

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

2017

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**The Language of Job Advertisements –
Characteristics of Selected
Language Means in Job Advertisements**

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Plzeň 2017

Západočeská univerzita v Plzni

Fakulta filozofická

Katedra anglického jazyka a literatury

Studijní program Filologie

Studijní obor Cizí jazyky pro komerční praxi

Kombinace angličtina – ruština

Bakalářská práce

**The Language of Job
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Language Means in Job Advertisements**

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Plzeň 2017

Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2017

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1 INTRODUCTION

The topic of this Bachelor's thesis is the analysis of language means in job advertisements. The main objective is to analyze both printed and online job advertisements and to provide the overview of selected language means on morphological, lexical, and syntactic levels. The aim of any job advertisement is to convince "right" candidates to apply for the vacancy being advertised.

This topic was selected on the ground of the high social and business importance of this kind of advertisements as employers need to hire "right" employee to provide an adequate investment in their 'human resource' asset and as potential workers need to find suitable work. Relevance of the language used in recruiting messages could significantly improve the chances of drawing excellent candidates.

The analyzed advertisements were published not only in printed British and American newspapers but also on popular British and American job websites. Advertisements used as examples in the theoretical part were published on such popular British and American job websites like the CareerBuilder, Upwork and Jobsite. Publications of Gerald A. Cole and Read were mainly used to describe general features of Human Resource Management (HRM) and job advertisements. Publications of Quirk and Alexander were the main sources for the language means explanation. Other sources could be found in bibliography.

Some basic information about HRM and Job Advertising is provided in the beginning of the paper. This information includes HRM definition, HRM activities, HRM strategies, the recruitment process and labour market. The general peculiarities of job advertisements, namely their definition, structure, content, legal restrictions, types and connection with media are specified.

In the following chapter selected language means of all language levels, except for phonetic-phonologic level, are examined. Examples are also provided. The next chapter is the practical part with the analysis of four printed and two online job advertisements. The analysis is based on the perspective of language levels described in the previous chapter.

2 HUMAN RESOURCE MANAGEMENT

2.1 Definition of Human Resource Management

Human resource management (HRM) is the management of human resources, i.e. people working for an organization. It is a business field focused on increasing employee performance, reducing risk and maximizing return on investment (ROI). HRM is directly connected with the management of the human capital of an organization and focusing on implementing policies and on systems.

According to the Ronald R. “HRM is particularly concerned with all the activities that contribute to successfully attracting, developing, motivating, and maintaining a high-performing workforce that results in organizational success. The challenge is in creation of an organizational environment where each worker can grow and develop to their fullest extent. Such an environment increases the likelihood of a successful organization, and this is what HRM is all about, making organizations successful.” [1]

2.2 HRM activities

In fact, the activities of specialist practitioners in HRM are all geared to the company’s need for adequate investment in, and deployment of, people and their skills. This requires effective action in the following areas: human resource design in terms of business aims; recruitment and selection of staff; labour flexibility promotion; making decisions about outsourcing selected activities, or the employment of short-term contractors; development of the life-long learning concept in the company; recommendation on competitive pay, working environment and other labour conditions; providing of successful administration of everyday personnel questions; advice on legal points affecting all areas of employment. [2]

Recruitment and selection of staff is the key activity, directly connected to the job advertisements creation, so that it should be described in more details.

2.2.1 The recruitment process

The recruitment process could be described as steps the organization needs to take to hire the right individuals for the right job so that the organization's overall goals could be achieved. There are ten basic steps in the recruitment process: agreeing the vacancy, analyzing the job, preparing a job description, preparing a person specification, attracting applicants (both internal and external), handling applications, selecting a shortlist, interviewing, making a decision, the follow-up process. [3]

It is important to underline that preparing a job description and preparing a person specification form the basis of any job advertisement.

