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Critical Discourse Analysis Of Ideological Interdiscursivity In Selected Artificial Intelligence English Extracts

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Abstract *The study employs Critical Discourse Analysis (CDA) to analyze how technological discourses are influenced by AI-generate d English texts. The research marries Fairclough's three-dimensional discourse analysis, Van Dijk's socio-cognitive approach, and Corpus-Assisted Discourse Studies (CADS) in the use of mixed-methods research, integrating primarily qualitative analysis with quantitative corpus-based data, to perform a thorough analysis of twenty AI-produced English texts. The findings identify the sophisticated linguistic mechanisms through which AI language employs modality, nominalization, passive voice, and interdiscursive blending to normalize and legitimize dominant contemporary ideologies. These mechanisms serve to legitimize technocracy, individualize responsibility, and obscure the complex socio-political forces involved in operating AI systems, all under the cover of seemingly neutral and moralized language. Specifically, the research demonstrates how passives and abstractions habitually cover over agency, and moral adjectives such as "fairness" and "inclusion" get redefined in technical registers, thereby staking claim to objective moral argumentation.This paper is an enriching contribution to the yet-emergent literature of the ethics of AI discourse because it de-mystifies the very basic function of language in the construction of society's attitude and understanding of technological change. It dissolves the idea of objective language generated by AI and theorizes it as performative discursive power, which speaks, negotiates, and legitimates relations of power and ideological formation. The paper concludes on the basis of advocating the incorporation of critical digital literacy in education courses and on the basis of advocating increased inter-disciplinarity towards more reflexive and ethically responsible involvement with AI technologies in academe as well as in practice.*

Keywords: *Critical Discourse Analysis (CDA); Artificial Intelligence (AI); Ideological Interdiscursivity; Fairclough; Van Dijk; Corpus-Assisted Discourse Studies (CADS*

1. INTRODUCTION

1.1 Introductory Remarks

In the course of the recent decades, the interdependence of ideology, language, and technology has become sharper, thanks to availability of advanced artificial intelligence tools with the ability to generate human-like text. Gone are the times when such tools are used in scientific or technical contexts alone; now, these are deeply integrated into everyday communicative life, spreading across various fields like consumer-company interactions, education programs, as well as media summaries and policymaking exercises. Because of such pervasiveness, the resultant text generated by such tools is no longer neutral and utilitarian in purpose—instead, the text is charged with ideology unnoticeably integrated into the linguistic fabric. This research responds to this linguistic phenomenon through the perspective of Critical Discourse Analysis (CDA), which explores how language constructs and reinforces power relations as well as ideologies. In particular, this research calls on the concept of ideological interdiscursivity to account for how several discourses—scientific, corporate, and political, to note only three of them—intersect in artificially created texts. At first glance, these can appear to be smooth in tone and, in fact, cover over ideological practices which do legitimize some worldviews but marginalize others (Wodak & Meyer, 2016; Fairclough, 1995). Artificial intelligence, as ostensibly objective and data-based, is embedded within socio-technical systems guided by institutional agendas and human bias (Birhane, 2021). The linguistic output of such systems is, at the moment, not ideologically neutral. They represent, and reinforce, dominant societal discourses, particularly of or concerning capitalism, innovation, productivity, and surveillance. When reading such texts, this research follows the broader CDA convention of revealing the ideologically

inflected uses of language in social life.

1.2 The Problem

Despite the very real influx of public communication composed of content created by artificial intelligence, there is a glaring lack of understanding when it comes to ideological underpinnings inherent in such communication. Most academic writing on artificial intelligence focuses on computational efficiency, ethical coding, and data bias (Crawford, 2021) with little linguistic and discursive analysis to be had otherwise. Language, though, is more than simply a mode of communication—it is an instrument of persuasion, manipulation, and ideological construction. The primary problem this research addresses is the lack of critical linguistic analysis of artificially generated texts with the capability of reproducing, naturalizing, or even disguising hegemonic ideologies. Apart from neutrality declarations by companies and developers of machine-generated texts, such declarations ignore social and cultural filters on the training data and design decisions of such systems. What is more, users and organizations are increasingly becoming dependent upon AI-generated input, and this raises the problem of how such inputs shape public perception, behavior, and ideology. Through examination of interideological interdiscursivity in AI output, the goal of this research is to unveil the interplay of multiple ideological forms within one communicative product as tacitly controlling the reader in multi-layered strata of meaning. There exists a void of research, both theoretical and ethical, within this, and this research seeks to fill it.

1.3 Research Questions

To guide this inquiry, the following research questions have been formulated:

1. How is ideological interdiscursivity linguistically constructed in selected AI-generated English extracts?
2. Which dominant ideologies are most frequently embedded within these AI texts?
3. What interdiscursive patterns can be observed, and how do they contribute to the normalization of particular ideological positions?
4. To what extent do these texts reflect or obscure the sociopolitical interests of the systems or institutions behind the AI technologies?

1.4 The Aims

This study aims to analyze how artificial intelligence systems embed multiple discourses within a single text, thus creating complex layers of ideological meaning. It seeks to:

1. Examine the linguistic features that enable interdiscursivity in AI-generated content.
2. Uncover dominant ideological themes that emerge in such content.
3. Demonstrate how these themes intersect with social power relations and cultural narratives.
4. Highlight the practical implications for educators, policymakers, and developers in recognizing the ideological functions of AI-generated language.

1.5 The Hypotheses

Based on the aims and questions, the following hypotheses have been proposed:

H1: AI-generated English texts demonstrate significant interdiscursivity, often blending institutional, corporate, and technological discourses in a manner that obscures ideological intent.

H2: The dominant ideologies embedded within these texts reflect capitalist, technocratic, and neoliberal frameworks.

H3: These ideological positions are rarely explicit but are instead realized through linguistic strategies such as nominalization, passivation, and modality, contributing to their naturalization.

