

Headhunting Advertising: 20 years in the Czech Republic

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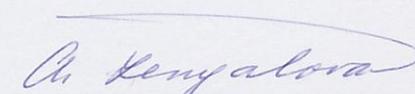
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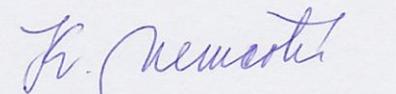
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ABSTRAKT

Tématem mé bakalářské práce je reklama na volná pracovní místa v České republice po roce 1993. Teoretická část popisuje a vysvětluje fakta a informace potřebná k analýze korpusu headhuntingových reklam. Praktická část vychází z teoretického základu pro analýzu a popis korpusu. Cílem této práce je zjištění, jakých jazykových prostředků headhuntingová reklama využívá a zda se tato reklama mění v rámci času a změn na trhu práce.

Klíčová slova: reklama, slogan, jazykové prostředky

ABSTRACT

The theme of my bachelor thesis is headhunting advertising in the Czech Republic after 1993. Theoretical part describes and explains the facts and information necessary to analyze the corpus of headhunting advertising. The practical part is based on the theoretical basis for the analysis and description of the corpus. The aim of my bachelor thesis is to determine which language aspects are used in headhunting advertising and whether this advertising is changing within the time and changes in the labor market.

Keywords: advertising, slogan, linguistic devices

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INTRODUCTION

Work and advertising. Two words which are part of our everyday life. We meet advertising almost everywhere - on television, in newspaper and magazines, on street or in vehicles. Sometimes, its presence is not perceived due to its matter of course in our life. These advertisements are quite about products. However, the advertising promotes also job offers. This kind of advertising may also appear in radio or press, but not as frequently as everyday consumer advertising. The advertising for job offers can be often seen at job fairs.

Headhunting advertising helps attract a greater number of candidates and then the company has a greater opportunity of selecting the most suitable employees. Companies use several tactics to make an impression on potential employees. One of the most powerful tactics is the creation of an interesting slogan which can be used in radio, press or at job fairs.

In my bachelor thesis I will deal with corpus of headhunting advertisements which were used to attract new potential employee in years 1994 - 2011. Focus will be placed on lexical, stylistic and phonetic aspects used in advertising slogans. I will try to analyze the slogans and discover the most used forms and aspects. I will also consider a psychological influence and connection of headhunting advertising and a labour market. The aim of my bachelor thesis is to discover what methods companies use to gather and persuade potential employees and whether there are any changes over time containing linguistic changes or changes in labour market.

The first chapter of the theoretical part describes what the advertising is, what are its goal and how advertising communication occurs. The advertising language is defined, which includes slogans. Each advertisement needs its sender and receiver. For the message of the advertising, it is important its form such as a choice of words, use of stylistics devices or phonetic aspects which are described in next two chapters. The choice of words is conditioned by psychological aspect, because some words can cause different emotional feelings. Fifth chapter concentrates on employee recruitment and its methods. There are several methods which differ by different form of publication of the vacancy and others. Last chapter describes labour market in Czech Republic and its connection with headhunting advertising.

In the second part of my bachelor thesis I will try to discover the most used forms of headhunting slogans and whether the advertising is affected by the time.

I. THEORY

1 WHAT THE ADVERTISING IS

Nowadays we hardly find person who has never met advertising in his life. Advertising surrounds us every day at home and outdoors, at work or at school. Exaggerated, I can say that advertising is present everywhere. It can be found in the press, television, radio, on billboards along the roads, streets, in restaurants, etc.

In my work I deal with the headhunting advertising that is spread via various ways. In today's internet world the internet is probably the most common way. There are several websites focusing on job vacancies such as www.prace.cz, www.jobs.cz etc. Also, this advertising appears on the website of the company which is looking for new employees. In printed form, headhunting advertising appears frequently in local newspapers in section called "job vacancies". Another way is the radio and job fairs. Unlike the common advertising of products, headhunting advertising appears on TV very rarely.

The origin of the word advertisement is probably from the Latin word *reklamare*, which means to shout again. Advertising is any impersonal and paid presentation or offer of ideas, goods and services which are mediated by an identifiable sponsor. It serves as interesting method of promotion using all elements that affect human senses, for example interesting title or font. In 1995, Parliament of the Czech Republic approved the definition which says that advertising is persuasive process which looks for users of goods, services and ideas through communication media. The advertising is a method how to interest a wide range of customers (Vysekalová 2007, 20-21).

1.1 Categories of advertising

Advertising has several forms of categorization. It is categorization by media, consumer and product (Cook 2001).

As mentioned above, advertising is contained in the press, television, radio and the Internet. Together, we call them the mass media, which are the first form of categorization.

“Television ads rely on music and moving pictures in ways that magazine ads cannot. Yet despite these differences, many campaigns run the ‘same ad’ concurrently in many media, so that each one reminds us of the others. Print ads, for example, may keep some part of the words and images of a television ad in front of people, even when they are away from home.” (Cook 2001, 14).

Another form of categorization is by consumer and product. In the case of headhunting advertising it can be understood that each person has different preferences,

needs and requirements which are connected with his education and experience. Someone is looking for a job in technical fields, someone is focused on banking. And this is also true in reverse. Authors of advertising identify a group of people to whom this advertising is intended. For example the headhunting slogan *Jste motivováni auty? Vítejte!* (Are you motivated by cars? Welcome!) (Barum Continental 2011) appeals to people who are looking for work in the automotive industry. This text would catch the attention of a teacher or hairdresser very hardly.

Apart from forms mentioned above, Světa Čmejková (2000, 21-22) states, that there is another form of categorization based on genres and instincts - Anxiety, Benefits, Humor, Testimonials, Demonstrations and Join the crowd.

The Anxiety in the advertising used BESIP company. In their advertising, there was displayed a misfortune that can happen due to inattention during driving. The aim is to arouse feelings of fear and then offer a way how to avoid this fear. In headhunting advertising it may be, for example, fear of financial distress and subsequent solution is an offered job.

The example of Benefits can be the headhunting slogan *Umění úspěchu. Vždy o krok napřed.* (Art of Success. Always one step ahead.) (Deloitte & Touche 2009) which offer a job connected with success and as a bonus it say that the employee will be the step ahead and this could be understood as a benefit.

The Humor has positive impact and brings people into a good mood. Philip Morris company used humor in the headhunting advertising *Necháte si ujít svou životní lásku?* (Do you let leave the love of your life?). The connection of tobacco, which the company produce, and the phrase *lifetime love* in the advertising text can be funny, especially for smokers.

1.2 Course of communication in advertising

Every person who is looking for job through the press, radio and the Internet is part of the advertising communication without realizing it. According to Jitka Vysekalová (2007, 28-30) the main participants of the communication process are sender and recipient. Their communication is done through communication tools - message and media.

1.2.1 Sender

At the start of the communication is a person or group of people who are involved in the creation of advertising text. For the creation of headhunting advertising a company can hire an advertising agency that employs trained professionals for creating advertisements. A cheaper way is to create ads within the company. It could be, for example, employees of marketing or human resources department. Creators of advertising are generally called as Sender.

1.2.2 Message

As a message, it can be considered information about the vacancy. It consists of several parts. The first part is the material, such as a screen, color or tones. Another part of the message is a content and form of expression. And the most important part is the meaning of the message. Because the fact, that each recipient has different preferences, there is the need to adapt the form and content of the message to recipient (Vysekalová 2007, 29).

1.2.3 Media

Media in the communication of headhunting advertising are newspapers and magazines, radio or internet. Unlike common advertisements for products headhunting advertising does not appear on television often.

