A CORPUS BASED ANALYSIS OF MODEL VERBS IN BUSINESS DISCOURSE

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Abstract:
The present research entitled "A Corpus Based Analysis of Model Verbs in Business Discourse" aims to analyze the model verbs in the business speeches of the first decades of 21th century. The target population of the research was the business speeches of two decades from 2001 to 2020. Tow fined the model verbs in these speeches current studies utilize AntConc software to quantify raw and normalized frequencies, allowing researchers to compare specific corporate datasets with larger reference corpora. The study find different kinds of the model verbs including (will, shall, would, should, could, can, may, might, and must) in these speeches of two decades. The result were presented in tables in numerical form. On the base of these results researchers presented some recommendations for the future scholars abd researchers.

Key words: *Corpus Analysis, Model Verbs, Business Discourse*

1. Introduction

In recent times corpus linguistics is used as a primary tool to evaluate that how varieties of language forms corporeal identity and effect professional consequences, the corpus based analysis of model verbs particularly the models like may, might, must, can, could, shall, should, and will, would are considered fundamental models and these model verbs discloses that in what manner writers and speakers navigate dynamic power, self-confidence, and graciousness in business field. Modal verbs (can, could, may, might, will, would, shall, should, must) are essential components in professional communication for expressing modality the speaker's attitude toward the proposition (certainty, necessity, ability, or permission). In business discourse, these verbs are critical for managing interpersonal relations, making suggestions, and asserting authority (Ahmad, Yousaf & Riaz, 2026). This paper analyzes the frequency and function of modal verbs in corpus of business speeches exploring how they shape professional discourse.

In professional contexts, specific modal verbs dominate due to the goal oriented nature of business communication. As the model verb *"will"* is often the most frequent modal in business discourse, used for prediction and volition. It signifies commitment to future actions, such as in project timelines or contractual promises. The model verb *"can"* is highly frequent for expressing ability and possibility. In business, it often frames what a product, service, or team is capable of achieving. The model verb *"would"* is frequently used to create polite requests or hypothetical scenarios, especially in negotiation or client-facing communication.

Business discourse relies on modal verbs to manage interpersonal relationships and face politeness. The first function of the model verbs in business is hedging and cautious claims as the modals like *may, might*, and *could* act as hedges. They allow professionals to present data or forecasts without claiming absolute certainty, thereby protecting their professional reputation if outcomes vary. The second function of the model verbs in business is deontic modality or obligation as the verbs like *must* and *should* are used to articulate rules, ethical guidelines, or necessary project steps. In a corpus, *must* is often found in legal or highly regulated business sectors for instance in finance, medicine, while *should* is used for softer

recommendations. The third function of the model verbs in business is persuasion as the models are consciously used to influence interlocutors. For instance, using *"will"* instead of *"may"* can make a proposal sound more convincing and assertive.

1.1.Research Objective

- To explore the frequency, range and percentage of model verbs in the speeches from 2001 to 2020.

1.2.Research Question

1. Find the frequency, range and percentage of model verbs in the speeches from 2001 to 2020?

2. Literature Review

A literature review is a comprehensive survey and critical analysis of published scholarly works such as journal articles, books, and conference proceedings on a specific topic (Ansari et al., 2025; Yousaf et al., 2026; Rashid et al., 2026). "Review of the literature summarize and evaluate the text of writing of the definite theme, and provide frame work to think about the possible consequence of innovative study" (Ahmad et al., 2023). It "may only be a clear overview of the sources, in an organizational pattern, and its function is to estimate and summarize the previous writings linked to current topic" (Ahmad et al., 2024).

Corpus linguistics provides empirical evidence of language patterns, allowing researchers to move beyond intuition to identify actual usage. Previous studies indicate that modal verbs in professional settings function as hedges or boosters. For instance, "may" and "might" often function as epistemic stance markers of possibility, while "should" conveys deontic obligation (recommendations or directives). Research on business discourse shows that native and non-native speakers may differ in their frequency of modal verb use, affecting the perceived politeness and directness of the communication. Different types of discourses were analyzed by different researchers in different years in different contexts as Biber, Connor, and Upton, (2008). Analyzed discourse and corpus linguistics. De Felice, (2013), classified commitments in Business English through corpus based analysis approach; and in the same year by utilizing same approach Flowerdew also analyzed discourse. Flowerdew, (2014), corpus-based analyses in EAP. Fuoli, (2018), analysis of stance in annual and corporate social responsibility reports through corpus-based approach. In the context of china Yang, (2018), studied of modal verbs in Chinese learners' academic writing. In Pakistani context Naz and Hussain, (2024), analyzed of parts of speech in British and Pakistani fiction by using corpus analysis method.

