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Corporate Marketing Discourse in Saudi Arabia: A Multidimensional Analysis

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ABSTRACT

This study investigates the functional organisation of Saudi corporate marketing discourse through the application of Biber's multidimensional analysis framework. Using Biber's five-dimensional framework, a balanced corpus of Arabic marketing texts from five leading Saudi companies was compiled from social media, corporate websites, and video-based promotional materials and analysed using a purpose-built Arabic multidimensional tagger. The results show a high degree of functional convergence across companies. Saudi corporate marketing discourse is consistently informational rather than involved, non-narrative rather than event-oriented, explicit in reference, restrained in overt persuasion, and oriented toward concrete rather than abstract information. At the same time, statistically significant differences emerge in the degree to which individual companies occupy these shared multidimensional continua, indicating graded variation rather than distinct discourse types. The findings suggest that corporate marketing communication in the Saudi context operates within a stable functional space shaped by institutional authority, public visibility, and expectations of clarity and credibility. The study demonstrates the cross-linguistic robustness of multidimensional functional constructs and provides a systematic account of corporate brand communication in an institutionally distinctive national market.

Keywords: Multidimensional Analysis, SAUDI Corporate Marketing Discourse, Functional Register Variation, Arabic Marketing Corpora, Institutional Brand Communication
JEL Classification: M31, M37, M39

1. INTRODUCTION

Communicative goals, audience management, and market-specific constraints are, in a systematic way, influencing marketing and brand communication in the institutional context. Corporate brands use language not only to advertise products and services, but in building credibility, institutional authority, and identifying with larger economic and social structures. Over the past several decades, corpus-based research has shown that such communicative practices show patterned variation rather than idiosyncratic stylistic choice, with marketing discourse being systematically organised along a limited number of functional dimensions that cut across platforms and genres. Multidimensional (MD) analysis as developed by Biber (1991) provides a good empirical framework for identifying such patterns in terms of relating co-occurring lexicogrammatical features to underlying communicative functions relevant to brand positioning and institutional messaging.

Within this tradition, the application of MD analysis to the study of language variation in different spoken and written registers (Ansarifar et al., 2024; Wu, 2019) or, more recently, in professional and institutional contexts (e.g. marketing and advertising communication) (Jamil and Singh, 2025; Swani et al., 2014) has been extensive. Research in this area has shown that brand discourse typically involves a combination of a number of communicative functions such as informational presentation, evaluative positioning, and managed interpersonal engagement.

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Building on this line of inquiry, recent research has been made on the use of language by highly successful global brands across digital marketing platforms. Despite the fact that they are operating on different platforms, globally successful brands exhibit coherent multidimensional profiles, with systematic variation reflecting the affordances of the platforms as well as brand-level communication strategies. While this previous work established the applicability of MD analysis for global brand communication, this work was limited to English language data, and to brands that primarily operated in Western and international markets. Consequently, much less is known about the structure of corporate marketing discourse in non-English contexts, especially in markets where linguistic, cultural and institutional conditions are substantially different from the ones in which the multidimensional framework was originally developed. This gap is especially marked in the Saudi context where brand communication exists at the intersection of a rapidly changing economy, high institutional legitimacy and changing consumer expectations.

Saudi Arabia provides a unique situation in which to study corporate marketing and the communication of brands. Under Kingdom of Saudi Arabia (KSA) Vision 2030, Saudi companies have increasingly become more transparent, modernized, and globally competitive while staying true to local socio-cultural and institutional norms. Leading Saudi corporations enjoy high market dominance and visibility and their marketing discourse is closely tied to corporate credibility, stability, and national development priorities. These conditions suggest that Saudi corporate brand communication may have systematic functional tendencies that differ from those of global consumer brands particularly regarding the issues of informational density, explicitness, and the management of persuasive force.

At the same time, the language of the Saudi corporate marketing discourse is mainly Arabic, which leads to some crucial methodological considerations in multidimensional analysis in marketing research. Although the MD dimensions were originally based on English-language corpora, in recent years the MD have been more seen as functional constructs (that can be studied across languages as long as appropriate feature mappings are established). Applying the multidimensional framework to the Saudi corporate brand communication, therefore, provides the opportunity to extend the previous marketing research.

The current study is a further development of previous multidimensional work of marketing discourse (Faridi, 2025), focusing on the corporate brand communication of five leading Saudi companies: Saudi Aramco, Al-Rajhi Bank, Almarai, STC, and Jarir Bookstore. These are the companies that belong to different sectors and play the pivotal role in the Saudi economy. The study implements a five-dimensional framework, proposed by Biber, to brand communication using Arabic, by creating and using an Arabic multidimensional tagger on a balanced corpus of social media, corporate websites, and video-based promotional texts.

The present study retains Biber's five dimensions and examines the distribution of Saudi corporate marketing discourse across the developed functional continua. The analysis of the results aims at determining whether the Saudi dominant brands overlap on standard multidimensional profiles and whether statistically significant difference develops in the degree to which companies are located in certain areas of each dimension. Thus, the research attempts to determine the functional tendencies that prevail in Saudi brand communication and puts them into the broader context of institutional and market-oriented corporate discourse patterns.

