulation of the development and use of AI technologies. The methodological sophistication of the multi-phase approach is also improved through the adoption of qualitative as well as quantitative frames, thereby guaranteeing the rigorous examination of the intricate interaction of power with language when considering the issue of AI ethics. Synthesis of qualitative as well as quantitative results is the foundation for the comprehension of the strategic use of ethical terms in the AI discourse, ultimately contributing significant insights for researchers as well as practitioners who participate in the regulation of new innovations.

RESULTS AND DISCUSSION

This section presents the findings of the linguistic analysis of ethical terminology in the discourse about AI. Findings are couched in terms of the more significant linguistic constructs from the collected data (as is the case with Table 1). A combination of qualitative discourse analysis and corpus quantitative analysis outlines the overall perspective of the ethical rhetoric present in the collected materials about AI. Discussion places these results in the context of the discourse theory with the view of presenting the ideologic position of ethical terminology in the context of corporate, scholarly, policy, mass media, and AI-generated materials.

A frequency count of the core ethical terms like fairness, accountability, responsibility, bias, and transparency indicated considerable divergence in the use of the ethical terms across the discourse communities. Corporate and Policy Documents: Heavy use of abstract nouns ("ethics," "values," "principles") but low specificity about obligations. Academic Articles: Greater use of conceptual sophistication and lexical variety, with the extensive use of devices like "potentially," "arguably" as the search for neutrality. Media Discourse: Emotive terms ("crisis," "threat," "risk") framed as placing ethics at the center of a social priority. AI-Generated Texts: Repetition about self, echoing the computational bounds of moral thinking.

Corporate and policy documents also evidenced strategic vagueness through nominalization and passive voice in agency deflecting efforts (Fairclough, 2003). Example: "Steps are being undertaken for improving AI fairness and reducing bias." The passive voice ("measures are being taken") camouflages who is carrying them out. The abstract term "fairness" is not delineated, leaving room for permissive corporate discretion (Bietti, 2020). This linguistic approach is also corroborated with other research that shows how corporations apply ethically coded discourse in presenting blame with minimal accountability (Crawford, 2021). Academic writing was more lexically dense and intertextually allusive, placing ethical discussions within the realm of philosophy and regulation (Floridi, 2016). Example: "The argument for AI ethics must be rethought transperamy by algorithms as changing epistemological paradigms. "Nominalization ("reevaluation," "transparency," "paradigms") privileges conceptual sophistication at the expense of action. Intertextual cues like quotations render ethics an ongoing dialogue rather than a solved issue.

These results indicate that scholarly debate is more about reflection than prescriptive solutions, affirming the area's position in the realm of theoretical as compared with policy-driven ethics discourse. Media texts constituted AI ethics as risk discourse as crisis discourse using rhetorical devices such as metaphor, exaggeration, and personification (Lakoff & Johnson, 1980). Example: "AI ethics is a time bomb—is regulation on the horizon before midnight strikes?" Metaphor ("ticking time bomb") is overstating the level of crisis.

Personification ("will act regulators") makes the policymaker the moral agent who is under an obligation to act. These rhetorical devices build the image of AI ethics as being a crisis in the process, amplifying policy coercion but at times bursting complex moral discourse (Chiluwa & Ifukor, 2015). AI-produced texts also evidenced syntactic awkwardness, repetition of words, as well as semantic mismatches, reflecting the statistical foundation of machine-generated text (Bender et al., 2021). Example: "Ethical AI would have the role of bringing AI ethics in line with ethical norms." Circular wording is the articulation of a surface conceptual level. The phrase "ethically aligned" is ambiguous regarding any system of ethics, illustrating the inability of AI to use nuanced moral reasoning (Marcus & Davis, 2019). These findings demonstrate the limitation of AI's language models, affirming concerns about the superficiality of the machine's moral thinking. Across all discourse modes, the occurrence of the use of hedging devices ("may," "could," "potentially") signaled uncertainty or provisionally of moral obligations (Hyland, 1998).

