



ENGLISH FOR FREELANCE ARCHITECTS ON FIVERR: AN ANALYSIS OF LINGUISTIC FEATURES AND RHETORICAL MOVES

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ABSTRACT

Freelancing in Fiverr.com offers opportunities for fresh graduate architects to approach international clients, but it requires adequate English communication skills. The existing studies in this field offer unexplored spaces, especially in English for freelance architects in the global marketplace. Therefore, this study aims to explore how English is used to promote their services in architectural design on Fiverr and to communicate with clients via the chatbox. A genre analysis was applied to investigate the linguistic features and rhetorical moves of 12 freelance architects' profiles, gig descriptions, and transactional chats. The results revealed that freelance architects' profiles should represent architecture-related ESP linguistic features, including well-organized, business-style English with confident, polite, and promotional tones. In the freelancer-client chats, the priority was not in grammatically accurate and formal business-style sentences, but in comprehensibility, negotiation, customization, and, most crucially, optimal attention to the details of the clients' requirements. In conclusion, English for freelance architects exhibits unique rhetorical and linguistic features and expands the communicative functions of English beyond conventional architectural ESP practices. Theoretically, this study contributes to ESP studies by extending toward a more digital, interdisciplinary, and market-oriented framework.

Keywords: ESP, Freelance Architects, Fiverr, Linguistic Features, Rhetorical Moves

A. INTRODUCTION

For fresh graduate architects, especially in developing countries where the purchasing power for architectural services remains relatively limited, working as a professional architect immediately is almost unattainable. Limited local demand (Abusaada et al., 2022; Rotimi et al., 2023; Widyakusuma, 2022) and intense competition within regional markets (Tiew et al., 2022; Zhou et al., 2025) often constrain early-career opportunities. Prospectively, digital freelance platforms -such as Fiverr, Upwork, Freelancer, and PeoplePerHour- offer an alternative professional entry. Fiverr, for instance, connects freelancers with clients from diverse cultures to offer a range of services, including architectural design (Cardello & Sumrak, 2025; Lutz et al., 2024). Anyone from any field background can be involved as a gig worker or gig client on Fiverr, and the market is globally accessible to people worldwide (Vallas &



Schor, 2020). Benefiting from global exchange rate disparities, freelancers in developing countries can earn higher incomes from clients in their home countries (Friedman, 2016). *Thus*, the significant opportunities have attracted researchers to study this economic model more profoundly and comprehensively.

Despite the opportunities, several challenges must be faced by the fresh graduate architects to become global freelancers on Fiverr. In particular, freelancers must possess a variety of skills related to entrepreneurship (Blaising et al., 2021; Vega et al., 2022) and digital marketing, especially in Fiverr algorithms (Cedefop, 2020; Silva, 2020). Furthermore, since the market is global, they must also be proficient in English as the international language (Fatima et al., 2024; Qamar, 2024; Sinisalo, 2024). Therefore, mastering English is one of the required competencies for participation in the global platform-based market.

In the context of English for freelancing, existing studies have primarily examined the competencies required for successful participation in digital marketplaces rather than freelancers' language practices. For instance, Qamar (2024) and Fatima et al. (2024) emphasized that sufficient proficiency levels and mastery of all English skills are necessary to develop a career in global freelancing. Indeed, these skills are more important than any degree they have graduated from (Qamar, 2024). Moreover, Fatima et al. (2024) recommended that freelancers always hone their skills by reading several English content and literature related to the services they offer. The ability in comprehend domain-specific content can enhance their understanding of clients' requirements and their ability to communicate transactionally (Fatima et al., 2024). However, studies discussed generally across fields, while studies focused on how English is used by freelance architects on the global platform remain limited and warrant further exploration.

From an educational perspective, this topic is related to English for Specific Purposes (ESP). The existing studies on these terms primarily focused on English for architecture in general. It covers several competencies required to work as an architect in an offline, conventional workplace, such as firms or construction companies (Blyth et al., 2024; Nurani, 2021). These competencies include preparing portfolios and proposals, diagrams, marketing services, communicating with clients and professional stakeholders, and producing various forms of professional documentation (Madaminjonovna & Abakulovna, 2022; Raj & Dwivedi, 2022). They also use English to make diagrams that transform reports into floor plans and 3D models (Hellwig, 2023). They must attain proficiency in English communication skills to engage in negotiations, address inquiries, and elucidate the reasons for the alterations. Articulating the reason behind the impossibility of certain things, handling complaints, asking for additional information, and organizing arrangements (Kambarova, 2020). However, little attention has been paid to the communicative English skills for today's gig-economy careers: global freelancing for architects via digital marketplaces.

