

Managerial Job Advertisements in Online Editions of British and American Newspapers: A Linguistic Analysis

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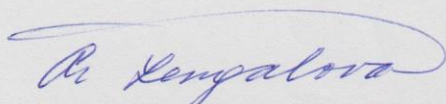
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ABSTRAKT

Práce se zabývá lingvistickou analýzou pracovních inzerátů na vybraných manažerských pozicích v online verzích britského a amerického tisku. K analýze slouží korpus čtyřiceti pracovních inzerátů, které byly uveřejněny v období od září 2015 do dubna 2016 na internetových stránkách zvolených britských a amerických novin. Práce je rozdělena na teoretickou a praktickou část. Teoretická část vysvětluje základní pojmy související s inzerováním, typy a části inzerátu, pravidla při psaní inzerátu a zabývá se také tiskem a inzerováním v něm. Shrnutí zjištěných výsledků vychází z praktické části, jejímž cílem je analyzovat a porovnat britské a americké pracovní inzeráty na manažerských pozicích podle předem definovaných hledisek.

Klíčová slova: pracovní inzeráty, manažerské pozice, britské a americké noviny, lingvistická analýza

ABSTRACT

This work deals with linguistic analysis of chosen managerial job advertisements in online editions of British and American newspapers. In order to conduct the analysis, a corpus was made from forty job advertisements published in online editions of British and American newspapers between the period of September 2015 and April 2016. The whole work consists of theoretical and practical part. The theoretical part describes basic definitions related to advertising, types and parts of advertisement, rules in writing advertisements and also examines newspapers in terms of advertising. The conclusion of findings proceeds from the practical part, whose objective is to analyze British and American managerial job advertisements in accordance with pre-defined aspects and to compare them.

Keywords: job advertisements, managerial positions, British and American newspapers, linguistic analysis

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INTRODUCTION

In your life you have looked and applied for a job at least once and on this occasion you surely encountered a job advertisement. Advertising is a powerful form of communication and is all around us. Basically, advertising attracts our attention. Every day we meet advertising of products or services and if we seek a job, we meet also with advertising of job vacancies. The companies want to sell their products, just as the employers want to sell their jobs. In order to succeed, the job advertisement has to be attractive and persuasive because the employer expects to find an ideal employee. The placement of the advertisement is also decisive to approach as many job applicants as possible. The Internet has become an integral part of our lives and for that reason the newspapers have begun to offer online editions of their printed versions. This is related to the topic of my bachelor thesis – linguistic analysis of job advertisements in online editions of British and American newspapers.

The thesis consists of two parts. Theoretical part provides an introduction into advertising and definitions of advertisement, specifies the types and parts of the advertisement, states strategies in writing the advertisement and also describes newspapers in terms of their classification and advertising. The objective of the practical part of the thesis is to analyse a corpus of 40 British and American job advertisements on chosen managerial positions published between the period of September 2015 and April 2016 in British and American newspapers. The job advertisements are analysed from the linguistic perspective, according to pre-defined linguistic criteria. The analysis focuses on lexis, grammar, parts of the job advertisement and on visual analysis. The analysis includes the charts, which have been created by myself and which represent the most significant features in the job advertisements. The chosen British newspapers for the analysis are the *Guardian* and the *Telegraph*. American newspapers analysed are the *New York Times* and the *Washington Post*.

The objective of the analysis is to compare British and American job advertisements and to find linguistic similarities and differences between them.

I. THEORY

1 INTRODUCTION TO ADVERTISING

As Dyer (Dyer 2009, 2) claims the advertising is about informing someone of something or catching attention to something. In her opinion the advertising can be understood as a commercial form of communication, which started at seventeenth century when a circulation of newspapers began (2009, 11).

The word advertisement, according to Moriarty et al. (Moriarty, Mitchell and Wells 2011, 6), firstly appeared around the year 1655 and it was used as a headline in newspapers. They further mention that the advertising was generally created for the purpose of selling a product, which can stand for goods, ideas or services.

Goddard (Goddard 2002, 8) explains that advertising can also comprehend the idea of texts whose intention is to improve the image of an organization, group or even of an individual. Advertising texts are perceived as possibly involving complex notions of audience, where readers have to concentrate on understanding dissimilar address relationships and decoding messages.

Dyer (2009, 2) states there are many ways how to advertise, either by word of mouth or by an announcement in public, for example using the opportunity to advertise in newspapers to attract a large number of people. Nevertheless Moriarty et al. mention that there have been significant changes in advertising during the recent years, switching from slowly dying printed media to digital forms of advertising tools (Moriarty, Mitchell and Wells 2011, 6).

1.1 Definition of Advertising, Advertisement and Job Advertisement

Moriarty et al. define *advertising* as “a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience), provide information about products (goods, services, and ideas), and interpret the product features in terms of the customer’s needs and wants” (Moriarty, Mitchell and Wells 2011, 7).

Goddard (Goddard 2002, 9) mentions that the term advertisement originates from Latin because the root consists of a word *advertere*, meaning *turn towards*. However, we can find several definitions of advertisement and job advertisement on the Internet. For instance, the Online Cambridge Dictionary defines an *advertisement* as a sign or picture that is used to make a service or a product known and persuade people to buy it (Cambridge Dictionaries Online 2016).

On the contrary, the Merriam-Webster Dictionary (Merriam-Webster Dictionary 2015) explains the advertisement as something that is presented or shown to the public to make an announcement or to help sell a product.

The Online Cambridge Dictionary defines the *job advertisement* as an announcement on the Internet or in a newspaper about a job that people can apply for, but also as a short piece of writing, for example in a newspaper or on the Internet, that advertises a job with a particular company or organization (Cambridge Dictionaries Online 2016).

1.2 Recruitment Advertising

Łącka-Badura (Łącka-Badura 2015, 4) states that job advertising is broadly reckoned as one of the best known recruitment methods, from the viewpoint of potential candidates and employers.

Mackay (Mackay 2005, 268) claims that recruitment advertising has been regarded as underestimated in comparison to prominent advertising and he explains the difference between these types of advertising. Advertising of a product, in his opinion, means selling this product to a consumer, but recruitment advertising signifies selling a job opportunity to a potential candidate.

“How can we persuade *this* person, to choose *this* job, with *this* company, at *this* time?” (Mackay 2005, 270) is the question, as Mackay points out, every job advertisement has to answer and it follows that the aim of recruitment advertisements is to attract the right people with the right skills or qualifications for the job and for the company.

Taylor mentions that recruitment advertising requires specialists to decide about the most appropriate forms and styles of words used in advertisements, in order to attract as many needed candidates as possible (Taylor 2005, 181).

Torrington et al. (Torrington, Hall and Taylor 2008, 153) suggest to place the recruitment advertisement somewhere, where potential candidates are most likely to look.

1.2.1 Job-Related Terminology

According to Amos (Amos et al. 2008, 104-105) the recruitment advertising is based on the context and the content of the job, which are described by the following terms.

Job analysis is a process of determination of what a job requires. It defines the content of the job and recognizes the tasks that form the job, together with required abilities, skills or responsibilities. Job analysis consists of two main elements – a job description and a job specification.

Job description is defined by the same authors as “a statement of the content of a job” (Amos et al. 2008, 104). It informs job seekers about what the job entails and includes details of the job description such as title of the job, location, purpose of the job, duties, working conditions and others.

Job specification states the personal characteristics, which are necessary for successful job performance and achievement of the output. The job specification includes detailed information about experience, knowledge, skills or qualifications.

1.3 The Language of Advertising

Dyer (Dyer 2009, 111-114) claims that the language used in advertisements is more important than the visual aspect of the advertisement. Dyer defines the language of advertising as loaded language, whose overriding aim is to attract reader’s attention. Because of this reason, the advertisers or copy-writers manipulate with the language, using catchy, stylish or unusual words, short sentences or slogans, which are easy to remember. The language in advertisements can be both simple, direct and controversial, but the advertising language is generally informal and in colloquial style. As she further mentions, the imperative mood commonly appears in advertising, the same as playing with puns or words, repetition, alliteration or rhyme.

According to Dyer the key parts of speech in advertisements are adjectives and adverbs. She mentions the most common examples of adjectives used in advertising, which are *new, good, best, big, extra, free, fresh, wonderful, special, sure, great, easy, fine, real, rich* and others. Phrases in advertisements usually consist of joined noun with adjective or adjective with adjective (Dyer 2009, 118-119).

In connection with the language of advertising, Armstrong (Armstrong 2006, 420) suggests to be careful about the choice of words, specifically in job advertisements. Armstrong mentions the *Sex Discrimination Act* from the year 1975, which means that is illegal to discriminate by sex in the advertisement. Therefore the advertisements must evade sexist job titles such as *policewoman* or *policeman* and use instead a neutral job title *police officer*. Although some job titles are unisex and do not discriminate, for example manager, lawyer or officer, it is rather recommended to use terms like applicant or candidate. This Sex Discrimination Act has merged with other acts and regulations into a new discrimination law called *Equality Act* in Britain in 2010, which advances equality and

protects an individual from unjust treatment (Equality and Human Rights Commission 2015).

1.4 The Audience of Advertisements

Goddard (Goddard 2002, 23-24) states that there are many different terms, which define the *audience* of written advertisements.

According to Goddard there is a link between *writer* and *reader*, which are related to literary studies and suggests that the text should be composed by a creative individual. Then *sender* and *receiver* are defined in the advertising, where messages are seen as factual transmissions through the air rather than written. The text is seen as a trade with relation to the expressions *producer* and *consumer*. The advertisements also distinguish *addresser* and *addressee*, which see the text in face-to-face personal communication as spoken interaction and are connected with linguistics.

On the contrary, Moriarty et al. (Moriarty, Mitchell and Wells 2011, 7) mention that advertising started from an advertiser to a target audience as *one-way* communication, but they state that advertising nowadays reaches a broad audience of potential customers, who constitute either a small targeted group or audience with masses of people. Nevertheless some types of advertising, for instance *direct-response* advertising is able to address individual members of the audience. Traditional advertising is different because *nonpersonal* messages predominate owing to different kinds of mass media.

