**Title:** Trust-building Strategies in Corporate Discourse: An Experimental Study

**Abstract:**

This study investigates the impact of trust-building strategies in corporate communication using an experimental approach. Focusing on stakeholder-facing discourse, particularly in response to allegations of misconduct, the research examines how linguistic stance-taking acts contribute to trust. An About Us webpage of a fictitious company and a subsequent news article on whistleblower allegations serve as stimuli. Findings indicate that specific trust-building strategies significantly enhance perceptions of company benevolence and integrity, indirectly influencing the perceived credibility of the company's denial. The study underscores the power of corporate discourse in cultivating trust and its role in mitigating the impact of public accusations.