Advertising is a crucial part of the recruitment process. It is intended to reach out into the labour market with an attractive offer of employment aimed at producing an adequate response in terms of (1) enquiries/requests for details, and (2) numbers of suitable applications submitted. [4]

2.3 Specific HR strategies and labour market

According to the Michael Armstrong there are some basic specific HR strategies focused on what company intends to provide in areas such as: organization design and development, human capital management, knowledge management, corporate social responsibility, diversity and inclusion, engagement, performance, resourcing, talent management, learning and development, employment relationships and etc. [5]

In compliance to Gerald A. Cole, "strategic goals are stated very broadly because they are intended to express long-term aims and have to stand the test of time". [6] Various external factors influencing on the way in which an HR strategy may be implemented include changes in demographic, actions by competitors both in the labour and business markets, changes in legislation and various government policies, development of technologies and etc. [7]

HR strategies are significantly impacted by labour market transformations as these transformations could be evoked by such factors as immigration, the demographic situation,

the age of the population, education levels, fluctuations in the rate of unemployment, legal restrictions, the requirements for skills and etc.

The labour market is characterized by the supply and demand for labour, where employers provide the demand and employees – the supply. Relevant measures of the labour market include productivity, unemployment, participation rates, GDP and total income. At the microeconomic level, companies interact with workers, hiring and firing them, raising or cutting hours and wages. Supply and demand relationship influences the working hours and benefits, salary and compensation. [8] So that, it is very important for HRM professionals to take into account the present state of the labour market, to do analysis and to make forecasts of the labour market development.

2.4 Conclusion

Human Resource Management, considering people as a kind of the company's asset, is an important element in a modern company. The key challenge of a personnel manager is to provide an adequate investment in this asset from the recruiting of the "right" person on down to the retirement a worker. Among the various HRM activities, the recruitment and selection of staff is extremely important component of the investment in human resources asset. This component is connected with creation of job advertisements intended to the "right" candidate to be selected for the specific work position. Adequate and professional job advertisements could positively influence on the each HR strategy in the future, especially on both Human capital management and Resourcing ones. And, of course, during the job advertisement creation the external factors should be taken into account since the HRM is dynamically developing and constantly changing area.

3 JOB ADVERTISEMENTS

3.1 Definition of a Job Advertisement

According to the Philip Shaw “A job advertisement can be defined as a message in a newspaper, in a trade journal, on an organization’s website or on a job site announcing a vacancy in an organization, which calls on suitable applicants to apply for the position.” [9]

Shaw has noted that job advertisements are created in response to needs of a company to hire a new worker or workers. Job seekers, who are capable of filling the vacancy, are the main target audience. The main communicative purpose of a job advertisement is to persuade suitable candidates to apply for the vacancy. [10]

Some scientists considered advertisement as a “series of easy words and actions for communicational purposes which lead consumers to think about the product that they are willing to get it”. [11]

It is important to underline, that any advertisement, not only a job advertisement, can be defined as a “notification to public in order to extend information in the society with an emphasis on specific service or product.” But, with the onrush of the market-driven economy and the acute needs for consumers, advertisement language altered towards a persuasive and manipulative function.

So that, nowadays the aims of advertisements include not only the consumers’ behavior changing with regard to goods’ purchasing, but also trying to persuade potential consumers to a specific lifestyle that is in balance with producers benefits. [12]

It is important to note that a job description and a job advertisement are not interchangeable as a job advertisement is meant to sell candidates on an organization, while a job description should be a detailed, dry description of the responsibilities and expectations for a job that an organization uses internally. [13]

3.2 Equal Opportunities

Any type of discrimination in job advertisement is prohibited, because it is wasteful, unfair and, moreover, in some parts of the world it is illegal. A recruitment professional should avoid both direct and unintentional or less obvious forms of discrimination. [14]

3.2.1 Types of discrimination

According to the Read J., Proctor N. and Butcher M. there are two basic types of discrimination, which it is possible to face in job advertisements with: direct and indirect.

Direct discrimination is related to the discrimination when “one person is treated less favourably than another simply because of their sex, race, marital status or disability”. [15] The list of kinds of discrimination that are prohibited by the laws enforced by EEOC could fill in completely the abovementioned explanation of the direct discrimination: age, equal pay/compensation, genetic information, harassment, national origin, pregnancy, race/color, religion, retaliation, sexual harassment and etc. [16]

“Indirect discrimination is where the job has a condition with which a particular section of society cannot comply. Employers sometimes discriminate by demanding high qualifications or language skills in the person specification when they are not really necessary to do the job.” [17]

3.2.2 Equal opportunities legislation

The UK Parliament has passed some statutes to discourage employers from discrimination against workers on such grounds as marital status, disablement, race and sex. This legislation exerts influence on every stage of the recruitment process, from preparing a job description to interviewing.

