

Assessing LLM-assisted genre analysis beyond the English context: The case of Italian CEO statements

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Abstract

Recent studies have demonstrated the potential of using large language models (LLMs) in analyzing the rhetorical structure of specific genres. However, these investigations have primarily focused on English-language contexts. The current study extends this line of research by exploring LLMs' capabilities in analyzing non-English texts, specifically examining Italian CEO statements as a case study. The experimental data comprises 30 Italian CEO statements from corporate social responsibility (CSR) reports, which were subdivided into S1, S2, and S3 to be used in three iterative stages: a) prompt design; b) initial tests and prompt refinement; and c) follow-up tests. Results indicate that Claude 3.5 Sonnet outperformed GPT-4o in annotating moves in Italian texts in all tests. Moreover, including additional examples in the prompt can help improve the performance of the LLMs, especially GPT-4o. Impressively, when incorporating human verification for inconsistent cases between the two models, annotation accuracy exceeded 90% in all tests. The results highlight the promising potential for using LLMs to automate the creation of multilingual corpora annotated with moves, which could serve as valuable resources for genre-based writing instruction.

Keywords: Genre analysis, LLM-assisted move analysis, corpus annotation, Italian CEO statements.

Resumen

Evaluación del análisis de género asistido por modelos extensos de lenguaje (LLM) más allá del contexto inglés: el caso de las declaraciones de los directores ejecutivos italianos

Estudios recientes han demostrado el potencial del uso de modelos extensos de lenguaje (LLM, por sus siglas en inglés) en el análisis de la estructura retórica de

géneros específicos. Sin embargo, estas investigaciones se han centrado principalmente en contextos lingüísticos en inglés. El presente estudio amplía esta línea de investigación explorando las capacidades de los LLM en el análisis de textos en otras lenguas mediante el análisis de las declaraciones de directores ejecutivos italianos como caso de estudio. Los datos experimentales comprenden 30 declaraciones de directores ejecutivos italianos extraídas de informes de responsabilidad social corporativa, que se subdividieron en S1, S2 y S3 para su uso en tres etapas iterativas: a) diseño de *prompts*; b) pruebas iniciales y perfeccionamiento de *prompts*; y c) pruebas de seguimiento. Los resultados indican que Claude 3.5 Sonnet superó a GPT-4o en la anotación de movimientos en textos italianos en todas las pruebas. Además, la inclusión de ejemplos adicionales en el *prompt* puede ayudar a mejorar el rendimiento de los LLM, en especial el de GPT-4o. Sorprendentemente, al integrar la verificación humana en los casos de inconsistencias entre los dos modelos, la precisión de las anotaciones superó el 90 % en todas las pruebas. Los resultados ponen de relieve el potencial prometedor del uso de LLM para automatizar la creación de corpus multilingües anotados con movimientos, que podrían servir como recursos valiosos para la enseñanza de la escritura basada en géneros.

Palabras clave: Análisis de género, análisis de movimientos asistido por LLM, anotación de corpus, declaraciones de directores ejecutivos italianos.

1. Introduction

Genre has notably become a key concept in applied linguistics, especially within the area of second language writing, which has witnessed impressively steady growth of research over the past three decades (Cheng, 2018; Hakim, 2023; Hyland, 2004; Martínez Lirola & Tabuenca Cuevas, 2008; Tardy, 2019). A genre is typically characterized by a set of rhetorical moves, defined as “discoursal or rhetorical units performing coherent communicative functions in texts” (Swales, 2004, pp. 228-229). More specifically, the analysis of moves aims to gain a deeper understanding of a genre by skillfully demystifying its local communicative purposes that contribute to its overall communicative purpose(s). What makes this approach pedagogically valuable is that such genre knowledge seeks to support novices toward becoming members of a discourse community by facilitating their “effective use of established genres within that community” (Swales, 1990, p. 81).

Turning to more recent developments, in the last two decades, corpus-based move analysis has gained popularity among genre scholars (Biber et al., 2007; Feng, 2019; Upton & Cohen, 2009), as it provides valuable insights into

genre-specific language choices, aiding in developing genre prototypes for teaching (Biber et al., 2007). Genre-specific corpora, especially when annotated with rhetorical moves, can inform genre pedagogies by offering learners evidence of typical genre patterns from naturally occurring, authentic linguistic data (Hyland, 2024). However, despite their pedagogical potential, move-annotated corpora remain scarce, particularly in non-English contexts, most likely due to the limited research resources needed for the labor-intensive annotation process.

Encouragingly, this challenge may now be addressable, as recent studies have demonstrated the potential of LLMs in assisting with move analysis (Kim & Lu, 2024; Yu, Bondi & Hyland, 2024). In the academic domain, Yu, Bondi and Hyland (2024) found that GPT-4/Copilot effectively annotated research article abstracts using a five-move scheme (namely, background, purpose, method, results and conclusion). Similarly, Kim and Lu (2024) investigated GPT-3.5/ChatGPT's ability to annotate research article introductions using a move-step scheme adapted from Swales' (1990) Create-a-Research-Space model. Remarkably, their experiments showed annotation accuracies of 92.3% for moves and 80.2% for steps after fine-tuning the GPT-3.5/ChatGPT base model. Extending beyond academia, Yu (2025) assessed the feasibility of LLM-assisted move annotation in the business context, specifically for CEO messages in corporate social responsibility reports. The study reports that GPT-4/ChatGPT produced annotation results with 87.14% accuracy, which improved to 95.76% after human verification of inconsistencies between two rounds of annotations. Thus, these studies have demonstrated the potential of using LLMs to create move-annotated corpora.

Nevertheless, these studies have primarily focused on English, a high-resource language that significantly contributes to the training of many LLMs. Consider that studies on other types of task report that LLMs generally perform better for English than other languages (e.g., Lai et al., 2023). This performance disparity raises questions about the potential application of LLMs for move annotation tasks in non-English languages, an area that remains largely unexplored.