Author of advertising should take into account to whom it is addressed. If it is a job for a young person, a location on the Internet would be a good choice. Regarding the job for an elderly person, a location on the Internet may not be appropriate, because not every elderly person can work with internet. This means that the choice of media should be related to the age of a potential employee. On the other hand, each recipient can decide which media will prefer. Someone prefer looking for work via press, someone else prefer radio or internet. It follows that the more the media sender selects the more recipients will have.

1.2.4 Recipient

Recipient of a communication can be divided into several categories: Recipient as a person, a member of group and a member of society. An important role in receiving also play geographic and demographic features like place of residence, gender, age, marital status atc. (Vysekalová 2007, 30).

In connection with headhunting advertising, recipient as a person means that everyone has different ideas about the job, such as monetary rewards, fields of work or length of

working time. Concerning recipient as a member of group, it can be for example people in Brno. This people make one group and the most of them prefer to work in Brno and surroundings places. The advertising on job position in Beroun will interest only few people of this group. This is also affected by marital status or age.

Each recipient is a member of a particular social group. Social groups with lower education are interested mainly in the vacancies in the field of blue-collar workers and therefore headhunting advertising for the position of a development engineer for them is not interesting.

To make the most effective advertising, the target group of recipients should be defining properly.

1.3 Language of Advertising

As mentioned above, defining target groups and choice of media, via which the advertising will be mediated, is important. Another important factor is the language of advertising and its use. Gillian Dyer (1982, 139-149) in his book states that to make the advertisement interesting, language originality is needed and this leads to unusual use of language where the rules of language are broken. Advertisers are known for playing with words. Words that are included in advertisements do not only describe the situation, person or object, but they evoke some feelings and ideas in our mind.

Language of headhunting advertising is aimed at a certain group of people that wants to attract. The choice of words may depend on the target group - male, female, younger or older person, a person oriented on industry, services, etc. This advertising uses different lexical, stylistic and phonetic aspects. These aspects, I will discuss in next chapters.

1.3.1 Advertising and discourse

When creating a headhunting text, the author focuses on the target group. That means before he write the text, he needs to know to which layer of society the advertising is determined, to which field it is offered. The author is also interested if the job is for people with high education or if it is the working position. He also decides which medium to choose. According to all the information the author selects the language and choice of words. Generally, this is called a context.

This fact confirms Guy Cook (2001, 4), according to him the discourse consists of text and context. Context contains a substance as a physical material which carries text, music and pictures, situation or co-text which means preceding or following text belonging to the

same discourse according participants' judgment. Meaningful behavior like voice quality, gestures, facial expressions or choice of typeface in written text are also elements of context called paralanguage. Another part of context are participants and they have particular roles. Senders are those participants who created the advertisement, for example an advertising agency. Participants who see the advertisement are called receivers. Besides that, participants can be described as addressers and addressees. It means those people, who relay an advertisement such as actors and a specific target group as an addressee.

1.3.2 Advertising slogan

Slogan is: “Simple and catchy phrase accompanying a logo or brand, that encapsulates a product's appeal or the mission of a firm and makes it more memorable. And which (when used consistently over a long period), becomes an important component of its identification or image. Also called catch line, strap line, or tag line.” (Businessdictionary).

Contrary to the slogans promoting products or companies the use of headhunting advertising is shorter, until the time when the company finds his new employee. Slogans used by companies to attract new employees may be general or specific. General slogans can be used several times, regardless of which job position is offered. Specific slogans contain information about job position or field of work at least. For example the slogan of Cleverlance company, which provides services in the field of banking and financial systems and telecommunications, indicates the field of work: *Pracovat na projektech pro největší české a mezinárodní finanční instituce.* (To work on projects for the largest Czech and international financial institutions).

Good and effective slogan should be unique, catching, rhythmic, simple, and should have an idea (Crha and Křížek, 1998, 41-50). Regarding the uniqueness, not every company adheres that. An example might be two quite similar slogans of energy companies:

- *Energie pro Vaši kariéru.* (The energy for your career.) (RWE)
- *Vaše kariérní energie.* (Your career energy.) (E.ON)

In this case the companies risk that a receiver cannot distinguish and remember the company.

The catchiness is achieved for example by the use of low-frequency words, interesting phrases, etc., generally called as lexical, stylistic and phonetic aspects.

1.4 Headhunting advertising in general

Headhunting advertising arises on the basis of the vacancy and is part of HR marketing. Spreading of advertising is usually through the press, leaflets and radio. The form of headhunting advertisements may be different. Black & Decker company chose a common way: *Hledáme absolventy VŠ s technickým zaměřením*. (We are looking for graduates with a technical focus). Although this process clearly defines the focus, the form is nothing interesting and the advertising can easily get lost among others.

In contrast, Wikov MGI company in their advertising also defines the focus, but the word *lahůdka* (delicacy) raises emotions that it is something positive: *Lahůdka pro opravdové strojaře*. (Delicacy for mechanical engineers). By this becomes more interesting with probability of greater selection of employees.

The aim of HR marketing is to get the best employees on the labor market. During creating headhunting advertising is important to know the needs and formulate them properly in advertising. The attention should be also pay to the correct formulation of employer identity (strategie.e15).

The headhunting advertisement is in the communication process called message. An author of the advertisement can be the company itself or an advertising agency. Both are senders of the information about a job offer. This message is passed to recipients through the radio or printing. Recipient we understand every person who is interested in a new job.

2 LEXICAL AND STYLISTIC ASPECT OF ADVERTISING

As mentioned above, the correct choice of words is a necessary part of making the text of advertising. In this chapter I deal with lexical and stylistic aspects.

Advertising message is short, brief with the aim to persuade and influence receivers. The advertising text is associated with journalistic style due to its informative and persuasive function. Persuasion in advertising is stronger than in any other texts with journalistic style. This leads to manipulation and trying to impose an offer (Čechová 2008, 275).

Texts of headhunting advertisements tries not only to attract attention, but also to convince the recipient that this job is the right choice. Therefore, we can often see headhunting slogans that describe happy, financially and secured life, personal success or good future which lead to usage of same or similar words as show the examples:

- Career: *Kariéra s globálním rozměrem.* (Career with the global dimension) (McKinsey & Company)
Více než kariéra. (More than a career) (Ernst & Young)
- Success: *Umění úspěchu. Vždy o krok napřed.* (Art of Success. Always one step ahead) (Deloitte & Touche)
Váš klíč k úspěchu. (Your key to success) (Lidl)
- Life: *...Partner pro Váš budoucí život.* (...partner for your future life) (PSP Engineering)
Pro bohatší život. (For a richer life) (ČSOB)

Because the fact, that this is a headhunting advertising, the probability of use of words associated with working life is higher.

2.1 Stylistic devices

As regards the style, the headhunting advertising is used stylistic devices such as metonymy, simile, personification, repetition and epithet. These resources act naturally and text is better perceived. Furthermore, the authors are working with personal pronouns, gradation and use issues.

2.1.1 Metaphor

In everyday communication, we use metaphors without realizing it. An example might be, if we talk about an argument with somebody. In Czech we often use expressions like,

Úplně mě ubil argumenty. or *Při hádce útočil na mé slabiny.* In this case, the argument is compared to fight.

Metaphor means a similarity based on a relationship between the dictionary and contextual logical meanings. It is a similarity of two concepts which have similar features. (Miššíková 2003, 40)

In headhunting advertising, an offered job can be as a ride on a vehicle which used Česká pošta in its slogan *Odstartuj svou kariéru s Českou poštou.* (Start your career with Czech post). Another example can be the job as a sport competition used in slogan of Accenture company *Staňte se světovým hráčem.* (Become a global player).