2 CHARACTERISTICS OF ADVERTISEMENT AND JOB ADVERTISEMENT

The advertisements and job advertisements are characterized by different types and features, but they are intended for the same purpose – to attract the attention of people or potential job applicants.

2.1 Types of Advertisement

Crha and Křížek (Crha and Křížek 2012, 156) state there are two types of the advertisement. The first type of the advertisement is characterized by predominance of images above the text and because of this feature some advertisements suggest a small billboard or a poster. These advertisements aim at the promotion of the brand of a company and at building the company's image. The advertisements of this type are visually attractive and are useful in colorful pictorial magazines or newspapers. On the contrary, the text predominates above images in the second type of the advertisement. These advertisements are more descriptive, rational and occur mainly in daily press or in professional journals.

2.2 Types of Job Advertisement

According to Armstrong (Armstrong 2006, 418-419) we can differentiate between three main types of job advertisement:

- *Classified/run-on*, where there is no white space around or in the advertisement. An indentation or spacing in paragraphs is absent and the copy is run on. Classified/run-on advertisements are suitable only for routine or junior jobs because they are not expensive.
- *Classified/semi-display*, in which white space is allowed around the advertisement, the headings can be written in capital letters and paragraphs can be indented. Classified/semi-display advertisements are quite cheap and more effective than classified/run-on advertisements.
- *Full display*, in which any illustrations and typeface can be used. Full display advertisements are bordered and can be quite expensive, but they still mostly impact the jobs from technical, managerial and professional fields.

On the other hand, Cole (Cole 2002, 181) divides job advertisements only into classified and display advertisements:

- *Display* advertisements have their own special space on a page and before the description of the job in more details, this space allows the advertiser to include the logo of the company and generally comment on the company or the job itself. Professional, managerial and technical jobs are the most common examples of this type of advertisements.
- *Classified* advertisements are characterized by short listings of job vacancies and give concise information about the job and salary. Classified advertisements more frequently appear in regional or local newspapers and mostly manual or clerical jobs use this kind of advertisements.

2.3 Parts of Advertisement

According to Crha and Křížek the text of the advertisement usually consists of four parts - a headline, a body copy, claim and contact details (Crha and Křížek 2012, 155-156).

2.3.1 Headline

Crha and Křížek (Crha and Křížek 2012, 155) state that the headline includes concrete information about a product and can succeed if it is humorous and original. It should respect the target audience and adapt to its readers.

Moriarty et al. (Moriarty, Mitchell and Wells 2011, 266-268) describe the headline as a key element which conveys the main message and its function is to attract attention of target audience. For that reason the headlines need to be comprised of catchy phrases. The headline is usually written in larger type, opens the advertisement and should guide readers into the body copy. According to Brooks the headline can be divided into statement, question, command, comparison, challenge or an invitation (Brooks 2002, 32-35).

On the basis of the content and presentation we can classify headlines into direct and indirect headlines, mentions Khan (Khan 2006, 300). Direct headlines are informative and straight. On the contrary, indirect headlines, as Khan claims, are effective for the kind of people who read headlines because of their curiosity and shortage of predisposition. It means that an illustration or the picture attracts their attention at first and after that they continue with reading the headlines.

Khan furthermore adds that the headline should not include more than ten words and points out that single or double word headlines are more effectual with the visual advertisements (Khan 2006, 300).

2.3.2 Body copy

According to Crha and Křížek the copy or body copy is another part of the advertisement, which follows the headline (Crha and Křížek 2012, 155).

Moriarty et al. (Moriarty, Mitchell and Wells 2011, 271) define the body copy as the text of the advertisement, whose main role is to maintain the reader's interest. The purpose of the body copy is to state the argument, develop the message, provide the explanation and summarize the proof.

Crha and Křížek (2012, 156) state that the amount of the text is crucial in this part of the advertisement. In favoured advertisements the body copy is written with concise text, often with the structure of bullet points. This method saves space and enables quick access to information. The body copy in other advertisements suggests the article, in which the text is formed with sentences and it is divided into paragraphs.

2.3.3 Claim

Crha and Křížek (Crha and Křížek 2012, 156) point out that the claim is the second most important part of the advertisement, the closing of the advertisement and the last information the recipient remembers. Therefore the claim should mention the most important things or the main argument. Sometimes a slogan of the company can also appear in the claim.

2.3.4 Contact details

The contact details are the last part of the advertisement, in which can appear for instance the telephone number, e-mail address, postal address or the website of the company (Crha and Křížek 2012, 156).

2.4 Parts of Job Advertisement

According to Armstrong (Armstrong 2006, 417-418) the structure of a job advertisement is similar to a typical advertisement because the job advertisement should also start with a persuasive headline. The most evident approach is to write the job title in the bold type. The job advertisement includes comprehensive information on:

- the organization
- the job
- the required person (qualifications, skills or experience)
- offered benefits and the pay

- the location
- the action to be taken

To compare with above-mentioned, Bruthiaux (Bruthiaux 1996, 126) also defines five components of a job advertisement:

- target element, which states the type of recruited person.
- recruiter element, which provides information about an individual or the company that places the advertisement. Details about the main duties of the advertised job and location are included in recruiter element.
- requirements element, which specifies experience or qualifications.
- reward element, which includes salary details or benefits.
- contact segment, which contains a telephone number and often a name.

2.4.1 Effective Job Advertisement

Armstrong (Armstrong 2006, 417-418) suggests some advice regarding parts of the job advertisements in order to be successful and an effective and could gain more attention from the potential applicants. Cole adds to write this information in the form to attract sufficient number of suitable candidates (Cole 2002, 181-182).

According to Armstrong a company car or a quotation of the salary is advisable to mention in the headline and in a clear way because cars and salaries represent main attractions for the applicants. On the other side the applicants are suspicious of clauses such as *salary negotiable* because they can mean that the company is afraid of revealing the salary, which is not too high.

He states the name of the company should be given in the job advertisement at first, but in case that the company wants to remain in anonymity, it can use the name of a consultant. Any interested areas or selling points can be added to potential applicants, for instance career prospects (Armstrong 2006, 417-418).

In Armstrong's opinion typical features of the job should be described in brief and what the job holder will do, as for scale of activities or the scope. Cole claims the effective advertisement encapsulates all the necessary personal features that are required by the person who advertises the job, personally refers to any desired features, but primarily specifies to whom and how is the application or an enquiry given (Cole 2002, 181-182).

As Armstrong points out the required qualifications and experience should be factually stated and it is important to be careful about using personal qualities because qualities like initiative, determination or drive are meaningless to potential candidates.

The job advertisement should end with comprehensive information how candidates should apply for the job, either by telephone, to write or to come along in person (Armstrong 2006, 417-418).

2.4.2 Ineffective Job Advertisement

Martin (Martin 2010, 36) defines an ineffective job advertisement as the advertisement, which lacks necessary and important information. This type of advertisement usually includes only some basic facts and some contact details and briefly summarizes the description of the advertised job. Another example of an ineffective job advertisement, in his opinion, is the advertisement, which is boring and also difficult to read because all the text is together without specific order of tasks and any white space. Furthermore Griffiths points out that the mistake is also to use many different fonts in the advertisement (Griffiths 2004, 18).

2.5 Sources of Job Advertisement

Cole (Cole 2002, 180) mentions the main sources of job advertisements, which are outside the company or the organization. To these sources belong professional or technical journals, local newspapers, national newspapers, the Internet (e.g. company's website), agencies or posters at the gates in factories and job centres.

As it was mentioned above, the Internet is one source of job advertising and Armstrong (Armstrong 2006, 422) defines sites of online recruitment more specifically:

- *agency sites*, which are managed by established recruitment agencies and candidates register online, however the candidates might expect the discussion of their details personally.
- *job sites*, which are run by specialized firms and can include more than thousand vacancies. Job sites are used by the companies which pay for the advertisements of their jobs on the sites, not connected with agencies.
- *media sites*, which just contain a copy of the advertisement from the press, but may provide a link to the website of the company or describe the company and the vacancy in an external way.

3 WRITING ADVERTISEMENTS

According to Crha and Křížek (Crha and Křížek 2012, 154) the advertisement belongs to the advertising evergreen and to this day advertisements are one of the most important, an effective and used methods to influence a customer. It follows that the advertisement has to be written in an attractive and accurate style, thus writing advertisements should follow some useful rules.

3.1 Features of Written Advertisement

Crha and Křížek point out that written advertisements have several advantages in comparison with other advertising devices. The first is the permanency in time, which means that the recipient can return to the advertisement, find relevant information there or print the advertisement in contrast to the television or radio commercial. Written advertisements are also distinguished by a relatively large amount of information to share and by the contact with customer through mentioning a telephone number or the address of the company in the advertisement. The choice of media and mainly the price affordability belong to other advantages of written advertisement (Crha and Křížek 2012, 154).

3.2 Strategies in Written Advertisement

Goddard (Goddard 2002, 9) claims that written advertisements have to compete with other texts of all kinds, but also with each other. For that reason advertising copywriters use some of the so called *attention-seeking* strategies that can be divided into visual and textual aspects. Visual aspects consist for instance of the image or space that is important to consider because empty spaces are as significant as filled spaces. Dyer (Dyer 2009, 69) adds that the pictures have in the advertisement bigger impact rather than words because people understand them more easily.

Textual aspects comprise writing, which differentiates between typed print and handwriting. Writing is also used to create larger forms of the text by different layouts (Goddard 2002, 13-16).

3.3 Rules for Creating Advertisements

Crha and Křížek (Crha and Křížek 2012, 155-156) explain that writing texts in advertisements follows all the general rules, which are the same for the creation of advertising-promotional text. Important rule is to be clear about what people want to say by

the advertisement. The authors of the advertisement should write comprehensibly, clearly, convincingly and respect the way of thinking, interests, wishes, needs or problems of the target audience. Crha and Křížek further mention the long text must not be boring and it is useful to consider every word in order to hold reader's attention.