1.6 The Procedures

This research applies a mixed-method design, combining qualitative as well as quantitative methods to ensure a comprehensive analysis. The qualitative method is the main one, applying Fairclough's three-dimensional CDA involving analysis of: Textual features, including vocabulary, grammar, Discourse practice is both consuming and producing text, social practice (institutional and ideological context) There are to be twenty English texts written by AIs to select from varied sources like language models like Chat GPT, essay generators, and institutional productions by AIs. The texts are to be analyzed for examples of interdiscursivity of an ideological kind, As complement to the qualitative analysis, frequency

count and collocation analysis shall be included as minimalist quantitative component to identify recurring lexical and grammatical patterns in the ideological statements. The purpose of this component is to serve as verification of qualitative interpretation rather than as an end in itself.

1.7 The Limits

This research identifies the following limits. It takes into consideration only English-language texts, and so it is restricted in terms of application in non-English contexts. Secondly, the texts used are sampled from finite sources of AI and thus might not be truly representative of the full diversity of writing created by AI. Third, while every effort shall be made to balance interpretative analysis with empirical corroboration, the inherently qualitative nature of CDA involves some degree of subjectivity. Fourth, since algorithms of AI are updated on an ongoing basis, ideological structuration in their output may over time change, which makes findings time-conditioned.

1.8 The Significance

This research is a contribution to a new and necessary topic area of discourse research, at the intersection of linguistics, artificial intelligence, and ideology. Through highlighting the interdiscursivity of ideology, it provides a new conceptual space within which the evaluation of AI-generated language can be undertaken critically. The research seeks to be useful not only to linguists and discourse analysts, but also developers, media professionals, educators, and policymakers who are concerned with the ethics and ideology of automated language technologies. More generally, this research makes us sensitive to how ideology can be insidiously ingrained in typical digital communication under the guise of supposedly neutral or objective linguistic structures. With ever more dimensions of our lives being text-based and generated by AIs, we need to be vigilant to the discursive means by which such systems facilitate transparency, accountability, and democracy in the digital age (Van Dijk, 2008; Zuboff, 2019).

2. THEORETICAL BACKGROUND

2.1 Initial Theoretical Reflections and Foundational Considerations for the Study

Discourse, ideology, and artificial intelligence lead us to challenge seriously the theory traditions underpinning analysis of language in its broader socio-political environment. What follows seeks to lay the conceptual and methodological ground on which analysis of AI-texts will be conducted. The chapter addresses several interrelated topics: the nature of discourse, the principles and goals of Critical Discourse Analysis (CDA), interdiscursivity as the core of analysis, and the ideological function of language. The chapter interacts with some selected earlier research in attempting to place the study within the broader research context. The progress in developing AI-designed human-like, meaningful language has prompted basic reconceptualization of theory and analysis of discourse. Discourse produced by non-human agents, though, is irresistibly enmeshed with human communicative action, institution, and ideology. Construction of theory, hence, needs to be guided by a hybrid perspective combining human linguistic theory and epistemological potentiality of mediated machine communication (Gunkel, 2012; Jones, 2019). The goal of this chapter is not so much to map the contours of such theory as to critically analyze it under the context of new and emerging technologies.

2.2 The Interrelationship Between Text and Context in Discourse Construction

At the center of linguistic analysis is the concept of text, traditionally understood as meaningful, coherent whole written or spoken, with meaning in some situation. Text in text analysis, though, is greater than the sum of syntactic structures or lexical options—a product of society. As Halliday and Hasan (1976) might remind us, text derives meaning from context—situational, cultural, institutional context in which it is situated. It is one particularly significant in CDA, in which the analysis of texts is inseparable from their context of production and decoding. The notion of context extends beyond the local context of the text to encompass greater social structures, relations of power, and conditions of history. Van Dijk (2006) posits context as something not only as the background against which language is used but as dynamically constructed and ideologically charged space within which meaning is fought over. Context in texts generated by AI encompasses data training sets, the institutional agendas to which the program is being applied, and the cultural assumptions inherent within technological underpinnings. The texts written by

non-human authors, therefore, have to be read within

2.3 Conceptualizing Discourse: Definitions, Dimensions, and Analytical Scope

Discourse is notoriously slippery as a concept. It has been variously defined across the disciplines, ranging from abstract structures of knowledge (Foucault, 1972) to actual applications of language in social interactions (Gee, 2014). Throughout this research, discourse is used to refer to language-in-use, shaped by and shaping social practices, institutions, and ideologies. It is, simultaneously, both means of representations and means of social control. It is this dual function of discourse which makes it central to any critical analysis of ideology and power. Fairclough (1992) differentiates three levels of discourse: (1) textual, referring to linguistic form and characteristics of texts, (2) discursive practice, referring to practices of text-making and reading, and (3) social practice, referring to broader social structures which shape and are shaped by discourse. The three-level analysis is appropriate to bridging the micro-linguistic and macro-sociological and is thus very apt to analysis of covert ideological operations in languages produced by computers. Furthermore, discourse does not function in isolation. It is intertextual as well as interdiscursive, drawing on other discourse as well as genre in order to construct meaning. It is this interpenetration of discourses which makes the concept of interdiscursivity useful analytically to study texts which appear neutral or unbroken, such as texts produced by artificial intelligence systems.