To address this gap, this study assesses the feasibility of using LLMs to annotate rhetorical moves in Italian CEO statements from corporate social responsibility (CSR) reports. It should be noted that despite Italian being a language with substantial linguistic resources, it is often underrepresented in

large models released by international companies (Polignano et al., 2024). An explicit example is the Meta LLaMA-2 model, for which Italian language data constitute only a minimal percentage of the training data (Touvron et al., 2023). Despite the underrepresentation of non-English languages in LLMs, recent studies have shown promising results in enhancing LLMs' ability to understand these languages by leveraging their in-context learning ability, that is, by including relevant in-context information through prompting (e.g., Cahyawijaya et al., 2024). To understand LLMs' capabilities in annotating Italian rhetorical units and explore avenues for improvement, this study conducted a series of annotation experiments using two LLMs: GPT-4o and Claude 3.5 Sonnet, which represented two of the most advanced publicly available language models when the experiments commenced. The experiments were designed to address the following research questions:

- RQ1: To what extent do the selected LLMs (GPT-4o and Claude 3.5 Sonnet) demonstrate efficacy in annotating rhetorical moves within Italian CEO statements, and how do their performances compare?
- RQ2: Can the LLMs' annotation performance be enhanced by including annotated examples in prompts?
- RQ3: What are the potential pedagogical applications of LLM-assisted move annotation?

Based on the experimental results, this paper further discusses the opportunities offered by LLMs in supporting genre-based writing instructions, and introduces MoveViewer, a web application that presents multilingual corpora annotated with moves as ready-to-use resources for writing pedagogy.

2. The genre of CEO statements and its move structure

Corporate Social Responsibility (CSR) reports are becoming important tools for business communication, reflecting societal expectations for companies to address their social and environmental impacts. This trend has led to discourse studies exploring how companies utilize CSR reporting to engage with stakeholders and communicate their social responsibility initiatives (e.g., Bhatia, 2012; Breeze & Fernández Vallejo, 2020; Catenaccio, 2012; J. Liu &

Liu, 2023; Yu & Bondi, 2017). In CSR reports, the CEO statement serves as an introductory overview (Rajandran & Taib, 2014) and, being the most-read section (Fuoli & Paradis, 2014), is considered a tool for impression management (Barkemeyer et al., 2014). Due to its rhetorical importance, the CEO statement has been investigated by discourse analysts from various perspectives (Catenaccio, 2012; Fuoli & Paradis, 2014; Hu et al., 2024; J. Liu & Liu, 2023; Rajandran & Taib, 2014). Among the linguistic aspects examined, several studies have focused on its generic structure (Catenaccio, 2012; H. Liu et al., 2019; von Berg, 2013; Wu, 2020). For example, Wu (2020) observes that both Chinese and American CEOs use moves such as “external environment”, “review of corporate achievement”, “CSR value”, “CSR performance”, “CSR commitment”, “forward-looking statement” and “acknowledgement”.

These studies have offered insights into the rhetorical structure of CEO statements in CSR reports. However, the move schemes employed in these studies may not be highly reproducible due to the presence of vaguely defined or overlapping move types. For example, the distinction between the moves “review of corporate achievement” and “CSR performance” identified in Wu’s (2020) study may not be clear-cut for other researchers. This ambiguity would pose a methodological challenge for LLMs in accurately recognizing moves in the genre. Addressing this gap, Yu (2025) has made an attempt to develop a move scheme for English CEO statements in CSR reports that can be effectively recognized by ChatGPT-4. They identified moves through text analysis and refined them through annotation tests with ChatGPT-4, which demonstrated sensitivity to label meanings. The finalized move scheme, complete with refined labels, definitions and examples, was used to create a prompt that enabled ChatGPT-4 to achieve 87.14% accuracy in annotating moves in English CEO statements. Their findings suggest both the capability of LLMs in annotating moves in English and the replicability of the move scheme. Building on this foundation, the present study extends beyond English to examine LLMs’ performance in annotating rhetorical moves in Italian CEO statements.

3. Experiments: Data and methods

A series of experiments were conducted to evaluate LLMs’ ability to annotate rhetorical moves in Italian texts and to evaluate the extent to which

their performance can be enhanced by including relevant examples in the prompt. The models under evaluation were GPT-4o and Claude 3.5 Sonnet, both recognized as world-leading LLMs at the time of investigation. The experiments were conducted in July and August 2024. The dataset consisted of 30 Italian CEO statements in CSR reports released by top-ranking Italian companies in the finance, energy and manufacturing sectors. It was divided into three subsets: S1, S2, and S3, each containing 10 texts (see Supplementary data 1). Detailed information about the dataset is provided in Table 1.

	No. of texts	Words	Sentences
S1	10	9,876	288
S2	10	11,224	293
S3	10	8,145	230

Table 1. Details of the dataset.

The experiments were conducted iteratively using the dataset, following three main stages:

1. Prompt design.
Using S1, this stage aimed to establish an initial prompt (Prompt A, see Supplementary data 2), to condition the LLMs for the annotation task.
2. Initial tests and prompt refinement.
This stage tested the LLMs’ annotation performance on S2 with Prompt A. The evaluation revealed inconsistent annotations by the LLMs, which were used as materials to further prompt refinement, creating Prompt B (see Appendix 2).
3. Follow-up tests.
This stage evaluated how the LLMs performed on S3 when conditioned with Prompt A (original) and Prompt B (refined).

3.1. Prompt design

Prompting is a technique used to condition, or “teach” LLMs to produce desired outputs (P. Liu et al., 2023). The specific prompting strategies employed can vary depending on the tasks assigned to the LLM. For

linguistic annotation tasks, it is fundamental to include three instructive elements in the prompt (e.g., Yu, Bondi & Hyland, 2024): clear indications of the task; explicit definition of the labels to be annotated; and pertinent annotated examples illustrating label use. In addition, specific instructions illustrating particular annotation cases will also be helpful to enhance the LLM's understanding about the annotation task (Yu, Bondi & Hyland, 2024).

In designing the prompt, these instructive elements were carefully considered. Firstly, drawing on the move scheme of English CEO letters identified by Yu (2025), S1 was analyzed and eight moves were identified. Based on this analysis, a nine-label set was established (Table 1): eight labels were used to represent the identified moves, while one additional label, ALTRO “other”, was used to represent cases that did not fit any of the identified moves.