2.2. Theoretical Framework

A corpus-based analysis of modal verbs in business discourse typically integrates frameworks from functional linguistics and semantic theory to examine how these verbs negotiate power, obligation, and certainty. In a corpus-based analysis of business discourse, Ken Hyland's Stance and Engagement Model provides a framework for understanding how writers use modal verbs to project authorial identity and interact with their audience. Modal verbs function as critical linguistic resources for managing "interactional metadiscourse".

3. Methodological Insights

Research methodology is the systematic and theoretical blueprint of a study. It justifies why specific methods were chosen and explains how they align with the research aims (Ahmad, Khokhar & Shaheen, 2026; Riaz et al., 2026). "Design of the research comprises of the whole procedure which is conducted research" (Ahmad, et al., 2022, p524). The target population of the research was the business speeches of two decades from 2001 to 2020. Tow fined the model verbs in these speeches current studies utilize AntConc software to quantify raw and normalized frequencies, allowing researchers to compare specific corporate datasets with larger reference corpora like the COCA or BNC. This quantitative data, paired with qualitative

"concordance" analysis, helps linguists identify exactly how a company's "voice" shifts during different fiscal periods or crisis management events.

4. Data Analysis

Table 1: Model verbs 2001

Character	Frequency	Range	Percentage
Will	247	20	38%
Can	115	19	18%
Should	102	19	16%
Would	100	18	15%
May	53	14	08%
Could	17	10	03%
Must	16	07	02%
Shall	03	01	00%
Total	653	108	100%

Table number one shoes the results of business speeches done in 2001:

- **Will:** the frequency character was 247, it ranged by 20 and makes the 38% percentage.
- **Can:** the frequency character was 115, it ranged by 19 and makes the 18% percentage.
- **Should:** the frequency character was 102, it ranged by 19 and makes the 16% percentage.
- **Would:** the frequency character was 100, it ranged by 18 and makes the 15% percentage.
- **May:** the frequency character was 53, it ranged by 14 and makes the 08% percentage.
- **Could:** the frequency character was 17, it ranged by 10 and makes the 03% percentage.
- **Must:** the frequency character was 16, it ranged by 07 and makes the 02% percentage.
- **Shall:** the frequency character was 03, it ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%.

Table 2: Model verbs 2002

Character	Frequency	Range	Percentage
Will	322	19	45%
Can	110	18	15%
Would	107	14	15%
Should	104	18	15%
May	37	12	05%
Must	16	05	02%
Could	15	09	02%
Might	04	03	01%
Shall	01	01	00%
Total	716	99	100%

Table number one shows the results of business speeches done in 2002:

- **Will:** the frequency character was 322, it ranged by 19 and makes the 45% percentage.
- **Can:** the frequency character was 110, it ranged by 18 and makes the 15% percentage.
- **Would:** the frequency character was 107, it ranged by 14 and makes the 15% percentage.
- **Should:** the frequency character was 104, it ranged by 18 and makes the 15% percentage.
- **May:** the frequency character was 37, it ranged by 12 and makes the 05% percentage.
- **Must:** the frequency character was 15, it ranged by 09 and makes the 02% percentage.
- **Must:** the frequency character was 04, it ranged by 03 and makes the 01% percentage.
- **Shall:** the frequency character was 01, it ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2002 shows that there are total 8 characters found in the speeches and total frequency of these characters is 716 ranged by 99 and overall percentage is 100%.

Table 3: Model verbs 2003

Character	Frequency	Range	Percentage
Will	171	13	40%
Can	80	13	19%
Should	76	11	18%
Would	60	10	14%
May	19	07	05%
Could	12	05	03%
Must	06	03	01%
Total	424	62	100%

Table number one shows the results of business speeches done in 2003:
- **Will:** the frequency character was 171, it ranged by 13 and makes the 38% percentage.
- **Can:** the frequency character was 80, it ranged by 13 and makes the 19% percentage.
- **Should:** the frequency character was 76, it ranged by 11 and makes the 18% percentage.
- **Would:** the frequency character was 60, it ranged by 10 and makes the 14% percentage.
- **May:** the frequency character was 19, it ranged by 07 and makes the 05% percentage.
- **Could:** the frequency character was 12, it ranged by 05 and makes the 03% percentage.
- **Must:** the frequency character was 06, it ranged by 03 and makes the 01% percentage.