The study has three contributions to the research on marketing and brand communication. First, it applies multidimensional analysis to discourse of Arabic corporate brands within a Saudi institutional and market. Second, it presents a direct empirical expansion of the past research literature of global brand communication, which provides a cross-contextual comparative analysis based on functional dimensions, but not surface linguistic characteristics. Third, it sheds light on the language utilisation by the leading Saudi brands on shared multidimensional continua, contributing to an empirically based conceptualisation of how strategic brand communication is used in high-authority, high-trust market settings.

2. LITERATURE REVIEW

Research on marketing and corporate communication has increasingly recognised that promotional language is not determined by individual stylistic choices, since, rather, it is a product of systematic functional pressures. As corporate discourse has moved to digital and multi-platform spaces, brands are expected to both inform, evaluate and position themselves before heterogeneous audiences under conditions of increased visibility and institutional scrutiny (Chatzigeorgiou et al., 2025; Dwivedi et al., 2024). These developments have provided motivation for a shift away from impressionistic or rhetorically oriented analyses and towards corpus-based approaches which are able to capture patterned variation across extensive bodies of naturally occurring marketing texts.

Within the field of corpus linguistics, Biber's multidimensional analysis (MDA) framework has provided a powerful way of analysing such variation. Rather than registers or genres as discrete categories, MDA identifies recurrent clusters of co-occurring lexico-grammatical features and it views them as continuous functional dimensions, such as involvement, informational density, narrativity, explicitness, persuasion, and abstraction (Biber, 1991, 2006). This approach is especially suited to institutional and promotional discourse, in which texts often realise a variety of communicative purposes simultaneously and do not permit simple genre classification.

Subsequent work has moved beyond the initially used applications of MDA to traditional spoken and written registers to prove its application in digital-mediated discourse and professional communication. Studies of online genres have made it clear that digital texts often have hybrid multidimensional profiles that are informed by the affordances of a particular platform, interactional constraints, and institutional goals (Biber et al., 1998; Yao, 2025). Within marketing and advertising, multidimensional studies have determined the functional complexity of promotional discourse

instead of its persuasive nature. Corpus-based analyses have shown the use of informational presentation and evaluative positioning rather than overt argumentation in marketing texts, this latter point being also related to institutional context and audience expectations (Koteyko, 2015; Clarke and Grieve, 2019). Importantly, this work has highlighted the fact that promotional discourse does not show categorical shifts between "informational" and "persuasive" modes, but rather, it shows shifts along continuous functional dimensions. Such results provide evidence for the use of MDA to investigate the linguistic positioning of brands across communicative conditions.

Faridi (2025) followed this line of inquiry and applied Biber's five-dimensional framework to the marketing discourse of globally successful brands that are featured in Effie's Most Effective Marketers Index. He analysed a balanced corpus of marketing texts from social media, corporate websites and video advertisements and demonstrated that globally prominent brands possessed coherent multidimensional profiles across platforms. While statistically significant variation was found, results showed that brands tended to cluster in shared functional spaces, and differed more in degree than in occupying different discourse types. This work established the viability of MDA as a methodological tool for analysing large scale corporate marketing discourse.

In spite of these advancements, there are limitations which are prominent in the existing literature. The bulk of multidimensional studies of marketing discourse still use English language corpora, despite the fact that corporate communication is increasingly multilingual and locally embedded. These gaps are of methodological importance, as the original MD dimensions were based on English corpora and their use in other languages needs careful functional correspondence, rather than direct formal correspondence (Sardinha and Pinto, 2019; Nini, 2019).

The Saudi context provides a theoretically motivated context to deal with these limitations. Under KSA Vision 2030, there has been rapid economic and institutional transformation in Saudi Arabia, with increased emphasis on corporate transparency and global competitiveness and on private-sector participation in national development (Saudi Vision 2030, 2016). Leading Saudi companies enjoy positions of high institutional authority and public visibility whose marketing discourse is strongly associated with credibility, stability, and national alignment. These conditions suggest that Saudi corporate marketing discourse may display characteristic multidimensional patterns, particularly in informational density, explicit referencing, and the management of persuasive force.

Accordingly, the present study is located as a direct extension of the author's former multidimensional analysis of global brands (Faridi, 2025). In contrast, it takes the analytical framework further by applying it to Saudi corporate marketing discourse, which is primarily produced in Arabic. The current research is based on the five dimensional model that has been established by Biber to examine a balanced corpus of marketing texts from eminent companies in Saudi Arabia and their distribution along common functional continua. This design enables continuity with prior work as well as addressing the understudied interaction between multidimensional discourse patterns, language and institutional context in contemporary Saudi corporate communication.

3. METHODOLOGY

The research design was corpus-based quantitative research approach based on the multidimensional (MD) analysis framework developed by Biber. The objective was to examine the distribution of Saudi corporate marketing discourse along pre-existing multidimensional continua and to find out if systematic differences emerged across leading companies operating in the Saudi context.

The corpus was made up of marketing texts from five major Saudi companies (Saudi Aramco, Al-Rajhi Bank, Almarai, STC, and Jarir Bookstore). These companies were selected on the basis of their sustained position in the Saudi market, sectoral diversity, and institutional visibility. All texts came from verified, official company platforms so as to be sure of institutional authorship and avoid interference from 3rd party or user-generated content.

