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Toward an AI-Augmented Communication Competence Framework for Entrepreneurial Languages for Specific Purposes (LSP)

Amel Ameur[1*]
[1]*University of Relizane Ahmed Zabana, Algeria*
amel.ameur@univ-relizane.dz
Saeed Abd El-Monem El-Desoqy Mahmoud[2]
[2]*Higher Institute for Mass Media and Communication Techniques, 6th of October, Egypt*
dr.saeed-abd-elmonem@csi.edu.eg

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ABSTRACT: *The rapid integration of generative artificial intelligence (AI) and Large Language Models (LLMs) into entrepreneurial ecosystems has fundamentally disrupted the traditional mechanisms of professional communication and academic models of specialized language acquisition. Within the field of applied linguistics, traditional frameworks of communicative competence have historically presupposed a purely human-to-human interactional dyad, leaving the discipline theoretically ill-equipped to explain the contemporary realities of hybrid, machine-mediated text generation. This study directly addresses this epistemological gap by introducing the AI-Augmented Entrepreneurial Communication Competence Framework, conceptually redefining classic communicative competence as a symbiotic human-machine partnership. Moving beyond binary academic debates of technological substitution versus resistance, this paper theorizes how human agency must govern automated text production through prompt engineering as a core rhetorical skill and evaluative critical analysis as a safeguard against algorithmic biases. Furthermore, the study explores the strategic applications of this hybrid framework as a scaling startup experiences a profound discursive shift, moving from persuasive, early-stage investor pitches to highly regulated corporate communication networks where language operates as vital institutional capital. Finally, the paper investigates the "Authenticity Paradox," analyzing how entrepreneurs can leverage the back-end efficiency of algorithmic text generation while actively maintaining the unique linguistic identity, cultural nuances, and ethical socio-pragmatic judgment necessary to secure market legitimacy and stakeholder trust. Ultimately, this study establishes a rigorous, human-in-the-loop paradigm that bridges the disciplinary divide between specialized linguistics and organizational studies, providing a conceptually robust foundation for the future of professional communication in an AI-driven era.*

KEYWORDS: Generative AI, Communicative Competence, Entrepreneurial LSP, Corporate Communication, Discursive Identity, Linguistic Governance.

* Corresponding author
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Introduction

The landscape of professional communication has been fundamentally disrupted by the forces of globalization and the rapid integration of generative artificial intelligence and Large Language Models into the business environment. Within the field of applied linguistics, the domain of Languages for Specific Purposes (LSP) has historically focused on equipping learners with stable discourse competencies and genre familiarity required to operate effectively within defined professional boundaries (Gotti, 2011). Traditionally, business-related LSP has been dominated by English for Business Purposes, a sub-discipline conceptualized around corporate environments characterized by predictable, bureaucratic, and highly standardized genres such as report writing, routine correspondence, and structured negotiations (Bhatia, 1993). However, the macroeconomic evolution of the contemporary digital economy has birthed a highly volatile and fast-paced entrepreneurial ecosystem that necessitates a more agile and nuanced communicative framework: Entrepreneurial LSP.

Entrepreneurship is inherently an intense discursive act. Startup founders do not merely manage existing corporate infrastructures; they must rhetorically construct new business realities from nothing, persuade skeptical stakeholders, and legitimize novel innovations through the strategic use of persuasive language. Consequently, entrepreneurial communication operates under high-stakes, external-facing, and goal-oriented parameters—such as venture capital pitching and digital crowdfunding campaigns—that conventional corporate communication frameworks fail to fully capture.

The theoretical foundation of communication competence within LSP has long been anchored in classic models, most notably those of Hymes (1972) and Canale and Swain (1980), which deconstruct proficiency into linguistic, sociolinguistic, discourse, and strategic competencies. While these models have effectively guided curriculum design for decades, they possess a critical epistemological limitation: they were conceptualized under the strict assumption of a purely human-to-human interactional dyad. In the contemporary digital era, this traditional dyad is being structurally ruptured. Generative AI chatbots have transitioned from passive tools for mechanical editing into active conversational agents capable of co-constructing high-level professional texts. This technological shift has created a profound theoretical crisis in LSP literature, as existing frameworks are entirely ill-equipped to explain how an entrepreneur's communicative competence is altered, augmented, or challenged when human agency is deeply intertwined with algorithmic text generation.