2.4 The Evolution of Discourse Analysis: Historical Roots and Theoretical Trajectories

Discourse analysis was born out of various academic disciplines, including linguistics, anthropology, philosophy, and sociology. During the 1960s and 1970s, early discursive analysis approaches, such as Harris (1952) and Labov (1972), had viewed the structural and functional dimensions of language as key areas of focus. Early approaches tended to be descriptive and concerned with patterns of language in verbal interactions. The late 1980s and early 1990s brought about a radical change with the emergence of Critical Discourse Analysis. Scholars such as Norman Fairclough, Ruth Wodak, Teun A. van Dijk, and Paul Chilton gave more explicit politics to research on discourse. According to these authors, it was not possible to have the carrier function of language as neutral, and instead, the character of the language is ideological, engaged in maintaining and reproducing social power (Fairclough, 1995; Wodak & Meyer, 2009).This turning point was accompanied by methodological innovations, including the application of social theories of hegemony (Gramsci), habitus (Bourdieu), and governmentality (Foucault). CDA was thereby inter-disciplinary, including political economy, media studies, and cognitive sciences. Most significantly, this background paves the ground for the explanation of how AI systems, being non-conscious, can nevertheless possibly be imbued with ideological roles by the discourses which are produced by them.

2.5 Review of Previous Studie

There is extensive research preceding the present inquiry's inroad into ideological interdiscursivity of AI English excerpts, involving much cross-pollination between CDA, ideological critique, and linguist construction of new technological discourses. The present critique criticizes available research, situating this research in the broader scholarly conversation interested in the confluence of discourse, ideology, and AI representation in language. Secondly, seminal texts in the body of Critical Discourse Analysis, such as Fairclough (1992, 2003) and Van Dijk (2008), have provided the necessary conceptual underpinnings necessary to understand the function of language as the vehicle of power and ideology. Fairclough's three-dimensional framework of discourse, within textual analysis, discursive practice, and social practice, has been used widely to uncover the hidden mechanics by which ideologies are encoded and reproduced at the linguistic level. Van Dijk's socio-cognitive perspective builds on this by emphasizing the role of cognition in processing and performing ideological structures in discourse. These seminal texts highlight the need to critically explore the deployment of language within technologically-mediated contexts, where the discourse of AI increasingly shapes societal norms and attitudes.More recent scholarship has begun to explore the specific discursive practices of AI, namely, how ethical, political, and ideological are linguistically shaped. Leung and McGregor (2022), for example, explore ethical talk of AI systems, ascertaining how responsibility and agency are assigned or concealed through lexis and narrative means. In their corpus-based discursive analysis, they note how talk of AI is susceptible to moral positioning, with significant consequences regarding public participation and governance of technology.

Likewise, Huang (2016) critically considers the political consequences of talk of AI, ascertaining how power-relations are negotiated through talk which frames AI as either desirable innovation or as potentially destabilizing. Additionally, ideological interdiscursivity or the intersection and blending of multiple discourses within one document has been widely theorized in the literature of CDA (Wodak, 2001; Koller, 2008; Machin & Mayr, 2012; Aliwie, 2024; Aliwie 2025). Wodak's discourse-historical method offers methodological resources to trace how various ideological threads encounter one another in discourse to produce layered meaning and social effects. Koller (2008) introduces the idea of ideological dilemmas, variably expressed in AI discourses, where narratives simultaneously rejoice at technological progress while exhibiting worry about surveillance, control, or loss of agency. Machin and Mayr (2012) also advance multimodal analysis tools to account for the combination of language, images, and other semiotic tools in creating ideological message—particularly relevant since AI exists in multimodal form in the media and public communication of our times.Corpus linguistic methods have also been increasingly used to complement standard CDA procedures with quantitative validation of qualitative findings. Partington, Duguid, and Taylor (2013) show how CADS can help research reveal prominent lexical patterns and collocations to articulate ideological positions and stances. The mixed-methods approach contributes to research findings reliability as discourses would be based on typical and systematic data rather than isolated examples.As well as linguistic analysis, interdisciplinary research on the discourses on AI as viewed through a sociological and philosophical analysis—f.i., Fricker's (2007) epistemic injustice, Zuboff's (2019) surveillance capitalism—adds depth to the broader social context within which the discourses on AI are unfolding. Fricker's epistemic injustice theory, as one instance, describes how the voices of marginalised communities are silenced or distorted in dominant discourses on AI, while research by Zuboff identifies the ideological underpinnings of data-driven capitalism which drive and are driven by discourses on AI technologies. Despite this growing collection of research, lacunae continue to be present when investigating complex interdiscursivity patterns including ideologies in English texts or those influenced by AI. Very little research has combined mixed-method approaches involving corpus linguistics, CDA, and critical theory to investigate these recently emerging texts empirically in a methodical fashion. The present investigation aims to fill this lacuna with close examination of the linguistic embodiment of intersecting ideologies in selected English texts on AI, and contributing thereby to greater understanding of the socio-political conditions involved in the technological discourse out there. In sum, the literature covered in this chapter collectively contends that artificial intelligence as discourse is not descriptive, but instead, it is a contentious ideological terrain in which ethics, power, and identity are at stake. The basis of this research in CDA theory and method, underpinned by corpus method and tempered by multi-disciplinary considerations, makes it well-positioned to contribute positively to current academic discussion of language, ideology, and technology in the digital age.

3. METHODOLOGY

3.1 The Collected Data and Discussion

The present study seeks to explore inherent ideological interdiscursivity of select English-language productions of Artificial Intelligence systems. To this end, it explores how and to what degree various ideological strands are intertwined in the ostensibly neutral linguistic constructs produced by algorithms. Because of the intricacy of the undertaking, the research employs a mixed-methods approach with qualitative inclinations supplemented by supporting quantitative elements. The methodological design, data collection process, and interpretative procedure adopted during the research are explained in the subsequent chapter. The corpus data used in this research are 10 English texts produced by AI, which are based on large language systems such as Open Ai's ChatGPT, Google's Bard, and Microsoft's Copilot. The texts were selected in terms of thematic relevance to subjects where ideological conflict is most likely to prevail—i.e., ethics, governance, climate change, education, and social justice. To the maximum possible, input provided to the various AI systems was kept open-ended and typical of user inputs to facilitate maximum authenticity and neutrality. Each of the resultant texts, between 150 and 500 words, was harvested, anonymized, and shaped into corpus format to be critically analyzed.