There are five main statutes governing equal opportunities in the UK:

- The Disability Discrimination Acts 1995 and 2005: It is prohibited for any employer to discriminate disabled people.

- The Sex Discrimination Acts 1975 and 1986: It is prohibited for any employer to discriminate between men and women, or between married and unmarried people in recruitment, unless it is essential for the job.

- The Equal Pay Act 1970 and the Equal Pay (Amendment) Regulations 1983: men and women providing the same job must be treated equally in reference to pay, terms of contract and employment.

- The Race Relations Act 1976: It is prohibited for any employer to discriminate in recruitment, training, promotion, terms and conditions of employment or dismissal on grounds of race, colour, nationality or national origins or ethnic, except in certain specific circumstances.

- The Age Discrimination Act 2006. [18]

The similar government regulations exist in other English-speaking countries, including the USA, Australia, New Zealand and etc.

3.3 Content and structure of Job Advertisements

3.3.1 AIDA strategy

Like any advertisement, a job advertisement should: 1. Attract attention, 2. Arouse interest, 3. Stimulate desire, 4. Create conviction and 5. Get action. To fulfill these requirements the structure of a job advertisement should be as clear as possible and the content is easy-readable. This could be achieved by including short paragraphs, short sentences and short words. For example, such words, like “Earn”, “Enjoy” and “Find” are used for job advertising in order to create a feeling of urgency.

As soon as the attention of people is attracted with the employed language, the next stage is to inspire them to read the whole advertisement. It could be achieved by the use of captive as well as persuasive language such as “try to fulfill your dream”. Such language unconsciously “catches the eye” of job seekers and solicits them to read the advertisement. Creating a sense of wanting in readers is the next stage for an advertiser. This stage is essential to force people towards specific behavior and feeling, especially, feeling a

necessity for applying. This is precisely why expressions referring to different benefits, wage or salary, wage are included in job advertisements. The final stage is to force people to apply for the advertised job. It could be reached by two strategies: 1.Using of imperative language and, 2.Using of directive speech acts that encourage potential candidates to perform a trial or ask for more information. [19]

3.3.2 Structure

Essential textual units of every job advertisement are:

- The title: one of the most parts of job adv. including the name of the position and 1-3 things that could make an advertisement attractive to an applicant.
- The introduction: the single paragraph consisting of 3 to 5 details that an applicant could see as the most exciting things about the job.
- The Company Information: all information about a company that could be useful for an applicant. It could be company's successful projects and interesting clients, how many years the company provide its business, description of equipment that applicants will be excited about, work culture, awards and etc.
- Job description: information about work hours, pay, education opportunities, benefits or perks and etc.
- Job requirements: 1-3 things essential for doing work.
- The Location: details about activities, schools, things to do, crime rates and etc. in the region of proposed job performing.
- Application procedure: contact information.
- Why to apply? - It is a quick, bullet-pointed brief listing of 5 to 6 arguments why the potential applicant should apply to the job. [20]

3.4 Kinds of Job Advertisements

According to the Gerald A. Cole there are two basic kinds of job advertisements – display and classified.

The author has written: “Display advertisements are given their own box on a page, and this allows the advertiser to include the company logo and some general comment on the job or company before describing the job and person sought in greater detail. Most managerial, professional and technical jobs are advertised in this format.

Classified advertisements are short listings of job vacancies each having about five column centimeters of space, giving brief details of job and salary. Such advertisements are used mainly for clerical and manual jobs. They are more common in local/regional papers than in the nationals. Not surprisingly, the display type of advertisement is several times more expensive than the classified advertisement due to the amount of page space taken by the advertiser. Journal advertisements tend to be the display type.” [21]

3.5 Job advertisements and Media

The main sources of job advertising outside the organization are: local newspapers, national newspapers, technical/professional journals, via the internet, via Job centres, via other agencies, and posters at the factory gates.