Because of an inseparable connection of the advertisement with the concrete media where it is printed, the advertisement has to adapt to the style and character of the given media. For instance, advertisements full of photographs are inappropriate in daily newspapers or meaningless is to publish advertisements with time limited offer in magazines with longer periodicity.

3.4 The AIDA Principle

The AIDA stands for *Attention, Interest, Desire* and *Action*, and is defined as “a principle that is used for selling and in adverts” (Brooks 2002, 31).

Łącka-Badura (Łącka-Badura 2015, 12) mentions that the AIDA is often compared to another comprehensive marketing model called DAGMAR, which means Defining Advertising Goals for Measured Advertising Results.

According to Amos (Amos et al. 2008, 118-119) the AIDA should be followed when creating job advertisements and they describe this principle in details:

Attention means the need of an advertisement to attract attention. Therefore the following rules should be considered:

- The size of the advertisement should be sufficiently large to be noticed by others.
- Position on the page should be appropriate to catch the reader's eye.
- Layout and graphics should attract reader's attention from the visual and professional point of view.
- Job title should be considered as an outstanding feature of the advertisement.
- Logo and name of the company should be unified into the design of the advertisement because except the job the readers are also interested in the employer.

Interest means that the advertisement should develop an interest in the organization or company and in the job.

Desire means that the advertisement should create a desire both for the job and work for the specific company or organization.

Amos (Amos et al. 2008, 118-119) state that interest and desire have also rules to be considered before writing and creating the job advertisement:

- The organization or the company should provide concise information about itself, about the type of business it does, about what it tolerates and where the organization or the company is going.
- Nature of the job signifies the answer for the question why someone would want this advertised job, which means that the job advertisement should be described in an interesting way and should not provide only responsibilities, duties or tasks, but also some rewards of the job.
- Type of person should indicate the most suitable person for the job position regarding skills, qualifications and so forth.
- The information about the salary, conditions of service and compensation should be included.

Action means to give an action to the applicants of the advertisement by submitting the job application. To evoke action the advertisement should include these rules:

- The advertisement should invite applicants to apply for the particular job.
- The process should be specified in the advertisement, determining what applicants have to do to apply and where to submit a job application.
- The advertisement should provide contact details with specification of the person to whom applications should be submitted and should not forget to give information about closing date for job applications.

The aim of all these rules is that the advertisement will be the most effective and will focus on so called 5 M's, which according to Khan (Khan 2006, 292-293) are:

- *Mission*, which defines the purpose or the aim of the advertisement.
- *Money*, which means the assigned budget for expenditure in advertising.
- *Message*, which describes type of the message.
- *Media*, which determines the chosen type of media for advertising, e.g. newspapers.
- *Measurement*, which measures the effectiveness of the advertisement.

4 NEWSPAPERS

Newspapers, as Reah (Reah 2002, 2) mentions, indicate that their content particularly consists of the daily news, which can be commented or analyzed. Nevertheless the truth is that today's newspapers contain also in large part advertising or entertainment, thus the content of newspapers is a crucial element of division of newspapers. The language of newspapers is decisive as well as the content. Pape and Featherstone (Pape and Featherstone 2005, 49-50) mention that appropriate language in newspaper is an explicit language, which is primarily easy to understand for all possible readers. In the author's opinion newspapers have to pander to readers and their expectations.

4.1 Classification of Newspapers

According to Reah (Reah 2002, 2) newspapers are distinguished on the basis of the coverage to many kinds such as local, national or political newspapers. Nevertheless newspapers are generally divided into three kinds:

1. the broadsheet newspapers (for instance *The Guardian* or *The Telegraph*)
2. the middle-range tabloids (the *Daily Mail*)
3. the tabloids (the *Sun*)

Besides that, as Moriarty et al. claim, newspapers can be classified as well on the basis of their publication frequency, which means into daily or weekly newspapers, periodicals or special editions of newspapers published on Sunday (Moriarty, Mitchell and Wells 2011, 355).

4.1.1 Broadsheets

Shah and D'souza (Shah and D'souza 2009, 674) claim that broadsheets are from all newspaper formats the largest because the measurement of broadsheets reaches more than twenty-two inches in length. For this reason the broadsheets are not easy to handle. The broadsheets are folded in half in a vertical position to form pages, which consist of the front cover, two pages inside and the back cover. The spread is called *full broadsheet* and a single sheet of paper with front and back cover is signified as a *half broadsheet*. The broadsheets typically comprise of four or five full broadsheets, which ranges from sixteen to twenty pages of the newspapers and about eight columns per page.

Franklin (Franklin et al. 2005, 29-30) states that the broadsheets are written and specified for a national audience on the ground of an agenda of national news. The news in

the broadsheets is a mix of politics, war and diplomacy and the back page is usually about sport. The aim of the broadsheets is thorough and in-depth coverage or the concentration of the issue. The broadsheets are written in emotionally controlled, serious and moderate way of language, which is typical for the middle class thus the readers of broadsheets come from powerful upper and middle classes.

4.1.2 Tabloids

According to Shah and D'souza (Shah and D'souza 2009, 674) tabloids are of smaller format than the broadsheets and the pages in tabloids have about five columns, which means the tabloids are easier to handle and also to read. In comparison with the broadsheets, the text is more concise and simpler in tabloids and the content usually includes less serious information such as the gossips about celebrities, sensational scandals, local news or entertainment material like fashion or sport. Fleming (Fleming et al. 2006, 8) points out that tabloids are characterized by pictures in large format and forward headlines.

Franklin (Franklin et al. 2005, 259) mentions that in tabloids its references are taken from many different sources, for instance from slogans of advertisements or television.

Shah and D'souza (2009, 674) add that the advertising in tabloids is rather local and the tabloids are published more often periodically than on a daily basis.

4.1.3 National Newspapers

Woodward (Woodward 2004, 25) claims that the advertisements in national newspapers attract a lot of applicants because newspapers are still useful and reliable source of information about vacancies or jobs. Many national newspapers also offer special supplement with appropriate jobs relating to the specific industry.

Cole (Cole 2002, 180-181) states that some of the national newspapers specify days of the week as their day for promotion of the concrete job categories. It is very helpful for job seekers because they know which day is given for their particular job category or job area. Referring to British national newspapers, Cole mentions that managerial and general job posts are advertised in the *Telegraph* on Thursday, in the *Guardian* educational posts are published on Tuesday and posts in public sector on Wednesday.

Woodward continues that in the *Guardian* jobs from the administration, e-commerce, marketing, media and retail sector are advertised on Monday; from the finance and environment sector on Wednesday; from IT sector, science and engineering on Thursday and from the general job sector on Saturday (Woodward 2004, 26).

4.2 British Newspapers

As it was above mentioned, British press can be divided into broadsheet or tabloid newspapers. The broadsheets are for example the *Guardian*, the *Telegraph* or the *Independent* and the *Sun* or the *Daily Mirror* belong to the tabloids. The chosen British newspapers for the analysis of a corpus of job advertisements are described below.

4.2.1 The Guardian

Sterling (Sterling 2009, 206) says, the *Guardian* is a British national liberal daily newspaper. The site of *Guardian* is characterized by a big number of specialist blogs on different aspects and the website of the *Guardian* newspaper has won as the best website several times. Sterling also mentions that the *Guardian* was established in 1821 and that it changed its format from broadsheet to smaller, *Berliner* format, in 2005 (Sterling 2009, 220).

Taylor (Taylor 2005, 172) claims that the journalistic market is very competitive in the United Kingdom, but in spite of this the *Guardian* newspaper has gained a considerable share in the national market during the last twenty years. Owing to this, advertising of jobs dominates in the field of middle management and public sector in the *Guardian*.

4.2.2 The Telegraph

Sterling (Sterling 2009, 206) states the *Telegraph* is a British conservative daily, which has a format of broadsheet. The *Telegraph* also created the service called *My Telegraph* for the users of its website, who can for example save articles. The aim of this service is to attract the readers to visit newspaper websites. The *Telegraph* newspaper was launched in 1855 (Sterling 2009, 220) and according to Cole and Harcup it aims at middle class readers and it is the most sold serious daily newspaper throughout Britain (Cole and Harcup 2010, 33).

4.3 American Newspapers

The *New York Times* and the *Washington Post* belong to the most popular daily American newspapers, therefore they were chosen for the analysis of a corpus of job advertisements and are described below.

4.3.1 The New York Times

As Vaughn (Vaughn 2008, 338) defines in his encyclopedia, the *New York Times* is an American daily broadsheet newspaper which was established in 1851 by Henri Jarvis

Raymond and George Jones. The *New York Times* has won more than hundreds of so called *Pulitzer Prizes* for its excellence in journalism. In his opinion, the *New York Times* is the most important American newspaper regarding the development of practices and standards in journalism and is specified for well-educated readers.

4.3.2 The Washington Post

According to Vaughn the *Washington Post* belongs to leading American daily broadsheet newspapers as well as the *New York Times*. It was founded in 1877 by Stilson Hutchins and it is meant for educated high-ranking audience. The *Washington Post* takes pride in many national awards too (Vaughn 2008, 576).

4.4 Advertising in Newspapers

As Dale (Dale 2006, 43) claims, newspapers rank among the most common advertising tools, which employers use for placing an advertisement or where job seekers look for a job.

According to Reah (Reah 2002, 9) advertising is a necessary source of revenue for all kinds of newspapers. The newspapers have to focus on circulation and sales figures because advertisers will not want to pay for advertising space in the newspapers if sales and circulation figures are low. Moriarty et al. (Moriarty, Mitchell and Wells 2011, 356) point out that the size of the advertisement space is also decisive for people who want to advertise in newspapers because bigger advertisement is more expensive and they add that the rate is usually higher for advertising in national newspapers. Cole and Harcup (Cole and Harcup 2010, 90) mention that this cost of advertising in newspaper is included in special rate cards which publishers of newspapers offer to advertisers. The advertising in black and white costs certainly less than full colour advertising. Besides, as Griffiths claims, the advertisers must not forget that the newspapers are divided into different sections and the advertising in primary and the most popular sections will cost more than other locations (Griffiths 2004, 20).