For each company, 45 texts were collected for a total corpus of 225 texts. The dataset was balanced in terms of three modes of corporate marketing communication: Social media posts, website content and video-based promotional materials, with 15 texts per mode, per company. Video content was transcribed verbatim prior to analysis in order to be consistent with the written materials. The balanced distribution across companies and communication modes were meant to minimise source bias and ensure that the multidimensional patterns observed were due to corporate discourse practices, rather than those related to the platforms.

The corpus size was assessed against established practices in multidimensional analysis. With all the texts standardized to approximately 400 tokens, the dataset contained over 90,000 tokens. Previous MD research has shown that corpora of this size are large enough to yield stable, interpretable dimension scores when texts are balanced, normalized, and systematically sampled (Biber and Conrad, 2019). The equal distribution of texts across companies and modes also ensured that no single entity had an undue influence on the multidimensional profiles.

All texts were collected between the years 2025 and 2026 and chosen according to reverse chronological order (the most recent first). This temporal constraint was used to minimize diachronic variation and make sure that the corpus represented contemporary Saudi corporate marketing practices. The texts have all been retained in the original form and language. As the major part of the corpus was in Arabic, no translation was done which caused no semantic distortion and preserved faithful linguistic patterns.

Text length was standardized following the sampling recommendations of Biber. Each text was tokenized down to around 400 words before being analyzed. This normalization procedure was applied the same way in all companies and platforms to prevent that longer texts have an undue influence on feature frequencies and dimension scores. Standardization of text length is an important prerequisite for multidimensional analysis

and contributes to the comparability of texts, registers, and areas of discourse.

For the purposes of facilitating the multidimensional analysis of the Saudi corporate marketing discourse, an Arabic MD tagger was developed and implemented. The tagger attempted to operationalize the same sets of functional features in Biber's multidimensional framework based on morphosyntactic and grammatical structures in Arabic. Linguistic features were identified and classified on the basis of the functional role that they play rather than superficial formal similarity to English constructions.

Arabic grammatical markers, syntactic patterns and morphosyntactic configurations were attributed to the functional categories corresponding to the five dimensions of MD: Informational density, narrative sequencing, explicit reference, persuasion and argumentation. This functional correspondence ensured that dimension scores reflected similar tendencies within communication, rather than equivalences of direct and structural equivalents between English and Arabic.

The decision to apply Biber's dimensions to Arabic without the need to run the factor analysis again was informed by the treatment of the dimensions as functional constructs, rather than language specific statistical artefacts. The study, therefore, examined the instantiation of established multidimensional functions by Saudi corporate discourse, which allowed the study results to be interpreted in a cross-linguistic framework. Internal validation was facilitated by the homogeneity of the pattern of dimensions among companies, and by coherent profiles within dimensions as opposed to fragmented or contradictory distributions.

All statistical analyses were carried out by using the statistical software package, SPSS. For each of the five dimensions, descriptive statistics were computed, including means, standard deviations and confidence intervals for each company. These measures offered an initial picture of the position of companies on each of the multidimensional continuums.

To find out if differences between companies were statistically significant, one-way analyses of variance (ANOVAs) were conducted for each of the dimensions, with company as the independent variable. Before interpreting the results of the analysis of variance, the assumption of homogeneity of variances was tested using Levene's test. Given the frequency of the violation of this assumption in corpus-based linguistic data, robust tests of equality of means were used where appropriate.

Specifically, Welch's analysis of variance (Welch's ANOVA) and the Brown-Forsythe test were used to correct for heteroscedasticity and unequal variances in groups. These tests were selected because they give reliable significance estimates under conditions which are common in linguistic corpora. Following significant omnibus effects pairwise comparisons between companies were made using Tukey's Honestly Significant Difference (HSD) test. Homogeneous subset analyses were also analyzed and examined to determine whether the differences were indicated by categorical separation or graded overlap along shared continua.

The correspondence of results of standard analysis of variance procedures, robust tests, and post hoc procedures added to the methodological robustness of stability and interpretability of observed multidimensional patterns.

All the data used for this study were publicly available and obtained from official corporate communication channels. No personal or private information was collected and no human participants were involved. The analysis was restricted to institutional discourse for public dissemination and only for academic research purposes.

4. RESULTS OF ANALYSIS AND DISCUSSION

This section discusses the results of multidimensional analysis of Saudi corporate marketing discourse in five dimensions as proposed in Biber's framework. The discussion then proceeds to look at each of the dimensions in turn, and an integrated cross-dimensional synthesis is undertaken to detect both common tendencies as well as systematic variation across companies. The analysis is concerned with the distribution of leading Saudi corporations relative to established multidimensional continua, with a focus on convergence and gradience as opposed to categorical differentiation.

4.1. Dimension 1

The results for Dimension 1 showed that the marketing discourse of the Saudi companies (all five) produced was on the informational side of the continuum involved-informational. Descriptive statistics revealed a common orientation towards information production in the dataset as all mean scores were negative. Jarir Bookstore had the lowest mean score ($M = -28.40$, $SD = 6.17$), followed by Al-Rajhi Bank ($M = -25.19$, $SD = 9.14$), STC ($M = -20.25$, $SD = 13.01$), Almarai ($M = -17.90$, $SD = 8.85$), and Saudi Aramco ($M = -13.04$, $SD = 10.74$). The overall corpus mean was also negative ($M = -20.96$, $SD = 11.15$), which means that informational linguistic features were dominant in all of the Saudi corporate marketing texts irrespective of company function.