Label/Move type	Definition	Examples
REALIZZAZIONE "accomplishment"	This move reports the company's accomplished actions, operations, achievements, progress, or performance.	Nel 2021 i finanziamenti alla Green e Circular Economy sono più che triplicati rispetto al 2020 arrivando a 8,7 miliardi di euro (11,2% del totale dei finanziamenti del Gruppo), di cui 5,5 miliardi a valere sul Plafond Circular economy. [In 2021, funding for the Green and Circular Economy more than tripled compared to 2020, reaching 8.7 billion euros (11.2% of the Group's total funding), of which 5.5 billion was allocated to the Circular Economy Plafond.]
FORZA "strength"	This move emphasizes the company's strength.	E siamo orgogliosi di essere la prima banca italiana ad aver sottoscritto questo impegno collettivo. [And we are proud to be the first Italian bank to have signed this collective commitment.]
STRATEGIA "strategy"	This move shows the company's strategies, daily practice, plans, or methods for achieving a goal or dealing with a problem.	Tramite i Family Banker ogni giorno diamo infatti risposte concrete a tutti i bisogni finanziari dei nostri client [...]. [Through our Family Bankers, we provide concrete answers to all the financial needs of our clients every day (...).]
OBIETTIVO "objective"	This move presents the company's objectives, goals, missions, visions, or commitments.	Stiamo cercando di contribuire a creare una società che non sia solo più sostenibile, ma anche più inclusiva ed equa. [We are trying to contribute to creating a society that is not only more sustainable, but also more inclusive and equitable.]
VALORE "value"	This move demonstrates the company's values and beliefs.	Consideriamo la diversità una risorsa da salvaguardare e valorizzare sia in azienda, sia in tutte le relazioni con gli stakeholder esterni. [We consider diversity a resource to be safeguarded and valued both within the company and in all relationships with external stakeholders.]
CONTESTO "context"	This move refers to the broader context in which the company operates.	La guerra in Ucraina segna un momento di rottura nella storia europea e mondiale. [The war in Ukraine marks a breaking point in European and world history.]
REPORT "report"	This move presents the company's act of reporting by outlining the report's contents, indicating the guidelines of the report, showing the significance of reporting, or committing to better reporting practice.	Il presente documento ha l'intento di valorizzare i numerosi risultati raggiunti a conclusione del Piano d'Impresa 2018-2021, con una proiezione sugli impegni futuri inclusi nel nuovo Piano d'Impresa 2022-2025. [This document aims to highlight the numerous results achieved at the conclusion of the 2018-2021 Business Plan, with a projection of future commitments included in the new 2022-2025 Business Plan.]
CONNETTERSI "to connect"	This move connects with the readers or stakeholders by greeting them, thanking them, giving wishes, or inviting them to read the report, etc.	Cari Stakeholder [Dear Stakeholders]
ALTRO "other"	This label should be used when none of the other labels are suitable.	Da quando sono stato nominato AD di UniCredit, non ho mai fatto mistero della mie ambizioni per la nostra banca: sono convinto che noi possiamo essere la banca per il futuro dell'Europa. [Since I was appointed CEO of UniCredit, I have never made a secret of my ambitions for our bank: I am convinced that we can be the bank for the future of Europe.]

Table 2. The nine-label set for the move annotation task on Italian CEO statements.

Secondly, examples were carefully selected from S1: 18 sentence-level examples (two for each rhetorical move), and one text-level example annotated with the given labels. Thirdly, specific instructions were added to emphasize that the annotation should be done at sentence level, prioritizing the function of the main clause. These steps culminated in the creation of Prompt A, which contains four key instructions:

1. the first instruction provides a basic description of the task, definitions of each label, and two examples for each label;
2. the second instruction presents a fully annotated example of a CEO statement (see ISTRUZIONE 2 “instruction 2” in Appendix 2);
3. the third instruction illustrates that the annotation should prioritize the main clause for move identification (see ISTRUZIONE 3 in Appendix 2);
4. the fourth instruction emphasizes that each sentence should be assigned one label (see ISTRUZIONE 4 in Appendix 2).

The third and fourth instructions were formulated based on specific considerations regarding the potential presence of multiple moves in a sentence and the model's performance in multi-label prediction tasks. While a single sentence may contain multiple rhetorical functions distributed across main and subordinate clauses, preliminary testing revealed that the models struggled with consistent multi-label sentence annotation. Analysis of sample texts indicated that the primary communicative function typically manifested in the main clause. Consequently, this study prioritized annotating main clauses. This methodological decision, however, presents limitations as it may not fully capture functional units present in subordinate clauses. A potential solution would be to implement a hierarchical annotation approach, incorporating a secondary analysis of intra-sentential units to identify potential “sub-moves” or “steps”.

In exploratory trials on S1, Prompt A effectively conditioned the models to perform the annotation task. Figure 1 presents an extract of annotations generated by GPT-4o. The efficacy of Prompt A was then further tested on S2 in Stage 2.

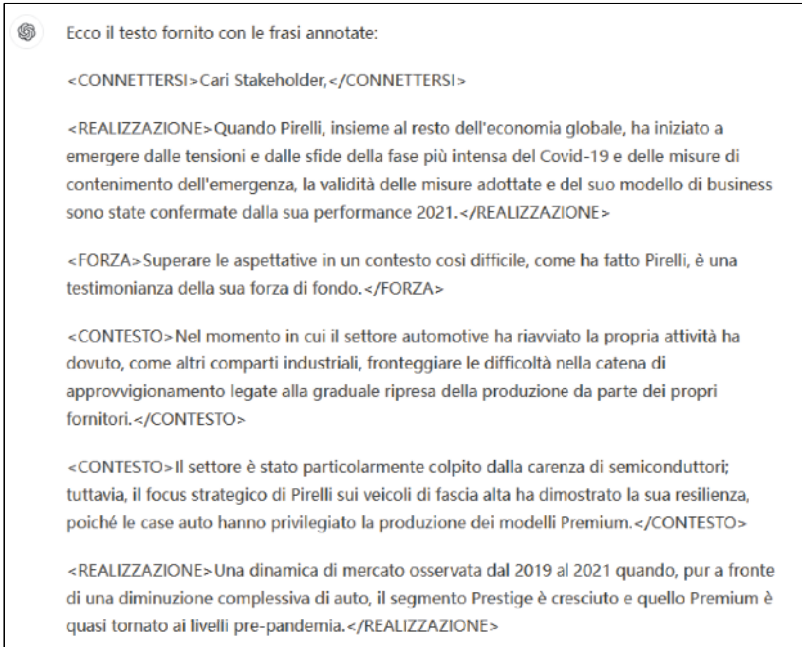


Figure 1. An extract of annotations generated by GPT-4o conditioned with Prompt A.