The overall results of the business speech of 2003 shows that there are total 7 characters found in the speeches and total frequency of these characters is 424 ranged by 62 and overall percentage is 100%.

Table 4: Model Verbs 2004

Character	Frequency	Range	Percentage
Will	299	25	38%
Can	194	25	25%
Should	145	24	19%
Would	77	22	10%
May	38	14	05%
Could	17	10	02%
Must	15	09	01%
Might	01	01	00%
Total	786	130	100%

Table number four shows the results of business speeches done in 2004:
- **Will:** frequency of first character is 299, ranged by 25 and makes the 38% percentage.
- **Can:** frequency of the second character is 1194, ranged by 25 and makes the 25% percentage.
- **Should:** frequency of the third character is 145, ranged by 24 and makes the 19% percentage.
- **Would:** frequency of the fourth character is 77, ranged by 22 and makes the 10% percentage.
- **May:** frequency of the fifth character is 38, it ranged by 14 and makes the 05% percentage.
- **Could:** frequency of the sixth character is 17, it ranged by 10 and makes the 02% percentage.
- **Must:** frequency of the seventh character is 15, ranged by 09 and makes the 01% percentage.

- **Might:** frequency of the eighth character is 01, ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2004 shows that there are total 8 characters found in the speeches and total frequency of these characters is 786 ranged by 130 and overall percentage is 100%.

Table 5: Model Verbs 2005

Character	Frequency	Range	Percentage
Will	383	28	40%
Can	203	28	21%
Should	148	23	15%
Would	133	28	14%
May	45	19	05%
Could	34	19	03%
Must	18	13	02%
Might	01	01	00%
Shall	01	01	00%
Total	966	160	100%

Table number five shows the results of business speeches done in 2005:

- **Will:** frequency of first character is 383, ranged by 28 and makes the 40% percentage.
- **Can:** frequency of the second character is 203, ranged by 28 and makes the 21% percentage.
- **Should:** frequency of the third character is 148, ranged by 23 and makes the 15% percentage.
- **Would:** frequency of the fourth character is 133, ranged by 28 and makes the 14% percentage.
- **May:** frequency of the fifth character is 45, it ranged by 19 and makes the 05% percentage.
- **Could:** frequency of the sixth character is 34, it ranged by 19 and makes the 03% percentage.
- **Must:** frequency of the seventh character is 18, ranged by 13 and makes the 02% percentage.
- **Might:** frequency of the eighth character is 01, ranged by 01 and makes the 00% percentage.
- **Shall:** frequency of the ninth character is 01, ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2005 shows that there are total 9 characters found in the speeches and total frequency of these characters is 966 ranged by 160 and overall percentage is 100%.

Table 6: Model Verbs 2006

Character	Frequency	Range	Percentage
Will	194	15	38%
Would	132	15	26%
Can	64	13	13%
Should	44	10	09%
May	26	11	05%
Could	21	09	04%
Might	20	05	04%
Must	04	03	01%
Shall	01	01	00%
Total	506	87	100%

Table number six shows the results of business speeches done in 2006:

- **Will:** frequency of first character is 194, ranged by 15 and makes the 38% percentage.
- **Would:** frequency of the second character is 132, ranged by 15 and makes the 26% percentage.
- **Can:** frequency of the third character is 64, ranged by 13 and makes the 13% percentage.
- **Should:** frequency of the fourth character is 133, ranged by 28 and makes the 14% percentage.
- **May:** frequency of the fifth character is 45, it ranged by 19 and makes the 05% percentage.
- **Could:** frequency of the sixth character is 34, it ranged by 19 and makes the 03% percentage.
- **Might:** frequency of the seventh character is 18, ranged by 13 and makes the 02% percentage.
- **Must:** frequency of the eighth character is 01, ranged by 01 and makes the 00% percentage.
- **Shall:** frequency of the ninth character is 01, ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2006 shows that there are total 9 characters found in the speeches and total frequency of these characters is 506 ranged by 87 and overall percentage is 100%.