In comparison with other places used for advertising, Khan (Khan 2006, 324) defines newspaper's advantages and disadvantages. Newspapers are advantaged because of the low cost, high coverage or an option to retain them. The advertisements are current and placed in different sections to choose. On the contrary, newspapers are at a disadvantage for example because of their short life, clutter or selective readership.

4.4.1 Types of Newspaper Advertising

Shah and D'souza (Shah and D'souza 2009, 677) divide advertising into two types – *display* and *classified* advertising.

Display advertising, in their opinion, is the dominant form of advertising in newspapers. It is graphically designed and includes for example images or logos. Display advertising is placed all over the newspapers and is obtainable in any sizes (2009, 677). Moriarty et al. in addition subdivide display advertising into national and local advertising (Moriarty, Mitchell and Wells 2011, 357).

According to Shah and D'souza (2009, 677) classified advertising is characterized by the content of text in smaller sizes, the occasional presence of logo and the placement of advertisements in the specific section of newspapers. Patten (2008, 91) defines classified advertising as the type of newspaper advertising, which is grouped under the headings. As Moriarty et al. point out, the classified advertising is used either by local businesses, for instance for advertising job positions, or by individuals to sell goods (Moriarty, Mitchell and Wells 2011, 357).

4.5 Online Editions of Newspapers

With the advent of the Internet, as Conboy (Conboy 2010, 145) states, newspapers more and more offer the online editions of their printed versions, thus newspapers have begun to change in terms of their accessibility, the language, the layout and the format in general, in order to keep readers and keep up with the online trend of newspapers.

According to Reah (Reah 2002, 111) some newspapers refer to current content of newspapers, meaning the content of printed edition of newspaper is almost the same as its web-based version. Sterling mentions that for this reason some people can argue why they should pay for buying newspapers, if basically the same content is available for free on newspaper's website (Sterling 2009, 212).

Taylor (Taylor 2005, 177) points out that some paper-based newspapers have at the same time websites based on job advertising, which means the advertisements that are published in a job section of the newspaper are also republished on the Internet. The web-based version of advertising in newspapers has several advantages. For instance a job seeker can go right away via a link to the website of the employer or the company or can submit the job application by email. Shah and D'souza state other advantages of online editions of newspapers, such as unlimited length of news, global reach, money saving, the

capability to provide and update news in real time and use of tools like search tools, media tools or hyperlinks. Additionally the costs of publishing and creating an online version of newspaper are minimal in comparison to the printed version (Shah and D'souza 2009, 699).

Pape and Featherstone (Pape and Featherstone 2005, 172) consider reading of newspapers is dissimilar to reading newspaper online versions because reading newspapers online and scrolling down a screen of computer, notebook or mobile is incomparable with visceral enjoyment related to holding newspapers in the hands and turning the pages.

II. ANALYSIS

5 THE AIM OF THE ANALYSIS

The aim of the practical part is to analyse managerial job advertisements, identify and focus on common features, similarities and differences of job advertisements published in online editions of selected British and American newspapers.

The corpus consists of 40 job advertisements that were published between the period of September 2015 and April 2016. The job advertisements were randomly extracted from the job sections of the Internet editions of two British and two American daily broadsheet newspapers. The selected British newspapers are the *Guardian* and the *Telegraph*, the American newspapers are the *New York Times* and the *Washington Post*.

Each newspaper is represented by an equal number of job advertisements with the same job position to ensure sufficient balance of the corpus, which means ten job advertisements for each source and one position in every job advertisement. The chosen job advertisements are on managerial positions because they are related to my field of study and managerial posts, in my opinion, are attractive, prestigious and desirable job positions nowadays. The advertisements consist of ten managerial positions from different fields across England and the United States, namely Project Manager, Human Resources Manager, Social Media Manager, Account Manager, Communications Manager, Store Manager, Events Manager, Marketing Manager, Finance Manager and Business Manager.

The job advertisements are divided into four groups according to the newspaper where they were published and to refer to them, abbreviations of advertisements with numbers are provided. The whole corpus of advertisements is available on CD, which is enclosed with my thesis. The job advertisements published in the *Guardian* are numbered and described as G1 – G10, in the *Telegraph* as T11 – T20, in the *New York Times* as NYT21 – NYT30 and in the *Washington Post* as WP31 – WP40.

The practical part of job advertisements will focus on lexis, grammar, visual analysis and analysis of parts of job advertisement in British and American newspapers separately, but these newspapers will be mainly compared to each other. The analysis is accompanied by examples and bar charts, which have been created by myself.

6 LANGUAGE ANALYSIS

This part of the analysis deals with the language used in job advertisements. Main focus is on the style of advertisements, the most frequently occurring lexis and how the potential applicants are addressed, in both British and American newspapers.

6.1 Formality and Informality in Advertisements

The main purpose of the language in advertisements is to attract the readers who, in connection with job advertisements, are potential applicants or candidates seeking for a job. Formal and informal style of writing was examined in advertisements.

The formal style was used only in 9 out of 40 analysed job advertisements, 5 times in British newspapers and 4 times in American newspapers. Out of British newspapers the formal style dominated in the *Guardian*, in American newspapers it was equal. The features of formal style such as longer sentences, use of third person or no contractive forms appeared in job advertisements. The reason of using formal style was that the employers wanted to express respectability and keep the distance to potential applicants, as high positions are generally connected with formality and highly educated people. The examples of formal written style are from G2 and G7:

The Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The successful applicant will be required to undertake an Enhanced DBS Disclosure. (G2)

All disabled applicants who meet the minimum requirements of the job as set out in the job description and person specification will be guaranteed an interview if requesting to be considered under this scheme. (G7)

The informal style of language dominated in 31 job advertisements. In British newspapers it was used 15 times and was preferred in the *Telegraph*. In American newspapers it was used 16 times and the number of job advertisements with the informal style was in both newspapers again the same. This finding was surprising because lower number of advertisements written in informal style would be expected as it was mentioned above that high positions are related to the formal style of language. Nevertheless, the analysis showed that this confirmed trend is changing and more and more employers focus on the interaction with potential job applicants, even on managerial positions, in a friendly and personal way. The employers want to show that they treat employees like friends and want to evoke informal atmosphere of working environment already in the job

advertisement. They also want to show explicitness in the communication with job applicant through the informal writing style of advertisement and the interest in a person, but primarily to attract him or her to apply for the specific job. Some employers also prefer younger employees to work for them and this can be another reason why the advertisements are written in informal style. The features of informal style were expressed in job advertisements by the use of shorter sentences (e.g. G9), the second person and use of contractions (e.g. T14), abbreviations (e.g. T18) or idioms (e.g. G3) for instance in the requirements part of advertisement or in the closing paragraph. Some of the mentioned features of informality are shown in the examples below:

If this sounds like your cup of tea, please apply today!! (G6)

A completer-finisher who's eager to learn more about digital and content marketing. (T14)

We're looking for someone... (NYT23)

To succeed here, you'll need to be able to combine creativity with the organizational skills... (NYT25)

6.2 Lexis in Job Advertisements

The job advertisements are characterized by specific lexis that the recruiters or the employers use to make their advertisements the best in comparison with other companies and in order to catch applicant's attention. The lexis of a corpus with 40 job advertisements from British and American newspapers was investigated in terms of the most frequent nouns, adjectives, verbs, adverbs and also use of jargon and abbreviations.

The analysis of the nouns describes the nouns which were mentioned at least once in the most job advertisements from the whole corpus in British and American newspapers.

As we can see from Figure 1, among the twelve most occurring nouns within the texts of job advertisements were *experience* (e.g. managerial *experience* in G6, minimum of 2 year's *experience* in T16, equivalent *experience* in WP37), *skill* (e.g. influencing *skills* in T12, time management *skills* in NYT27), *relationship* (e.g. client *relationships* in T18, long-term *relationships* in NYT28), *knowledge* (e.g. good product *knowledge* in T16, *knowledge* of the business in NYT22), *organisation* (e.g. a dynamic new *organisation* in G1, a non-profit *organization* in WP33), *job* (e.g. about the *job* in NYT21, *job* overview in NYT30) and these nouns were more used in American newspapers. The nouns such as *team* (e.g. managing a small *team* in G6, senior leadership *team* in WP32), *management* (e.g. active *management* in G4, *management* of a team in T19), *business* (e.g. international

business in T19, new *business* in T20), *role* (e.g. a key part of the *role* in G2, this *role* in G3), *salary* (e.g. basic *salary* in G6, competitive *salary* in T11) and *opportunity* (e.g. exciting *opportunity* in G9, an outstanding *opportunity* in T18) dominated in British newspapers. The difference we can see in the use of the noun in the meaning related to requirements, for instance noun *role* which was preferred in British newspapers (e.g. the *role* requires in T12) whereas *job* (e.g. *job* requires in NYT27) in American newspapers.