This study directly addresses this significant theoretical and empirical gap. While current literature on generative AI tends to focus broadly on raw productivity metrics or suffers from uncritical technological hyperbole, there remains a critical dearth of research analyzing how AI mediation disrupts the foundational mechanisms of specialized linguistic competence, discursive identity construction, and socio-pragmatic execution in entrepreneurship. Furthermore, prior research has largely overlooked the strategic discursive shift required when a scaling startup transitions its AI-augmented texts from early-stage, persuasive investor pitches to highly regulated corporate communication networks.

Consequently, the primary scientific value and added contribution of this study are threefold. First, it achieves a theoretical expansion of applied linguistics by introducing the AI-Augmented Entrepreneurial Communication Competence Framework, conceptually redefining classic communicative competence as a hybrid, symbiotic human-machine dyad that explicitly integrates prompt engineering and evaluative critical analysis. Second, it provides a critical discourse perspective on the "Authenticity Paradox," analyzing how entrepreneurs can maintain linguistic agency and authentic founder identity while utilizing algorithmic text generation, thereby preventing the risks of rhetorical homogenization. Third, it bridges the disciplinary divide between LSP and organizational studies by mapping how AI-mediated language can be scaled strategically to construct institutional legitimacy across both startup ecosystems and complex corporate communication domains. Ultimately, this paper offers a rigorous, human-in-the-loop paradigm that rejects both blind technological rejection and absolute automation, providing a balanced, conceptually robust foundation for the future of specialized communication in an AI-driven world.

1. Introduction and Theoretical Underpinnings: Entrepreneurial LSP in the Digital Era

The landscape of professional communication has undergone a paradigm shift driven by globalization and the rapid acceleration of digital transformation. Within applied linguistics, Languages for Specific Purposes (LSP) has historically focused on equipping learners with the discourse competencies required to function effectively within defined professional or academic domains (Gotti, 2011). Traditionally dominated by well-established fields like English for Business Purposes (EBP), the socio-economic evolution of the 21st century has necessitated a more nuanced discipline that addresses the specific communicative and discursive needs of startup founders and innovators (Mautner, 2016).

Entrepreneurship is inherently a discursive act. Entrepreneurs do not merely manage existing corporate structures; they must rhetorically construct new realities, persuade skeptical stakeholders, and legitimize novel ventures through strategic language use (Garbuio & Dressel, 2019). Consequently, entrepreneurial communication cannot be fully captured by conventional business communication frameworks, which often prioritize internal corporate efficiency and bureaucratic compliance over the highly persuasive, high-stakes, and external-facing discourse of new ventures.

1.1. Evolution of LSP in Business and Entrepreneurship

For decades, Business LSP operated under the assumption that communication competence entails mastering predictable genres such as formal corporate report writing, standard negotiation tactics, and routine administrative correspondence (Bhatia, 1993). However, the rise of the digital economy has decentralized commerce, giving birth to a volatile and complex entrepreneurial ecosystem. In this environment, entrepreneurial discourse has emerged as a distinct area of study characterized by its goal-oriented, high-stakes, and highly persuasive nature (Shane & Venkataraman, 2000).

Entrepreneurs rely on strategic linguistic tools to execute crucial, survival-dependent tasks, most notably pitching to venture capitalists and communicating value propositions to potential investors (Pollack et al., 2012). Unlike stable corporate communication, entrepreneurial communication demands an agile command of "venture narratives" where specific linguistic and rhetorical choices directly correlate with resource acquisition and organizational survival. Moreover, the globalized nature of modern startup hubs means that these complex communicative tasks are increasingly performed across linguistic and cultural boundaries, making dynamic communicative proficiency a core determinant of international entrepreneurial success.

1.2. Conventional Communication Competence Frameworks and Their Limitations

The theoretical foundation of communication competence in LSP has long been anchored in foundational models such as those proposed by Hymes (1972) and later expanded by Canale and Swain (1980). These classic frameworks deconstruct communicative competence into linguistic, sociolinguistic, discourse, and strategic competencies. While these models have effectively guided LSP curriculum design and assessment for decades, they possess a fundamental limitation: they were conceptualized under the assumption of a purely human-to-human interactional dyad.