Previous studies have highlighted the importance of all four English language skills for architects, although writing and speaking are often considered the most crucial for professional practice (Lebedeva, 2023; Ulum, 2020; Yang et al., 2023). In the freelance market, communication primarily occurs through profile descriptions and client interactions, which are largely mediated through written communication (Fatima et al., 2024; Qamar, 2024). Although Fiverr also facilitates video consultations, text-based communication remains the dominant mode of interaction (*Paid Video Consultations for Freelancers – Fiverr Help Center*, n.d.).



Therefore, examining profile text and chat-based interactions can provide valuable insights into the language practices used by freelance architects.

Since studies on this theme are limited, investigating this domain from the basics is worth exploring, namely researching how English is used to operate architectural businesses in Fiverr's environment, especially in writing promotional profiles and communicating with global clients via chatbox. Since profiles and chats are mediated by the platform, language serves not only to convey information but also to manage interpersonal relations, build credibility, and influence audience responses (Alnayily et al., 2025; Herring, 2013; Hyland, 2013). Studies on online discourse indicate that specific linguistic features—such as politeness markers, hedging, and lexical choices—play a crucial role in shaping how messages are interpreted and evaluated in digital conversations (Hermansyah et al., 2025). At the same time, rhetorical strategies, including attitude and engagement markers, allow speakers or writers to express evaluation, guide audience interpretation, and foster interaction in communicative exchanges (Alnayily et al., 2025). Research on online discussions further shows that rhetorical appeals, such as ethos and pathos, are frequently used to build credibility and persuade participants in digital interactions (Heath et al., 2023). Therefore, combining an analysis of linguistic features and rhetorical moves provides a comprehensive framework for understanding how English is strategically used to promote architectural services and communicate with clients on Fiverr.

The above description demonstrates that, despite the vast advancements and opportunities in gig-economic careers, little is known about how English is used by freelance architects on Fiverr. To address this gap, this study investigates the linguistic features and rhetorical moves used in freelance architects' Fiverr profiles and client interactions. By examining the authentic communication practices in the digital freelance job market, this study may broaden current understandings of English for Architecture beyond conventional professional contexts. Consequently, this study contributes to ESP studies by extending the discussion of architectural communication to digitally mediated freelance environments. Furthermore, these findings can serve as a basis for future needs analysis and the development of learning materials at undergraduate architecture ESP classes to be more adaptive to current global economic market developments.

B. METHOD

This qualitative research was designed in Genre Analysis as developed by Swales (1990), Bhatia and Nodoushan (2015). This design was chosen because it allows the researcher to examine both the rhetorical structure (moves) and the linguistic features used by Fiverr's freelance architects in their profiles, gig descriptions, and client chats.

Twelve freelancers' accounts were selected based on the gigs: floor plan, site plan, exterior, interior, and 2D/3D rendering. From the freelancers, two sets of data were captured: 1) Profiles or gig descriptions, and 2) freelancers-clients chats. The data were collected in two techniques. 1) *Documentation* technique was utilized to obtain data in terms of Freelance architects' profiles or gig descriptions. 2) *Simulation*, where the researcher attempted to chat with freelancers to order, bargain, and negotiate in the transactional conversations. The chats were then screenshotted to be examined rhetorically and linguistically. All data were stored in digital files and labeled systematically.

The data were analysed using thematic analysis focusing on linguistic features and rhetorical moves themes (Swales, 1990). *First*, the linguistic features analysis was conducted to examine how language is used in the profiles and chats. The analysis focused on four main aspects: lexical, grammatical, stylistic, and discourse features. Each linguistic feature was systematically coded and illustrated with representative extracts from the dataset to demonstrate how freelancers construct effective professional communication in the Fiverr platform. *Second*, the rhetorical move analysis was conducted to identify the communicative expressions and purposes embedded in every segment of the profiles and transactional chats. This analysis aimed to reveal how freelancers strategically organize their communication to achieve persuasive and professional objectives in the online marketplace.

To enhance credibility, representative textual excerpts were included to demonstrate that interpretations were grounded in the data. Peer debriefing with colleagues was conducted to review the coding and interpretation of rhetorical moves and linguistic features. Ethical considerations were also observed by removing all usernames and personal identifiers and replacing them with pseudonyms.