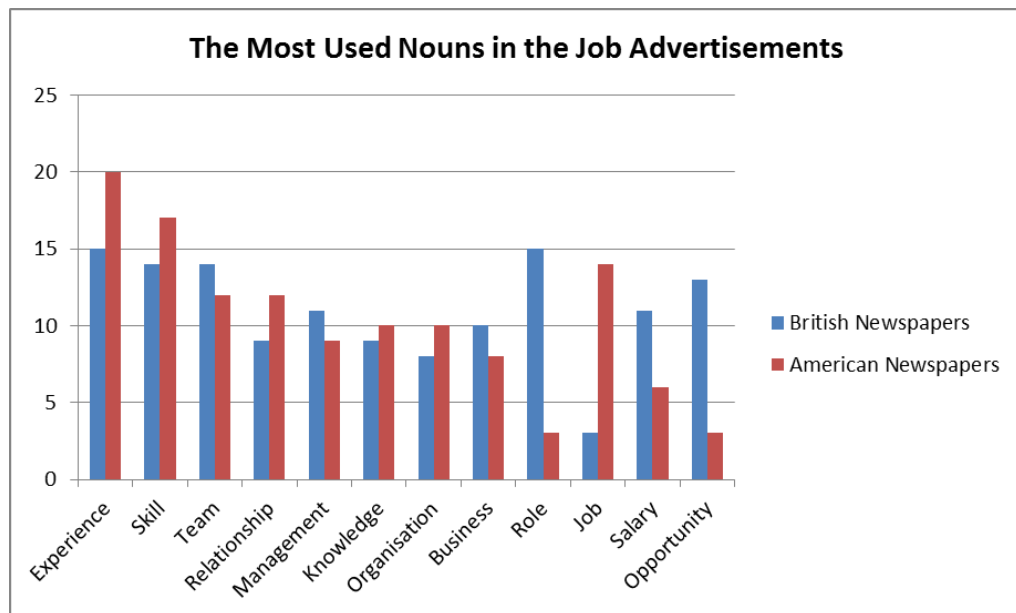


Figure 1: The Most Used Nouns in the Job Advertisements

All of the analysed nouns are basic part of collocations, which are more important than separate words in business. The words such as *experience*, *skill*, *job* or *salary* are directly related to the process of recruitment, thus it was expected to find them in job advertisements. Most of the mentioned nouns were used in the description of requirements or responsibilities of the specific job position for the potential applicant. Additional nouns connected with recruitment process used in the corpus were for example *position*, *qualification*, *application*, *candidate*, *employer* or *training*, but they did not appear in so many job advertisements.

Another word category used in British and American job advertisements are the adjectives, which describe nouns and can be divided into positive and negative ones.

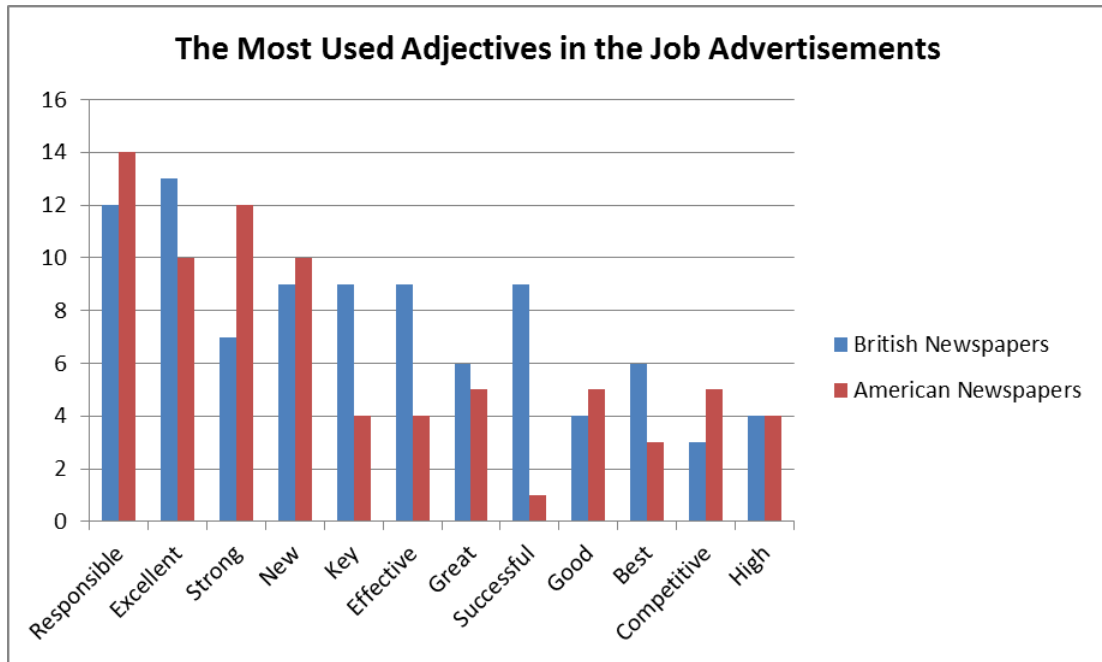


Figure 2: The Most Used Adjectives in the Job Advertisements

From Figure 2 we can see that the adjective mentioned in the most advertisements was *responsible* because it was used in 26 out of 40 job advertisements, mainly in the American newspaper *New York Times*. This adjective described responsibilities connected with the advertised job position because it was used only with the preposition *for*, in order to inform potential applicant what his or her responsibilities will be. For instance: *The Event Manager is responsible for...* (NYT27) or *this position will be responsible for...* (WP37).

The remaining adjectives the most used in British and American newspapers were *excellent* (e.g. *excellent* knowledge of competitors in T20, *excellent* writing skills in WP33), *strong* (e.g. *strong* presentation skills in NYT28, *strong* work ethic in WP34), *new* (e.g. *new* ideas in G4, *new* business in G10), *key* (e.g. *key* duties in G9, *key* partner in T15), *effective* (e.g. *effective* customer service in T16, *effective* communication in NYT27), *great* (e.g. *great* people in T14, *great* benefits in WP36), *successful* (e.g. *successful* applicant in G1, *successful* completion in NYT21), *good* (e.g. *good* technical understanding in G3, *good* health in NYT28), *best* (e.g. *best* practice in T19, *best* place to work in WP40), *competitive* (e.g. *competitive* products in NYT24, *competitive* environment in WP33) and *high* (e.g. *high* quality in G8, *high* standards in NYT21). These adjectives were used to describe requirements and responsibilities with reference to the advertised position and also in the description of the employer. The adjectives such as *new*, *good*, *excellent*, *high*, *key* or *successful* can be classified into positive adjectives because they describe the employer in a positive way. The positive adjectives such as *leading* (e.g. *leading* specialist

retailer in G6) or *professional* (e.g. *professional* qualification in G5) were also represented in eight job advertisements, mainly in British newspapers. On the contrary, the entire corpus contained only one adjective *unsuccessful* that can be considered as negative (e.g. you have probably been *unsuccessful* in G9), which is good since the employers should avoid using negative terms in advertisements, in order to not make wrong impression on potential candidates.

The verbs have significant role in the job advertisements because they describe the actions either of the employing organisation or of the future jobholder concerning responsibilities and duties. Figure 3 shows that ten most frequent and job oriented verbs in British and American newspapers were *work*, *manage*, *apply*, *maintain*, *develop*, *have*, *include*, *require*, *seek* and *join*.

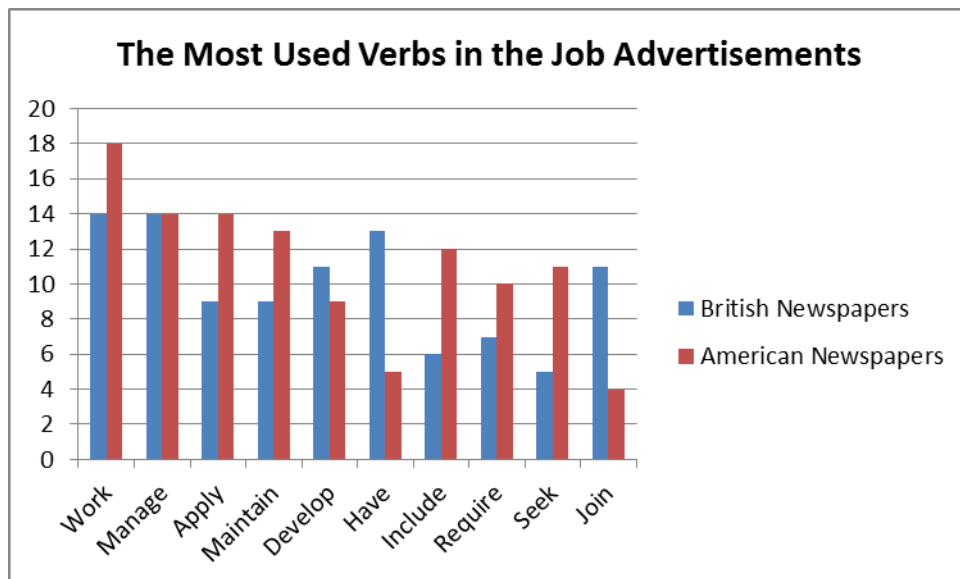


Figure 3: The Most Used Verbs in the Job Advertisements

The verb *work* was used in 32 out of 40 job advertisements, in 18 in American newspapers and often mentioned with prepositions e.g. *great place to work* in WP38 or *work collaboratively with* in G1. It was connected to description of the company or responsibilities in majority of advertisements and is generally associated with business activities just as the verbs *manage* or *apply*. The verb *manage* was used equally in 28 job advertisements from British and American newspapers and (e.g. *managing a small team* in G6). Although the verb *apply*, which encourages the job applicants to take action and is common in advertising, dominated in 14 texts of job advertisements in American newspapers, specifically in the *New York Times* (e.g. *apply for this job* in NYT27). It is due to that American advertisements mentioned more often phrase *apply for* also in the text of

advertisement and not only in the special apply button, as majority of British advertisements did. The employer or recruiter in American job advertisements used the verb *seek* in the introduction more often than the British ones (e.g. *we seek individuals* in NYT21). To compare, the use of the verbs such as *develop* (e.g. *develop the strategy* in G7), *have* (e.g. *you may have the experience* in T15) or *join* (e.g. *to join our academy* in G2) which refer to job applicant, was higher in British newspapers.

The adverbs were mentioned besides the nouns, adjectives and verbs in job advertisements, which modify the adjectives and the verbs. The most common adverbs in advertisements were *closely* (e.g. *work closely with staff* in NYT27), *quickly* (e.g. *write quickly* in G3) or *effectively* (e.g. *effectively communicate* in WP38), which were more used in American newspapers. The following adverbs such as *highly* (e.g. *highly qualified employees* in WP36) and *successfully* (e.g. *challenge successfully* in T19) dominated in British newspapers together with the adverbs related to the company's operations such as *nationally*, *internationally* and *globally*, which emphasize the power of the companies and their position in the market.