In the contemporary digital era, this traditional dyad is being structurally disrupted by artificial intelligence. Conventional frameworks treat the communicator as an isolated human agent who possesses and deploys internal linguistic knowledge. They fail to account for emerging professional environments where communication is co-constructed, augmented, or mediated by advanced algorithmic agents, such as Large Language Models (LLMs) and generative AI chatbots (Dwivedi et al., 2023). Consequently, there is an urgent theoretical gap in LSP literature. The existing frameworks are ill-equipped to explain how an entrepreneur's communicative competence is altered, enhanced, or challenged when they rely on generative AI to co-create high-stakes professional discourse. Therefore, a theoretical shift toward an "AI-augmented" competence model is not merely additive, but epistemologically necessary to align LSP theory with the digital realities of modern entrepreneurship.

2. The Disruptive Role of Generative AI Chatbots in Entrepreneurial Discourse

The integration of generative artificial intelligence (AI) and Large Language Models (LLMs) into the entrepreneurial ecosystem marks a profound paradigm shift in how specialized business texts are produced, conceptualized, and disseminated. Historically, technological interventions in professional writing and Languages for Specific Purposes (LSP) were confined to mechanical and assistive functions, such as orthographic correction, syntactic refinement, and basic machine translation (Gotti, 2011). In this traditional configuration, human agency remained the sole source of rhetorical intent, structural organization, and socio-pragmatic positioning. However, the emergence of advanced conversational agents, such as ChatGPT and Claude, has structurally ruptured this linear model by introducing "linguistic automation" a phenomenon where algorithms function as active co-creators of complex textual genres (Feuerriegel et al., 2024). In entrepreneurial communication, where linguistic output is directly tied to resource acquisition and venture survival, this shift from passive editing to active autonomous text generation introduces both unprecedented cognitive optimization and severe rhetorical vulnerabilities.

From a functional perspective, generative AI chatbots serve as powerful computational engines for accelerating the production of specialized entrepreneurial discourse. These models are trained on massive textual corpora, allowing them to instantly replicate the structural conventions, syntactic patterns, and lexical choices of established business genres, ranging from executive summaries and venture capital pitches to customer acquisition emails (Dwivedi et al., 2023). By absorbing the communicative logistics of text generation, AI lowers the barrier to entry for early-stage founders, particularly non-native English speakers who may lack the explicit genre familiarity or linguistic capital required to navigate Anglo-centric investor networks. This enables entrepreneurs to achieve immediate structural alignment with market expectations, transforming raw business ideas into polished, conventional corporate prose with unprecedented speed.

Despite these logistical advantages, the uncritical deployment of generative AI introduces severe disruptions to the qualitative integrity of entrepreneurial discourse. Because LLMs operate on probabilistic prediction generating text based on the most statistically likely sequence of words their outputs are inherently biased toward linguistic standardization and collective consensus. When applied to entrepreneurship, this algorithmic normativity results in "rhetorical homogenization," characterized by a pervasive lack of authentic brand voice, stylistic flatness, and the eradication of the creative idiosyncrasies that differentiate a novel project in a crowded market. Furthermore, conversational AI models possess no intrinsic understanding of localized, synchronous socio-pragmatic realities; they cannot perceive the interpersonal dynamics, shifting emotional cues, or subtle cultural sensitivities that define real-time human negotiation. Consequently, an over-reliance on raw, unmediated AI text generation threatens to erode the foundational mechanism of entrepreneurial communication, producing discourse that is structurally flawless yet rhetorically hollow, and detached from the psychological authenticities required to build institutional trust.

3. The Proposed AI-Augmented Entrepreneurial Communication Competence Framework

The structural disruption of the traditional human-to-human interactional dyad necessitates a radical epistemological revision of communicative competence within the literature of Languages for Specific Purposes (LSP). To address this paradigm shift, this study proposes the AI-Augmented Entrepreneurial Communication Competence Framework, a hybrid conceptual model that redefines proficiency not as an isolated human trait, but as a symbiotic, human-in-the-loop partnership where human cognitive agency tightly governs algorithmic text generation. This framework systematically reconstructs the four classic dimensions of communicative competence linguistic, socio-pragmatic, discourse, and strategic—by aligning them with the unique operational realities of generative AI co-creation. In this expanded configuration, communicative success depends entirely on the entrepreneur's ability to transition from a passive consumer of automated outputs to an active rhetorical conductor who possesses both the technical aptitude to direct the machine and the critical intellect to audit its products.