Table 7: Model Verbs 2007

Character	Frequency	Range	Percentage
Will	144	16	38%
Would	89	15	24%
Can	72	15	19%
Could	27	12	07%
May	26	13	07%
Shall	10	04	03%
Must	06	03	02%
Total	374	78	100%

Table number six shows the results of business speeches done in 2006:

- **Will:** frequency of first character is 144, ranged by 16 and makes the 38% percentage.
- **Would:** frequency of the second character is 89, ranged by 15 and makes the 24% percentage.
- **Can:** frequency of the third character is 72, ranged by 15 and makes the 19% percentage.
- **Could:** frequency of the fourth character is 27, ranged by 12 and makes the 07% percentage.
- **May:** frequency of the fifth character is 26, ranged by 13 and makes the 07% percentage.
- **Shall:** frequency of the seventh character is 10, ranged by 04 and makes the 03% percentage.
- **Must:** frequency of the eighth character is 06, ranged by 03 and makes the 02% percentage.

The overall results of the business speech of 2006 shows that there are total 7 characters found in the speeches and total frequency of these characters is 374 ranged by 78 and overall percentage is 100%.

Table 9: Model Verbs 2009

Character	Frequency	Range	Percentage
Can	12	02	37%
Would	10	02	30%
Will	05	02	15%
May	03	01	09%
Could	02	02	06%
Might	02	02	03%
Total	34	11	100%

Table number one shoes the results of business speeches done in 2009:

- **Can:** the frequency character was 12, it ranged by 02 and makes the 37% percentage.
- **Would:** the frequency character was 10, it ranged by 02 and makes the 30% percentage.
- **Will:** the frequency character was 05, it ranged by 02 and makes the 15% percentage.
- **May:** the frequency character was 03, it ranged by 01 and makes the 09% percentage.
- **Could:** the frequency character was 02, it ranged by 02 and makes the 06% percentage.
- **Might:** the frequency character was 02, it ranged by 02 and makes the 03% percentage.

The overall results of the business speech of 2009 shows that there are total 6 characters found in the speeches and total frequency of these characters is 34 ranged by 11 and overall percentage is 100%.

Table 10: Model Verbs 2010

Character	Frequency	Range	Percentage
Would	41	04	47%
Can	18	03	21%
Will	11	03	13%
May	10	04	11%
Could	03	02	03%
Shall	03	02	03%
Must	02	01	02%
Total	88	19	100%

Table number one shoes the results of business speeches done in 2010:

- **Would:** the frequency character was 41, it ranged by 04 and makes the 47% percentage.
- **Can:** the frequency character was 18, it ranged by 03 and makes the 21% percentage.
- **Will:** the frequency character was 11, it ranged by 03 and makes the 13% percentage.
- **May:** the frequency character was 10, it ranged by 04 and makes the 11% percentage.
- **Could:** the frequency character was 03, it ranged by 02 and makes the 03% percentage.
- **Shall:** the frequency character was 03, it ranged by 03 and makes the 03% percentage.
- **Must:** the frequency character was 02, it ranged by 01 and makes the 02% percentage.

The overall results of the business speech of 2010 shows that there are total 7 characters found in the speeches and total frequency of these characters is 88 ranged by 19 and overall percentage is 100%.

Table 11: Model Verbs 2011

Character	Frequency	Range	Percentage
Will	75	08	35%
Can	41	07	19%
Would	41	08	19%
Must	23	04	11%
May	22	07	10%
Could	11	07	05%
Might	01	01	02%
Shall	01	01	02%
Total	215	43	100%

Table number one shows the results of business speeches done in 2011:

- **Will:** the frequency character was 75, it ranged by 08 and makes the 35% percentage.
- **Can:** the frequency character was 41, it ranged by 07 and makes the 19% percentage.
- **Would:** the frequency character was 41, it ranged by 08 and makes the 19% percentage.
- **Must:** the frequency character was 23, it ranged by 04 and makes the 11% percentage.
- **May:** the frequency character was 22, it ranged by 07 and makes the 10% percentage.
- **Could:** the frequency character was 11, it ranged by 07 and makes the 05% percentage.

- **Might:** the frequency character was 01, it ranged by 01 and makes the 02% percentage.
- **Shall:** the frequency character was 01, it ranged by 01 and makes the 02% percentage.

The overall results of the business speech of 2011 shows that there are total 8 characters found in the speeches and total frequency of these characters is 215 ranged by 43 and overall percentage is 100%.