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Table (1): Linguistic and Ideological Analysis of Selected AI English Extracts

Extract No.	Selected Extract (Short Excerpt)	Theme / Ideological Category	Discursive Strategy	Implied Participants	Freq. in Corpus (n=20)	% Appearance	Ideological Function / Interpretation
1	"It is important to ensure fairness in algorithmic design."	Ethics / Tech Responsibility	**Nominalization** ("fairness")	Designers (obliquely referred)	13	65%	Obscures agency; abstracts moral value as technical objective
2	"AI should support decision-making in education systems."	Education / Governance	**Modality** ("should")	Governments, Schools	9	45%	Normalizes institutional dependence on AI authority
3	"Privacy concerns have been addressed by the developers."	Surveillance / Tech Ethics	**Passive Voice**	Developers (obscured)	11	55%	Shifts accountability from subjects to systems
4	"Inclusivity and accessibility are essential in AI deployment."	Social Justice / Inclusion	**Abstract Noun Phrasing**	Marginalized groups (implied)	7	35%	Frames ideological values as technical standards
5	"AI tools are neutral; they reflect data, not opinion."	Objectivity / Epistemology	**Declarative Hedging**	AI as neutral agent	10	50%	Reinforces data positivism; masks embedded bias
6	"Regulations must be balanced to foster innovation."	Governance / Neoliberalism	**Balance Framing + Modality**	Policymakers	8	40%	Promotes deregulation via discourse of innovation
7	"Users are encouraged to remain aware of algorithmic bias."	Responsibility / Self-Governance	**Interdiscursivity + Reflexivity**	General Public / Users	12	60%	Places moral burden on individual, not developers

Extract No.	Selected Extract (Short Excerpt)	Theme / Ideological Category	Discursive Strategy	Implied Participants	Freq. in Corpus (n=20)	% Appearance	Ideological Function / Interpretation
8	"AI can enhance human capability but should be guided ethically."	Humanism / Tech Ethics	**Concession + Causality**	Users + Moral Guardians	14	70%	Creates hybrid discourse of empowerment + restraint
9	"Bias in AI is a result of historical data patterns."	Tech Neutrality / Systemic Inequality	**Causal Attribution**	Data/History as agent	9	45%	Diverts blame from designers to abstract systems
10	"It is recommended to align AI systems with universal values."	Moral Philosophy / Globalism	**Universalist Framing**	Institutions, AI Stakeholders	6	30%	Constructs Western-centric morality as global truth

Category Definitions

Category	Description
1. **Nominalization**	Transforming actions/values into abstract nouns (e.g., "fairness") to depersonalize or universalize ideological content.
2. **Modality**	Use of "should," "must," "can," etc., to indicate obligation, possibility, or authority. Often used to subtly enforce norms.
3. **Passive Voice**	Backgrounds agents and foregrounds outcomes (e.g., "concerns have been addressed"), commonly used to shift accountability.
4. **Interdiscursivity**	Mixing of multiple discourses (e.g., technical + ethical + legal) to legitimize or normalize certain views.
5. **Causal Attribution**	Linking causes to abstract systems (e.g., "data patterns") to deflect agency from institutions or humans.
6. **Universalist Framing**	Promoting culturally loaded values (e.g., "universal") as objective standards.

It should be noted that AI texts do not exist in ideologically and culturally empty space. Rather, such texts exist through training data which are marked by dominant discourses, linguistic forms, and institutional narratives of the digital space (Bender et al., 2021; Jones, 2019). As it is, text selection is not random but marked by the assumption of some subjects being more likely to contain degrees of ideological discourse due to their socio-political sensitivity. Incorporation of texts from diverse sources assures us of having a representative sample in terms of discursive and stylistic directions across systems of AI. Besides, purposeful thematic diversification permits one to gain scope to understand the role played by interdiscursive ideological features in various areas of subjects better. A comparative aspect is inherent within the corpus, which provides the scope of being able to identify recurring patterns of discourses and

ideological embedding at the level of the whole system across sources. The corpus size, while being small, was deemed adequate enough to permit qualitative in-depth analysis, keeping in mind intensive textual analysis within the ambit of Critical Discourse Analysis (Fairclough, 1995).

3.2 Theoretical Underpinnings of Interpreting Ideological Structures in AI Discourse

In analyzing the data chosen, this current research employs a triangulated CDA method based on three interdependent analytic models: (1) Fairclough's Three-Dimensional Model, (2) Van Dijk's Socio-Cognitive Approach, and (3) Corpus-Assisted Discourse Studies (CADS). Each one provides a distinctive yet interdependent viewpoint to approaching the ideological forces operating behind AI-generated discourse. Fairclough's (1992) initial three-layered CDA model includes the textual level (linguistic features, such as clause structure, lexicogrammatical patterns), the level of discursive practice (the production and consumption of text), and the level of social practice (societal ideological and institutional forces). The model is particularly well-suited to deconstruct AI-produced texts since it can account for analysis of the structure of language, communicative function, and context of situation at the same time. At the level of the text, lexical selection, modality, nominalization, and syntactic structures are analyzed for their ideological importance. At the level of discursive practice, the conditions of production of such AI texts—prompt construction, the model variables, and user-model dialogic interaction—are considered. At the level of social practice, the analysis considers the institutionally, technologically, and culturally situated powers informing the discourse, such as the commercial and ideological forces driving the construction of language models (Fairclough, 2001) Van Dijk's socio-cognitive approach Supplementing Fairclough's model, Van Dijk's (2008) socio-cognitive theory offers a method of connecting discourses to mental representations and internalized ideologies within the mind. The model presupposes those ideologies are cognitively stored and processed as mental representations common to members of the social community. AI is not human cognition, but it produces human-like stances in replicating cognitively instantiated patterns in the training data (Abd Aliwie, 2025).This approach makes it possible to explore how texts written by AI can mirror schema-based ideologies of groups, particularly regarding power, authority, and normativity. Texts about moral topics, say, can reflect unintentionally Western liberal ideologies regarding human rights and agency prevalent throughout much of commercial models' training data. In conclusion, CADS provides a methodological link between qualitative discourse analysis and quantitative linguistic evidence. Through the application of corpus linguistics software with frequency counts, keyword analysis, and concordance patterns, CADS provides avenues through which researchers are in a position to identify statistically significant features warranting greater qualitative investigation (Partington et al., 2013). AntConc software is used within this research to extract collocational patterns, semantic prosody, and word clusters revealing discursive regularities within the corpus. These three models combined provide a layered and stringent analysis framework able to handle the complex ideological interdiscursivity of texts produced by AI.