2.1.2 Simile

Simile is another device that advertising uses. Deliberate comparison to various objects arouses emotions in the recipient, which influences his decisions. An example might be an advertisement of an insurance company Česká pojišťovna, which is focused on insurance for young people *Bezpečně jako v tátově náručí.* (Safe as in Dad's arms). Father's arms evoke memories of childhood associated with caring of parents and feeling of safety.

In headhunting advertising Freescale Semiconductors company compares the uniqueness of potential employees with the uniqueness of career. *Nabízíme Vám stejně jedinečnou kariéru, jako jste Vy samotní.* (We offer the same unique career like you are).

2.1.3 Hyperbole

Hyperbole is also called as an exaggeration. Its aim is to attract attention by using words like big, gigantic, most and others superlatives that are assigned to advertised object. (Dyer 1982, 171)

In product advertisements the hyperbola can be seen often. Companies are competing with each other by claiming that their product is the best, the most luxurious and none same exist. Climax Company, manufacturer of window blinds, presents itself as "Climax, the best under the sun." This text should persuade the customer that these blinds are of a high quality that will protect them from sunlight. However, no study at the world has shown that this is really the best under the sun. The word *best* is used only as a means of persuasion.

Regarding headhunting advertising, companies can compete to see who is better employer, who has the best conditions etc. An example is the Czech Savings Bank, which presents the slogan *Připojte se k nejlepším.* (Join to the best).

2.1.4 Personification

In some advertisements and advertising slogans we meet a situation in which animals or inanimate objects have human characteristics. This is called personification. In the field of headhunting advertising, it may affect the potential candidates. Personification causes that the slogan is less formal and interesting and this can attract more candidates.

The Johnson Controls company uses the personification in the text *Technologie, která se dotýká lidí*. (Technology which touches people). This personification is based on intimacy between technology and people.

2.1.5 Repetition

Repetition is a simple way of persuasion. Repeating the same words stresses the importance, in some cases, the uniqueness of the information we want to convey.

Headhunting advertising repeats words that have positive meaning in connection with offered job: *Správní lidé, správný čas, správná firma*. (The right people, the right time, the right company) (Deloitte & Touch).

2.1.6 Epithet

If the author inserts his feelings and emotions in the advertising text, we call it the epithet. According to Gabriela Miššíková (2003, 46) epithet means the author's description and interpretation of an object which is based on his emotional attitude.

Words that are used based on the author's emotions and feelings are mostly universal, such as adjectives: confident, new, great, perfect, carefree, positive. In connection with headhunting advertising, there are the phrases as *calm and carefree future, perfect confidence, great certainty of success*, etc.

2.2 Use of pronouns

Not only the headhunting advertising but each advertisement is created to address readers. The aim of authors is to address a specific group of people, such as women, men, youth, etc. Use of pronouns helps distinguish to whom the advertisement is addressed and it also persuades the reader that it is he, to whom the advertisement speaks.

Pronouns *Vy* (You) and *Váš* (Yours) are used in headhunting advertising quite often. This has two reasons. Firstly, the advertisement addresses a group of people, as for example OSRAM company *Studenti a absolventi. Co Vám nabízíme a co od Vás čekáme?*

(Students and graduates. What we offer and what you waiting for?) Secondly, the use of these pronouns indicates a politeness *Váš klíč k úspěchu*. (Your key to success) (Lidl).

Yet, the presence of singulars *Ty* (You) and *Tvíj* (Yours) are not excluded. The choice of this addressing depends on the offered job and the age of the recipient, because the advertising text should display respect and authority. Using of singular pronouns shows equality and friendship what is close to young people with a minimum work experience *Pojďme mluvit o tvé budoucnosti*. (Let's talk about your future.) (Deloitte).

2.3 Questions

In everyday life, the question is asked in order to obtain unknown information. In advertising, the question is asked in order to obtain potential customers and in this case also the potential employee. Questions are classified as open and closed. The closed questions are answered Yes or No. Open questions require answers, for example *What field you want to work? - Marketing attracts me*. Answer Yes or No in this case does not make a sense.

Authors of advertisements use questions to turn receiver's attention to wishes and desires that they could have in connection with sender. An effective means is the use of adverbs and particles, such as *už, ještě, dosud, také*, etc. (already, still, as yet, also). These parts of speech suggest that it will not take a long time and the receiver will join the group of people who already have a certain desire fulfilled (Čmejrková 2000, 165).

3 PHONETIC ASPECT OF ADVERTISING

Lexical part shows that the choice of words is an important process in advertising. However, not only word but also sounds can make advertising more attractive. In this case it is alliteration, rhyme and rhythm.

Alliteration is “A phonetic stylistic device which aims at imparting a melodic effect to an utterance. The essence of this device lies in the repetition of similar sounds, in particular consonant sounds, in close succession, particularly at the beginning of successive words.” (Miššíková 2003, 94).

Alliteration in the Czech language does not occur frequently. It can be obtained by using words with similar suffixes or prefixes. Some slogans use alliteration together with rhyme and other slogans must use words from others languages to obtain alliteration (Čmejrková 2000, 59-61).

Another phonetic aspect is rhyme. Most people meet with rhyme in their childhood. Nursery rhymes that children learn are rhymed, easy to remember and sometimes catchy. This also uses advertising.

Rhyme means the repetition of similar sounds within one or several sentences. Words which contains a specific sound are called rhyming words and their distance is given and regular (Miššíková 2003, 96).

Světlá Čmejrková (2000, 51) indicates, that in Czech language is distinguished feminine and masculine rhyme. Feminine rhyme has an accent on the penultimate syllable which means that the last syllable is unstressed. An example might be *bota - robota* (a boot - a work). Masculine rhyme is stressed. An accent is on the last syllable in verse and rhyme is more dynamic, such as *dal - vzal* (gave - took).

The rhythm is regular alternation of stressed and unstressed syllables. This creates metrical feet. The most common foot in Czech language is a trochee. This track has two syllables where the first syllable is stressed. Words with three syllables which have accent at the beginning are part of the dactyl. The usual form is a dactylic tetrameter as in the example *Chudí ho hledají, bohatí vítají.* (The poor seek him, the rich welcome him). To avoid any monotone verse, Czech language uses a combination of dactyl and trochee (Čmejrková 2000, 54).

4 PSYCHOLOGICAL ASPECTS OF AN ADVERTISING

4.1 Attention

An essential part of human perception is attention, which causes the focus of our perception on a particular object or activity. A selection of an object to which our attention is focused depends on two factors – internal; subjective needs, interests, values, emotions and motivation and external; factors which surround us at the moment such as the physical conditions or social context (Vysekalová 2007, 96). The example of headhunting advertising is the situation when a person is unemployed. His interest is focused on job searching and in this case some headhunting advertisement will catch his attention. On the other hand person who has a good job is interested in his career, he is satisfied with his job and he has no reason to pay the attention to headhunting advertisement.

Attention is divided into involuntary attention and voluntary attention. Advertising tries to make the involuntary attention (Vysekalová 2007, 96). This means that author of headhunting advertisement tries to create it in unusual way to catch the attention of potential employees. The unusual advertisement is achieved with the use of lexical, stylistic and phonetic aspect which are mentioned in chapters above.

The example of voluntary attention is job fair. People go there of their own volition. They pay the attention to stall of companies and their advertising texts, because they need and want a job, they are interested in it.