While the shared negative orientation suggested convergence on a singular functional continuum, inferential analysis showed that the companies differed significantly from one another in how much they occupied the continuum. A one-way analysis of variance indicated that there was a statistically significant effect of company on Dimension 1 scores, $F(4, 220) = 16.93$, $P < 0.001$. The homogeneity of variances was not satisfied as suggested by Levene's test based on the mean, $F(4, 220) = 4.28$, $P = 0.002$. Robust tests of equality of means were therefore examined and confirmed the stability of the group differences. Welch's test came out as $F(4, 108.07) = 22.74$, $P < 0.001$ and Brown-Forsythe test came out as $F(4, 182.82) = 16.93$, $P < 0.001$, which supports the conclusion that inter-company variation on Dimension 1 was statistically significant.

Post hoc comparisons with Tukey's HSD were useful to help explain the internal structure of this variation. Jarir Bookstore was quite different from other companies as it consistently got

higher negative scores on Dimension 1. Saudi Aramco was also very different from Al-Rajhi Bank and Jarir Bookstore, according to its comparatively less informationally dense profile. In contrast, some of the pairwise comparisons were not statistically significant, notably between Almarai and STC, which may indicate some overlap between the distributions of the two in Dimension 1. The homogeneous subset analysis revealed further that companies were not separated out into discrete lexicogrammatical distributions but instead had overlapping groupings along the same continuum.

The analytical importance of these results is the co-existence of convergence and differentiation. All the companies were operating within the same region of the involved informational continuum, indicating the same orientation of function in the Saudi corporate marketing discourse. At the same time, statistically significant differences in the mean scores showed that companies modulated the degree of informational density and not occupying different functional domains. Dimension 1 variation, therefore, represented gradience within a single multidimensional continuum and not categorical separation.

4.2. Dimension 2

The results for Dimension 2 indicated that the discourse of marketing generated by all five companies in Saudi Arabia was situated towards the non-narrative end of the narrative-non-narrative continuum. Descriptive statistics confirmed a general orientation for non-narrative discourse in the data set because all mean scores were negative. Jarir bookstore had the lowest mean score ($M = -5.86$, $SD = 1.39$), followed by Al-Rajhi bank ($M = -5.52$, $SD = 1.11$), Almarai ($M = -4.77$, $SD = 3.70$), STC ($M = -4.37$, $SD = 2.65$) and Saudi Aramco ($M = -2.31$, $SD = 3.25$). The general corpus mean was also negative ($M = -4.57$, $SD = 2.88$) which indicates that the non-narrative linguistic features were dominant in Saudi corporate marketing texts irrespective of company affiliation.

As with Dimension 1, this shared orientation reflected convergence on a single functional continuum, while inferential analysis reflected statistically significant differences in the extent to which companies occupied this continuum. A one-way analysis of variance revealed a significant effect of company on scores on the Dimension 2, $F(4, 220) = 12.64$, $P < 0.001$. The assumption of homogeneity of variances was not met based on Levene's test with the mean, $F4, 220 = 12.52$, $P < 0.001$. Robust tests of equality of means were therefore performed to verify that the observed differences were indeed reliable. Welch's test resulted in $F(4,104.81) = 13.13$, $P < 0.001$, and Brown-Forsythe test results were $F(4,147.57) = 12.64$, $P < 0.001$, both supporting the conclusion that inter company variation on Dimension 2 was statistically significant.

Post hoc comparisons utilizing Tukey's HSD were useful in explaining the internal structure of this variation. Saudi Aramco was significant different from all other companies in terms of have low negative Dimension 2 scores than Almarai ($P < 0.001$), Al-Rajhi Bank ($P < 0.001$), Jarir Bookstore ($P < 0.001$) and STC ($P = 0.002$). Jarir Bookstore was also significantly different from Saudi Aramco ($P < 0.001$), and STC ($P = 0.002$). In contrast, multiple pairwise comparisons among Almarai, Al-Rajhi Bank, and STC were not statistically significant, indicating substantial overlap in their Dimension 2 distributions. The homogeneous subset analysis further indicated that companies tended to cluster in overlapping subsets rather than discrete distributions, which further supports the interpretation of gradience along a common continuum.

The analytical significance of the results obtained was in the consistent positioning of Saudi corporate marketing discourse in the non-narrative region of Dimension 2, with statistically significant modulation in degree across companies. All five companies operated in the same functional space, which was characterized by the limited use of the narrative sequencing and structuring of past events. At the same time, there were differences in the mean scores, which suggested that companies differed in the extent to which non-narrative features were foregrounded. Dimension 2, therefore, indicated patterned variation within a single multidimensional continuum rather than the presence of different types of discourse.