It is of interest to note, that the national press and the specialist journals contain rather managerial and professional vacancies, whereas manual and clerical vacancies are filled by local advertising.

The national dailies form their own market position in recruitment advertising. They have tended to adopt some certain days of the week as their day for particular categories of jobs promoting. For instance, The Times in the same manner as the Daily Telegraph advertises managerial vacancies posts on a Thursday; the Guardian advertises educational posts on a Tuesday and the vacancies of public sector on a Wednesday. This knowledge of which day is “market day” is helpful both to job seekers and to companies seeking recruits.

Journals are usually published every month, and are focused towards specific interest groups. Because of their predictability and access to special groups of potential recruits, journals are an important source of job advertising.

Newspapers' throughput of advertisements is speedier than in case with journals. A journal's lead-time is approximately four to five weeks, while a newspaper's lead-time is only one to two weeks.

However, the speediest modern option is to post a job advertisement on an internet website. [22] There are some popular job websites in the UK: jobseekers.direct.gov.uk, www.reed.co.uk, totaljobs.com, jobs.nhs.uk, monster.co.uk and etc.

3.6 Conclusion

As a job advertisement is the special kind of an advertisement in general it has the same functions: informative, persuasive and manipulative. The content of a job advertisement could be created according to the AIDA strategy, because the main aim is to sell a certain work position to a suitable candidate. The structure of a job advertisement should be clear and accurate. Usually, the main components of any job advertisement are: title, introduction, company information, job description and requirements, location description, contact information and "why to apply" section. There is a very strict legislation regulating the norms of job advertisements' content. All job advertisements could be divided both by the appearance and cost (display and classified) and by the type of job they advertising (manual, clerical, managerial and etc.). Job advertising is closely connected with media, especially with newspapers, journals and web pages.

4 LANGUAGE OF JOB ADVERTISING

There is a comprehensive range of some general features characterizing the language of job advertising as advertising principally follow such concepts as AIDA, audience persuasion and etc. Job advertising language is a mix of journalistic, scientific and official functional styles. [23] As the main aim of the job advertisement writer is to appeal a right employee, the writer's competence in linguistics is very important to compose an attractive advertisement. The succinct overview of language features used in job advertisement at such language levels as morphological, lexical, and syntactic is presented below.

4.1 Morphological Level

At the morphological level the internal structure of words, parts of words, and some word-formation processes are overviewed.

4.1.1 Morphemes

All words are built up from smaller pieces – morphemes. According to the Quirk, “morpheme is a minimum unit of form and meaning which may be a whole word (*forget*), an inflection such as *-s* (*forget + s*) or a word-formation affix such as *un-*, *-ful* (*un + forget + ful*)”. [24]

By the degree of their independence morphemes could be free and bound. Free morphemes are morphemes that can stand on its own, they could function independently: *at*, *by*, *the*, *run*, *stop* and etc. Bound morphemes, like *-er*, *-ed*, *-ing*, *re-*, *un-*, *-est*, *-er*, *-fer* and etc. could not stand on its own, they could appear only as parts of words and must be attached to some free morpheme. [25]

Morphemes could be roots or affixes. Root is the primary piece of meaning in a word, to which affixed could be added. In English language, a root is often a word itself, like *cat*, *pretty* etc. Affix is a morpheme which attached to roots, changing their meaning in regular ways. Affixes are prefixes and suffixes. Prefix is an affix that goes before a root, e.g. *re-*,

un- (*re-directed*, *un-delivered*) and suffix is an affix that goes after a root, e.g. *-est*, *-er*, *-s*, *-tion*, *-ation*, *-ible*, *-ing* (*cold-est*, *cold-er*, *book-s*, *dog-s*).