4.2 Memory and Association

All human pieces of knowledge and experiences are stored in our memory for varying lengths of time. Although the process of remembering is different for each person, there are general rules that are equal to everyone. Our memory keeps better the logical sequence of events. The contents which are associated with an emotional experience or it supplement the information already stored in memory. Repetition of information plays an important role too. It increases the probability of keeping information in memory. With these rules the advertising works (Vysekalová 2007, 97-99). Taking into account the headhunting advertisement, companies that previously presented any advertising, their brand came into the subconscious of people and therefore their job advertisement is more memorable.

Another factor of memorization are emotions and experiences. If the recipient has any experience with the company, such as satisfaction with products, good references from

their friends etc., the advertising is retained in the memory better than an advertising of company we do not know.

An association plays an important role too. Good experience with the particular company causes positive feelings that can be transferred to the idea of get a job in the company. Bad experiences and bad feelings cause lack of interest in a job and thus lack of interest in the advertising.

4.3 Motivation

The word motivation comes from the Latin word *movere*, which means movement. Motivation is an inner impulse to action or specific behavior and also affects the direction, intensity and duration of the activity or behavior (Vysekalová 2007, 105).

Motivation in advertising should be very strong. With the growing power of motivation in advertising increases the probability that the recipient will succumb to it.

In the case of headhunting advertising, this means that the recipient will have a motive to apply for a job in particular company.

We distinguish advertising above the line and below the line. Advertising above the line is spread through television, press and radio. In these media, the recipient pays greater attention to the main issues and advertising is perceived only marginally. Time of motivation to conduct targeted recipient is longer than the advertising below the line. Advertising below the line represents advertising on the sender's site of action, and therefore motive for action is shorter and the recipient is less influenced by factors from the surrounding (Vysekalová 2007, 105-106).

If the recipient sees headhunting advertising in newspapers or other media, the motive to be interested in the job is not as strong and it can be disturbed by other stimuli from surrounding. As a representatives of advertising below the line can be considered job fairs. People meet employees of companies face to face and this can intensify the motive and the recipient will react faster.

4.4 Needs

Important sources of human motivation are needs. The well-known theory of Abraham Maslow says that human needs are arranged hierarchically and if lower needs are not satisfied, higher needs cannot be satisfied. Jitka Vysekalová (2007, 111) states, that there are also authors who do not form human needs hierarchically. An example is Murray's

Manifest Needs Theory in which a needs updating is based on external and internal conditions. It is need such as: the need for aggression, autonomy, to be yourself, achieve the performance, power, care for others, etc. The use of this theory in advertising may lead the recipient to realize his needs and motivation may arise.

Headhunting advertising can apply several motives of needs on the basis of the proposed work. For example, in the case of a job in the health sector a motive of needs to care for others can be applied. Company Bonuss is presented by the slogan *S námi jste vidět*. (With us, you are seen). This sentence is an example that raises the recipients need to prove themselves, thus to be seen. In general it could be said that this advertising uses motifs of needs of power, achieving performance, show off, gain sympathy from others and so on.

4.5 Values

In the choice of jobs, there are probably the most common values of money and time. But every person has his individual values. People interested in the environment are influenced by the value of protecting the environment and therefore job in companies that ignore the environment, are not interested for them. Health is also ranked among the values. There are people with various health problems, according to which the job is chosen.

The system of values is influenced by upbringing, education and gaining experience. Human behavior is influenced by this system (Vysekalová, 115).

4.6 Emotions

Emotions are feelings that we experience in everyday life. If we live through something positive, we are happy, we laugh, while if we live through something negative and unpleasant, we are angry, frown or crying.

Experiences that are very pleasant or unpleasant remain in our memory the longest time. This means that emotions affect our memory, but also attention or learning. This fact is great benefit for advertising, because the use of emotions in advertising reinforce desires and needs of the recipient, leading to a feeling that he must have the object of the advertising (Vysekalová and Mikeš 2007, 72-73). The use of emotions in advertising may be through inducing fear or humor.

4.7 Fear in Advertising

In the advertising, we see mainly positive motives, which entice us and cause pleasant feelings. In some cases, the advertising also uses the theme of fear. The goal of this is to show to the recipient some negative causes of particular behavior. An important factor is the intensity of fear. Properly selected intensity of fear attracts attention and the recipient admits that the situation can happen to him too. For the effectiveness of advertising a way how to prevent this danger must not be overlooked. With no explanation how to prevent danger the advertising would be ineffective, because the recipient would feel a sense of danger that cannot be affected and the advertising would be ignoring.

4.8 Humor in Advertising

Humor in advertising causes that advertisement gains attention more effectively and the awareness among people is better than advertisement without the humor. Humor supports to memorize the company name and sometimes also its slogan. According to experts, who deal with the influence of humorous advertisements on the receiver, persuasion of this advertisement is quite neutral. A credibility of humorous advertisements is not large enough to affect the purchasing behavior (Světlík 2012, 131-132).

In headhunting advertising one needs to be a little careful with humor. Even in this case decides the type of job. Hardly would we be looking for humor in advertising, which is dedicated to the prestigious job offers, such as a lawyer or attorney. Another important factor is to determine the target groups according to age or society.

In some cases it is also possible to focus on character. An example is the slogan of telecommunications company SPT Telecom *Kolik se Vás ještě vejde do naší telefonní budky?* (How much people of you will fit our telephone booth?) This humorous slogan implies that company is looking for someone who is sociable, communicative and do not stand aloof from a team.

5 EMPLOYEE RECRUITMENT AND ITS METHODS

The aim of employee recruitment is to attract a sufficient number of suitable candidates for a specific job position. The first step of recruiting is similar as in advertising. It is to gather all the necessary information about the relevant job position and specification of the source; it means the decision to get workers from internal or external sources. This helps determine who will be addressed with a job offer and advertising and what recruiting methods will be selected.

The methods of recruitment are very diverse. According to Zuzana Dvořáková (2001, 27-33) job published by employment office or on the internet appeals rather to manual workers, administrative staff, etc. Highly qualified workers are very cautious within this type of recruitment. They know the experience of employers with job seekers from employment office and they are also concerned about providing detailed personal information to medium which is easily accessible to anyone. Candidates for executive activity, assistant or lower managerial functions are attracted by a job offer in the press and on the radio. Regarding advertisements in the press, it is important to mention all necessary information, including the last date by which requests are received. This reduces the number of candidates and it is possible to plan the process of recruitment.