C. FINDINGS

Linguistic Features in Freelance Architects' Profiles and Transnational Chats on Fiverr

After selecting the freelance architect accounts and contacting them in the chatbox, the profiles and chatbox conversations were screenshots. Afterward, the data were analyzed thematically to investigate the linguistic features. Because the features identified were typically similar across profiles and chats, the findings were combined in the following analysis table.

Table 1. Linguistic Features in Profiles and Chats

Linguistic Feature	Frequency across accounts	Example Excerpt
A. Architectural phrases:		
• Types of design	46 instances	<i>Interior/Exterior design, 2D/3D, drawing/design/rendering, Site/Floor plan, renovation.</i>
• Details	28 instances	<i>Lighting, Texturing, furniture</i>
• Site typologies	22 instances	<i>Residential, Commercial/industrial, institutional buildings, landscape modeling</i>
• Animated videos	34 instances	<i>3D virtual tours/ VR experience/walkthroughs/ flythrough</i>
• Tools/software	18 instances	<i>SketchUp, Blender, Autodesk 3D Max, Autodesk AutoCAD, Revit, etc.</i>
B. Promotional boosters		
• Visual Quality	36 instances	<i>Attractive, Realistic/ photorealistic, Immersive, Best/great quality and resolution, Physically accurate photo metric.</i>

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| • Excellent service | 40 instances | <i>Very short time work, Unlimited revision, Best budget, Handled differently, Money back guarantee</i> |
| • Experience | 20 instances | <i>200+happy clients, 10 years of experience</i> |

C. Sentence Structure

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| • Imperatives | 26 instances | <i>“Contact me today to get started.”</i> |
| • Present simple tense | 72 instances | <i>“I design residential and commercial buildings.”</i> |
| • Future tense (will + verb) | 24 instances | <i>“I will deliver drawings within 5 days.”</i> |
| • Formal Business-style sentences | 18 instances | <i>“We are looking forward to receive your order.”</i> |

Based on Table 1, language features found in terms of domain-specific features were architectural-related vocabulary or phrases, and promotional boosters. Architectural terms - related to buildings, design, final products, and utilized designing software- become the main component of the text, and the promotional boosters or adjectives -promoting the quality of the designs, services, and expertise- become supporting components to attract the vice client.

In terms of structure, the sentences were dominated by the present simple and future tense, followed by imperative or directive sentences. Besides, the sentences were organized in a business style, with a confident tone, to persuade the reader (prospective clients) to purchase the gig. Accordingly, freelance architects on Fiver are required to master those features to write their professional profiles and to support their conversations with clients in the chatbox.

A serendipitous finding emerged from the analysis of freelancer-client chats. While greetings and closing messages generally displayed grammatically correct sentences with professional business style, the body of the conversations tended to be more informal. It contained several grammatical, spelling, and punctuation inaccuracies, such as “*size ceiling, how much? size door? size windows*”. Despite these deviations from standard written English, the messages were still understandable and effectively conveyed the intended meaning. From the researcher's perspective, these linguistic imperfections appear acceptable in the context of online freelance communication, as they did not hinder mutual understanding, negotiation, project discussions, or transaction completion. These findings suggest that communication effectiveness and transaction clarity may be more important than grammatical accuracy in freelancer-client interactions on Fiverr.

Rhetorical Moves of Freelance Architects' Profiles and Transactional Chats on Fiverr

Table 2. Analysis of Rhetorical Moves in freelancers' profiles on Fiverr

No	Moves	Function	Frequency	Text Excerpt (Example of Sentence)
1.	Move 1: job identification	To establish a certain job or a gig name	12/12	<i>“I am a professional architect.”</i> <i>“Freelance architect and Building Information Modeler (BIM).”</i>