Table (2): Hedging Strategies Across Text Types

Text Type	Most Frequent Hedging Terms	Function
Corporate	**"Strive to," "aim to," "consider"**	**Non-committal ethical positioning.**
Academic	**"Arguably," "potentially," "suggests"**	**Theoretical caution.**
Policy	**"Should," "recommended," "subject to"**	**Regulatory ambiguity.**
Media	**"Reportedly," "claims that," "allegedly"**	**Distancing from responsibility.**
AI-Generated	**"Is important," "must be," "should be considered"**	**Formulaic ethics without specific guidelines.**

These findings indicate that hedging works differently in various types of discourse, with corporate discourse using it to escape liability, academic discourse to practice intellectual caution, and media discourse to use strategic vagueness in reporting. Corporate and policy language tended to hide agency through passivation and nominalization, whereas media language once employed to assign overt moral agency (Van Dijk, 2008).

Table (3): Agency Effects in Discourse on Artificial Intelligence Ethics Across Text Types

Text Type	Example	Agency Effect
Corporate	**"AI fairness is prioritized in our development."**	**Avoids specifying who enforces fairness.**
Policy	**"Regulations must be enacted to ensure accountability."**	**Ambiguous responsibility for enforcement.**
Media	**"Big Tech refuses to take ethical responsibility."**	**Explicitly blames corporations.**
AI-Generated	**"AI ethics must be improved for fairness."**	**Lacks an agent capable of action.**

This development suggests that institutional texts strategically minimize overt responsibility, whereas media texts utilize overt agency attribution as an attempt to influence public opinion. Corporate and policy discourse employs strategic ambiguity and passivation to assign moral blame but not legal blame. Academic debate constructs ethics as a theoretical dispute that persists, with conceptual refinement prioritized over pragmatic policy. Media rhetoric uses sensationalist language to characterize AI ethics as an urgent, high-stakes issue. Incoherent and agentless machine-produced texts validate machine-based ethical boundaries in confirming. These findings reveal the ideological functions of ethical language, which reveal how different discourse communities construct, hide, or frame ethical commitments in AI. Future studies also need to investigate how these language tools influence public trust, policy-making, and corporate accountability in AI regulation.

CONCLUSION

This study examined ethical lexicon in artificial intelligence (AI) texts critically using a mixed-methods linguistic approach that blended Critical Discourse Analysis (CDA), corpus-based lexicographic analysis, and rhetorical-pragmatic evaluation. The study revealed significant variation in how different discourse communities—corporate, policy, academic, media, and AI-authored texts—construct ethical accounts, often in concordance with institutional agendas and ideological conformity. Through lexical choice analysis, syntactic structure, and rhetorical strategy, the research has established that moral language in AI discourse is not just an ideologically transparent or neutral vehicle but an ideologically loaded tool that constructs a public opinion, corporate accountability, and policymaking practice. The final chapter summarizes the overall findings in terms of the research hypotheses, proposes potential lines of

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future research and pedagogical use, and recommends the overall significance of the intersection of ethics, language, and artificial intelligence. This study made some hypotheses regarding the linguistic construction of moral language in AI text. The findings affirm or negate the following hypotheses: Hypothesis 1: Corporate and policy rhetoric employ deliberately vague ethical language in a bid to avoid clear responsibility.

Confirmed. Corporate and policy writing are largely based on hedging techniques, abstract nominalization, and passivation to take an ethical position without being absolute (Fairclough, 2003). This is in agreement with previous research that indicates corporations use "ethics-washing" language to maintain a socially responsible image while avoiding regulatory scrutiny (Crawford, 2021). Hypothesis 2: Scholarly discourse situates ethical questions as theoretical, as opposed to prescriptive, with depth of thought taking precedence over applicable solutions. Confirmed. Academic writing is lexically denser, referentially more intertextual, and epistemically more hedged, so AI ethics is a field of contention and not a code to be followed. This means that while academic writing is required for theory development, it is not robust enough to be applied to policy (Floridi, 2016). Hypothesis 3: Media discourse uses sensationalist and emotive rhetoric to frame AI ethics as an emergency situation that must be solved immediately. Partly true. Although media discourse employs hyperbole, metaphors, and personification to dramatize moral concerns, not all media texts employ alarmist framing. Some journalistic sources employ a balanced tone, even though highly publicized controversies blow AI ethics as a “ticking time bomb” (Chiluwa & Ifukor, 2015). Hypothesis 4: Ethical argument generated by AI is incoherent, with repetitive and superficial ethical reasoning. Confirmed. AI writing reuses moral claims without being sensitive to contextual nuance, which provides evidence for the thesis that machine learning models are not morally aware (Bender et al., 2021). This is evidence for concerns regarding the insufficiency of ethics communication by AI in high-stakes domains such as law and medicine (Marcus & Davis, 2019).