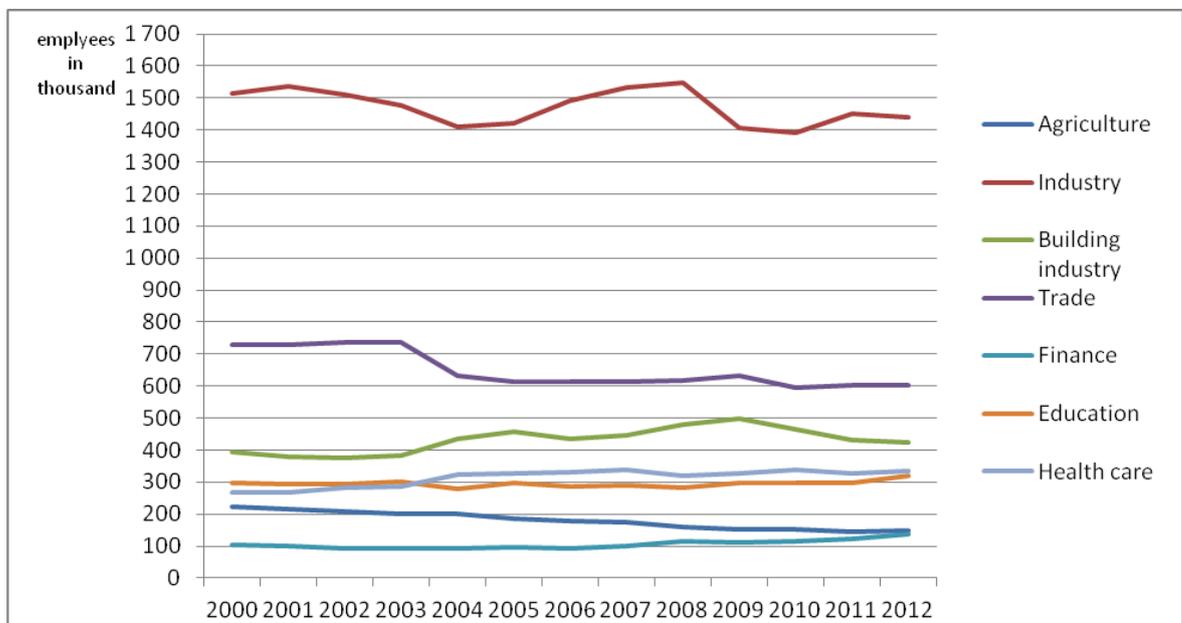
A cheap and effective way of recruiting to job position at the lower level is organization's company notice boards and staff's recommendation. This new workforce from informal sources is familiar with the company culture and the worker has an idea what is expected of him to be acceptable to the employer. Expensive method is to use external mediation and counseling services. Specialized consulting companies usually provide advertising, the first interview with candidates, testing and pre-selection. Then the organization offers a number of optimal candidates. Search for workers to managerial or specialist positions is a task for consulting company specialized in direct search industry. These companies build a network of contacts from various disciplines and ensure the opportunity to address specific people (Dvořáková 2001, 27-33).

Job fairs allow companies to present themselves. Most of the fairs is focused on undergraduate and graduate students. The advantage for the company is that it can make first contact with a broad group of future graduates and make a first pre-selection.

6 THE LABOUR MARKET AS A BACKGROUD OF HEADHUNTING ADVERTISING

As mentioned above, headhunting advertising is created at the request of the employer - a company, based on the job vacancy. Job vacancies are offered for several reasons. For example, due to maternity leave, given notice or due to new job position. Data on the number of jobs are annually collected by the Czech Statistical Office. The following table shows the development of employees in different sectors.

Figure 1. Number of employees in the national economy according data of Czech Statistical Office



From the figure 1 can be indicated that the strongest sector from the perspective of employment is industry. Subsequently, there is trade and building industry. The number of employed in other sectors is rising slightly. The only one decrease in the number of employees is recorded in agriculture.

Employment is affected by several factors such as population and its level of education, age, gender, but also the overall economy. Example of the impact of the economy is economic crisis in 2009. The figure shows that the number of employees in industry, construction and trade was reduced in this year.

II. ANALYSIS

7 LEXICAL AND STYLISTIC PART

Not only in this lexical part, but also in other parts of my work I use slogans obtained from IAESTE job fairs in Zlín. According to the name of the IAESTE organization (The International Association for the Exchange of Students for Technical Experience), it is clear, that it provides international internships for students of technical universities. Job fair is one of the projects of IAESTE which is held annually on every technical university since 1994. This corpus of headhunting advertisements is not part of my bachelor thesis and therefore it is not included in the Appendices of my thesis. The corpus is available for viewing at the head of IAESTE UTB Zlín, Ing. Martin Mikeska, Ph.D., who is its owner. The corpus includes Czech and international companies with branches in the Czech Republic who advertised available positions in the IAESTE Job Catalogue in the period of 1994 - 2011.

During these years, the fair were attended by approximately 1,500 companies. Companies that presented themselves with the use of slogans represent only one third of the total. Slogans, which some companies used, were not only of headhunting character. Almost half of the companies used the slogans that not covered directly to the job fair. Some slogans rather represent the company, such as:

- *JURKEN brousící stroje - špička ve svém oboru* (JURKEN grinding machines - the leaders in its field) (Erwin Jurken)
- *Auta jsou pro nás inspirací.* (Cars are inspiration for us) (Toyota Peugeot Citroën Automobile)

Other slogans can be seen to represent the company itself as well as address the potential employees. *Pro bohatší život.* (For richer life) (ČSOB). The advantage of this slogan is the fact, that their use is possible not only at job fairs. The slogan appeals to job seekers with the meaning that the work in this bank will lead to a richer life; this can be understood good monetary rewards, or enrichment of our knowledge in the field of banking. On the other hand, from the ordinary person's point of view, this text can be seen as a bonus advantage in the form of low or no fees connected with opening an account.

The other half consists of slogans focused only on headhunting advertising. These slogans address in several ways:

- Addressing students: *Studenti a absolventi. Co Vám nabízíme a co od Vás čekáme?* (Students and graduates. What do we offer and what do you waiting for?) (OSRAM)

- Including a field of work: *Lahůdka pro opravdového strojaře.* (Delicacy for mechanical engineers) (Wikov MGI)
- Generally addressing: *Připojte se k týmu mezinárodní úspěšné společnosti.* (Join the team successful international company) (Knorr-Bremse)

Corpus also includes slogans that contain the name of their company.

- *RWE - Energie pro start Vaší kariéry.* (RWE - the energy for a start of your career) (RWE)
- *Být v pohodě, být Daikin.* (Be cool, be Daikin) (Daikin Air-conditioning Central Europe)
- *Škoda, že ještě nepracuješ u nás. Čeká Vás nový tým.* (What a pity that you do not still work with us. A new team is waiting for you) (Škoda Auto)

The last slogan use the name of company in the sentence as its particle.

7.1 The most commonly words used in slogans

To determine the most commonly used words I used software AntConc. According to this software, the most commonly used word is *Career*, which appears in the corpus 46 times. The word career is perceived very positively and it could be said that today the use of this word is very popular. Career evokes a vision of a successful job which leads to a certain progress and gaining new experiences. Most of students have a longing for successful career. Therefore, it is not surprising that the authors of the slogans choose the *Career* most often. Here are some examples:

- *Kariéra s globálním rozměrem.* (Career with global focus) (McKinsey & Company)
- *Více než kariéra.* (More than a career) (Ernst & Young)
- *Energie pro vaši kariéru.* (Energy for your career) (Vigour)

The second most commonly used word is *Future*, which appears in the corpus 37 times. This word is part of our life. For students, as the most frequent visitors of the job fair, it is a word very current, because they think about their life after studies. For any other generation it is not as current as for the students and young people. Slogan formulations concerning the future can show them new directions.

- *Budoucnost pro příští generace* (Future of the next generation) (Nová Huť)
- *Podívej se do budoucnosti* (Look into the future) (Splintex)
- *Zajistit budoucnost* (Ensure the future) (Terosil)

World is another word which appears in the corpus 34 times. World can be likened to everything around us, as well as job opportunities. Some authors display working in particular company as a job in new world - new opportunities, new skills, new experiences. In another case, working in company means doing something what creates a better world. Another way to use the word *world* is in connection with a job description that involves traveling. It also includes exploring the world and its cultures. The use of this word is very extensive.