Within this hybrid framework, the traditional definition of linguistic competence undergoes a profound evolution, shifting from the internal cognitive mastery of grammatical structures and vocabulary to the strategic execution of prompt engineering as a core rhetorical skill. In an AI-augmented environment, the entrepreneur does not merely generate text from memory; rather, they must translate their communicative intent into highly precise, contextual, and structurally optimized algorithmic instructions (Dwivedi et al., 2023). This requires an advanced meta-linguistic awareness, wherein the human agent systematically manipulates lexical registers, syntactic parameters, and stylistic constraints within the prompt to force the Large Language Model (LLM) to produce specialized genres that align with market expectations. Consequently, linguistic competence becomes an exercise in co-constructive orchestration, where grammatical precision is automated by the machine, but rhetorical precision remains entirely dictated by the human operator's capability to instruct the algorithm. For example, instead of allowing an LLM to generate a generic pitch using passive verbs, a linguistically competent entrepreneur structures a prompt that forces the machine to use active, high-impact lexical markers of entrepreneurial orientation, explicitly specifying constraints such as "Write a 150-word venture capital opening statement using the lean startup terminology, adopting a bold, authoritative tone, and utilizing active, persuasion-driven verbs."

Simultaneously, socio-pragmatic competence emerges as the critical human anchor within the framework, serving as the primary mechanism for compensating for the intrinsic cognitive limitations of generative AI models. While an LLM can flawlessly replicate the formal conventions of corporate language, it possesses no organic understanding of synchronized social realities, localized cultural idioms, or the shifting emotional dynamics of human interaction (Huang & Rust, 2018). It is here that the entrepreneur's evaluative agency becomes non-negotiable. Human communicators must actively audit AI-generated drafts to ensure strategic socio-pragmatic alignment, injecting the necessary emotional intelligence, cultural sensitivity, and psychological resonance required to build relational trust with highly skeptical stakeholders. Human socio-pragmatic governance acts as a filter that strips away the clinical, detached, and standardized tone of raw algorithmic prose, transforming generic text into a highly personalized and culturally adaptive instrument of persuasion. A clear manifestation of this competence occurs when an entrepreneur reviews an AI-generated cold-email intended for a conservative institutional investor in Germany; while the machine might output a direct, transaction-heavy American-style pitch, the socio-pragmatically competent founder intervenes to manually adjust the text, inserting localized politeness markers, establishing formal academic registers, and restructuring the proposal to match the culturally specific risk-aversion and structural hierarchy of the target recipient.

Furthermore, the dimension of discourse competence is structurally redefined to encompass the collaborative management of textual cohesion and coherence across hybrid text-production workflows. In traditional LSP, discourse competence refers to the human ability to arrange words, sentences, and paragraphs to create meaningful genres (Bhatia, 1993). In the AI-mediated paradigm, this competence mutates into a critical capacity for structural orchestration, where the entrepreneur must skillfully integrate human-written narratives with algorithmically generated segments. The founder must critically evaluate the global coherence of the text, ensuring that the AI's probabilistic outputs do not introduce structural contradictions, logical gaps, or stylistic inconsistencies that disrupt the overall communicative objective. Discourse competence thus becomes an advanced editing and architectural skill, ensuring that the final text flows as a unified, seamless rhetorical body rather than a fragmented compilation of human and machine inputs. For instance, when constructing a comprehensive digital crowdfunding campaign page, the entrepreneur utilizes the LLM to generate dense technical descriptions of the product, but manually weaves in their own organic, deeply personal founder's journey narrative. Discourse competence is executed when the entrepreneur successfully bridges these two disparate text blocks, smoothing out the stylistic transitions between the raw human prose and the polished algorithmic text, thereby maintaining perfect narrative flow, thematic continuity, and generic integrity throughout the document.

Finally, strategic competence is repositioned as a vital defense mechanism against the pervasive risks of algorithmic hallucination, factual inaccuracy, and rhetorical homogenization. Traditionally used to overcome communicative breakdowns or language gaps (Canale & Swain, 1980), strategic competence in the digital era functions as an intellectual safeguard. Because generative AI models operate on statistical probabilities rather than factual comprehension, they routinely invent data points, generate synthetic references, or default to highly repetitive, generic professional clichés (Feuerriegel et al., 2024). The entrepreneur must deploy evaluative and hybrid competence to aggressively interrogate the machine's outputs, executing real-time cognitive interventions to correct logical fallacies, verify structural accuracy, and override generic rhetoric. Ultimately, this hybrid framework demonstrates that strategic competence is no longer a tool for self-correction, but a rigorous, human-driven quality control mechanism that preserves the intellectual integrity, legitimacy, and authentic vision of the entrepreneurial venture. An operational example of this competence involves a founder preparing an investment memorandum; the LLM, trying to optimize the text for a persuasive market overview, fabricates a statistical growth rate or cites a non-existent market research report. The strategically competent entrepreneur detects this structural vulnerability, immediately halts the automated drafting process, manually replaces the hallucinated data with verified empirical evidence from a legitimate database, and strips away the overly hyped algorithmic adjectives to protect the venture's cognitive legitimacy from severe reputational damage.