The concentration of Dimension 2 scores in the non-narrative region may be interpreted as it relates to the communicative environment in which these companies operate. As dominant corporate actors in the Saudi market, these companies are working in institutional environments that favour clarity of information, stability of corporate identity, and compatibility with national economic and developmental goals. The less narrative sequencing and event-based structuring suggests a preference for a discourse that places more emphasis on description, specification, and evaluative positioning than on temporal storytelling. Given that these companies are some of the most established and widely recognised brands in Saudi Arabia, their consistent use of non-narrative discourse may reflect communicative practices that are institutionally normalised and socially recognised within the Saudi corporate sphere. In this sense, the clustering at the non-narrative end of Dimension 2 seems compatible with the prominence of informational and expository discourse in the current Saudi corporate communication, especially when the issues of corporate credibility, continuity, and alignment with broader economic frameworks are foregrounded.

4.3. Dimension 3

The results for Dimension 3 showed that marketing discourse produced by the five companies in Saudi was situated at the explicit end of the explicit-situation-dependent reference continuum. Descriptive statistics showed that all mean scores were positive, which agreed to a shared orientation towards explicit reference in the dataset. Saudi Aramco had the highest mean score ($M = 8.05$ and $SD = 5.55$), followed by Al-Rajhi Bank ($M = 4.82$ and $SD = 5.76$), Almarai ($M = 4.54$ and $SD = 5.55$), STC ($M = 4.21$ and $SD = 4.74$) and Jarir Bookstore ($M = 2.06$ and $SD = 2.13$). The overall corpus mean was also positive ($M = 4.74$, $SD = 5.26$), that is to say, explicit linguistic reference was predominant in Saudi corporate marketing texts regardless of the company affiliation.

Although the positive mean scores explained convergence on a common part of the Dimension 3 continuum, inferential analysis

revealed statistically significant differences in the extent to which the companies occupied a common part of the continuum. A one-way analysis of variance indicated that there was a significant company effect on the scores of Dimension 3, $F(4, 220) = 8.53$, $P < 0.001$. The assumption of equality of variances was violated, according to Levene's test based on the mean: $F(4, 220) = 11.58$, $P < 0.001$. Robust tests of equality of means were thus investigated and supported the reliability of the observed differences. Welch's test led to $F(4, 103.11) = 13.53$, $P < 0.001$, and Brown-Forsythe test results led to $F(4, 185.21) = 8.53$, $P < 0.001$, which indicated statistically significant intercompany variation on Dimension 3.

Post hoc comparisons using Tukey's HSD showed the internal structure of this variation. Saudi Aramco was significantly different from Almarai ($P = 0.008$), Al-Rajhi Bank ($P = 0.018$), and Jarir Bookstore ($P < 0.001$) with higher scores on Dimension 3. Jarir Bookstore also differed significantly from Saudi Aramco ($P < 0.001$) as a result of its relatively lower positioning on the explicit-situation-dependent continuum. In contrast, a number of pairwise comparisons between Almarai and Al-Rajhi Bank, and Almarai and STC were not statistically significant, indicating the overlap in the distribution of the Dimension 3. The homogeneous subset analysis also revealed that companies were in superposed groups rather than dichotomous groups, which was consistent with the interpretation of gradience on a common continuum.

The analytical significance of these findings is the consistent orientation of the Saudi corporate marketing discourse towards explicit reference with systematic modulation in degree across companies. All five companies operated in the same functional space, which was defined by less reliance on the common situational context and more use of overt referential markers. At the same time statistically significant differences in mean scores suggested that companies differed in the degree of the foregrounding of explicit reference as opposed to differentiating into distinct functional domains. Dimension 3 therefore reflected patterned variation in one multidimensional continuum.

This concentration towards explicit reference may be interpreted in relation to the communication conditions in the Saudi corporate environment. As important institutional entities that address a large and varied audience, such companies are involved in an environment where textual clarity, transparency of reference, and a reduced reliance on shared assumptions about the situation are in the foreground. The predominance of explicit references is consistent with communication practices to support the accessibility and interpretability of various consumer segments in the Saudi market. The stronger positioning of some companies along this continuum, especially some that have a national or infrastructural scope, is compatible with the demands of large-scale corporate communication in which messages are designed to be interpretable across platforms, regions, and audience groups.

4.4. Dimension 4

The results for Dimension 4 showed that Saudi marketing discourse created by all five companies placed at the negative end of the continuum. Descriptive statistics indicated that all mean scores were negative, which confirmed a common orientation to decreased overt expression of persuasion and argumentation on the dataset. Jarir Bookstore had the lowest mean score ($M = -8.38$, $SD = 2.35$), followed by Almarai ($M = -7.89$, $SD = 2.59$), Al-Rajhi Bank ($M = -6.76$, $SD = 4.16$), STC ($M = -5.60$, $SD = 4.53$) and Saudi Aramco ($M = -2.96$, $SD = 3.25$). The overall corpus mean was also negative ($M = -6.32$, $SD = 3.96$) which suggests that explicit persuasive and argumentative features were relatively limited in their use across Saudi corporate marketing texts, regardless of company affiliation.