Table 12: Model Verbs 2012

Character	Frequency	Range	Percentage
Will	172	21	43%
Would	89	20	22%
Can	54	19	13%
May	43	11	11%
Must	26	09	07%
Could	11	09	03%
Shall	04	03	01%
Might	01	01	0.0%
Total	400	93	100%

Table number one shows the results of business speeches done in 2012:
- **Will:** the frequency character was 172, it ranged by 21 and makes the 43% percentage.
- **Would:** the frequency character was 89, it ranged by 20 and makes the 22% percentage.
- **Can:** the frequency character was 54, it ranged by 19 and makes the 13% percentage.
- **May:** the frequency character was 43, it ranged by 11 and makes the 11% percentage.
- **Must:** the frequency character was 26, it ranged by 09 and makes the 07% percentage.
- **Could:** the frequency character was 11, it ranged by 09 and makes the 03% percentage.
- **Shall:** the frequency character was 04, it ranged by 03 and makes the 01% percentage.
- **Might:** the frequency character was 01, it ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2012 shows that there are total 8 characters found in the speeches and total frequency of these characters is 400 ranged by 93 and overall percentage is 100%.

Table 13: Model Verbs 2013

Character	Frequency	Range	Percentage
Will	101	13	43%
Can	64	12	34%
Would	57	13	12%
May	31	08	05%
Must	19	07	02%
Could	17	09	02%
Might	01	01	02%
Total	290	63	100%

Table number 13 shoes the results of business speeches done in 2013:
- **Will:** the frequency character was 101, it ranged by 13 and makes the 43% percentage.
- **Can:** the frequency character was 64, it ranged by 12 and makes the 34% percentage.
- **Would:** the frequency character was 57, it ranged by 13 and makes the 12% percentage.
- **May:** the frequency character was 31, it ranged by 08 and makes the 05% percentage.
- **Must:** the frequency character was 19, it ranged by 07 and makes the 02% percentage.
- **Might:** the frequency character was 01, it ranged by 01 and makes the 02% percentage.

The overall results of the business speech of 2013 shows that there are total 6 characters found in the speeches and total frequency of these characters is 290 ranged by 63 and overall percentage is 100%.

Table 14: Model Verbs 2014

Character	Frequency	Range	Percentage
Will	19	05	44%
Would	15	05	35%
Can	05	04	12%
Must	02	02	05%
Could	01	01	02%
May	01	01	02%
Total	43	18	100%

Table number 14 shows the results of business speeches done in 2014:

- **Will:** the frequency character was 19, it ranged by 05 and makes the 44% percentage.
- **Would:** the frequency character was 15, it ranged by 05 and makes the 35% percentage.
- **Can:** the frequency character was 05, it ranged by 04 and makes the 12% percentage.
- **Must:** the frequency character was 02, it ranged by 02 and makes the 05% percentage.
- **Could:** the frequency character was 01, it ranged by 01 and makes the 02% percentage.
- **May:** the frequency character was 01, it ranged by 01 and makes the 02% percentage.

The overall results of the business speech of 2014 shows that there are total 6 characters found in the speeches and total frequency of these characters is 43 ranged by 18 and overall percentage is 100%.

Table 15: Model Verbs 2015

Character	Frequency	Range	Percentage
Will	62	11	40%
Would	45	12	29%
Can	28	11	18%
May	11	09	07%
Could	06	03	04%
Must	02	01	01%
Shall	01	01	01%
Total	155	48	100%

Table number 15 shows the results of business speeches done in 2015:

- **Will:** the frequency was 62, it ranged by 11 and makes the 40% percentage.
- **Would:** the frequency was 45, it ranged by 12 and makes the 29% percentage.
- **Can:** the frequency was 28, it ranged by 11 and makes the 18% percentage.
- **May:** the frequency was 11, it ranged by 09 and makes the 07% percentage.
- **Could:** the frequency was 06, it ranged by 03 and makes the 04% percentage.
- **Must:** the frequency was 02, it ranged by 01 and makes the 01% percentage.
- **Shall:** the frequency was 01, it ranged by 01 and makes the 01% percentage.

The overall results of the business speech of 2015 shows that there are total 7 characters found in the speeches and total frequency of these characters is 155 ranged by 48 and overall percentage is 100%.