2.	Move 2: value proposition	To inform the benefits or uniqueness of the gigs	12/12	<i>"I am an exterior and interior architect designer."</i> <i>"Do you have an architectural project and need a professional architect?"</i>
3.	Move 3: Gig specifications	To break down the gig variations and limitations	12/12	<i>"Services We offer: Architectural Designing and Planning, House interior/Exterior Renovation, 3D Furniture, Landscape Modeling, 3D Interior Rendering, 3D Exterior Rendering, etc."</i>
4.	Move 4: experiences	To promote the freelancers' experiences	9/12	<i>"I have over 10 years of experience in architecture."</i>
5.	Move 5: Quality assurance	To reassure clients about the guarantee of fast, high-quality delivery.	12/12	<i>"I have the ability to carry out high-level projects."</i> <i>"The process will only take a few minutes."</i>
6.	Move 6: Client orientation	To express that the freelancers really care about clients' needs and requirements.	9/12	<i>"The revisions will continue until you're satisfied."</i> <i>"... interior and exterior spaces that reflect your vision and lifestyle"</i>
7.	Move 7: tools	To inform the software used in designing and rendering	9/12	<i>"I am proficient in architectural software such as SketchUp, Blender, #d max, and Autodesk AutoCAD."</i>
8.	Move 8. Step of order	to prevent risks in misleading and complaints	12/12	<i>"I strongly advise getting in touch with me to get an estimate on the project."</i>
9.	Move 9: Call to Action	To persuade the clients to order.	12/12	<i>"Contact me anytime and I will get back to you anytime."</i>

In the freelancer profiles, nine rhetorical moves were identified. Six of these moves appeared in all profiles, namely 1) *job identification*, which introduces the freelancer's profession or gig category; 2) *value proposition*, which highlights the benefits or uniqueness of the offered services; 3) *gig specification*, which describes the scope, details, and limitations of the services provided; 4) *quality assurance*, which contains promotional boosters intended to reassure clients regarding service quality and delivery; 5) *steps of order*, which encourage prospective clients to initiate a discussion through the chatbox before placing an order in order to reduce the risk of misunderstandings and complaints; and 6) *call to action*, which consists of persuasive statements encouraging clients to proceed with the purchase.

The Table also reported that three moves were not present in all profiles and can therefore be considered optional. These include 1) *experience*, which highlights the freelancer's professional background and years of practice; 2) *client orientation*, which emphasizes attention to clients' needs, preferences, and requirements; and 3) *tools*, which inform potential clients about the software and technologies used in the design process. It implies that the moves on freelancers' profiles vary depending on their priorities and the strengths they want to highlight. Overall, the findings suggest that freelancer profiles on Fiverr are primarily designed to establish professional credibility, promote service value, provide clear service specifications, and encourage client engagement to order.

Table 3. Analysis of Rhetorical Moves in Client-Freelancer Chats on Fiverr

No	Moves	Function	Frequency	Text Excerpt (Examples of Sentences)
1.	Move 1: Warm greetings.	To greet and ask what favor the client needs	12/12	"Hello there, Thanks for reaching out to us about your project. We'd love to hear more about what you have in mind!"
2.	Move 2: Initial Requirement Screening	To identify the project type and basic information necessary to understand the project and estimate pricing.	12/12	"Could you please provide any sketches, floor plans, or example images that you have to help us better understand your vision?" "Hello Dear Please send land size and requirements."
3.	Move 3: Budgeting and price quotation	To offer a price	12/12	"My design package for your bedroom is \$50, which includes a full interior design and one revision. Would this price work for you?"
4.	Move 4: Negotiation and alignment	To negotiate and make agreement on the price and to discuss additional details.	10/12	"Thank you for your offer! Since this is our first project together, I can offer you a discount and do the design for \$30. I'll make sure to deliver high-quality work. Let me know if that works for you!"

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| 5. | Move 5:
Detailed Design Discussion | To discuss detailed design specifications and client preferences | 6/12 | <p><i>"Could you please send me a picture of your room?"</i></p> <p><i>"Size ceiling, how much? size door? size windows"</i></p> <p><i>"Would you like an open-plan living and dining area?"</i></p> |
| 6. | Move 6: Pre-order Confirmation | To validate the detailed order, including the duration of delivery and the number of provided revisions. | 6/12 | <p><i>"We can send you some drafts after day 4, so you can comment on the areas while we are working."</i></p> <p><i>"Please fill out the required information by clicking Provide Requirements above. If you have any questions, I will be happy to help."</i></p> |
| 7. | Move 7: Order Setup | To provide a button to purchase the order | 6/12 | <p><i>"Very good. Thats now I'll sent you offer."</i></p> |
| 8. | Move 8: Delivery and Revision phase | To submit the completed design and invite client feedback and revisions. | 6/12 | <p><i>"Hi! This is a meticulously crafted bedroom design that combines style, comfort, and functionality. Every element has been thoughtfully arranged to create a cozy yet sophisticated ambiance. Let me know if you have any feedback or adjustments!"</i></p> |
| 9. | Move 9: Final Closing | To express gratitude or appreciation and to request a review. | 6/12 | <p><i>"I hope you're doing well! I just wanted to say thank you for trusting me with your project. It was a pleasure working with you! If you're happy with the final result, I would really appreciate it if you could leave a review on Fiverr. Your feedback not only helps me improve but also helps other clients feel confident in choosing my services. Thanks again for your support, and I look forward to working with you in the future! Best regards, (freelancer's name)."</i></p> |