Despite this common orientation, inferential analysis demonstrated statistically significant differences in the degree to which companies occupied this region of the Dimension 4 continuum. A one way analysis of variance indicated that the company had a significant effect on the scores for Dimension 4, $F(4, 220) = 17.35$, $P < 0.001$. The assumption of homogeneity of variances was not met as indicated by Levene's test based on the mean: $F(4, 220) = 11.32$, $P < 0.001$. Robust tests of equality of means were thus investigated and supported the reliability of the observed differences. Welch's test indicated $F(4, 108.42) = 23.07$, $P < 0.001$, and Brown-Forsythe test indicated $F(4, 178.32) = 17.35$, $P < 0.001$, and led to the conclusion that there was significant inter-company variation on Dimension 4.

Post hoc comparisons based on Tukey's HSD were useful in resolving the internal structure of this variation. Saudi Aramco was very different from all other companies, as it had consistent lower negative scores on Dimension 4 than Almarai ($P < 0.001$), Al-Rajhi Bank ($P < 0.001$), Jarir Bookstore ($P < 0.001$), and STC ($P = 0.004$). Jarir Bookstore was also significantly different than the Saudi Aramco ($P < 0.001$) and STC ($P = 0.002$), which suggests more suppression of overt persuasion and argumentation. In contrast, a number of pairwise comparisons between Almarai and Al-Rajhi Bank and STC were not statistically significant, indicating some overlap in the distribution of the dimensions 4. The homogeneous subset analysis further indicated that the companies formed overlapping groupings across the same continuum rather than being in discrete functional positions.

The analytical significance of these findings is the consistent avoidance of overt persuasion and argumentation across the Saudi corporate marketing discourse, accompanied by systematic modulation in degree across companies. In fact, all five companies worked in the same functional space defined by a restrained use of explicit argumentative devices. At the same time, statistically significant differences in mean scores suggested that companies differed from one another in degree to which persuasive features were backgrounded, rather than types of discourse they used.

This pattern is congruous with the communicative norms of the Saudi corporate environment, where corporate authority, institutional credibility and informational presentation often are foregrounded at the expense of direct persuasive appeal. As well-established market leaders with wide appeal to a national audience, these companies appear to rely less on explicit argumentation and more on implicit positioning through informational content, corporate repute and institutional alignment. The relatively less negative positioning of Saudi Aramco on Dimension 4 is consistent

with the role of a national-scale corporate actor whose discourse is balanced between informational authority and a limited and observable framing of persuasive messages. In contrast, the more significant suppression of persuasive features among retail-oriented companies is consistent with discourse practices which stress product presentation and information clarity over overt argumentative strategies.

4.5. Dimension 5

The results for Dimension 5 showed the Saudi marketing discourse produced by all the five companies to be situated at the negative end of the continuum of abstract versus non-abstract information. Descriptive statistics revealed that all the mean scores were negative, indicating a general tendency towards non-abstract and concrete information in the dataset. Almarai was the most negative mean score ($M = -3.44$, $SD = 0.99$), followed by Jarir Bookstore ($M = -3.08$, $SD = 2.53$), Al-Rajhi Bank ($M = -2.06$, $SD = 3.88$), STC ($M = -1.76$, $SD = 3.32$) and Saudi Aramco which showed the least negative mean score ($M = -0.62$, $SD = 3.34$). The overall corpus mean was likewise negative ($M = -2.19$, $SD = 3.12$), indicating that non-abstract linguistic features predominated across Saudi corporate marketing texts irrespective of company affiliation.

Although this shared orientation implied convergence on the same region of the Dimension 5 continuum, inferential analysis indicated statistically significant differences in the extent to which companies occupied this same region. A one-way anova revealed a significant effect of company on the scores of Dimension 5, $F(4, 220) = 6.33$, $P < 0.001$. The assumption of homogeneity of variances was not met as determined by Levene's test based on the mean, $F(4, 220) = 6.95$, $P < 0.001$. Robust tests of equality of means were thus investigated and confirmed the reliability of the observed differences. Welch's test resulted in $F(4, 99.51) = 9.95$, $P < 0.001$, and the Brown-Forsythe test resulted in $F(4, 170.30) = 6.33$, $P < 0.001$, which supported the conclusion that inter-company variation on Dimension 5 was statistically significant.

Post hoc comparisons using Tukey's HSD were used to help elucidate the internal structure of this variation. Saudi Aramco was significantly different from Almarai ($P < 0.001$) and Jarir Bookstore ($P = 0.001$) as it had few negative scores on Dimension 5 and thus a relatively higher level of abstract information. Jarir Bookstore was also significantly different from Saudi Aramco ($P = 0.001$), being more oriented to non-abstract references. In contrast, some of the pairwise comparisons between Al-Rajhi Bank and STC were not statistically significant, indicating that there is some overlap in their distributions along Dimension 5. The homogeneous subset analysis also revealed that companies clustered into overlapping groups instead of discrete positions along the continuum.

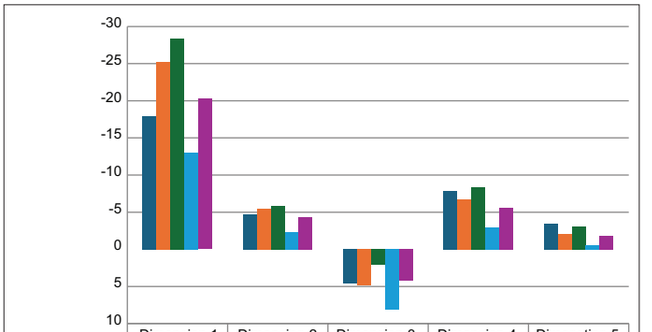
The analytical significance of these findings is the consistent preference for non-abstract information in Saudi corporate marketing discourse, with systematic variation on degree among companies. All five of the companies had the same functional space in terms of concrete reference, specificity, and less abstraction. At the same time, statistically significant differences in mean scores indicated that companies were different in the extent to which they incorporated abstract information, rather than being different in functional domains. Dimension 5, therefore, captured gradience in one multidimensional continuum.