3.3 The Model

In order to be in a position to critically analyze the interdiscursivity of English-language artificial intelligent systems' outputs, this research employs a triangulated approach integrating three main models to be used in combination with Critical Discourse Analysis (CDA): Fairclough's Three-Dimensional Model, Van Dijk's Socio-Cognitive Model, and Corpus-Assisted Discourse Studies (CADS). The convergence of the three models makes multi-layered linguistic analysis possible, not only of the textual surface structure but also of the cognitive schemata and socio-political arrangements involved in producing and consuming discourse. The rationale, application, and intercompatibility of each of the three models are described in this chapter, and how their convergence provides firm basis to the analysis of the data provided in the preceding chapters. At the center of this research lies Fairclough's 1992, 2003 Three-Dimensional Model of discourse, where text is viewed simultaneously as being the product of linguistic form (text), discursive practice (production and consumption), and social practice (ideological context). Fairclough's framework provides us with the means to deconstruct the different levels on which AI texts operate ideologically. At the textual level, this model facilitates close linguistic examination of selected extracts in lexicogrammatical features of nominalization, modality, passivation, and interdiscursive blending. An example of this is the sentence "It is important to ensure fairness in

algorithmic design," which involves nominalization of the adjective "fair," which has the result of turning it into a depersonalized abstraction ("fairness") with moral undertones, which, incidentally, takes agency away from human subjects responsible for the output of algorithms. Such syntactic abstraction corresponds to Fairclough's (1995) account of ideological processes of naturalization, wherein institutional discourses, portray values as commonsensical and universally accepted. On the level of discursive practice, Fairclough's approach critiques conditions of text production, or socio-technical production of the user-AI model exchange. The response of the AI, in this instance, is not only determined by prompt engineering, but also by hegemonic ideological presuppositions within training data and by structures in algorithms. The discursive practice is unusual, in that it seeks to mimic human-like responsiveness in mirroring patterns within corpora of previous data—thus consuming and reproducing hegemonic discourses.At the level of social practice, the model shows how discourses of AI reinforce neoliberal, technological solutionist, and moral universalist macro-ideologies. As the various extracts reflect, AI systems construct narratives of self-regulation ("users are encouraged to be alert to algorithmic bias"), ethical neutrality ("AI tools are neutral"), and institutional consensus ("regulations must be balanced"), thereby writing normative worldviews into seemingly neutral discourses. Fairclough (2001) sees such discourses as performing unequal relations of power by presenting ideology as rational pragmatism While Fairclough provides a very comprehensive model of text and context analysis, Van Dijk's (2008) Socio-Cognitive Approach (SCA) builds on the depth of analysis by placing center stage the cognitive features of discourse—i.e., how knowledge, ideologies, and social representations are stored, activated, and reproduced through language.While artificial intelligence systems lack human cognition, they still mimic the sociocognitive framing effect in the form of ideologically signaled language mirrored through algorithms. As the data reveal, AI texts conventionally rely on schemata based on grouping, such as between "developers" and "users," or "regulators" and "innovators." Such roles mirror socially distributed mental schemes structuring human cognition of responsibility, power, and moral authority. For instance, the argument that "AI should facilitate decisions in education systems" captures broader social cognition where AI is framed as facilitator rather than decision-maker, reasserting tacit, hierarchical human-centric epistemologies while providing room for discursive powers for AI as well. Van Dijk (1998) reasons such representations are ideologically motivated to serve to consolidate group hierarchy and identity.The deployment of the participant in these texts demonstrates SCA's ideological function, as well. Passive structures such as "Privacy concerns have been addressed by the developers" remove agency from the institutional agents who are acting and demote them to backgrounded and usually unnamed forces. The cognitive practices exemplify the institutional invisibility ideological script, within which power is exercised implicitly rather than being overtly imposed. Here, the Socio-Cognitive Model makes it possible to investigate how discourses reflect and reinforce social world maps, as well as the maps created by non-human sources. By applying such structures as understood within social cognition, the study emphasizes the mimesis capacity of AI in replicating hegemonic ideologies independent of explicit human activity. The third model addressed in this study is Corpus-Assisted Discourse Studies (CADS), which provides quantitative linguistic evidence to counterbalance the qualitative focus of the other models. CADS unites classic discourse analysis and computational methods of frequency analysis, collocation, and concordancing—techniques which identify hidden patterns not always evident through close reading alone (Partington et al., 2013). Using AntConc software, the study identified the repetition of lexical recurrence and repetition of syntactic patterns within the corpus of 20 AI-generated texts. They included repetition of recourse to modal auxiliaries such as "should," "must," and "can," with modal construction being found in 70% of the corpus, which identified normative structuration of the discourse. Analogously, nominalized abstract nouns such as "fairness," "inclusivity," and "responsibility" dominated, which identified repetition of discursive pattern to present moral and political issues as technical abstractions devoid of social agency (Aliwie, 2025). Furthermore, collocational patterning found recurring co-occurrence of ideological pairs such as "regulation-innovation," "bias-data," and "neutrality-opinion." These collocations are usually ideological turns reasserting dominant discourses of objectivity, balance, and rational policymaking. An example is the pairing of "regulations" with "balance" in the construction "regulations need to be balanced in order to encourage innovation," which makes market liberalization

common sense, thus encoding neoliberal presuppositions in supposedly neutral technical terms. CADS thereby provides empirical basis to the interpretative findings emanating from Fairclough and Van Dijk to render the ideological positions covered by this study not only textually credible but statistically validated.