The corpus also contained special jargon words and phrases, which were mentioned above (e.g. *apply for a job*) and we connect them to job advertising. The examples of jargon are following: *can-do attitude* (G2), *fast-paced culture* (G3), *client-facing role* (G4), *target-driven* (G6), *track record* (T12), *self-starter* (T19).

Additionally, the job advertisements from British and American newspapers contained lot of abbreviations, which are typical for the informal style of language and are part of business jargon. Their purpose is to shorten long words. The abbreviations are effective when the job applicant knows what they mean, but this knowledge is required when applying for a managerial job. The abbreviations appeared in 31 out of 40 job advertisements, from bigger part in British newspapers and many American advertisements included more than one abbreviation (e.g. WP32) to save space, but too many abbreviations in one job advertisement may look unprofessional. The most of abbreviations were used without explanation, thus the applicant's knowledge of their meaning was supposed. For instance, in job advertisement NYT28 the abbreviation was used and in the brackets was written the explanation, e.g. *experience in CPG (consumer packaged goods)*. Some American advertisements used the mix of abbreviations, which means that firstly full word was used and then in the text appeared just abbreviation of this word (e.g. NYT26, WP31, WP37, WP38). The abbreviations mostly appeared in the job description of the

position, in requirements or in the closing paragraph. Some abbreviations were the same in British and American newspapers, such as *HR = Human Resources* or *PR = Public Relations*, but some were different in each newspapers.

The examples of abbreviations in British job advertisements: *T&Cs = Terms and Conditions* (G1), *PA = Personal Assistant* (G2), *CV= Curriculum Vitae* (G4), *CEO = Chief Executive Officer* (G10), *B2B = Business-to-business* (T14), *KPI's = Key Performance Indicators* (T19).

The examples of abbreviations in American job advertisements: *COEs = Common Office Environments* (NYT22), *EOE = Equal Opportunity Employer* (NYT24), *FAQs = Frequently Asked Questions* (NYT25), *B.A. = Bachelor of Arts* (WP34), *P&L = Profit and Loss* (WP36), *COO = Chief Operating Officer* (WP38).

6.3 Addressing Job Applicants

The job advertisements are intended for job applicants, who can be addressed in job advertisements in different ways.

Regarding way of addressing person in job advertisements, we can see from Figure 4 that the second person was more frequent in job advertisements in British newspapers and that in American newspapers the number of person was most often not specified and expressed in other terms such as applicant or candidate.

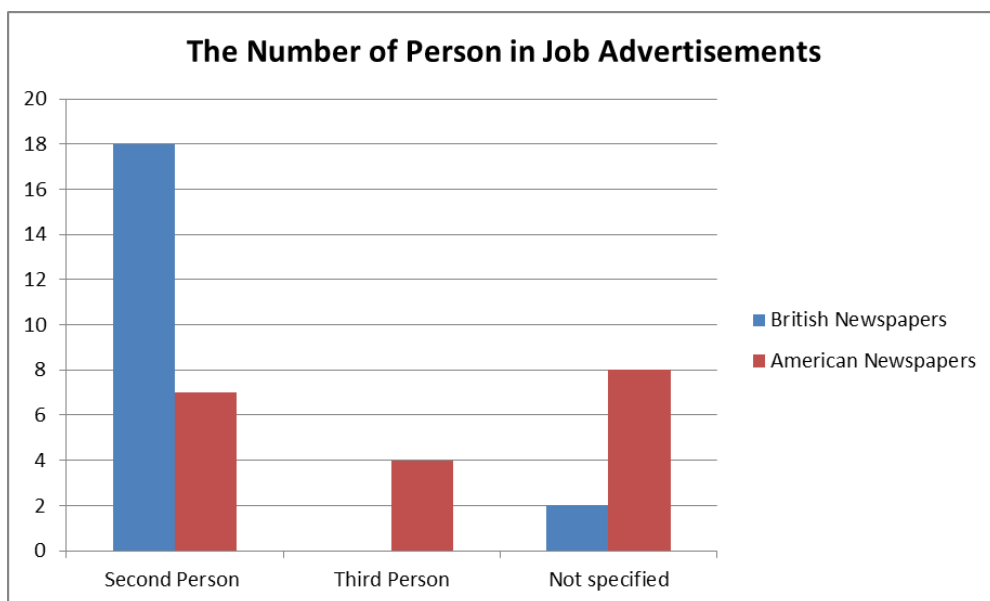


Figure 4: The Number of Person in Job Advertisements

As it is shown in the Figure 4, the second person was used in 25 out of 40 job advertisements. In the *Guardian* and in the *Telegraph* was the number of advertisements

the same, the second person appeared 9 times out of 10 in each newspaper. In American newspapers the use of the second person was much lower, as it appeared only in 7 out of 20 job advertisements. The use of the second person *you* (or *your*) is the most common form from the dialogic perspective when addressing the candidates because it creates the feeling of friendly relationship, intimacy and familiar atmosphere between the employer and potential applicant. Using *you* also emphasizes the individualism of the candidate and gives him or her the opportunity to see himself or herself in the specific job position.

The examples of the second person in job advertisements:

Are *you* a forward thinking Project Manager and interested in joining a dynamic new organization? (G1)

If *you* are enthusiastic, passionate and we would like to be a part of our journey to 'Excellence' we look forward to hearing from *you*. (G2)

You will have the opportunity to widen *your* knowledge... (G4)

You must be committed to the development of both yourself, and that of others. (T16)

The third person was mentioned only in four job advertisements in American newspapers, three times in the *New York Times* and once in the *Washington Post*. These advertisements use the third person because of trying to be objective to candidates and from the viewpoint of gender, however it is not personal as the second person.

The examples from job advertisements:

He/she demonstrates leadership qualities and the ability to work well with all levels of associates. (NYT21)

S/he will work closely with the management team, and all departments across the organization. (NYT28)

Apart from the second person *you* and the third person *he* or *she*, the third person plural *they* was used together with the second person in two British job advertisements and one job advertisement from the *New York Times* used only *they* with the reference to the potential candidate. According to me the reason of the use of the third person plural is more general and tries to avoid referring to a concrete gender. The use of the third person plural is shown in the following examples:

They will manage a team of eight communications officers, covering both internal and external communications. (G5)

They will also be a confident self-starter, with the ability to work both autonomously and collaboratively. (T19)

As part of the HR Solutions team *they* will provide outstanding HR support to line leadership... (NYT22)

In 10 out of 40 job advertisements, primarily in both American newspapers, the number of person was not specified and in most advertisements it was on the grounds of the bullet points in the job advertisement.

As it was already mentioned, the second person *you* dominated when addressing potential applicants. The first person plural *we* was used when referring to employers to evoke close and friendly relationship between the employer and the candidate and to point out the positive image of the company. The first person plural *we* was included in 20 out of 40 job advertisements, more in British than American newspapers. The examples of using *we* are the following:

We are responsible for modernising and maintaining the highways... (G1)

We are currently one of the main providers... (G10)

The gender is also connected with addressing job applicants. The selected job advertisements are on managerial positions and it is thought from the history that men are preferred to be on high positions rather than women, who are often underestimated. Nevertheless it was surprising that none of the job advertisements included concrete gender. In three job advertisements the gender was not mentioned at all and the gender was neutralized in remaining 37 job advertisements. Different terms were used in job advertisements for the neutralization of the gender. The most frequent was the name of the advertised job position as it appeared in 29 job advertisements, 13 times in British newspapers and 16 times in American newspapers. For example:

A Social Media Manager is required to join this busy agency on a permanent basis as soon as possible. (G3)

The *Media Manager* will gain visibility for the Center's concerns... (WP33)

The next neutral frequent terms were the *applicant* and the *candidate*, which dominated in British newspapers – the *applicant* in the *Guardian* and the *candidate* in the *Telegraph*. On the contrary, the term *individual* dominated in American newspapers, specifically in the *New York Times*. In addition to these terms, the gender was rarely neutralized also by the use of *someone*, *professional*, *person* or *interested parties* in British and American newspapers. The examples are:

The successful *applicant* will be committed to the cooperative values... (G2)

This role would suit a *candidate* with a minimum... (T16)

Individual will be responsible for maintaining... (NYT29)

We are looking for *someone* who is confident... (G4)

The role requires an HR *professional* with a demonstrable track record... (T12)

This *person* must also be willing and excited to try new platforms... (NYT23)

Interested parties should send a cover letter... (WP35)

Regarding the gender, 12 out of 40 job advertisements also ended with the non-discriminative statement. This statement was more frequent in American newspapers in which the number was three times higher than in British newspapers, but the purpose was the same in both newspapers – to inform the applicants that the company or organization is an equal opportunity employer. The examples of non-discriminative statements are below:

We welcome applications from all members of society irrespective of age, disability, sex, sexual orientation, colour, race, nationality, ethnic or national origin, religion or belief. (G9)

Please note that no terminology in this advert is intended to discriminate on the grounds of a person's gender, age, marital status, religion, colour, age, race, disability or sexual orientation. (T16)

...is proud to be an Affirmative Action/Equal Opportunity Employer of Minorities/Women/Protected Veterans/Individuals with Disabilities. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, sex, age, national origin, veteran status, disability, or any other classification protected by law. (WP31)

7 GRAMMAR ANALYSIS

In view of the fact that the main focus on job advertisements is from the lexical aspect, the corpus of job advertisements in British and American newspapers contains some significant grammatical features. This part of the analysis examines major and the most significant grammatical categories used in job advertisements, which are tenses and the voice.