4. Strategic Applications and the Discursive Shift in Corporte Communication

4.1. The Strategic Discursive Shift from Pitching to Institutional Governance

The scaling trajectory of a venture demands a highly strategic "discursive shift," wherein the organization's language must transition from the aggressive, vision-driven, and hyper-persuasive registers of early-stage resource acquisition to the heavily regulated, structured, and formal registers of institutional governance (Cornelissen, 2020). During the initial phases of the venture life cycle, entrepreneurial discourse is primarily oriented toward disrupting existing market paradigms and capturing the attention of venture capitalists and crowdfunding communities. This early discourse relies heavily on emotionalized, narrative-rich, and future-oriented pitches designed to signal high entrepreneurial orientation (Garbuio & Dressel, 2019). However, as the entity embeds itself within broader macroeconomic networks, it faces rigorous scrutiny from a vastly more diverse and critical configuration of external stakeholders—including institutional investors, regulatory bodies, traditional media, and public entities. These stakeholders reject speculative hyperbole and demand communicative outputs characterized by bureaucratic precision, standardized nomenclature, and risk-averse transparency.

To operationalize this discursive shift using generative AI, the entrepreneur must transition from prompting models for creative ideation to forcing strict adherence to corporate registers. In the early stages, the co-creative dynamic between the human founder and the LLM focuses on optimizing linguistic indicators of innovativeness, risk-taking, and proactiveness to craft highly persuasive narratives (Shane & Venkataraman, 2000). For example, a founder might instruct an AI agent to analyze successful Silicon Valley pitch decks to create a compelling narrative around a novel software solution, blending emotional urgency with market disruption. Conversely, when that same venture reaches late-stage expansion and is legally mandated to produce quarterly financial disclosures or formal corporate statements, the linguistic strategy must fundamentally change. The entrepreneur must deploy their discourse competence to prompt the AI to strip away subjective hype and speculative projections, enforcing an absolute alignment with corporate communication standards. Through this strategic pivot, AI-mediated communication becomes an essential scalability tool, allowing the expanding firm to maintain structural agility while ensuring its organizational texts meet the exacting stylistic and semantic standards expected within institutionalized markets.

4.2. Algorithmic Standardization versus Entrepreneurial Storytelling

The integration of Large Language Models into corporate communication networks introduces a continuous tension between the efficiency of "algorithmic standardization" and the distinct authenticity of "entrepreneurial storytelling." Generative AI models are fundamentally optimized to produce text based on probabilistic consensus, meaning they naturally default to the most statistically conventional and stylistically safe professional language available in their training data (Dwivedi et al., 2023). For corporate communication departments tasked with producing massive volumes of routine text—such as investor relations updates, internal policy guidelines, and standard shareholder emails—this algorithmic normativity is highly advantageous. It ensures absolute stylistic compliance, minimizes grammatical variance, and enforces a uniform corporate identity across all outward-facing documentation with unprecedented speed.

However, an uncritical reliance on this standardized algorithmic prose presents a severe rhetorical threat to expanding ventures that still rely on the distinct charisma of founder identity to maintain market differentiation. If every scaling startup utilizes identical conversational agents to generate its corporate narratives, the market experiences a severe "rhetorical homogenization," where individual brand voices are erased in favor of a clinical, indistinguishable, and generic corporate dialect. To resolve this tension, the augmented framework requires the entrepreneur to act as an active editorial filter. For instance, when constructing a comprehensive digital campaign page or an annual stakeholder review, the entrepreneur utilizes the LLM to generate the dense, highly technical descriptions of the firm's operational infrastructure. However, the founder must manually weave in their own organic, deeply personal narrative elements. Discourse competence is successfully executed when the entrepreneur bridges these two disparate text blocks, smoothing out the transitions between raw human prose and polished algorithmic text, thereby maintaining perfect narrative flow, thematic continuity, and generic integrity.