- *Expedice do světa KPMG.* (Expedition to the world of KPMG) (KPMG)
- *Síla a produktivita pro lepší svět.* (Power and productivity for a better world) (ABB)
- *Svět čeká na vás.* (The world is waiting for you) (Nestlé Product)

7.2 Metaphor

The use of metaphor in advertising is not unusual and also in headhunting advertising it is not unusual. The authors of these slogans in the corpus display a job offer with expressions of common human activities. It means that each slogan may have different impact on different people. It depends on people's experiences. For example a ride in a vehicle:

- *Odstartuj svou kariéru s Českou poštou.* (Start your career with Czech Post) (Česká pošta)
- *Kariéra na plný plyn.* (Career at full throttle) (Pražská plynárenská)
- *Nastartujte kariéru u nás.* (Starts your career with us) (ČSOB)

These slogans contains words which are normally used in connection with car or other motor vehicle. From the examples, it is clear that the use of these expressions may not concern only companies of the automotive industry. In my opinion, the words *odstartuj* (start) and *nastartuj* (start) evoke a start of new stage of life with new job. The phrase *na plný plyn* (at full throttle) means that the job will be dynamic and exciting which can indicate that the company wants somebody young. It can also indicate that the company wants a male because driving at full throttle is mainly men activity.

Another way of expressing a job is sports competition:

- *Cesta k mistrovství je dlouhá.* (The way to the championship is long) (Cleverbee)
- *Staňte se světovým hráčem.* (Become a world player) (Accenture)
- *Jste připraveni na výzvu? Přidejte se k nám!* (Are you ready for the challenge? Join us) (Ernst & Young)

- *Nastupte rovnou do první ligy.* (Go straight to the big leagues) (Česká pojišťovna)

All these slogans include words from sports background. Their meaning in connection with headhunting advertising represents job which want lively and single-minded people who want reach some goal. Another reason of use sports words can be the fact that a person in one of these job positions is expected to be representative employee as well as the sportsman.

A building is next way of expressing:

- *Společně stavíme budoucnost Hochtief.* (Together we build the future of Hochtief) (VSB)
- *Postavte svou kariéru na pevnějších základech.* (Build your career on stronger basis) (Skanska)
- *Práce na beton.* (Lafarge cement)
- *Na budování krásy nemusíte mít talent.* (For building a beauty you do not have got talent) (L'OREÁL)

This metaphors show their connection with products or services of the companies, except the last one. These slogans persuades people that the job is serious, steady with the chance of further personal development. It is the same as the building a house which must be stable, steady and its building process is some kind of its development.

Be included:

- *Co je uvnitř, to se počítá.* (What's inside that is counted) (Celestica)
- *Jsmo uvnitř.* (We are in) (Kordárna)

Both slogans use the word *uvnitř* (inside). Be inside also means to be a part of something and it sounds quite positive. The hidden message could be that the company is inside while you as a reader of the slogan are outside. It is a persuasive method because nobody want to be outsider.

A flying:

- *Letíme na vrchol!...a hledáme bystré piloty.* (We fly to the top! ... And we are looking for keen pilots) (Cleverbee)
- *Naučit se létat.* (To learn to fly) (AERO)

In my opinion, this theme can have both positive and negative impact. For some people these slogans can cause a fear of flying and thus the job can mean stressful situations. For another people it can be a symbol of growth which is similar to takeoff.

7.3 Simile

Simile appears very little in the corpus of headhunting advertisements. As an example, the following slogan using three years in a row 2006-2008.

- *Nabízíme Vám stejně jedinečnou kariéru, jako jste Vy samotní.* (We offer the same unique career like you are) (Freescale Polovodiče)

This slogan compares properties of career to person who reads the slogan. It means that everybody who will read this slogan is unique, according to the company. This is a good strategy how to give self-confidence to potential employee and attract him.

7.4 Personification

Personification uses human qualities and skills for inanimate objects. Purpose of its presence in slogans is to impress on human emotions and imagination. These human skills are very close to person who read the slogan and the imagination is very natural and based on reader's experience.

- *Příroda nám dala schopnost tvořit.* (Nature gave us the ability to create) (SWELL)
- *Kde jinde Vám firma roste před očima.* (Where can you see growth you company before your eyes) (ČEZ)

In this case, the personification wants to show quick development of the company.

- *Technologie, která se dotýká lidí.* (Technology that touches people) (Johnson Controls)

This personification is based on intimacy between technology and people. In everyday human life it is not common that people would touch each other without particular relationship. In my opinion, personification creates the impression that the technology is close to us as well as the job, which could include the communication with customers.

7.5 Repetition

Repeating words of slogans in the corpus have positive meaning which make them more glaring and there is higher probability that the reader will read the whole slogan. In this corpus the most often repeated words are adjectives:

- *Dobré jídlo, dobrý život.* (Good food, good life) (Nestlé Česko)
- *Správní lidé, správný čas, správná firma.* (The right people, the right time, the right company) (Deloitte & Touche)
- *Otevřený svět pro otevřené hlavy* (Open world for open people) (Unilever)

Then there are the nouns *Kvalita na prvním místě, kvalita budoucnosti*. (Quality comes first, the quality of future) (Aisin), verbs *Být v pohodě, být Daikin*. (Be cool, be Daikin) (Daikin Air-conditioning Central Europe) and pronouns *Můj svět. Moje banka*. (My world, my bank) (Komerční banka).

7.6 Epithet

As mentioned in theoretical part, when the author decides to use the epithet, this allows him to use words based on his own emotional feelings. In advertising texts, the epithet is created with very pleasant and nice phrases. The advertisement *Přinášíme Vám hřejivou budoucnost*. (We bring you a warm future) (Pražská plynárenská) use the word *hřejivou* (warm) as a specification of the future with this company.

Another example of epithet contained in the corpus are the following advertisements *Správní lidé, správný čas, správná firma*. (The right people, the right time, the right company) (Deloitte & Touch) and *Krok správným směrem*. (Step in the right direction) (PRAMET Tools). In my opinion, some expressions are very stereotypical and less attractive. From my subjective point of view, adjectives such as *správný* (right) evoke another advertisements in my mind, out of headhunting advertisements. It seems that in advertising world, there is everything right. The result is that due to overuse of some words the advertisements lose the originality and attractiveness.

7.7 Pronouns

In the corpus, the perceiver is addressed in several Czech cases such as nominative, genitive, dative, accusative and instrumental. These pronouns emphasizes that the job advertisement is addressed directly to perceiver. The most of advertisement in the corpus uses the pronouns *Vy, Váš, Vám* etc. (You, Your, to you). It can be understood as polite addressing one person, but also as addressing a group of more people. For example the advertisement *Svět čeká na Vás*. (The world is waiting for you) (Nestlé product) can be understand as the addressing only one person, but on the other hand it can address some group of people.

The use of pronouns in genitive can create an imagination of ownership as in these advertisements *Je to Vaše kariéra. Napadněte ji, Je to Váš sen. Postavte ho. Je to Vaše budoucnost*. (It's your career. Attacks it, it's your dream. Build it. It's your future) (Deloitte)

or *Singapur: Váš svět možností.* (Singapore: Your world of options) (Contact Singapore) It evokes in perceiver's mind what he has and what he could have.

In some cases, authors use several pronouns in one slogan. This emphasizes the fact, that the slogan appeals directly to the receiver. It can be said that it is a kind of attack on the receiver. This attack on the receiver uses the advertisement *Studenti a absolventi. Co Vám nabízíme a co od Vás čekáme?* (Students and graduates. What do we offer to you and what do we expect from you? (OSRAM). For a comparison in the following text is the second pronoun omitted *Studenti a absolventi. Co Vám nabízíme a co očekáváme?* (Students and graduates. What we offer to you and what do we expect?) This sentence is not such an emphasis when addressing the recipient and the word *očekáváme* (we expect) may not be understood as expectations directly from the recipient.