This pattern is consistent with the communicative norms of the Saudi corporate environment, in which clarity, specificity and practical relevance are prioritized in communication with the public. As well as being established market leaders with a wide consumer base, these companies appear to favor concrete information relating to products, services, and corporate operations and reduce the need for abstract or generalized discourse. The relatively less negative positioning of Saudi Aramco on Dimension 5 is consistent with the company's broader institutional scope and national scale themes which may require a higher degree of abstraction. In contrast, the stronger non-abstract reference orientation of the retail and service-oriented companies is in line with discourse practices oriented towards tangible offers and immediate relevance to consumers.

Taken together, the results across Dimensions 1-5 indicated a coherent and internally consistent profile of Saudi corporate marketing discourse (Figure 1). Rather than having divergent or fragmented multidimensional patterns, the five companies showed converging patterns between them along all dimensions with systematic variation taking place more in terms of degree rather than functional orientation. This cross-dimensional alignment assumes that the Saudi corporate marketing discourse takes place in a relatively stable multidimensional space that is determined by typical communicative constraints and institutional expectations.

Across Dimensions 1 and 2, Saudi corporate discourse tended to occupy the informational and non-narrative space of their respective continua. The predominance of informational production over the sequencing of narratives suggested a preference for a discourse which is constructed on exposition, description and evaluative positioning rather than interactional engagement or narrative of events. Importantly, although statistically significant differences were found between companies on both dimensions, all companies were on the same side of each continuum. This pattern has the effect of a convergence in level of discourse function with

Figure 1: Mean scores across all five dimensions of Saudi corporate marketing discourse



	Dimension 1	Dimension 2	Dimension 3	Dimension 4	Dimenstion 5
Almarai	-17.9009	-4.7689	4.5402	-7.8913	-3.4387
Al-Rajhi Bank	-25.1869	-5.524	4.8469	-6.7607	-2.0609
Jarir Bookstore	-28.4011	-5.8551	2.0627	-8.3773	-3.0764
Saudi Aramco	-13.0442	-2.3118	8.0533	-2.9596	-0.618
STC	-20.252	-4.374	4.2076	-5.5993	-1.7638

differentiation only approaching through the modulation of the density of information and the suppression of narrative rather than through categorical divergence.

Dimensions 3 and 4 were other pieces of evidence for the pattern of convergence in shared functional space. The positive orientation on Dimension 3 showed a consistent reliance on explicit references, that resulted in the reduction of use of shared situational context and implicit interpretation. At the same time, the negative orientation on Dimension 4 meant overall avoidance of overt persuasion and arguing. Together, these dimensions represent a profile for the discourse with explicitness, but no overt argumentative pressure. Such a configuration represents communicative practices that maximise clarity, transparency and institutional authority and minimal direct persuasive confrontation. Variation across companies on these dimensions again reflected variation in degree as opposed to function, with national-scale actors being comparatively more explicit, and with somewhat higher levels of persuasive framing than retail-oriented companies.

Dimension 5 completed this profile showing a shared orientation towards non-abstract information for all 5 companies. The preference for concrete reference, specificity and reduced abstraction complements the informational, non-narrative and explicit discourse patterns found on earlier dimensions. Collectively, these results suggest that corporate marketing discourse in Saudi Arabia privileges communicative strategies which prioritise tangible information, clearly specified referents and accessible propositional content. Even where traces of abstract themes could be seen, they were embedded in discourse structures which were nonetheless anchored in concrete corporate actions, services or institutional roles.

Viewed in cross-dimension, informational density, non-narrativity, explicit references, restrained persuasion and limited abstraction may characterize the Saudi corporate marketing discourse that is in the scope of this research. This type of configuration is in internal coherence in a multidimensional context and is a discourse environment, in which corporate communication is expected to convey authority, reliability and clarity. The similarity of this profile between companies in different sectors would suggest that such multidimensional patterns are not unusual but reflect general norms that govern corporate communication in the Saudi context.

The salience of these patterns is consistent with the challenges of communication imposed on leading Saudi corporations operating in a changing economic and institutional environment. As highly visible entities with regard to national development initiatives and to a broad and heterogeneous audience, these companies seem to employ discourse practice that prioritizes informational transparency and institutional positioning over interpersonal involvement or narrative engagement. The convergence we have seen across dimensions would seem to imply that such discourse configurations are socially recognizable and institutionally sanctioned in the Saudi corporate sphere, especially for established brands with national or regional prominence.

On the other hand, the fact that statistically significant intercompany variation is found in all five dimensions implies the flexibility of this common multidimensional space. Companies differentiated from each other based on to what degree certain features were brought to the foreground, thus allowing them to differentiate between one sector and institution and another, and yet work within a common functional framework. This balance between convergence and differentiation makes multidimensional analysis useful in capturing both stability and variation in corporate discourse without reducing the complex communicative behaviour to categorical labels.