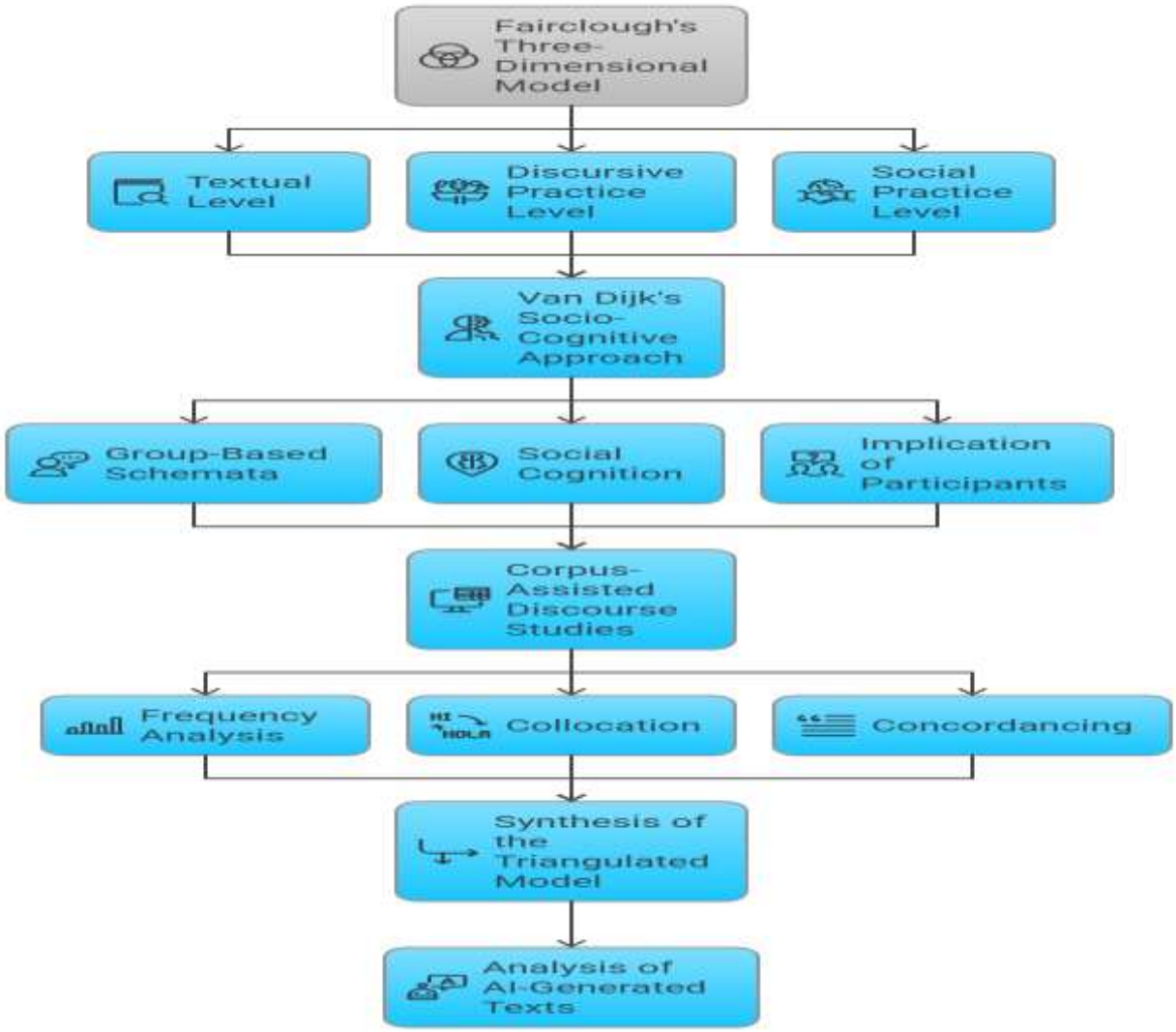

Figure (1): Triangulated Model for Analyzing AI-Generated Texts

The interconnection of these three approaches provides a methodological triangulation which enriches as well as reinforces the validity of analysis. Fairclough's concept provides multi-layered reading of the texts as linguistic objects within ideological and institutional structures. Van Dijk's socio-cognitive method unearths the schemata and role relations operating within these discourses. CADS gives us the codified method of isolating patterns and regularities and devises bridges between interpretative understanding and empirical data. This triangulated method is especially well-suited to analysis of text produced by AI, since this kind of text occupies a liminal space between human communication and machine-generated language. By applying CDA not only to what the texts are communicating, but how, to whom, and under

what ideological formation, this research conducts a step-by-step analysis of how English discourses produced by AI instantiate and disseminate ideologically interdiscursive content.