In the corpus, there also appear pronouns defining the relationship *We* and *You* in various cases. The advertisement *Náš závazek. Vaše výhoda.* (Our commitment. Your benefit) (TYCO Eletronics) shows the relationship of employer and employee which can be understand that to be employ in this company is an advantage and the employer has an obligation as for example provide an office, work and reward to employee.

Another case of the use of this type of pronouns is the advertisement *Vaše vášeň. Naše síla.* (Your passion. Our strength) (Unilever). This text promises to employees that the job becomes a passion that will be reflected in its performance and thus the company will become stronger.

There are also slogans containing pronouns *Ty* (You). In this case, the slogan appeals to potential staff more friendly. In my opinion it is a sign that the job is intended primarily for young people. For example the advertisement *Pojďme mluvit o tvé budoucnosti.* (Let's talk about your future) (Deloitte) suggests that it address rather to young people who completed the study thinking about the future.

7.8 Hyperbole

In the majority of advertisements is used hyperbola with superlatives. The use of hyperbola in an advertisement has two most common reasons. The first is to emphasize and make visible the quality of the company as for example *Připojte se k nejlepším.* (Join the best) (Česká spořitelna). For people, it seems that their job will be perspective and they become a part of the best.

Another reason might be an intention of the employer. His desire to be best and employ people with the best skills. *Máš šanci ukázat, že jsi nejlepší. Předved', co umíš. Jdi do toho...Vstupte do světa špičkových technologií.* (You have the chance to show that you're the best. Show what you can do. Go for it ... Enter the world of high technology) (T-mobile)

According to software AntConc, the corpus have 23 advertisements with superlative which starts with prefix *nej-*. The often superlative is the word *nejlepší* (the best), this word appears in the corpus 16 times.

7.9 Movie in slogan

In the case of the corpus, there is only one slogan which is created from the name of the movie *Co je doma, to se počítá, pánové.* (What is at home, it is counted, gentlemen). It is a Czech comedy from 1980. In the advertisement the word *doma* (at home) was replaced by *uvnitř* (inside). *Co je uvnitř, to se počítá.* (What is inside, it is counted) (Celestica)

The aim of author may not only be his attempt to attract the attention through well-known movie, but also to show a connection with the company. Celestica company is engaged in production of electromechanical and electronic measuring devices and components for the electrical industry. The word *uvnitř* (inside) implies the components as a important part of some machine. From headhunting point of view the slogan express an openness and opportunity to be accepted part of the company. Here is also an disadvantage. The use of this slogan abroad should not have the effect as in our country. The movie is Czech comedy from last century which is not known abroad. Consequently, it is important to take into account the socio-cultural issues.

7.10 Questions

The questions in the corpus are open and closed and they are occurred either independently without following answer or with answers that follows the question. For the most part the corpus includes closed questions such as *Hledáte perspektivní a zajímavou profesi?* (Are you looking for perspective and interesting profession?) (Škoda Holding) or *Hledáte zajímavou a smysluplnou spolupráci?* (Are you looking interesting and meaningful cooperation?) (Agentura pro podporu podnikání) Both questions are written in such a way that the answer to these questions is definitely Yes.

In the next case, there are open questions. The advertising question *Jak si představuješ silný start kariéry?* (How do you imagine a strong start of career?) (ABB) asks for specific information and advertising leads the recipient to think about his career. This advertisement does not offer to the recipient any information what could be a career with this company. Then it is up to the recipient of this advertising, if he is interested in this company or not.

Other questions are followed by answer. In the advertisement *Jsou pro vás auta inspirací? Pak hledáme právě Vás!* (Are the car inspiration for you? Then we are looking just you!) (Toyota Peugeot Citroën Automobile) is the question concerning the interest in the car. If the recipient is not interested in the car, the following sentence is not important to him and he does not pay an attention to it. If the recipient is interested in cars, the following sentence will support him and lure him to be more interested in this offer. The following example is based on the same principle, but not specifically focused on the working field *Hledáte uplatnění? Zaostrěte na Bravo!* (Are you looking for a job? Focus on Bravo!) (Isolit-Bravo)

In the following advertisement, there is used a psychological trick. *Kdybyste si mohli vybrat, chtěli byste pracovat pro BMW? Mercedes? Ford? Volkswagen? Nebo pro všechny najednou?* (If you could choose, would you want to work for BMW? Mercedes? Ford? Volkswagen? Or all at once?) (KOSTRAL CR). Author gives a choice of several options, which can lead to receiver's indecision. However, the last option is the solution to the indecision and it also shows that the company includes all the named brands.

8 PHONETIC PART

Phonetic aspects make very small part of the corpus. The most appeared phonetic aspect is alliteration. It is interesting that the whole corpus includes only one rhyme *Velký podnik = velké možnosti. Výzva pro Vaše Tvůrčí schopnosti.* (ČKD Praha Holding). This also affects the presence of rhythm which is included in the rhyme and some advertisements with alliteration.

8.1 Alliteration

In advertisement of that corpus, the alliteration is formed with using speech sounds *pl* and *aš*: *Kariéra na plný plyn.* (Career at full throttle) (Pražská plynárenská), *Vaše vášně. Naše síla.* (Your passion. Our strength) (Unilever). This second advertisement consists of words with two syllables which create a rhythm. The alliteration with rhythm is stronger and more interesting. Another alliteration is formed by a vowel *s*: *Jak si představuješ silný start kariéry?* (How do you imagine a strong start of career?) (ABB)

Presence of alliteration may not always be positive. The following slogan is difficult to pronounce due to two identical monosyllabic words *se*: *Spojte se se světovým hráčem.* (Connect with the world player.) (Accenture). On the other hand, it can be understood as an intention to impress.

9 PSYCHOLOGICAL ASPECTS

Generally speaking, the corpus of headhunting advertisements is full of positive promises for the future, slogans that guarantee success and a great career. The task of such advertising texts is to impress on human needs, values, emotions and motivate them.

9.1 Motivation

Some companies motivate through instruction *Nastartujte Vaši kariéru!* (Start your career) (Ingersoll-Rand Equipment) and challenge *Jste na tahu. Využijte šanci!* (You are on the move. Take your chance!) (ČSOB). To highlight an information, some slogans ends with an exclamation point. Receivers may feel some obligation and they reaction depends on their personality. From my point of view, this type of slogans is more acceptable to young people because they do not have as much experiences as older generations and therefore they more often accept challenges. Another way of motivation is to give a chance *Máte šanci vyrůst s námi.* (You have a chance to grow with us.) (Česká pošta) or to encourage people *Dopředu to jde tak snadno, každý dokáže to!* (Go forward, it is so easy, anyone can do it!) (Goodyear).

9.2 Needs

People looking for work have, in addition to the common needs to get a job, many other subjective needs. Companies are trying to attack these human needs. The following advertisements attack the need for recognition: *Být nejlepší.* (To be the best) (Ernst&Young) or *Využijte své znalosti tam, kde to ocení.* (Use your knowledge there, where it will be valued) (ČSOB). Next advertisement attacks the need to be a part of group *Místo...kam dobře zapadnete.* (Place ... where you fits comfortably) (Český telecom). Also need to be unique is included in the corpus *Hledáte místo, kde Vám umožní vystoupit z řady?* (Looking for a place to enable you to step out of line?) (ČSOB).