3.2. Initial tests and prompt refinement

In this stage, S2 was used to test the annotation performance of GPT-4o and Claude 3.5 Sonnet when they were conditioned with Prompt A. The annotation outputs were generated by using the API of the two models through a Python-based program called Move Annotator (Figure 2). The annotation of ten texts took approximately five minutes and cost about 0.6 dollars. The complete set of annotation outputs can be found in Supplementary data 3.

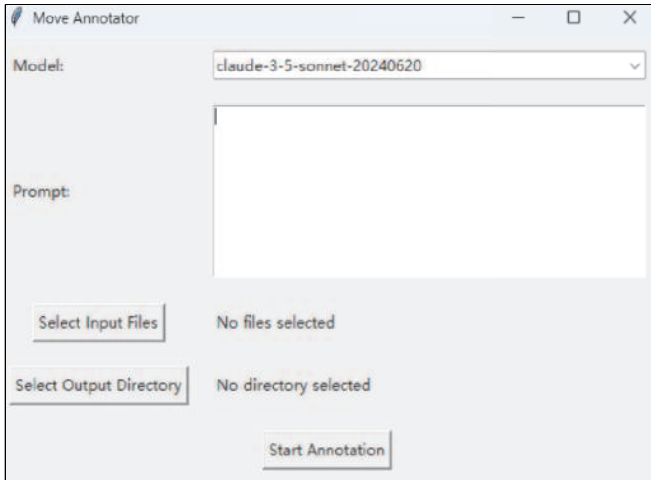


Figure 2. The user interface of the Move Annotator program.

The annotated outputs were evaluated in terms of sentence-level accuracy, which refers to the ratio of correctly predicted sentences to the total number of predicted sentences. Three assessors were involved in the evaluation process. Firstly, two assessors independently evaluated the outputs, achieving an agreement percentage of 83.96%. Afterwards, a third assessor was involved to resolve cases any of disagreement, producing the final evaluation results.

Analysis revealed inconsistencies between the annotations generated by the two models, with a disagreement percentage of 32.76%. These inconsistencies often occurred in sentences that did not straightforwardly represent a move. Based on previous research demonstrating LLMs' in-context learning abilities in various tasks (e.g., Cahyawijaya et al., 2024; Yu, Bondi & Hyland, 2024; Yu, Li, Su & Fuoli, 2024), it was hypothesized that providing additional examples could improve LLMs' performance in move annotation. Consequently, I created Prompt B by augmenting Prompt A with nine additional examples, one for each label. These examples were carefully selected from instances where the two models disagreed, with the exception of the CONNETTERSI label, which was consistently assigned in all true cases. To assess the effectiveness of both prompts, Prompt A and Prompt B were then tested on the unseen sub-dataset S3.

3.3. Follow-up tests

In this stage, four separate annotation tests were conducted on S3, respectively using GPT-4o with Prompt A, Claude 3.5 Sonnet with Prompt A, GPT-4o with Prompt B, and Claude 3.5 Sonnet with Prompt B. The complete annotation outputs are available in Supplementary data 3. Similar to the previous stage, the evaluation process involved a panel of three assessors. Initially, two assessors independently evaluated the annotation outputs, reaching an inter-rater agreement of 87.83%. Any disagreements were then resolved by the third assessor. The evaluation results are presented in the following section.

4. Results

The results of the six tests using GPT-4o and Claude 3.5 Sonnet to annotate S2 with Prompt A, S3 with Prompt A, and S3 with Prompt B are presented in Table 3. The data showcase three key metrics: sentence-level accuracy of the annotations; inter-model consistency (IMC) percentage of the two models; and accuracy among IMC cases, where both models made identical move predictions. Key findings are presented and discussed in the following pages.

Metrics	Prompt A_S2	Prompt A_S3	Prompt B_S3
Accuracy/GPT-4o	77.13%	78.70%	84.35%
Accuracy/Claude 3.5 Sonnet	83.23%	86.52%	88.26%
IMC percentage	67.24%	74.35%	71.30%
Accuracy within IMC cases	94.92%	93.57%	95.12%

Table 3. Performance of GPT-4o and Claude 3.5 Sonnet in annotating S2 (sentence = 293) and S3 (sentence = 230) with Prompt A and Prompt B.

4.1. Claude 3.5 Sonnet outperformed GPT-4o in all tests

As illustrated in Figure 3, the accuracy achieved by Claude 3.5 Sonnet was higher than that obtained by GPT-4o in all tests. With Prompt A, Claude achieved an accuracy of 83.23% on S2 and 86.52% on S3, surpassing GPT-4o’s 77.13% and 78.70%. This performance gap was narrowed in the tests with Prompt B, where Claude achieved 88.26% accuracy compared to GPT-4o’s 84.35%. These results suggest that Claude 3.5 Sonnet may be more adept at predicting rhetorical moves in Italian CEO statements, potentially

making it a superior choice for annotating functional units in lower-resource languages.

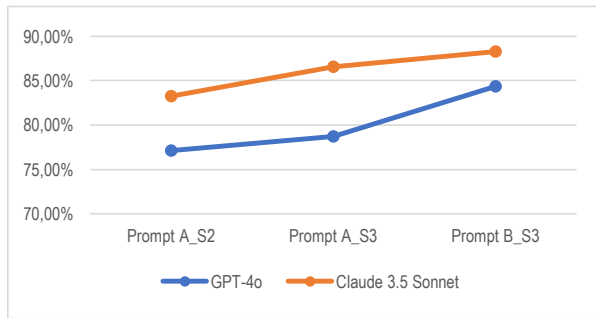


Figure 3. Accuracies of GPT-4o and Claude 3.5 Sonnet in the three test sets.

4.2. The inclusion of examples in the prompt had a greater impact on GPT-4o

Prompt B expanded on Prompt A by including nine additional examples, one for each label. As hypothesized based on previous studies, this addition influenced model performance, with GPT-4o showing a more pronounced improvement. GPT-4o's accuracy in annotating S3 increased from 78.70% to 83.35% with Prompt B (Table 3). In contrast, the improvement for Claude 3.5 Sonnet was less significant, with accuracy rising modestly from 86.52% to 88.26%. This suggests that GPT-4o's in-context learning capability can be effectively leveraged to enhance its performance on the Italian annotation task, bringing it closer to the level of accuracy demonstrated by Claude 3.5 Sonnet.