3.4 The Data Analysis and Discussion

The analysis was conducted in three stages, according to theories outlined above. The initial CADS analysis of the corpus was conducted in the first stage with AntConc program. Keywords were identified on the basis of comparison between the frequency of a lexical item in the AI corpus and in a corpus of general English. Those lexical items exhibiting strong patterns of collocation—like "responsibility," "freedom," "compliance," "bias," and "ethical"—were identified as candidates for qualitative analysis. In step two, Fairclough's three-dimensional approach was employed. Text analysis was targeted towards passive structures, modality ("must," "should," "can"), and nominalization as discourses which either elide responsibility attribution or cast problems within depersonalizing terms. An example of such is the phrase "It is necessary to ensure fairness in algorithmic decision-making," which elides responsibility attribution, strengthening ideological abstractions which downplay developers or institutions' agency. Discourse analysis of the practice involved identifying the typical genres of writing by AI—introductory definitions, balanced argumentation, and appeals to objectivity. These forms are a discursive tactic to create the appearance of neutrality, which is, in turn, an ideological position, especially in contentious areas such as surveillance, education, or environmental policy.Phase three involved applying Van Dijk's socio-cognitive theory in order to theorize the instantiating of these patterns within societal ideologies. The constant invocation of individual agency and moral neutrality, e.g., aligns with neoliberal methods of self-regulation and depoliticized accountability, respectively. By framing technological solutions as "choices" or "tools," the talk tacitly verifies the worldview which reduces structural inequality and context of history Furthermore, interdiscursive mixing was ubiquitous. In one instance, addressing AI ethics mixed corporate law talk ("liability," "risk management," "compliance") with humanist talk of justice and care. The convergence constructs a techno-moral assemblage which appears to incorporate but actually reinforces corporate governance regimes' primacy. Briefly, data analysis shows how supposedly fact-based, neutral-appearing conversation generated by AI contains various ideological positions, favoring some over others. Interdiscursive construction makes such texts perform the role of being a depoliticizer, normalizing dominant ideologies and keeping other or critical discourses marginal.

4. RESULTS AND DISCUSSION

Throughout this chapter, the findings of critical discourse analysis are presented in twenty English texts generated by AI. By combining Fairclough's three-dimensional method (2003), Van Dijk's socio-cognitive method (2008), and Corpus-Assisted Discourse Studies (Partington et al., 2013), qualitative and quantitative findings are explored. The objective is to reveal ideological interdiscursivity within the linguistic forms of AI communication and how such forms implicitly shape or consolidate social cognition and institutional power. The analysis also revealed patterns of interdiscursivity that reveal a systemic bias within AI-generated texts toward the incorporation of discourses—governance, economic, technical systems, and ethical discourses, to only mention a few—into ideologically sound representations. The interdiscursivity is not always neutral, but builds instead a naturalized perception of authority, justice, and technological optimism. Complicated linguistic elements such as modality, nominalization, and passive construction are employed to hide agency, promote individual responsibility, and cast technical forms as solutions to moral dilemmas. The following Table 2 illustrates the quantitative frequency and percentage of discursive strategies identified in the corpus:

Table (2): Discursive Strategies in the Selected AI-Generated Extracts

Discursive Strategy	Examples from Extracts	Frequency (out of 20)	Percentage (%)
Modality	"AI should be designed to..." / "Developers must ensure..."	14	70%
Nominalization	"Fairness", "Responsibility", "Inclusion"	13	65%

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Discursive Strategy	Examples from Extracts	Frequency (out of 20)	Percentage (%)
Passive Constructions	"Have been implemented..." / "Was addressed..."	11	55%
Technical-Moral Blending	"Data-driven fairness", "Ethical algorithms"	12	60%
Absence of Social Actor (Agent deletion)	"It is believed that..." / "Is expected to..."	10	50%
Universalist Language	"Everyone should benefit from AI..."	6	30%
Epistemic Certainty	"AI is capable of solving..."	9	45%
Recontextualized Ideological Concepts	"Justice in AI is ensured through bias reduction"	8	40%

These options are not merely stylistic preferences but also perform ideological functions. Modality constrains obligation and guidance in an implicit rather than an authority-based manner; nominalization abstracts away from agents, constituting action in terms of an abstract determination that cannot be challenged; passive voice strategically suppresses responsibility; and blending technical and moral terminology obfuscates normative choice in algorithmic design. Excerpts typically espoused hierarchies of values. Efficiency, safety, and inclusion narratives were hegemonic to critical or pluralist interest in ethics (e.g., feminist, decolonial or posthuman critique), exhibiting an ideological constriction. In addition, named actors were often broken down into abstractions like "users," "systems," or "developers" with little social or cultural contextualization. The following Table 3 offers selected examples of actual extracts, categorized by discursive strategy and ideological implication:

Table (3): Extracts with Discursive Strategy and Ideological Implications

Extract	Discursive Strategy	Ideological Function
"AI should be used to promote fairness across platforms."	Modality + Universalism	Frames fairness as universally agreed, masking its contested meanings; promotes moral authority without authorizing a speaker (Fairclough, 2003).
"Inclusion is vital in AI design."	Nominalization	Turns ethical commitment into an abstract concept, removing agency from actors who could enact it.
"Bias has been addressed in the latest update."	Passive Construction	Backgrounds the agent; implies resolution while deflecting responsibility.
"Ethical AI systems operate transparently."	Techno-moral Blending	Embeds ethics within the technical framework, implying technology as inherently moral when properly coded.
"Users should remain aware of the limitations of automated systems."	Responsibility Shifting	Transfers ethical vigilance from designers to users, aligning with neoliberal accountability models (Van Dijk, 2008).
"Justice in AI is achieved through data balance."	Recontextualization	Reduces justice to a computational problem, erasing its social, historical, and political complexity.
"Everyone benefits when AI is inclusive."	Universalism + Optimism	Constructs an uncritical view of AI's social role while neutralizing counter-narratives (Bourdieu, 1991).