9.3 Values

As well as the needs people have their own values. The advertisement *Chcete-li pracovat s lidmi, kterým to myslí, spojte se s Oskarem.* (To work with people who are clever, connect with Oskar) (Český Mobil) fulfills values of the people who have already achieved a certain level of education and they want to be surrounded by people at the same or a similar level. *Prestížní zaměstnání.* (Prestigious job) (Arthur Andersen), this advertisement is an

example of a value of good job. Neither the environmentalists are not forgotten, because the company called Česká rafinérská represented itself with the slogan *Kvalita výrobků a péče o životní prostředí jsou naší prioritou*. (Product quality and environmental care are our priority) which certainly catch the attention of environmentalists.

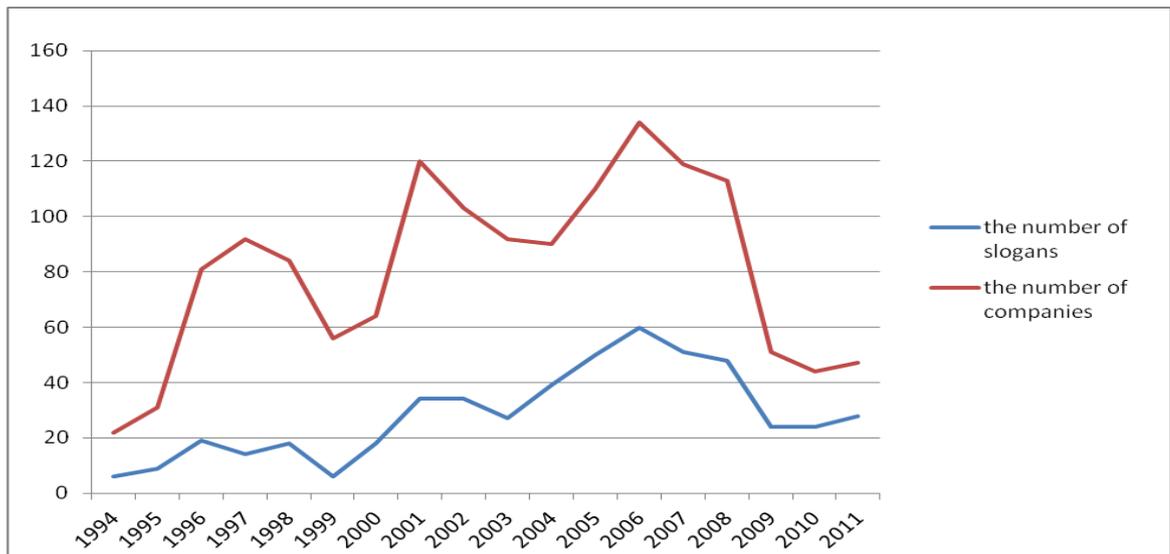
9.4 Emotions

Until now the advertising has been in a positive sense. Therefore, I would like to give the example of negative emotion based on experience. An example is the Czech Post, which is represented by slogans *Odstartuj svou kariéru s Českou poštou*. (Start your career with Czech Post) and *Máte šanci vyrůst s námi*. (You have a chance to grow up with us). Slogans itself looks quite attractive and interesting, but the role can play personal experience with the Czech Post. People complain about long line at the post offices and bad behavior of some employees. In recent years, in the media appears negative information associated with the Czech post as for example the affair with improper handling with packages etc. For this information and experiences, the headhunting advertisements can cause more emotions of anger or ridicule.

10 TIME AND HEADHUNTING ADVERTISEMENTS

As mentioned above, not all companies were presented with their slogans. The following figure shows the development of the number of participating companies and their slogans.

Figure 2. Development of the number of participating companies and their slogans



In the years 1996-2008 can be seen a big difference between the total number of participating companies and number of used slogans. This difference decreased in 2009, when there was a rapid decline in both participation and slogans. One of the reasons for this decline may be the economic crisis. In the following two years there was a slight rise of participating companies and slogans. This development can be influenced by several factors such as labor market, economy but also conditions of organizers.

Another time development can be seen in some companies and their slogans. While some companies are using the same slogan for several consecutive years, other companies are trying to present themselves with a different slogan. The example is Škoda auto:

- *Potřebujeme Vaši zvědavost, Vaši fantazii, Váš mladý pozitivní optimismus. S pracovitostí, nápady a humorem to ve Škodovce někam dotáhnete.* (We need your curiosity, your imagination, your young positive optimism. With hard work, ideas and humor you will get somewhere in Skoda) (1994)
- *Precizní zapracování na startu kariéry zvyšuje Vaše šance.* (Precise work at start of a career increases your chances) (1995)
- *Čeká Vás nový tým.* (New team is awaiting you) (2000)

- *Škoda, že ještě nepracuješ u nás. Čeká Vás nový tým.* (What a pity that you do not work with us. New team is awaiting you) (2001)
- *Čeká Vás nový tým.* (New team is awaiting you) (2002)
- *Škoda, že ještě nepracuješ u nás. Čeká Vás nový tým.* (What a pity that you do not work with us. New team is awaiting you) (2003)
- *Nás nemůžete přehlédnout.* (You cannot overlook us) (2005)
- *Jaké máte plány po ukončení Vašeho studia? Učiňte již nyní něco pro svoji kariéru.* (What are your plans after the end of your studies? Make something for your career now) (2006)
- *Víme, odkud přicházíme a kam směřujeme.* (We know where we come from and where we are going) (2008)
- *Staňte se i Vy součástí úspěchu.* (Become a part of the success) (2011)

Škoda auto slogans often used pronouns *Vy, Vás, Vaši* (You, You, Your) in its slogans for direct addressing. The first slogan in 1994 can be considered the longest. Slogans are focused primarily on building a career, success and team. In 2001, the slogan was used from the previous year and it was expanded by a sentence *Škoda, že ještě nepracuješ u nás.* (What a pity that you do not work with us). However, the following year, was used slogan of 2000 and in 2003 this slogan expanded again as in 2001.

CONCLUSION

The aim of my bachelor thesis was to determine what lexical, stylistic and phonetic aspects are used in headhunting advertising and how it affect the perception of the recipient. In my bachelor thesis, I used the corpus of headhunting advertising, which was lent to me by IAESTE UTB Zlin.

In the theoretical part, I explain what the advertising is in general, what are its forms and how the communication between the sender and the recipient goes. Because my work is focused on language, I described the language of advertising and I focused on slogans. Then I tried to describe the lexical, stylistic and phonetic aspects that I used in the practical part. I also mentioned how advertising affects our psyche and which psychological aspects the advertisements use. After that I described the methods which are used in employee recruitment. At the end of the theoretical part, I mentioned the labor market and its possible impact on headhunting advertising.

In the analytical part, I worked with a corpus of headhunting advertisements. At first I indicated which slogans the corpus contains. I found out that apart from slogans focused on offering available positions, some slogans advertised only the company without the focus on available position in their company or their slogan has neutral meaning and could be understand in both ways. Then I focused on the most common words used in advertisements which. It is not surprising that the most common word is career. After that I tried to discover the use of stylistic devices in slogans of the corpus. An interesting finding was the use of metaphors in this kind of advertising. I found out that the use of hyperbole and pronouns are most common used in the corpus. Then I found out that the headhunting advertisements are formulated to motivate people, to arouse their needs, values and emotions. In the last chapter of my bachelor thesis I focused on the development of the participation and the number of slogans. Then I showed the development of slogans within one company.

In my opinion, it is not important whether slogan promotes the company itself or the position offered. I think it depends on how the slogan is written. The most interesting form for me is the use of metaphors. On the other hand, the use of hyperbola or epithet is not interesting for me, because this advertising becomes less attractive. However, it should be noted that each person is unique and his understanding of advertisements may vary from others.

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