4.3. Both LLMs performed slightly better on S3 than on S2.

Annotation accuracy is influenced not only by model choice and prompt design but also by the linguistic quality of the texts being annotated. When conditioned with the same prompt (i.e., Prompt A), both models achieved slightly higher accuracy on S3 (GPT-4o: 78.70%; Claude: 86.52%) than on S2 (GPT-4o: 77.13%; Claude: 83.23%), as shown in Table 3. Moreover, the IMC percentage between the two models was higher on S3 (74.35%) than on S2 (67.24%). An analysis of the data showed that sentences where both models consistently made the same move predictions were often straightforward cases with clear and unambiguous meanings, especially those expressed through explicit linguistic markers. Consider, for example:

- (1) *Abbiamo realizzato* a Ravenna il primo deposito di gas liquido che alimenterà il traffico pesante e marittimo abbattendo significativamente le emissioni ambientali sul territorio. (Correctly predicted as REALIZZAZIONE by both models)

[*We have built* in Ravenna the first liquid gas depot that will fuel heavy and maritime traffic, significantly reducing environmental emissions in the area.]

- (2) *Vogliamo* infatti continuare a supportare famiglie e imprese nella realizzazione di progetti di vita, personali e professionali [...]. (Correctly predicted as OBIETTIVO by both models)

[*We want* to continue supporting families and businesses in realizing their personal and professional life projects (...)]

- (3) *Vi invito a leggere* con attenzione il documento, che conferma Edison come operatore responsabile e impegnato nella transizione energetica del Paese. (Correctly predicted as CONNETTERSI by both models)

[*I invite you* to read the document carefully, which confirms Edison as a responsible operator committed to the country's energy transition.]

In contrast, model disagreements frequently arose in scenarios where meanings were unclearly expressed or context-dependent, when different moves were present in subordinate clauses or phrases, when explicit markers of a move were absent, or when confusing markers were present. Consider, for example:

- (4) In questo contesto evolutivo, l'impegno di Nexi non cambia e continua a essere quello di sostenere le banche partner [...] (Correctly predicted as STRATEGIA by Claude 3.5 Sonnet but incorrectly predicted as CONTESTO by GPT-4o)

[In this evolving context, Nexi's commitment remains unchanged and continues to be that of supporting partner banks (...)]

Similarly, the agreement between human raters was higher for S3 (87.83%) compared to S2 (83.96%). This suggests that S3 may contain a larger proportion of straightforward instances, which are easier for both AI models and humans to classify consistently. Notably, sentences that caused disagreements among AI models often corresponded to areas of human disagreement. This correlation is unsurprising, as both human raters and AI models can be challenged by confusing linguistic elements.

4.4. The accuracies of IMC cases were high (over 90%) in all tests

The evaluation reveals a correlation between inter-model agreement and annotation accuracy. In cases where both GPT-4o and Claude 3.5 Sonnet made identical predictions, annotation accuracies reached 94.92% on S2 with Prompt A, 93.57% on S3 with Prompt A, and 95.12% on S3 with Prompt B (Table 3). These high accuracy rates for IMC cases suggest a promising approach for constructing reliable corpora of rhetorical moves by extracting IMC cases through double or multiple move annotation tasks. Such corpora could serve as valuable pedagogical materials for genre-based instruction.

5. Pedagogical applications of the LLM-assisted move annotation approach

The experimental results indicate that move-annotated corpora can be built by first using different models for double annotation and then extracting consistently annotated cases to ensure relatively high accuracy. This approach offers a productive and cost-effective method for creating move-annotated corpora. These move-annotated corpora can provide rich information on the linguistic realization of specific genres and can serve as materials for genre-based writing pedagogies, representing an indirect use of corpora in teaching (Leech, 1997).

As an illustration, we built a corpus of 30 Italian CEO letters from CSR reports with annotated moves for pedagogical use. The corpus is accessible through a Flask web application called MoveViewer, available in the OSF database (see Supplementary data 4). Using a clear and straightforward interface, the web application allows users to select genre, language and rhetorical moves to obtain a list of authentic linguistic instances of the selected move (Figure 4).

Select Rhetorical Moves by Genre and Language

Select Genre:
CEO Statements

Select Language:
IT

Select Move:
<CONNETTERSI>

Sentences for Move: <CONNETTERSI>

Sentences
Cari Stakeholder,
Grazie a tutti in Pirelli e ai nostri Stakeholder per il supporto.
Care lettrici e cari lettori,
Andiamo avanti ancora una volta insieme, perché solo così, lo sappiamo bene, possiamo fare cose straordinarie; tutti noi, specie in momenti come questi ne abbiamo davvero bisogno.
Buona lettura.
Cari Stakeholder,

Figure 4. User interface of MoveViewer searching the CONNETTERSI move in Italian.

As illustrated in Figure 4, MoveViewer enables quick access to linguistic resources related to specific moves, such as CONNETTERSI in CEO statements. This provides an opportunity for learners and instructors to systematically analyze the linguistic characteristics of specific moves “in order to provide details about how different communicative purposes are realized linguistically” (Biber et al., 2007, p. 36), which represents one of the advantages of corpus-based move analysis in comparison to “traditional” move analysis (Biber et al., 2007).

Moreover, LLMs’ capability to recognize non-English languages indicates the possibility for building multilingual move-annotated corpora, which can aid in cross-linguistic comparison of specific moves used in a genre, raising awareness on cultural variations in move realization among L2 learners (Yu, 2022). For example, we built a corpus of 30 English CEO letters with annotated instances extracted from double annotation by Claude 3.5 Sonnet and GPT-4o, using a prompt equivalent to that used for the Italian corpus. The comparable bilingual move-annotated corpora can be used to systematically analyze how a rhetorical move is expressed in Italian and English. Appendix 3 presents an illustration of cross-linguistic comparison of the REALIZZAZIONE/ACCOMPLISHMENT move in Italian and English CEO letters, demonstrating lexico-grammatical patterns and rhetorical variations across these lingua-cultural contexts.