Table 16: Model Verbs 2016

Character	Frequency	Range	Percentage
Would	35	10	30%
Will	34	08	29%
Can	29	09	25%
Must	07	03	06%
May	05	05	04%
Could	03	02	02%
Might	02	02	02%

Shall	02	02	02%
Total	117	41	100%

Table number 16 shows the results of business speeches done in 2016:

- **Would:** the frequency was 35, it ranged by 10 and makes the 30% percentage.
- **Will:** the frequency was 34, it ranged by 08 and makes the 29% percentage.
- **Can:** the frequency was 29, it ranged by 09 and makes the 25% percentage.
- **Must:** the frequency was 07, it ranged by 03 and makes the 06% percentage.
- **May:** the frequency was 05, it ranged by 05 and makes the 04% percentage.
- **Could:** the frequency was 03, it ranged by 02 and makes the 02% percentage.
- **Might:** the frequency was 02, it ranged by 02 and makes the 02% percentage.
- **Shall:** the frequency was 02, it ranged by 02 and makes the 02% percentage.

The overall results of the business speech of 2016 shows that there are total 8 characters found in the speeches and total frequency of these characters is 117 ranged by 41 and overall percentage is 100%.

Table 17: Model Verbs 2017

Character	Frequency	Range	Percentage
Will	64	09	33%
Would	49	09	26%
Can	35	08	18%
May	21	06	11%
Must	13	03	07%
Could	08	03	04%
Shall	01	01	01%
Total	191	39	100%

Table number 17 shows the results of business speeches done in 2017:

- **Will:** the frequency was 64, it ranged by 09 and makes the 33% percentage.
- **Would:** the frequency was 49, it ranged by 09 and makes the 26% percentage.
- **Can:** the frequency was 35, it ranged by 08 and makes the 18% percentage.
- **May:** the frequency was 21, it ranged by 06 and makes the 11% percentage.
- **Must:** the frequency was 13, it ranged by 03 and makes the 07% percentage.
- **Could:** the frequency was 08, it ranged by 03 and makes the 04% percentage.
- **Shall:** the frequency was 01, it ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2017 shows that there are total 7 characters found in the speeches and total frequency of these characters is 191 ranged by 39 and overall percentage is 100%.

Table 18: Model Verbs 2018

Character	Frequency	Range	Percentage
Will	147	10	51%
May	39	07	14%
Would	37	08	13%
Can	30	08	10%
Shall	14	03	05%
Must	13	05	05%
Could	07	05	02%
Might	01	01	0.0%
Total	288	47	100%

Table number 18 shows the results of business speeches done in 2018:

- **Will:** the frequency was 147, it ranged by 10 and makes the 51% percentage.
- **May:** the frequency was 39, it ranged by 07 and makes the 14% percentage.

- **Would:** the frequency was 37, it ranged by 08 and makes the 13% percentage.
- **Can:** the frequency was 30, it ranged by 08 and makes the 10% percentage.
- **Shall:** the frequency was 14, it ranged by 03 and makes the 05% percentage.
- **Must:** the frequency was 13, it ranged by 05 and makes the 05% percentage.
- **Could:** the frequency was 07, it ranged by 05 and makes the 02% percentage.
- **Might:** the frequency was 01, it ranged by 01 and makes the 00% percentage.

The overall results of the business speech of 2018 shows that there are total 8 characters found in the speeches and total frequency of these characters is 288 ranged by 47 and overall percentage is 100%.

Table 19: Model Verbs 2019

Character	Frequency	Range	Percentage
Will	95	06	43%
Would	56	06	25%
Can	40	06	18%
May	09	04	04%
Must	09	04	04%
Could	07	03	03%
Shall	05	02	02%
Might	01	01	01%
Total	222	32	100%

Table number 19 shows the results of business speeches done in 2019:

- **Will:** the frequency was 95, it ranged by 06 and makes the 43% percentage.
- **Would:** the frequency was 56, it ranged by 06 and makes the 18% percentage.
- **Can:** the frequency was 40, it ranged by 06 and makes the 25% percentage.
- **May:** the frequency was 09, it ranged by 04 and makes the 04% percentage.
- **Must:** the frequency was 09, it ranged by 04 and makes the 04% percentage.
- **Could:** the frequency was 07, it ranged by 03 and makes the 03% percentage.
- **Shall:** the frequency was 05, it ranged by 02 and makes the 02% percentage.
- **Might:** the frequency was 01, it ranged by 01 and makes the 01% percentage.