Future directions and pedagogical implications

This study examined ethical lexicon in artificial intelligence texts critically using a mixed-methods linguistic approach that blended Critical Discourse Analysis, corpus-based lexicographic analysis, and rhetorical-pragmatic evaluation. The study found remarkable variation in how various discourse communities—corporate, policy, academic, media, and AI-authored texts—create ethical accounts, often in consonance with institutional agendas and ideological conformity. Using lexical choice analysis, syntactic structure, and rhetorical strategy, the study has concluded that moral language in AI discourse is not just an ideologically transparent or neutral vehicle but an ideologically charged tool that builds public opinion, corporate accountability, and policymaking practice. The final chapter synthesizes the overall findings in terms of the research hypotheses, proposes possible lines of future research and pedagogical application, and proposes the overall relevance of the intersection of ethics, language, and artificial intelligence. This study developed some hypotheses regarding the linguistic construction of moral language in AI writing. The findings affirm or negate the following hypotheses. Corporate and policy rhetoric employ deliberately vague ethical language in a bid to avoid clear responsibility. Corporate and policy writing rely significantly on hedging devices, abstract nominalization, and passivation to assume an ethical position without being categorical. This aligns with earlier research demonstrating that corporations employ ethics-washing language to present a socially responsible image while avoiding regulatory scrutiny. Scholarly discourse places ethical questions in a theoretical and not prescriptive position, where depth of thought is more valued than implementable solutions. Academic writing is lexically denser, referentially more intertextual, and epistemically more hedged, and hence AI ethics is a contest site and not a code to be followed. This means that while academic writing is required for theory-building, it is not robust enough to be employed in policy. Media discourse employs sensationalist and emotive rhetoric to frame AI ethics as an emergency that must be solved immediately. While media discourse employs hyperbole, metaphors, and personification to dramatize moral questions, not all media texts employ alarmist framing. Some journalistic sources employ a balanced tone, although highly publicized controversies sensationalize AI ethics as a ticking time bomb. Ethical argument generated by AI is incoherent, with repetitive and shallow ethical reasoning. AI writing recycles moral claims without being attuned to contextual nuance, which serves as proof for the thesis that machine learning models are not morally aware. This is proof for worries about the inadequacy of ethics communication by AI in high-stakes domains such as law and medicine.

The Significance of the Intersection Among Ethics, Language, and Artificial Intelligence

The intersection of language, ethics, and artificial intelligence is a central research location in current discourse studies. This research has shown that linguistic framing is equally a motivation of ethical reasoning in AI as technological or philosophical considerations. Framing AI ethics defines responsibility, who benefits from regulation of AI, and who is excluded from decision-making. Ethical AI is usually framed as a technical challenge, but linguistic

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framing decides whether serious attention is given to ethical concerns or is reduced to abstractions. Theoretical arguments must be closed by practical implementations of AI regulation through interdisciplinary cooperation among linguists, ethicists, policymakers, and AI engineers. This study provides qualitative linguistic analysis of AI ethics terminology, revealing how language is used intentionally to construct, conceal, or put at the forefront ethical concerns. The study adds to linguistic and ethical AI research, calling for future interdisciplinary studies on the communicative nature of AI regulation. As AI continues to regulate world socio-political existence, researchers, policymakers, and developers have to stay critically attentive to the linguistic aspect of AI ethics so that ethical promises are not rhetorical but embodied in real practice.

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