Another two types of activities that can be conducted for genre-based writing pedagogies are task-driven prompt design and evaluation of the annotation outputs. The activity of prompt design requires learners to design prompts that can effectively condition LLMs to annotate rhetorical moves in a specific genre. In this process, learners need to decide how to define the genre and its rhetorical moves and to select suitable examples for the moves. Following this activity, instructors can ask learners to evaluate the annotation outputs of different LLMs by examining instances that are consistently or inconsistently labelled. This process helps learners to more closely observe both the explicit and complex linguistic realizations of specific communicative purposes.

6. Conclusion

This study provides evidence of the effectiveness of using LLMs to construct move-annotated corpora in Italian. The results demonstrated that Claude 3.5 Sonnet outperformed GPT-4o in annotating rhetorical moves in Italian CEO statements across all tests. This suggests that Claude 3.5 Sonnet may possess a superior capability to recognize functional units in Italian. Nevertheless, GPT-4o achieved a comparable accuracy (84.35%) to Claude 3.5 Sonnet (88.26%) when additional examples were included in the prompt, indicating the importance of prompt engineering for LLM-assisted annotation tasks. Overall, the high accuracy rates (over 84%) suggest that LLMs can effectively annotate rhetorical moves in languages other than English, specifically Italian.

When considering only IMC cases, where both models made identical predictions, the accuracy rates were even higher (over 90%) in all tests. The analysis revealed that IMC cases often represented typical instances explicitly expressing a move, making them potentially valuable as pedagogical materials for novice L2 learners approaching a genre. These findings indicate a practical takeaway: it is feasible to build large-scale move-annotated corpora by retaining IMC cases from double annotations using different LLMs. This approach not only ensures relatively reliable accuracy but is also cost-effective and productive, as extracting IMC cases can be fully automated. Furthermore, this approach is applicable to lower-resource languages like Italian, indicating the potential for developing multilingual move-annotated corpora for cross-linguistic comparisons. As an example of

pedagogical application, the move-annotated corpora of Italian-English CEO letters, accessible on MoveViewer, could serve as valuable resources in business writing classrooms for Italian/English speakers learning English/Italian as L2.

This study is an attempt to combine the affordances of LLMs and corpora in language teaching. Even though we are in an era when LLMs can be used to assist in writing clear and effective texts, corpora remain invaluable resources for the writing classroom by providing diverse authentic language resources that reflex complex and nuanced human reasoning. LLM-generated texts, in contrast, often display repetitive linguistic patterns. For instance, Yu, Bondi and Hyland (2024) found that GPT-4 employed highly similar phraseological structures when generating conclusions in abstracts, whereas human-written abstract conclusions demonstrated greater variety. While manual corpus annotation for pedagogical purposes is labor-intensive and time-consuming, this study has demonstrated that LLMs can effectively assist in developing move-annotated corpora. Building on Hyland's (2024) call to expand beyond traditional corpora-based classroom activities that emphasize grammar and lexis, this paper suggests that move-annotated corpora created with the assistance of LLMs can be used to facilitate analysis of genre-level features and support genre instruction in multilingual contexts.

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Appendix 1. Supplementary data

Supplementary data 1: Dataset (S1, S2, and S3)

<https://osf.io/tupxm/files/osfstorage/66d9235d99715bc33ea3c80d>

Supplementary data 2: Prompt A

<https://osf.io/tupxm/files/osfstorage/66d923991def8836cc2e0381>

Supplementary data 3: Annotation outputs

<https://osf.io/tupxm/files/osfstorage/66d923fa9f35fd0f5977ac80>

Supplementary data 4: The web application of MoveViewer

<https://osf.io/35r4f/files/osfstorage/66d153fe3853e8a69f180bec>

Appendix 2. Prompt B

Apprendi le seguenti istruzioni passo dopo passo, poi completa il compito di annotazione.

Impara ISTRUZIONE 1

Una mossa retorica indica la funzione comunicativa principale di una frase.

Nei bilanci sociali aziendali, spesso viene utilizzato il genere della lettera dell'amministratore delegato.

Le seguenti etichette indicano le MOSSE RETORICHE che possono essere utilizzate in una lettera dell'amministratore delegato:

1. REALIZZAZIONE

Descrizione:

Questa mossa riporta le azioni compiute, le operazioni, i risultati, i progressi raggiunti o i successi dell'azienda.

Esempi:

<REALIZZAZIONE>La nostra responsabilità economica è testimoniata dalla crescita strutturale del business ricorrente che, attraverso il contributo di tutte le linee di business, ha infatti determinato il forte incremento del Margine Operativo, che ha raggiunto € 502,6 milioni, in aumento del 29% rispetto al 2020.</REALIZZAZIONE>

<REALIZZAZIONE>Nel 2021 i finanziamenti alla Green e Circular Economy sono più che triplicati rispetto al 2020 arrivando a 8,7 miliardi di euro (11,2% del totale dei finanziamenti del Gruppo), di cui 5,5 miliardi a valere sul Plafond Circular economy.</REALIZZAZIONE>

<REALIZZAZIONE>Il 2021 è stato un anno di crescita importante e di grandi cambiamenti per il nostro Gruppo: l'insediamento di un nuovo Consiglio di Amministrazione, la significativa crescita dimensionale della Capogruppo attraverso l'acquisizione di un ramo d'azienda dal Gruppo Intesa Sanpaolo, la riorganizzazione interna e delle reti territoriali, la nuova governance in ambito ESG, la conclusione del Piano Industriale 2019-2021 e l'avvio dei cantieri del nuovo.</REALIZZAZIONE>

2. FORZA

Descrizione:

Questa mossa enfatizza la forza dell'azienda.

Esempi:

<FORZA>E siamo orgogliosi di essere la prima banca italiana ad aver sottoscritto questo impegno collettivo.</FORZA>

<FORZA>E sono convinto che la nostra banca abbia tutti numeri per avere successo.</FORZA>

<FORZA>L'introduzione di New Ways of Working ha mostrato la capacità dell'azienda di rispondere alle sfide della pandemia e ribadire il proprio fondamentale ruolo di pioniere e regista della transizione.</FORZA>

3. STRATEGIA

Descrizione:

Questa mossa mostra le strategie, la prassi quotidiana, i piani o i metodi adottati dall'azienda per raggiungere un obiettivo o affrontare un problema.