In freelancer–client conversations, this study identified 9 communicative moves. All freelancers began their interactions with a *warm greeting* (Move 1 = M1). Following the greeting, the subsequent moves varied across freelancers. At first, they usually asked for the *Initial Requirement Screening* (M2). It was about their desired style, project details, and general requirements. An essential finding at this stage is that most freelance architects did not spend extensive time discussing detailed design specifications at the beginning of the conversations. Instead, they focus on identifying the project type and general informations (e.g., size, scope, and outputs), and then immediately move forward to *offer a price* (M3). After that, *negotiation and alignment* (M4), in which the client can accept or refuse the price. When it was rejected, some freelancers retained the price they initially quoted and ended the conversation politely, while others lowered the price or customized the design scope to fit the client’s budget. At this point, only 6 of the 12 chats that successfully reached a price agreement moved to the next step: *discussing the details* (M5) of the client's desired design, such as rooms, furniture, entrances, circulation, styles, colors, and other requirements. It is the most crucial phase, where freelancers must pay extra attention to every detail of clients’ requirements to deliver high-quality design and receive positive feedback.

The next move was *pre-order confirmation* (M6), including confirmation of the delivery duration and the number of revisions provided; and order setup (M7), where freelancers send a “custom offer” format (a feature in Fiverr’s chatbox) that can be clicked by the client to proceed with the purchase. After that, *the delivery and revision phase* (M8), during which the freelancers completed and submitted the project through Fiverr’s delivery system, then invited client feedback and revisions. The last is *the final closing* (M9), in which freelancers express gratitude and often request a review of the final project.

During this study, the researcher found another notable finding: one freelance architect contacted the client approximately one month after the project was completed. He offered an additional service: converting the completed interior design into an animated virtual room tour video. The freelance architect further encouraged the client by offering a discounted price. This practice demonstrates that Fiverr supports continuous client-freelancer transactions. Such behavior reflects not only sales-oriented communication but also a service excellence strategy aimed at fostering long-term client relationships and generating future projects.

D. DISCUSSIONS

The findings indicate that architecture-specific terms and phrases are the most dominant linguistic features in both profiles and chats. The features consist of design types and components, building categories, rendering output categories, and the software or applications used. These domains are interwoven and integrated into typical architectural phrases and sentences used to describe services and project specifications. These findings support previous research that architecture students and practitioners require specialized vocabulary to communicate technical concepts and carry out professional activities effectively (Madaminjonovna & Abakulovna, 2022; Raj & Dwivedi, 2022). Similarly, Nurani (2021) emphasized that English language competence for design students needs to include terminology relevant to their field. Therefore, vocabulary mastery not only provides technical knowledge but also helps build professional credibility and demonstrate expertise to potential clients.

In the *profiles or gig descriptions*, the freelance architects employed simple sentence structures, including present and future tenses and imperatives. In terms of tone and style, business-style formal tones are predominantly used to convey persuasive messages, enriched with promotional booster adjectives that highlight high-quality designs, excellent services, and qualified expertise or long-term professional experience. Rhetorically, the most frequent moves in the profiles are job identification, value proposition, service specifications, quality assurance, client orientation, ordering instructions, and a call to action. These insightful marketing strategies align with previous studies regarding online freelancers' competencies in delivering and maintaining self-presentation and personal branding, which are crucial in running a business in digital markets (Blyth et al., 2024; Sinisalo, 2024). In addition, this finding also aligned with Brunzel (2024), who argued that freelancers' communication styles on Fiverr tend to combine both professional informations and strategic marketing or advertising expressions. As a result, they can capture their potential clients' attention and persuade them to take action to purchase the services (Call to Action).