4.3. Constructing Institutional Legitimacy through Hybrid Discourse

The primary objective of managing this AI-governed discursive shift is the strategic construction and maintenance of organizational legitimacy across distinct institutional fields. In corporate communication theory, legitimacy is not an inherent right but a vital socio-cognitive asset that depends entirely on the perceived congruence between the organization’s public behaviors and the shared values of its operational environment (Suchman, 1995). Highly standardized, algorithmically generated corporate texts possess an inherent capability to facilitate "cognitive legitimacy" because they automatically mirror the conventional, institutionalized genres that market gatekeepers associate with stability, maturity, and low systemic risk (Pollack et al., 2012). By utilizing AI to flawlessly adopt the structural expectations of institutional communication, a young scaling venture can effectively signal to the market that it possesses the administrative capacity and professional maturity of a legacy corporation.

Despite these advantages, an over-reliance on pure automation can severely compromise "moral and relational legitimacy" if external stakeholders perceive the corporate voice to be a synthetic, hollow imitation devoid of genuine ethical responsibility. To successfully construct multi-dimensional institutional legitimacy, the scaling entrepreneur must implement a rigorous hybrid approach to text production. For example, when an expanding AI-driven healthcare venture communicates a highly sensitive data-privacy update to institutional partners and regulatory authorities, the founder must utilize an LLM to guarantee absolute, flawless conformity with complex international regulatory frameworks. However, the founder must then manually interpolate personalized executive commitments, localized historical context, and direct human accountability regarding ethical data usage into the document. This symbiotic orchestration ensures that the final corporate discourse achieves two simultaneous goals: it satisfies the algorithmic, rule-bound metrics of institutional compliance while retaining the distinct human signature of ethical governance necessary to secure long-term systemic trust.

5. Discursive Identity and the Authenticity Paradox

The pervasive utilization of generative artificial intelligence within entrepreneurial ecosystems alters not only the speed of text production but also the foundational architecture of organizational identity. In professional

discourse, identity is a fluid, linguistically constructed artifact that is continuously negotiated through communicative choices, stylistic registers, and rhetorical performance (Mautner, 2016). When an algorithm becomes the primary mechanism for generating these organizational texts, the venture enters a state of tension known as the "Authenticity Paradox." This paradox manifests when the pursuit of communicative efficiency and structural perfection through Large Language Models threatens to erode the unique, raw, and idiosyncratic human elements that stakeholders particularly early-stage investors associate with founder commitment and relational honesty. Navigating this paradox requires a profound theoretical understanding of how discursive identity is preserved when human agents co-create texts with statistical language software.

5.1. The Erosion of Founder Charisma and Rhetorical Homogenization

The primary rhetorical risk of unmediated algorithmic text production is the structural erosion of founder charisma and the subsequent democratization of corporate language into a state of "rhetorical homogenization." Large Language Models are built on probabilistic consensus, which forces their outputs to default to the most statistically predictable, safe, and conventional professional prose available within their training datasets (Dwivedi et al., 2023). When applied to entrepreneurship, where market survival depends entirely on establishing a distinct, innovative, and highly differentiated organizational identity, this algorithmic normativity presents a severe strategic vulnerability. It erases the subjective nuances, passion-driven lexical items, and creative linguistic deviations that historically characterize the "founder's voice."

When scaling startups adopt identical conversational agents to generate their communicative outputs, their collective corporate discourse suffers from a loss of qualitative distinctiveness. Founder identity ceases to be a dynamic, heterogeneous signal of passion and novelty, mutating instead into a clinical, sterile, and indistinguishable generic professional dialect. This mechanical uniformity compromises what organizational theorists call "legitimate distinctiveness"—the critical ability of a venture to signal that it is both structurally plausible within market conventions and rhetorically unique enough to capture value (Navis & Glynn, 2011). For example, if a founder relies entirely on raw AI outputs to generate an investor update, the resulting document may be grammatically flawless and syntactically balanced, but it will lack the raw emotional resonance, spontaneous narrative energy, and subjective vision necessary to project authentic leadership, ultimately rendering the venture rhetorically invisible in a crowded marketplace.