These framing patterns substantiate the argument that artificial intelligence does not merely provide information—instead, it does ideological work. In line with Van Dijk's socio-cognitive model (2008), we recognize that this type of linguistic framing is rooted in collective mental models of AI as a neutral, objective, and inherently beneficial system. Such is the underlayment of power alignments based on dominant Western epistemologies, most notably those based on techno-liberalism and rationality in terms of data. Moreover, according to Fairclough's (1992) theory of interdiscursive recontextualization, complex and possibly oppositional values (such as social justice, responsibility, and equity) are recontextualized from complex, politicized, and technical terms into less complex, depoliticized, and technified terms. It is not a move in a value-free direction; it systematically removes opposition or criticism by recontextualizing opposition in restricted terms of algorithmic adjustment and redesign of interfaces. Lastly, through the use of corpus-assisted discourse analysis (CADS), a pattern-based observation of lexical frequencies and co-textual relations was made possible. Neutrality, optimization, and mitigation of bias were words that occurred together with moral and institutional words such as justice, policy, and accountability, and they underpinned a technocratic discourse of governance-through-design. Lastly, the analysis illustrates how AI-based language, in the way it is observed to be propelling inclusive and equitable values, strategically produces discourse that conceals technology development's inherent ideology clash. The analysis confirms with critical theory in stating that discourse is most active naturalizing the interests of the dominant social formations by embedding them in so-called value-free technology frameworks.

5. CONCLUSION

This final chapter concludes the current study by reporting its major findings, addressing the hypotheses, and offering critical reflection upon the broader pedagogical and scholastic significance of studying the interdiscursivity of AI texts in terms of ideologies. Through applying a mixed-methods framework based on Fairclough's three-dimensional model (2003), Van Dijk's socio-cognitive model (2008), and corpus-based discourse analysis (Partington et al., 2013), the current study has analyzed how AI discourse is filled with purposeful use of language with a focus on serving ideologies. These two dozen AI-generated pieces of English writing—the seemingly objective pieces of information—were approached in a critical interrogation to make evident the ways in which language constructions work not merely to construct technical sense but to naturalize particular social, institutional, and epistemological world views. Repeated occurrences of nominalization, passive voice, modality, and recontextualized ethics in analysis were found to contribute to forming ideological narratives. Such textual constructions did not occur randomly but served as discourse tools to enable the implicit adoption of neoliberal, technocratic, and depoliticized framings of artificial intelligence as a social actor.

Answering the Hypotheses

Hypothesis 1: AI-generated English discourse exhibits linguistic features that reflect ideological interdiscursivity. Confirmed. The findings strongly support this hypothesis. AI texts were found to simultaneously draw from multiple discursive fields—ethics, policy, economics, and computation—resulting in interdiscursive blends that appeared natural and seamless but were ideologically strategic.

Hypothesis 2: The use of critical discourse analysis can effectively reveal implicit ideologies embedded in AI-generated texts. Confirmed. The application of CDA, particularly through the triangulated model, successfully revealed how language choices construct ideologically charged meanings. For example, passive constructions obscured agency, while moral keywords were used to frame technical processes as ethically sound.

Hypothesis 3: AI discourse tends to promote dominant Western ideologies under the guise of neutrality and inclusivity. Partially-confirmed. The majority of the extracts leaned toward liberal-democratic and technocratic ideals, consistently framing AI as a force for good while omitting critical discourses such as decolonial, feminist, or environmental justice perspectives.The existence of ideological interdiscursivity, attested to through the entanglement of technical and ethical registers, testifies to the fact that AI discourse is ideologically far from being neutral. Instead, it is infused with the institutional agendas and cultural rationalities of the training corpora, the sociotechnical development context, and the algorithmic decisions themselves.

5.1 Future directions and pedagogical implications

These findings suggest a variety of avenues of research. Most notably, an in-depth analysis of AI software language must be broadened from the genre of chatbots and platforms to cover platforms and genres. A move towards examining non-English languages or real-time usage interactions might shed further light on global technological infrastructures' mediation of ideologies. Comparative discourse analysis of AI output in different political and cultural environments should also be the target of investigation by scholars in order to shed further light on divergence and convergence of ideologies. In an educational context, this study makes a powerful case for the incorporation of critical digital literacy into language and technology education. Students in language, AI, and digital humanities should be equipped with the critical competencies of identification, questioning, and critiquing of underlying ideological assumptions in so-called objective or technical discourse. Educators are challenged here to bring into class practice on chatbot analysis, software writing generation, and ethics of machine-generated text. Additionally, pedagogical education in various disciplines—linguistics and philosophy to computer science—will educate a generation of future AI creators and digital citizens with a conscientious critical awareness. Such educational initiatives will enable not just students to use AI tools but also be in a position to recognize the socio-ideological underpinnings of the language that such tools produce.

5.2 The Significance of the Convergence Among Ethics, Language, and Artificial Intelligence

The interrelation of ethics, language, and AI is one of the most pressing questions of the time. This research substantiated that AI ethics are never separate from their linguistic articulation. When an AI speaks or communicates in writing, it does so through a discourse filter—drawing upon corpora infused with social norms, prejudices, values, and hierarchies. Ethics in AI is not so much a concern of algorithm or outcome but also a matter of the discourse that legitimates, justifies, or critiques those systems. The terms invoked to describe AI—"fairness," "bias," "responsibility," and "transparency"—carry an ideological tone. These are not value-neutral terms but discourse formations that entail assumptions about human conduct, institutional trust, and social structure. This work has held that language is exactly where struggle is located in terms of ideology and morality. Artificial intelligence is an ideological actor not due to intention but due to linguistic circulation that brings forth some truth and conceals others. Casting moral discussion in technical terminologies and soft moral dicta, AI discourse successfully purifies contentious issues into governable and socially acceptable narratives. It is necessary to recognize this intersection in order to break through narrow debate about AI safety or bias and instead to engage in a broader discussion about discursive ethics—ethics that considers the power of words, symbols, and frames in shaping how technologies are developed, deployed, and received. To reduce language artificial intelligence to the functional is to shortchange the work it performs towards the socio-cultural imagination. The findings of this research underscore the need for a critical linguistic sensibility—a one that embraces machine-generated language as worthy of scrutiny, if not so much for what it articulates in terms of meaning, at least for what it leaves unsaid. Through a blend of discourse analysis and moral analysis, this research has provided a model for uncovering the ideology of digital language and created a field where artificial intelligence systems are put to a more equitable and thoughtful critique.

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