In *client-freelancer conversations*, grammatically accurate messages with formal-business style were captured at greetings and endings, while several messages in the body of the conversation were more informal and contained several grammatical, spelling, and punctuation errors. However, these linguistic deviations do not cause communication breakdowns, as the message successfully conveyed the intended meaning. The freelancers appeared to prioritize simple yet comprehensible questions and answers rather than linguistic accuracy to deliver fast responses in maintaining the flow of conversations. This finding resonates with Kaur and Birlik's (2021) study on communicative effectiveness in Business English as a Lingua Franca (BELF), which demonstrated that successful business communication relies heavily on participants' ability to achieve mutual understanding rather than on strict adherence to grammatical norms.

In terms of rhetorical moves, the chats indicated that freelance architects' communication more closely resembles service sales activities than conventional architectural communication. The common flow comprises greeting, clarifying needs, determining budget, negotiating, confirming, delivering, revising, closing, and even prospecting (offering further projects). While previous studies suggest that digital chat communication shares several characteristics with spoken interaction (Cakmak, 2022), the present findings indicate that Fiverr-mediated exchanges are shaped more strongly by transactional and commercial objectives. Most freelancers tend to be more straightforward about pricing at the beginning of the conversation, after greeting and confirming the design type and output. This sequence of moves contradicts previous studies that found that digital communication via chat is similar to oral interactions. It is a contradictory finding compared to several architectural ESP studies, which reported more complex and extensive components in architect-client conversations (Madaminjonovna & Abakulovna, 2022; Raj & Dwivedi, 2022), while this study revealed that Fiverr's conversations are more concise and service-oriented. However, it confirms Kambarova's (2020) argument that a freelancer should be competent in negotiating, handling questions, clarifying, and managing projects with clients. Therefore, this study revealed that while formal business language is still needed, Fiverr's conversations prioritize clients' desires using promotional and negotiative skills.

The findings suggest that English for Freelance Architects should no longer be viewed solely within the boundaries of traditional Architectural ESP. Instead, it emerges as an



interdisciplinary domain integrating architectural expertise, business communication, marketing discourse, and client relationship management. While freelance architects are expected to demonstrate proficiency in architectural terminology and design communication, they must also develop persuasive communication, negotiation, branding, and customer-service skills. This finding aligns with previous studies highlighting the growing importance of entrepreneurship (Blaising et al., 2021; Vega et al., 2022), personal branding (Arifah & Zalfa, 2025), global freelancing (Cedefop, 2020; Silva, 2020), and marketplace-based digital marketing (Fiers, 2024; Ludwig et al., 2022). *Thus*, this study has progressed beyond ESP to interdisciplinary findings.

Compared with previous research on English for Architecture, which primarily emphasizes technical communication, discipline-specific terminology, professional documentation, and academic literacy (Lebedeva, 2023; Nurani, 2021; Raj & Dwivedi, 2022; Ulum, 2020), the present study has revealed a broader communicative scope. On freelancing platforms, English is used not only to explain architectural concepts and design outputs but also to promote services, construct professional identities, negotiate project terms, and maintain client relationships. These findings indicate that digital freelancing environments have expanded the communicative functions of English beyond conventional architectural ESP practices.

Accordingly, this study proposes English for Freelance Architects as a distinct extension of Architectural ESP. The findings demonstrate that language use in online freelancing contexts integrates architectural knowledge, business communication, marketing practices, client management, and digitally mediated interaction. From a genre perspective, freelancer profiles and client–freelancer conversations exhibit unique rhetorical and linguistic features shaped by the demands of the gig economy. Theoretically, this study contributes to ESP studies by extending Architectural ESP toward a more digital, interdisciplinary, and global market orientation.

D. CONCLUSION

Based on the discussion, to become a freelance architect on Fiverr, the primary English competencies required were writing professional profiles and online communication with clients. For these two tasks, freelancers should be proficient in architecture-related ESP vocabulary, clear and concise text organization, and a formal-business language style with confident, polite, and promotional tones. For chats, the formal-business style was not strictly necessary. The priorities were comprehensibility and smooth negotiation. In terms of rhetorical moves, rather than following a fixed sequence of conversations, the freelance architects demonstrated a set of communicative competences: 1) understanding the client's needs and detailed requirements, 2) negotiating the price and customizing project scopes, 3) paying attention to details of design, and 4) utilizing all of Fiverr's systematic features. Consequently, freelance architects require not only business-level English proficiency but also practical communication related to digital marketing and client relationship management, particularly in delivering service excellence within a competitive digital marketplace.

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