Overall, the cross dimensions results indicate that extreme multidimensional contrasts do not characterize Saudi corporate marketing discourse, rather, there is patterned alignment across continua. This alignment presents an empirically based description of the linguistic positioning of leading Saudi companies in modern corporate communication and gives insight into the functional constraints and the communicative norms that govern marketing discourse in the Saudi context.

5. CONCLUSION

This study used Biber's multidimensional analysis (MDA) framework to investigate Saudi corporate marketing discourse generated by leading companies operating in the Saudi context. Using a balanced corpus of marketing texts from social media, corporate websites, and video-based promotional content, the analysis examined the distribution of these texts across the five established multidimensional continua and whether there was systematic variation across companies. By preserving Biber's original dimensions and focusing on functional distribution rather than dimension discovery, the study presented a theoretically grounded and empirically robust account of corporate marketing discourse in an institutionally distinctive national setting.

Across all five dimensions, there was good convergence in the functional positioning of Saudi corporate marketing discourse. The analysed companies always occupied informational, non-narrative, explicit, non-argumentative and mostly non-abstract parts of the multidimensional space. This convergence, which is suggested, implies that Saudi corporate marketing discourse works in a relatively stable functional configuration of informational density, less narrativity, overt reference, restrained persuasion, and a preference for concrete, accessible information. At the same time, statistically significant inter-company differences were found across all dimensions, suggesting that corporate differentiation in this context takes place mostly through modulation of degree rather than through categorical divergence into different types of discourse.

The function of these tendencies in a comprehensive and internally consistent pattern of discourse rather than a series of isolated stylistic choices was uncovered by the cross-dimensional synthesis. Alignment across dimensions suggests that Saudi corporate marketing discourse is characterized by typical communicative restrictions in terms of institutional authority, visibility to the public and reach to a wide audience. As principal corporate actors embedded in an accelerated and rapidly changing

economic environment, such companies appear to be particularly sensitive to discourse practices that place emphasis on clarity and credibility and informational transparency while minimizing overt pressure to persuade and extended narrative sequencing.

When considered in relation to the author's earlier multidimensional study of international consumer brand discourse, the present findings reveal both continuity and contrast. The study conducted previously gave more functional divergence between brands, with sharper differentiation along dimensions of involvement and persuasion, reflecting competitive brand positioning and stylistic experimentation in the market. In contrast, the analysis of Saudi reveals much stronger levels of functional convergence, which suggests that institutional, cultural and regulatory conditions have a greater constraining impact on discourse practices than competitive branding imperatives alone. While inter-company variation is statistically significant, the variation is primarily scalar rather than structural and therefore supports the argument that Saudi corporate discourse is more focused on institutional legitimacy and public accountability than on aggressive persuasive differentiation.

At the same time, important cross-contextual continuities were found. In the international as well as Saudi data set, the marketing discourse was heavily non-narrative, implying that "brand storytelling" is more thematic or visual rather than grammatical. Explicitness also turned out to be a stable characteristic across contexts and makes clear the importance of clarity and referential transparency in corporate communication. These shared tendencies offer remarkable empirical support for the robustness of the functional framework has formulated by Biber into a multidimensional framework which applies across linguistic, cultural and institutional boundaries.

Methodologically, the study extends the work of previous multidimensional studies of marketing discourse by showing that Biber's framework can be meaningfully applied to Saudi corporate communication while not changing its basic dimensions. Through the use of systematic corpus design and the mapping of functional features, the analysis shows that established multidimensional constructs still retain explanatory power beyond that of their original English language empirical base. The appearance of coherent multidimensional patterns across companies and platforms appears to increase the case for MDA as a versatile tool for analysing contemporary corporate discourse.

Substantively, the study belongs to the growing literature on corporate and marketing discourse by shifting the analytical attention to the nationally situated and institutionally grounded communication practices. By concentrating on Saudi corporate marketing discourse, the analysis uncovers multidimensional variation that is not defined only by platform or genre, but also by larger economic, cultural, and institutional conditions. The findings show that leading Saudi companies have occupied common functional spaces that reflect the communicative norms within the Saudi corporate space, particularly where corporate messaging is closely related to institutional credibility and national development agendas.

Limitations should be considered. The corpus was limited to 5 companies and 3 modes of communication, which means that the generalisability of the findings beyond the chosen corporate actors and platforms is limited. While the corpus and its balance was sufficient for multidimensional analysis, larger corpora, more sectors and more communicative channels could produce a more fine-grained account of variation in Saudi corporate discourse. Future research could also aim at longitudinal analyses, platform-specific research, or direct cross-national comparisons between Saudi and global brands, respectively, to understand better the dynamics of institutional context in interaction with multidimensional patterns of discourse.

Despite these limitations, the current study provides an empirically based and methodologically rigorous description of Saudi corporate marketing discourse within a multidimensional framework. By adapting known analytical tools to a novel linguistic and institutional setting, the research contributes to a more inclusive understanding of the organization of corporate communication across languages and markets. It offers a solid basis for future multidimensional studies of marketing discourse in rapidly changing economic contexts.

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