Esempi:

<STRATEGIA>Tramite i Family Banker ogni giorno diamo infatti risposte concrete a tutti i bisogni finanziari dei nostri clienti e siamo per loro un riferimento ancor più prezioso dinanzi all'incertezza dello scenario attuale caratterizzato da tassi negativi e dal rincaro prezzi e la conseguente necessità di proteggere e mantenere i propri stili di vita.</STRATEGIA>

<STRATEGIA>La nostra responsabilità verso la collettività e l'ambiente si esprime infine attraverso azioni ed iniziative concrete a supporto della comunità e a tutela dell'ambiente in cui il Gruppo opera.</STRATEGIA>

<STRATEGIA>E Italgas ha scelto da tempo di porsi quale soggetto consolidatore di un mercato ancora molto frammentato.</STRATEGIA>

4. OBIETTIVO

Descrizione:

Questa mossa presenta lo scopo, gli obiettivi, la missione, o la visione dell'azienda.

Esempi:

<OBIETTIVO>Stiamo cercando di contribuire a creare una società che non sia solo più sostenibile, ma anche più inclusiva ed equa.</OBIETTIVO>

<OBIETTIVO>Continuiamo ad anticipare il futuro e lavoriamo, insieme ai nostri stakeholder, perché la società progredisca in maniera sostenibile.</OBIETTIVO>

<OBIETTIVO>In questo contesto di crescente complessità, Edison, come operatore responsabile dell'energia, intende svolgere al meglio il ruolo di guida della transizione energetica per i propri clienti e fornitori e per le comunità e territori in cui opera.</OBIETTIVO>

5. VALORE

Descrizione:

Questa mossa dimostra i principi fondamentali, i valori etici e le convinzioni dell'azienda.

Esempi:

<VALORE>Consideriamo la diversità una risorsa da salvaguardare e valorizzare sia in azienda, sia in tutte le relazioni con gli stakeholder esterni.</VALORE>

<VALORE>Lo scopo delle banche, infatti, non è semplicemente erogare finanziamenti.</VALORE>

<VALORE> Il costante sguardo al futuro che guida le scelte di business è anche l'aspetto fondante dell'approccio alla sostenibilità.</VALORE>

6. CONTESTO

Descrizione:

Questa mossa si riferisce al contesto più ampio in cui opera l'azienda.

Esempi:

<CONTESTO>La guerra in Ucraina segna un momento di rottura nella storia europea e mondiale.</CONTESTO>

<CONTESTO>Stiamo vivendo un profondo processo di trasformazione tecnologica e sociale, i cui effetti sono a cascata e si propagano nello spazio e nel tempo, attraverso le generazioni e le frontiere.</CONTESTO>

<CONTESTO>In tema di diversificazione, è sempre più centrale il ruolo dei gas rinnovabili, sia per il raggiungimento dei target di decarbonizzazione sia per una sostanziale riduzione delle importazioni.</CONTESTO>

7. REPORT

Descrizione:

Questa mossa presenta l'atto di reporting dell'azienda delineando i contenuti del report, indicando le linee guida del report, mostrando l'importanza del reporting o impegnandosi per una migliore pratica di reporting.

Esempi:

<REPORT>Il presente documento ha l'intento di valorizzare i numerosi risultati raggiunti a conclusione del Piano d'Impresa 2018-2021, con una proiezione sugli impegni futuri inclusi nel nuovo Piano d'Impresa 2022-2025.</REPORT>

<REPORT>Abbiamo anche introdotto nuove metriche in alcune aree della nostra Scorecard introducendo un nuovo obiettivo riguardante la finanza Sostenibile.</REPORT>

<REPORT> È con l'immagine dell'alba che apriamo questo Bilancio di Sostenibilità a simboleggiare che, pur trattandosi di una valutazione del passato, vogliamo guardare alle sfide future che ci attendono.</REPORT>

8. CONNETTERSI

Descrizione:

Questa mossa crea connessioni con i lettori o gli stakeholder salutandoli, ringraziandoli, augurando loro qualcosa, o invitandoli a leggere il report, ecc.

Esempi:

<CONNETTERSI>Cari Stakeholder</CONNETTERSI>

<CONNETTERSI>Buona lettura</CONNETTERSI>

<CONNETTERSI>Andiamo avanti ancora una volta insieme, perché solo così, lo sappiamo bene, possiamo fare cose straordinarie; tutti noi, specie in momenti come questi, ne abbiamo davvero bisogno.</CONNETTERSI>

9. ALTRO

Descrizione:

Questa etichetta si usa quando nessuna delle altre etichette è adatta.

Esempi:

<ALTRO>Da quando sono stato nominato AD di UniCredit, non ho mai fatto mistero della mie ambizioni per la nostra banca: sono convinto che noi possiamo essere la banca per il futuro dell'Europa.</ALTRO>

<ALTRO>La metodologia alla base dell'indice prevede una graduatoria delle migliori 40 società sulla base di criteri ESG, selezionate tra le 60 italiane più liquide, escludendo quelle coinvolte in attività non compatibili con investimenti ESG.</ALTRO>

<ALTRO>Un impegno, il nostro, certificato dalla presenza di Terna nei principali indici ESG internazionali.</ALTRO>

Impara ISTRUZIONE 2

Devi annotare il testo fornito a livello di frase usando le etichette REALIZZAZIONE, FORZA, STRATEGIA, OBIETTIVO, VALORE, CONTESTO, REPORT, CONNETTERSI, o ALTRO nel seguente formato:

<CONNETTERSI>Cari Stakeholder,</CONNETTERSI>

<FORZA>quando Pirelli, insieme al resto dell'economia globale, ha iniziato a emergere dalle tensioni e dalle sfide della fase più intensa del Covid-19 e delle misure di contenimento dell'emergenza, la validità delle misure adottate e del suo modello di business sono state confermate dalla sua performance 2021.</FORZA>

<FORZA>Superare le aspettative in un contesto così difficile, come ha fatto Pirelli, è una testimonianza della sua forza di fondo.</FORZA>

<CONTESTO>Nel momento in cui il settore automotive ha riavviato la propria attività ha dovuto, come altri comparti industriali, fronteggiare le difficoltà nella catena di approvvigionamento legate alla graduale ripresa della produzione da parte dei propri fornitori.</CONTESTO>

<REALIZZAZIONE>Una dinamica di mercato osservata dal 2019 al 2021 quando, pur a fronte di una diminuzione complessiva di auto, il segmento Prestige è cresciuto e quello Premium è quasi tornato ai livelli pre-pandemia.</REALIZZAZIONE>