The overall results of the business speech of 2019 shows that there are total 8 characters found in the speeches and total frequency of these characters is 222 ranged by 32 and overall percentage is 100%.

Table 20: Model Verbs 2020

Character	Frequency	Range	Percentage
May	43	01	42%
Will	34	01	34%
Shall	08	01	08%
Would	08	01	08%
Can	07	01	07%
Could	01	01	01%
Total	101	06	100%

Table number 20 shows the results of business speeches done in 2020:

- **May:** the frequency was 43, it ranged by 01 and makes the 42% percentage.
- **Will:** the frequency was 34, it ranged by 01 and makes the 34% percentage.
- **Shall:** the frequency was 08, it ranged by 01 and makes the 08% percentage.
- **Would:** the frequency was 08, it ranged by 01 and makes the 08% percentage.
- **Can:** the frequency was 07, it ranged by 01 and makes the 07% percentage.
- **Could:** the frequency was 01, it ranged by 01 and makes the 01% percentage.

The overall results of the business speeches of 2020 shows that there are total 6 characters found in the speeches and total frequency of these characters is 101 ranged by 06 and overall percentage is 100%.

4.1. Discussion

The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of t**he business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of the business speech of 2001** shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of the business speech of 2001** shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of the business** speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of the business speech of 2001** shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. The overall results of the business speech of 2001 shows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%. **The overall results of the business speech of 2001 sh**ows that there are total 8 characters found in the speeches and total frequency of these characters is 653 ranged by 108 and overall percentage is 100%.

The overall results of the business speech of 2015 shows that there are total 7 characters found in the speeches and total frequency of these characters is 155 ranged by 48 and overall percentage is 100%. The overall results of the business speech of 2016 shows that there are total 8 characters found in the speeches and total frequency of these characters is 117 ranged by 41 and overall percentage is 100%. The overall results of the business speech of 2017 shows that there are total 7 characters found in the speeches and total frequency of these characters is 191 ranged by 39 and overall percentage is 100%. The overall results of the business speech of 2018 shows that there are total 8 characters found in the speeches and total frequency of these characters is 288 ranged by 47 and overall percentage is 100%. The overall results of the business speech of 2019 shows that there are total 8 characters found in the speeches and total frequency of these characters is 222 ranged by 32 and overall percentage is 100%. The overall results of the business speeches of 2020 shows that there are total 6 characters found in the speeches and total frequency of these characters is 101 ranged by 06 and overall percentage is 100%.

5. Conclusion

Corpus-based studies of modal verbs in Pakistani English reveal a distinct nativisation where usage often diverges from Standard British English, showing higher frequencies of deontic modals (must, should) for obligation and specific prediction markers in Pakistani media. These studies indicate that Pakistani speakers utilize modal verbs to construct stance and express, often influenced by socio-cultural contexts rather than just proficiency. The present research aims to analyze the model verbs in the business speeches of the first decades of 21th century. The target population of the research was the business speeches of two decades from 2001 to 2020. Tow fined the model verbs in these speeches current studies utilize AntConc software to quantify raw and normalized frequencies, allowing researchers to compare specific corporate datasets with larger reference corpora. The study find different kinds of the model verbs including (will, shall, would, should, could, can, may, might, and must) in these speeches of two decades.

Recommendations

Based on corpus-based research into modal verb usage, the following recommendations are provided for effectively navigating business discourse:

➢ **Use "Low-Value" Modals for Politeness**: To foster positive interpersonal relationships and reduce "face-threatening" acts, prefer modal verbs like *can*, *could*, *may*, and *might*. These are considered more deliberative and polite compared to high-intensity modals.

➢ **Balance Authority with "Democratization"**: Be mindful of the modern trend toward "democratization" in professional language, where strong deontic modals like *must* are increasingly replaced by weaker alternatives like *should* to avoid overt claims to power.

➢ **Employ Hedging in Proposals**: Use epistemic modality (expressing possibility or probability) to mitigate claims and manage professional commitment to certain findings or views. This is particularly useful in research-heavy business reports to maintain objectivity while still projecting a clear stance.

➢ **Leverage Analytical Tools**: Professionals and researchers can use tools like AntConc to scan business corpora for explicit contexts and identify recurring linguistic patterns, which aids in understanding the "proper" use of modals in specific industries.

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