5.2. Navigating the Human-in-the-Loop Philosophy in Professional Prose

To counteract the descriptive flattening caused by algorithmic standardization, the proposed framework integrates a rigorous "human-in-the-loop" philosophy, positioning the human entrepreneur as an active, critical auditor who asserts cognitive and linguistic agency over machine-generated text. In this symbiotic model, text production is divided into a strategic hierarchy: the Large Language Model manages the operational logistics of composition—such as structural formatting, grammatical precision, and corporate stylistic conformity—while the human entrepreneur retains exclusive control over the injection of socio-emotional nuance, contextual subjectivity, and strategic vulnerability. Human agency is deployed not merely to correct errors, but to purposefully introduce stylistic irregularities, localized narratives, and empathetic framing that the algorithm cannot compute.

Operationalizing this philosophy requires the entrepreneur to treat AI drafts as malleable behavioral canvases rather than finalized rhetorical products. The competent communicator systematically audits the machine's prose to insert elements of "communicative vulnerability"—such as acknowledging specific operational failures, sharing localized historical background, or articulating a deeply personal ethical commitment to a shared socio-cultural value. For instance, when constructing a sensitive organizational response to a product delay, a purely automated text might yield a defensive, risk-averse, and legally sterile corporate cliché. A human-in-the-loop approach allows the founder to accept the AI's structural organization but manually re-introduce raw, unfiltered empathetic phrases and direct accountability statements. This active intervention ensures that the final text preserves the human psychological authenticity necessary to sustain intercultural connections and relational depth across professional networks.

5.3. Maintaining Systemic Trust and Cognitive Legitimacy

The ultimate structural objective of safeguarding discursive identity within hybrid writing systems is the preservation of systemic trust and multi-dimensional organizational legitimacy. Modern economic markets operate on sophisticated evaluative mechanisms where professional stakeholders, gatekeepers, and investors possess highly acute, historically conditioned expectations regarding corporate communication (Suchman, 1995). As generative AI becomes democratized, market gatekeepers are developing an acute awareness of algorithmic prose, often demonstrating a psychological counter-reaction marked by skepticism toward texts that feel overly polished, emotionally vacant, or discursively mass-produced. Consequently, an over-reliance on unmediated automation risks triggering a severe legitimacy crisis, where the venture is perceived as intellectually lazy, rhetorically fraudulent, or structurally deceptive.

Conversely, empirical research in cognitive psychology indicates a phenomenon known as "algorithm appreciation," where humans willingly accept and trust algorithmic outputs when they are framed as precise, data-driven optimization tools (Logg et al., 2019). The proposed framework capitalizes on this dynamic by advocating for a visible, balanced hybrid discourse. By combining the data-driven precision, logical clarity, and structural perfection of AI-generated content with the visible, legally accountable, and emotionally authentic governance of human authorship, the venture constructs a highly resilient form of cognitive legitimacy. For example, when an expanding entrepreneurial venture presents a complex technological proposal to an institutional board, it utilizes AI to guarantee absolute technical accuracy and structural compliance, while explicitly anchoring the narrative in the founder's verified historical record and ethical judgment. This balanced hybrid configuration reassures stakeholders that the organization possesses both the cutting-edge computational capacity to scale its operational infrastructure and the authentic human integrity to honor its relational contracts.

Conclusion

This paper has systematically interrogated the profound socio-linguistic and structural disruptions occurring at the intersection of generative artificial intelligence, corporate communication, and Languages for Specific Purposes (LSP) within entrepreneurial ecosystems. By confronting the epistemological limitations of traditional communicative competence models which were fundamentally predicated on a purely humaninteractional dyad this study has introduced a novel conceptual paradigm. The AI-Augmented Entrepreneurial Communication Competence Framework shifts the academic discourse away from binary debates of technological substitution versus complete rejection. Instead, it theorizes specialized competence as a hybrid, symbiotic human-machine dyad. Within this framework, the raw, automated generative capacity of Large Language Models is tightly governed by the critical, strategic, and evaluative agency of the human entrepreneur. This approach ensures that text production transitions from mechanical automation to a sophisticated exercise in rhetorical orchestration, where prompt engineering operates as a core linguistic skill and evaluative critical analysis acts as a safeguard for institutional legitimacy.