7.1 Tense Analysis

Present tense and future tense were used in the corpus of job advertisements. As it is shown in Figure 5, verbs in present tense dominated in all 40 job advertisements and it was equal in both British and American newspapers. The present tense evokes familiarity and immediacy. The examples of present tense in job advertisements:

They *partner* with challenger brands, entrepreneurs and the organisations that are critical to their success. (G3)

They *offer* the opportunity to grow and develop your career... (T11)

The Center *uses* the law in all its forms... (WP33)

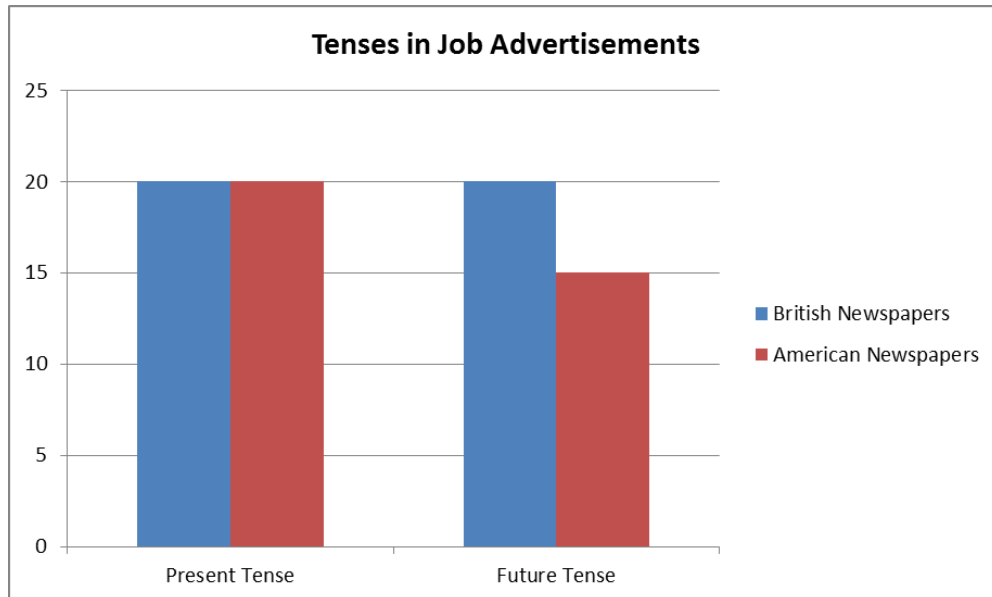


Figure 5: Tenses in Job Advertisements

The future tense appeared in 20 British job advertisements and in 15 American job advertisements and it was used mainly in the description of the role or in requirements for the job position. For instance:

You *will* have the opportunity to widen your knowledge... (G4)

The individual *will* have strong communication skills... (T19)

You *will* work cross-functionally to help communicate with journalists... (NYT25)

7.2 The Voice

The action in job advertisements is expressed by active voice or passive voice depending on the subject. From Figure 6 it is obvious that the active voice was mentioned in 39 out of 40 job advertisements in British and American newspapers, but the passive voice only in 19 job advertisements. The active voice dominated in American newspapers and the passive voice was more frequent in British newspapers. The active voice describes the person or the company doing the action and it is more positive, natural and easier to understand than the passive voice that is used to describe the job position more generally.

The example of active voice:

We *deliver* high-quality care with a personal touch... (NYT30)

This position *includes* responsibility for maintaining... (WP35)

My client *is* a strategic communications partner... (G3)

The example of passive voice:

The successful applicant *will be committed* to the cooperative values that drive the ethos of our academy. (G2)

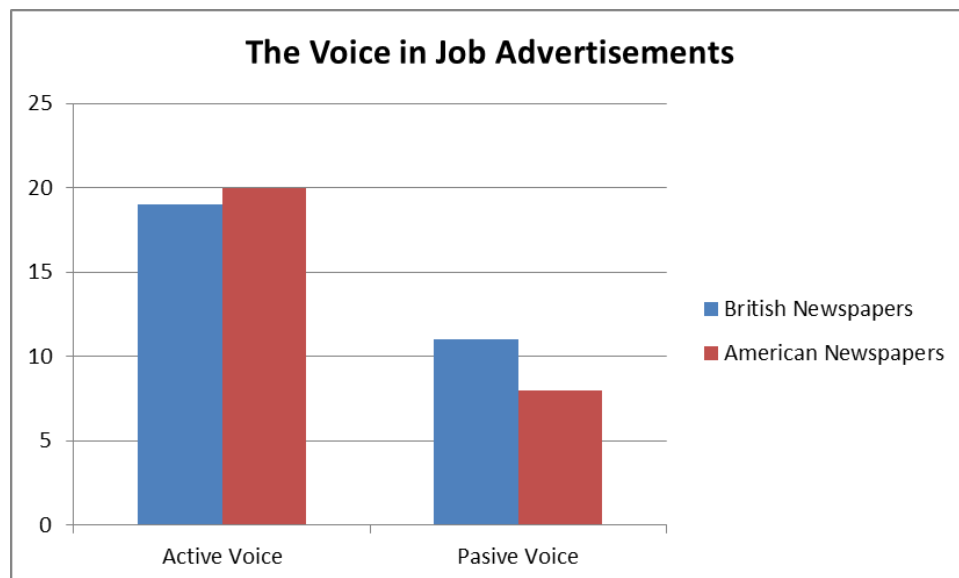


Figure 6: The Voice in Job Advertisements

8 ANALYSIS OF PARTS OF JOB ADVERTISEMENT

According to Armstrong (2006, 417-418) the job advertisement should include job title and information about organization, the job, the required person, benefits and salary, location, the action to be taken and contact details. The order of these parts depends on the employer. The aim of this analysis is to find out, if these components of the job advertisement were used in British and American advertisements and to identify other features used in job advertisements.

The first and essential component of the job advertisement is job title, which appeared in all 40 analysed job advertisements (e.g. *Marketing Manager* in G8). This job title was placed as a big headline on top and on the left side in every job advertisement in both British newspapers and just in the *Washington Post* from American newspapers, because in the *New York Times* the job title was placed on top in the middle. Thirteen job advertisements, primarily from British newspapers, mentioned the job title also at the beginning of job description.

After job title information about the employer followed, but before the introduction of the employer 11 British job advertisements and 8 American job advertisements announced job opportunity with the sentences such as *NLA is looking for an Account Manager...* (G4) or *Social & Scientific Systems is seeking a Project Manager...* (WP31). The employer referred in job advertisements to several terms depending on market position. The most common were *company* (G1), *retailer* (G6), *agency* (G9), *enterprise* (G10), *charity* (T12), *provider* (T15), *manufacturer* (T18), *group* (NYT21) and *organization* (NYT23). Information about the employer was included in 31 out of 40 job advertisements, more in British newspapers. This information was in most of the advertisements brief, in some was written in two paragraphs, but all of them contained the most attractive details. For example, the description of employer in G6: *My client are the UK's leading specialist retailer of workshop power tools and equipment to the general public and trade customers. With 65 stores nationally and over 30 years in business we are at the forefront of our sector and are supporting our recent success with continued growth and new store openings through this year and next.*

The third part of the job advertisements informs the applicants about the job and describes its characteristics, duties and responsibilities. The job was described in 38 out of 40 job advertisements in British and American newspapers. The example of the job

description in G4: *You will be working in a team of 3 Account Managers, reporting to the Account Director and be responsible for researching and initiating new business...*

In addition to duties and responsibilities requirements are another essential part of the job advertisement, thus it was not surprising that requirements were used in every job advertisement in the corpus. The requirements mean what the job applicant has to know in order to succeed and get the job. The requirements were written in British and American advertisements from a bigger part in bullet points for easier orientation and clear understanding and were expressed by several phrases. The most often repeated in British advertisements were *required skills* and *experience*, in American advertisements *qualifications* and in both just *requirements* appeared. Required experience was mentioned in all British and American advertisements in the corpus and was connected to concrete position, thus experience could differ in the content. The examples of required experience are: *at least 2 year's experience* (G8), *previous account management experience* (T20) or *prior sales experience* (NYT24). In required qualifications the requirements on education dominated. Education was required in 8 out of 20 British job advertisements and in 16 out of 20 American job advertisements, which means that American employers put the emphasis on education more than British. Required education was specifically described for example as *BS/BA in Business Administration* (NYT22), *Bachelor's degree preferred* (NYT27) or *Requires High School Diploma or equivalent* (WP36). Required skills did not differ so much in both British and American job advertisements, but the American ones specific skills were defined than in British advertisements. The most required skills in British job advertisements were *communication skills*, *interpersonal skills*, *computer or copywriting skills*, *influencing skills*, *written skills* and *organisational skills*. The most required skills in American job advertisements were also *communication skills*, *computer skills*, *organizational skills*, *written and verbal skills*, *interpersonal skills*, *problem solving skills*, *time management skills* and *administrative skills*. On the contrary, requirements on personal qualities of potential candidates prevailed in British job advertisements and the ideal applicant was most often required to be *enthusiastic*, *energetic*, *driven*, *self-motivated*, *ambitious*, *passionate* and *confident*.

Potential job applicants are mainly interested in benefits and salary of the advertised job. Job advertisements with written benefits and salary in the text dominated in British newspapers because they were mentioned only in 3 American job advertisements which means that American employers probably do not want to mention salary in the job

advertisement. Benefits appeared in 7 out of 20 British job advertisements and included for example *car allowance* or *health care* (T11). The salary was included in every British job advertisement and was mostly stated at the top in the job advertisement or in the special table on the left side. The salary was expressed by a specific amount (e.g. £20,000 - £25,000 in G3), the amount with addition (e.g. *salary circa £25,000 to £28,000 dependent upon experience* in G8) or was stated as *competitive salary* (e.g. in T15). The phrase *per annum* was mentioned with the salary in most of British job advertisements and means the salary per year.

The location is another key information for potential candidates because it states the place of employment, therefore it was given in the whole corpus of job advertisements in British and American newspapers. The location was given either in the job description or in a special table placed next to the text of job advertisement. In the *New York Times* the location was written also below the headline of job position.