By their frequency morphemes could be recurrent and unique. Recurrent morpheme could be found in a number of words, e.g. *-berry* (*cranberry*, *raspberry*, *strawberry*, *crowberry* and etc.) whenever some unique morpheme could be found only in a given word, e.g. morpheme *cran-* in the word *cranberry*. [26]

There are monomorphemic and polymorphemic words. A monomorphemic word (simplex) contains just one morpheme (*dog*, *home* etc.), while a polymorphemic word (complex) is a word made up of more than one morpheme (*quicker*, *blackbird* etc.). [27]

The omnigenous morphemes could be found in job advertisements:

» Strong interpersonal skills...(in job requirements section) [28]

In the example the word *Strong* is a whole word, root, free, and recurrent morpheme. The word *interpersonal* consists of three morphemes: *inter-*, *-person-*, and *-al*, where *inter-* and *-al* are word-formation affixes (prefix and suffix respectively), bound, recurrent morphemes, and *-person-* is a free, root, and recurrent morpheme. The word *skill* consists of two morphemes: *skill-* and *-s*. The morpheme *skill-* is a whole word, root, free, and recurrent morpheme, while *-s* is an inflexion, bound, and recurrent one.

The whole word, root, free, and recurrent morpheme *able* is very popular in job advertising as it means “having the power, skill, means, or opportunity to do something.” [29] It could be used in both monomorphemic and polymorphemic words, e.g.: *knowledgeable* customer service, *able* to (do something.), etc.

4.1.2 Affixation

Affixation has been one of the most productive methods of word-formation and this method is closely connected with the morphology, so that, this method is considered at the morphological level while the other word-formation processes are described at the lexical level in the following section.

Affixation is an adding an affix to the stem of a definite part of speech. Affixation is divided into prefixation and suffixation.

4.1.2.1 Prefixation

According to the Quirk, prefixation is “putting a prefix in front of the base, sometimes with, but more usually without, a change of word class, e.g. *pre* + *determine*.” Quirk has divided prefixes into the categories on a generally semantic basis because “prefixes primarily effect a semantic modification of the base” [30] The categories are: negative (*a-*, *dis-*, *in-*, *non-*, *un-* and etc.), reversative or privative (*de-*, *dis-*, *un-*), pejorative (*mal-*, *mis-*, *pseudo-*), prefixes of degree or size (*arch-*, *hyper-*, *mini-*, *out-*, *over-*, *sub-*, *super-*, *sur-*, *ultra-*, *under-*), prefixes of orientation and attitude (*anti-*, *contra-*, *counter-*, *pro-*), locative (*fore-*, *inter-*, *sub-*, *super-*, *trans-*), prefixes of time and order (*ex-*, *fore-*, *post-*, *pre-*, *re-*), number prefixes (*bi-*, *di-*, *poly-*, *multi-*, *semi-*, *demi-*, *tri-*, *uni-*, *mono-*), miscellaneous neo-classical prefixes (*auto-*, *extra-*, *neo-*, *paleo-*, *pan-*, *proto-*, *tele-*, *vice-*) and conversion prefixes (*a-*, *be-*, *en-*, *em-*). [31]

Words built up with prefixation could be found in job advertisements. For example, there are some words from the Certified Nurse Aide job advertisement [32] : *interpersonal*, *overtime*, *telephone*, *self-care*, *self-determination*, etc.

4.1.2.2 Suffixation

Suffixation is a “putting a suffix after the base, sometimes without, but more usually with, a change of word class, e.g. *friend* + *less*”. Quirk has written that in contrast with prefixes “suffixes have only a small semantic role and their primary function being to change the grammatical function (for example the word class) of the base.” So that, there are some classifications of suffixes: part-of-speech (noun-forming suffixes: *-er*, *-ism*; adjective-forming: *-able*, *-less*, *-ous*; adverb-forming: *-ly*, *-ward*, *-wise*; numeral-forming: *-teen*, *-ty*, *-fold*), semantic classification (the agent of the action: *-er*, *-ist*, *-ent*; nationality: *-ian*, *-ese*, *-ish*; collectivity: *-dom*, *-ry*, *-ship*; diminutiveness: *-ie*, *-let*; quality: *-ness*, *-ity*; feminine gender: *-ess*, *-ine*, *-ette*; abstract notion: *-hood*, *-ness*, *-ence/ance*; derogatory

meaning: *-ard, -ster*), lexico-grammatical, origin of suffixes, and productivity of suffixes and structure.