<STRATEGIA>Parallelamente al rafforzamento della propria posizione di mercato, Pirelli ha anche intensificato i propri sforzi nella sostenibilità, che rimane un valore fondamentale e un pilastro del suo modello di crescita.</STRATEGIA>

<REALIZZAZIONE>Nel 2021 la responsabilità ambientale di Pirelli è stata riconosciuta attraverso numerosi premi e risultati a livello internazionale.</REALIZZAZIONE>

<REALIZZAZIONE>Tra questi, Pirelli è l'unico produttore di pneumatici a livello globale ad aver ricevuto le "tre stelle" del programma di accreditamento ambientale della Federazione Internazionale dell'Automobile per aver integrato pienamente la propria strategia di sostenibilità nel motorsport, oltre ad essere il primo player al mondo a produrre un pneumatico con gomma naturale certificata dal "Forest Stewardship Council".</REALIZZAZIONE>

<REALIZZAZIONE>La società è stata inoltre confermata nel settore Automobiles & Components degli indici Dow Jones Sustainability World e Europe, si è aggiudicata una posizione nella "Climate A list" di Cdp per il suo contributo alla lotta ai cambiamenti climatici e ha avviato un progetto pluriennale in partnership con la Ong Birdlife International per favorire la produzione di gomma naturale sostenibile in Indonesia.</REALIZZAZIONE>

<CONTESTO>Nonostante il 2021 abbia visto il ritorno a un certo livello di normalità rispetto alla straordinarietà del 2020, l'emergenza sanitaria non è finita.</CONTESTO>

<REALIZZAZIONE>L'azienda ha proseguito i propri programmi a protezione dei dipendenti e a garanzia della sicurezza del lavoro, contribuendo nel contempo alle misure di prevenzione per la comunità, mettendo ad esempio a disposizione spazi in cui allestire centri pubblici di vaccinazione.</REALIZZAZIONE>

<VALORE>Anche nel 2021 le persone di Pirelli sono state alla base dei traguardi raggiunti dalla società, come avvenuto nei suoi 150 anni di storia.</VALORE>

<FORZA>I dipendenti e il management di Pirelli sono stati capaci di rispondere alle sfide del periodo con il proprio talento, la propria dedizione e la propria efficacia, e il gruppo ha dimostrato di essere sulla giusta strada.</FORZA>

<CONNETTERSI>Grazie a tutti in Pirelli e ai nostri Stakeholder per il supporto.</CONNETTERSI>

Impara ISTRUZIONE 3

Una frase complessa può contenere unità linguistiche che indicano diverse funzioni comunicative. In questo caso, dà priorità alla proposizione principale per determinare la mossa retorica più appropriata. Per esempio, la frase fornita contiene diverse parti che esprimono diverse funzioni comunicative, ma la proposizione principale "Intesa Sanpaolo ha portato a termine con successo il Piano d'Impresa 2018-2021" indica la mossa retorica di REALIZZAZIONE. Quindi, la frase deve essere annotata con REALIZZAZIONE.

<REALIZZAZIONE>Nonostante uno scenario globale segnato dall'emergenza sanitaria da COVID-19, Intesa Sanpaolo ha portato a termine con successo il Piano d'Impresa 2018-2021, attraverso una strategia fondata su sostenibilità e radicamento nei territori, confermando la propria solidità patrimoniale e la capacità di creare valore di lungo termine per tutti gli stakeholder. </REALIZZAZIONE>

Impara ISTRUZIONE 4

Devi annotare ogni frase con un'etichetta. Una frase è tipicamente separata da segni di punteggiatura come "." e "?". Ecco un esempio di annotazioni:

<VALORE>Tutto questo è perfettamente coerente con il nostro purpose, empowering communities to progress (fornire alle comunità le leve per progredire).</VALORE>

<VALORE>Lo scopo delle banche, infatti, non è semplicemente erogare finanziamenti.</VALORE>

<VALORE>La nostra ragion d'essere sta nel sostegno che dobbiamo dare alle persone - agli imprenditori, alle famiglie e ai soggetti vulnerabili - per aiutarle a costruirsi una vita migliore, aiutando, di conseguenza, le comunità a progredire.</VALORE>

<OBIETTIVO>Stiamo cercando di contribuire a creare una società che non sia solo più sostenibile, ma anche più inclusiva ed equa.</OBIETTIVO>

Ricorda ciò che hai appreso e annota il testo fornito a livello di frase usando le etichette REALIZZAZIONE, FORZA, STRATEGIA, OBIETTIVO, VALORE, CONTESTO, REPORT, CONNETTERSI o ALTRO. Annota ogni frase con un'etichetta. Presenta ogni frase annotata riga per riga:

Appendix 3

As an illustration, I analyzed the instances predicated as REALIZZAZIONE/ACCOMPLISHMENT in Italian and English CEO letters, revealing several lexico-grammatical variations in realizing the move. For instance, the pattern *il 2021* "the year 2021" was frequently used in the Italian move (14 hits) to introduce performance, while it was absent in the English corpus. This pattern, however, was often maintained in the English translation of the Italian move. Consider, for example:

(1) *Il 2021 è stato il miglior anno della nostra storia [...].* (Mediolanum, 2021)

[*The year 2021* proved the best on record in our history (...)] (Translation by Mediolanum, 2021)

(2) *Il 2021* ha segnato per il secondo anno consecutivo il record in termini di energia prodotta da fonti rinnovabili, pari al 51% della produzione totale [...]. (Enel, 2021)

[For the second year in a row, 2021 set a record in terms of energy produced from renewable sources, 51% of the total generation (...)] (Translation by Enel, 2021)

Example 1 and 2 used the year of 2021 as a subject to introduce the company's performance. This structure was transferred to the company's English version of the respective report. However, among the instances of ACCOMPLISHMENT in our corpus of original English CEO statements, 2021 was not used as a subject to introduce performance, but was often used in prepositional phrases (Example 3).

(3) *In 2020*, we achieved our best year yet in safety despite all of the year's challenges. (Phillips 66, 2021)

This variation in realizing the REALIZZAZIONE/ACCOMPLISHMENT move was illuminated through the corpus-based analysis, offering insights into the dynamics of genre knowledge transfer across languages — a phenomenon frequently observed among L2 learners (e.g., Goodman et al., 2023).