Additionally, the action to be taken should be stated in every job advertisement to inform potential job applicants about instructions, in order to encourage them to apply for the job. Nevertheless the action was stated only in 16 out of 40 job advertisements, 11 times in British and 5 times in American newspapers. The examples of action are the following: *To apply, please send your CV and covering letter to...* (G4) or *To apply in confidence, please email your CV...* (T12). This action was not mentioned in 24 out of 40 British and American job advertisements and it is, in my opinion, because of the special apply button, which is placed in job advertisements in online editions of newspapers. This apply button was placed at the bottom in all job advertisements in British and American newspapers, except the *New York Times*, where the apply button was placed at the top too. The written information about sending application via the apply button was included only in six British job advertisements.

The last important part of the job advertisement are contact details, which appeared only in 13 out of 40 job descriptions, in 9 British and in 4 American job advertisements. The contact details in job advertisements comprised of telephone number, which was stated in 4 job advertisements in the *Guardian* (e.g. G2). The email address was included in 5 job advertisements, twice in British advertisements and three times in the *Washington Post* (e.g. WP33). The website appeared in 3 job advertisements (e.g. T19), the contact address in 2 job advertisements (e.g. T12) and a name of concrete person was mentioned in 6 job advertisements, mainly in British advertisements (e.g. G8).

The analysis of the parts of job advertisements discovered other features that appeared in British and American job advertisements in the corpus. The first feature is a separate table, which included brief and key information related to the job position. Some information about the position was not mentioned in the text, but just in this table, which was placed on the left side next to the job description in the *Guardian*, the *Telegraph* and *Washington Post*. In the *New York Times* was placed on the right side. The table in both British newspapers included information such as *recruiter, location, salary, posted, closes, reference, contact, industry, hours, contract, listing type, job function, job level, education level* and the *Telegraph* included extra *sector* and *job type*. The table in American newspaper the *New York Times* included only *job title, type, category* and *location*, but in the *Washington Post* the table contained information about *employer, location, posted, closes, function, industry, hours, salary, career level*.

The second feature is the duration of the job advertisement advertised online. In the table in the *Guardian*, the *Telegraph* and the *Washington Post* the posted and closing date of the job advertisement was mentioned. On the basis of these dates it was found out that most of the job advertisements had been advertised for less than one month (16/30).

The last features of online job advertisements in British and American newspapers are special tools, which appeared in all job advertisements and these tools enable the job seeker to send, save, apply or share the job advertisement. In some of job advertisements the function *more jobs like this* was also included.

9 VISUAL ANALYSIS

The language is the most important in job advertisements, however the job advertisements have to be visually attractive for job seekers in order to apply for the concrete job. The visual analysis focuses on the use of headlines, logos and colours, images and typography in the corpus, but primarily describes the structure of the job advertisements in British and American newspapers.

Headlines are one of the key elements in job advertisements, which attract the attention of job applicants because headlines open the job advertisement. The purpose of headlines is to encourage the recipients to continue with reading. The analysis showed that headlines were used in all job advertisements in the corpus, were written in larger type, were not long and were related to the parts of job advertisements. The most frequent headlines in British and American newspapers contained just concrete names of advertised positions (e.g. *Project Manager* in G1). The headlines such as *Responsibilities* or *duties* appeared in 19 out of 40 job advertisements, 9 times in British and 11 times in American newspapers. British newspapers, mainly the *Guardian*, used headline *The role*, but this headline was named differently as *About the Job* in the American newspaper the *New York Times* in which this headline was the most frequent. For example, headlines *Skills* or *Experience*, *The Company* or *About us*, or regarding the benefits dominated in British newspapers. On the other hand, headlines such as *Qualifications* or *Requirements* prevailed in American newspapers. Some headlines were written in British and American newspapers in a more personal style, for instance: *What you'll be doing* (G6), *We are looking for someone who will???* (T14) or *For this role, you must* (WP39).

The logo is another element of the job advertisement. From the corpus of 40 job advertisements was the logo available only in 18 job advertisements, out of which 14 job advertisements were from British newspapers. The logos were placed on the left side and below the headline of the job position.

The logos are connected with colours because the colours appeared mainly in the logos of the companies, whereas black and white job advertisements prevailed in all newspapers.

Although the images attract the attention of readers at first, they appeared only in two job advertisements in British newspaper the *Telegraph* (T11, T17). These images were placed at the top of the job advertisement, included the logo of the company and the person – once man and once woman. The company's slogan appeared in the image in T17.

Typography in job advertisements included the font, style of letters and spacing. In all job advertisements was used boldface, mainly in headlines. The headlines of advertised job positions were in bigger font than the text of job advertisement. The abbreviations were also written in capital letters. In British newspapers was used same font style, but in American newspapers was different. The lower case letters prevailed since the capital letters appeared only in 3 job advertisements, once in the *Telegraph*, in the *New York Times* and in *Washington Post*. In the corpus of 40 job advertisements were 37 spaced and organized into paragraphs. Only 3 job advertisements from American newspapers (NYT24, WP36 and WP37) were not spaced, thus difficult to read.

The structure of the job advertisement is the most important in this visual analysis and can be of three types – sentences, bullet points and their combination. As we can see from Figure 7, sentences structure was used in 9 out of 40 job advertisements, 4 times in British and 5 times in American newspapers. The structure just of bullet points was not used in the corpus. The dominant structure was the combination of sentences with bullet points, because it appeared in 31 out of 40 job advertisements. This structure is well-arranged, clear and easy to read for job seekers.

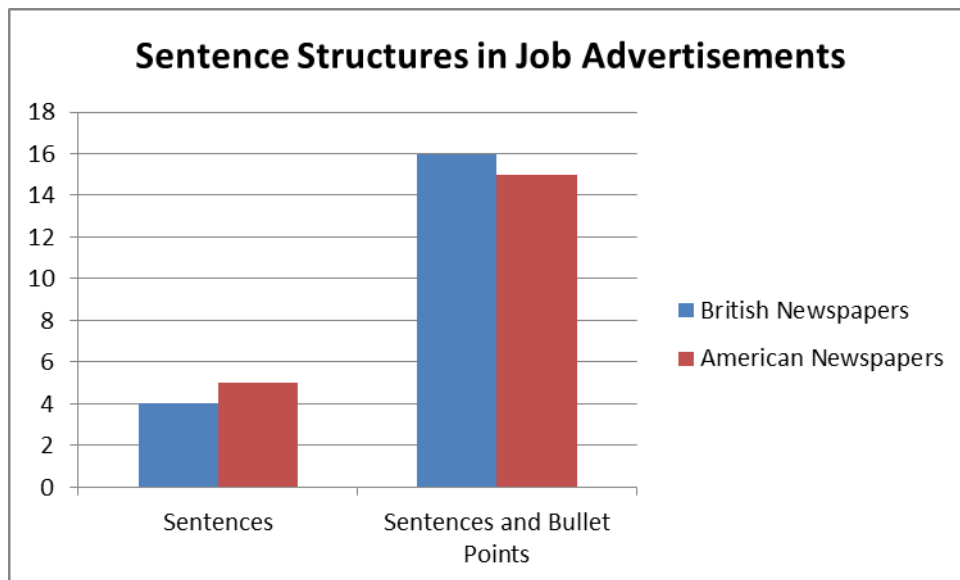


Figure 7: Sentence Structures in Job Advertisements

CONCLUSION

The aim of my bachelor thesis was to analyse the corpus of 40 chosen job advertisements on managerial positions in British (*The Guardian*, *The Telegraph*) and American newspapers (*The New York Times*, *The Washington Post*) and to compare them on the basis of language, grammar, visual and parts of job advertisement analysis. The results of analysis were accompanied with bar charts and concrete examples from job advertisements. In the analysis the following findings were found:

The informal style dominated in British and American job advertisements, which was surprising and it showed that high positions are less related to the formality. The informality in advertisements was connected with the second person when addressing job applicants, primarily in British newspapers, because the employers wanted to evoke familiar atmosphere and more personal, friendly relationship. On the contrary, the person was not specified in the most of American advertisements and the name of advertised position or the term *individual* was used. The job advertisements contained in British and American newspapers similar variety of the nouns, adjectives, verbs, adverbs and special business jargon which is typical for job advertising. The use of abbreviations was also significant in job advertisements with the presupposed knowledge of their meaning, but they were rather explained in American advertisements. Job descriptions and responsibilities were mainly written in present and future tense in all advertisements.

The job advertisements consisted of the parts that were described in the theoretical part. The job title was used as a big headline in all job advertisements, in British advertisements was placed on the left side, but in American the placement was different. Information about employer was mentioned more often in British newspapers, advertised job was described in every selected newspaper, just as the requirements or responsibilities which were structured in bullet points for easier understanding. Regarding qualifications, there was bigger emphasis on education in American advertisements. Salary is attractive part of job advertisement, nevertheless it was more stated in British advertisements. The potential applicants were asked to take the action only in 16 out of 40 job advertisements due to special apply button. Contact details are one of key parts for job applicants, nevertheless just one third of total advertisements contained these details. In terms of the contact details the name of concrete person and email address was the most specified.

In terms of visual analysis, coloured logos of the companies prevailed in British advertisements. In the corpus, the dominant structure of job advertisements was the

combination of sentences with bullet points, which was clear, understandable and well-arranged for potential candidates. The all job advertisements were spaced and organized into paragraphs, except three American advertisements.

To conclude, the analysis showed that my chosen job advertisements on managerial positions in British and American newspapers do not differ so much at the first sight from the visual perspective. The advertisements differed rather in some parts of the content and in language such as lexis. Nevertheless, the differences in selected job advertisements were not so significant than I expected. Therefore the managerial job advertisements in the corpus in British and American newspapers had more linguistic similarities.

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LIST OF ABBREVIATIONS

G	Guardian
T	Telegraph
NYT	New York Times
WP	Washington Post
e.g.	exempli gratia, for example

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APPENDICES

The whole corpus of 40 job advertisements in British and American newspapers is available on CD, which is enclosed with my bachelor thesis.