The forward-looking trajectories established in this study highlight that as a scaling venture transitions from early-stage, persuasive investor pitches to highly regulated corporate communication networks, language and communication cease to be mere tools for information transmission. Rather, they mutate into a primary form of "linguistic capital" that directly underpins organizational identity and institutional trust. However, this digital transformation introduces a critical "Authenticity Paradox." As corporate and entrepreneurial discourse becomes more algorithmically optimized and stylistically flawless, it concurrently risks becoming rhetorically homogenized, stripping away the distinct, subjective nuances and emotional resonance that define authentic founder identity. To mitigate this risk, future strategic communication must prioritize a "human-in-the-loop" philosophy. Human agents must actively exercise linguistic agency, purposefully injecting raw human vulnerability, localized narratives, and socio-pragmatic adaptability into machine-generated prose to prevent the clinical detachment of fully automated corporate outputs.

Moving forward, the stuctural evolution of generative AI capabilities will continuously redefine the fluid boundaries of hybrid linguistic competence. Future empirical and longitudinal research must transition this

conceptual framework into empirical spaces, utilizing corpus linguistics and experimental methodologies to measure stakeholder and investor trust when confronting augmented versus purely human business discourse. Ultimately, this study concludes that the future of specialized professional communication does not belong to the algorithm alone, but to the hybrid professional who possesses the linguistic competence to command the machine while maintaining the authentic, empathetic, and ethical judgment that remains exclusively the domain of human communication.

Recommendations and Future Trajectories

Based on the theoretical models and structural shifts analyzed throughout this study, specific forward-looking trajectories must be pursued to bridge the current gap between applied linguistic theory and the digital realities of the global entrepreneurial economy. These recommendations provide actionable pathways for transforming both educational architectures and empirical research methodologies.

- Pedagogical Innovations in Entrepreneurial LSP Curricula

Within the framework of professional training and language education, academic departments must comprehensively redesign English for Specific Purposes (ESP) and Français sur Objectifs Spécifiques (FOS) curricula to mirror contemporary co-creative writing environments. Traditional pedagogical methods that reward mechanical sentence imitation or rigid template reproduction are insufficient in an ecosystem where technological software instantly guarantees syntactic perfection. Instead, instructional goals must pivot toward cultivating high-level evaluative and meta-linguistic capabilities. Instructors should integrate strategic command construction as a fundamental rhetorical sub-discipline within business communication programs. Students must be trained to articulate sophisticated communicative intents, manipulate lexical registers, and establish precise situational boundaries within their prompts to force automated systems to generate specialized corporate genres that satisfy strict market standards.

Furthermore, to foster the advanced language proficiencies required to drive modern workforce employability and venture resilience, training frameworks must place a massive emphasis on critical textual auditing. Language classrooms should function as hybrid analytical laboratories where students are trained to systematically dissect machine-generated corporate texts to diagnose structural vulnerabilities, logical inconsistencies, and factual inaccuracies. This pedagogical intervention ensures that future founders and enterprise communicators graduate not as passive users of mass-produced text, but as active discursive architects. They must develop the critical skill to manually infuse emotional intelligence, nuanced politeness indicators, and distinct cultural dynamics into automated drafts, thereby safeguarding organizational authenticity and ensuring long-term relational trust across international business networks.

- Methodological Trajectories for Discourse Analysis and Multilingual Systems

From an empirical research perspective, the convergence of specialized business communication and automated text generation necessitates an immediate expansion of language needs analysis within startup ecosystems. Researchers should deploy advanced, corpus-based methodologies to assemble and scrutinize expansive, longitudinal datasets composed of AI-assisted entrepreneurial texts, such as global crowdfunding pages, venture capital proposals, and digital corporate disclosures. By systematically evaluating these hybrid corpora against both purely human-authored texts and unedited automated drafts, scholars can isolate the precise linguistic variables—such as syntactic density, metaphorical complexity, and persuasive appeal—that statistically drive market success and resource acquisition.

Finally, future research must aggressively investigate the cross-linguistic and intercultural dimensions of augmented communication within multilingual commercial environments. Because prominent text-generation models are fundamentally optimized on English-centric historical data, intensive field studies are required to

evaluate how this framework operates within non-English systems, particularly in Français sur Objectifs Spécifiques (FOS) and regional multilingual commercial hubs. Future investigations must critically explore whether the democratized use of automated corporate prose inadvertently accelerates a globalized, Westernized homogenization of professional discourse, or if algorithmic configurations can be calibrated to support and preserve localized rhetorical traditions, idiom variations, and distinct cultural interaction styles. Longitudinal studies tracking how external stakeholders and global investors psychologically evaluate and react over time to varying levels of automated will further refine the boundaries of authentic professional authorship in an increasingly automated world.

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