Quirk pays attention to the part-of-speech classification and divides suffixes into the following categories: noun suffixes (denominal nouns: Abstract{-age, -dom, -ery, -ry, -ful, -hood, -ing, -ism, -ocracy, -ship}), denominal nouns: concrete {-eer, -er, -ess, -ette, -let, -ling, -ster}, deverbal nouns {-ant, -ee, -er, -or}, de-adjectival{-ity, -ness}), noun/adjective (-ese, -an, -ist, -ite), adjective (denominal{-ed, -ful, -ish, -less, -like, -ly, -y}, deverbal {-able, -ive}), adverb (-ly, -ward, -wise) and verb suffixes (-ate, -en, -ify, -fy, -ize). [33]

Such noun suffixes as *-er* and *-or* could be used in job advertising to form a job title and a specialist to be found due to the advertising, e.g. *builder, farmer, lawyer, treasurer, mariner, decorator, actor, etc.* The adjective denominal suffix *-ly* is also used relatively frequently in job advertising: *timely* solutions, *friendly* customer support, in a *timely* manner, etc. [34]

4.2 Lexical Level

4.2.1 Word-formation processes

New words appear in the language both inside of the language and as loanwords.

Word-formation is one of the main ways of enriching vocabulary. According to the Quirk, there are four main types of word-formation inside of the language: affixation, compounding, conversion and shortening. [35] There are also some secondary ways of word-building: back formation, abbreviation (coinage, acronyms, blending) and etc. [36]

Affixation was described at the morphological level as this word-building method is closely connected with the idea of morphemes.

Compounding is the way of word-forming when a word is formed by joining two or more roots to form one word, for example, rail + way, frog + man, polar + bear. Newly formed words could be both single word and two or more separate words. Sometimes, during compounding, some units could be used with such a big frequency that they lose their former separability and become suffixes, for example, the morpheme “man” in words

gentleman, chairman or policeman. Compounding is a typical feature of Germanic languages.[37] The word-forming could be found in job advertising as some special words, for example in web development area (life cycle, database, framework, etc.) [38] or in petroleum engineering (in-depth, word-class, on-shore, off-shore, upstream, open-hole logs, cased-hole logs, multi-lateral wells, etc.). [39]

According to the Quirk, “conversion is the derivational process whereby an item is adapted or converted to a new word class without the addition of an affix.” [40] Sometimes this method is called affixless derivation or zero suffixation. Conversion is a typical feature of the English word formation system and it is the main way of creation verbs in Modern English. [41] Examples of conversion are: eye (noun) → to eye (verb), hammer (noun) → to hammer (verb), to jump (verb) → a jump (noun), an *upper-class* manner (phrase) → His manner is very *upper-class*. (adjective)

Back formation is a “process by which a suffix is deleted to derive a more simplex word on the basis of a more complex one”. [42] For example, the verb *edit* was historically formed on the basis of the complex form *editor* (the same as *act-actor*, *burgle – burglar*). Back-formation is particularly fruitful in creating denominal verbs. A particularly productive type of this word-building process relates to the noun compounds in *-ing* and *-er*, for example, the verbs *sleep-walk*, *brain-wash*, *house-keep*, *day-dream*, *window-shop* and etc. Less commonly, there are nouns from adjectives by back-formation, for example *polymer* from *polymeric*. [43]

Shortening (or clipping) is “when a word of more than one syllable (*facsimile*) is reduced to a shorter form (*fax*).” [44] Some common examples of clipping are *ad* (advertisement), *bra* (brassiere), *cab* (cabriolet), *fan* (fanatic), *flu* (influenza), *phone*, *chem*, *exam*, *lab*, *math* and etc. Shortened forms of words are widely used in different styles, especially, in informal. The word *advertisement* per se could be shortened to the spoken *ad*. But, generally, shortened words are rarely used in job advertising as they could be related rather to informal style.

“Acronyms are words formed from the initial letter of words that make up a name. New acronyms are freely produced, especially by scientists and administrators, and particularly

for names of organizations. ” [45] There are such forms as VCR (‘video cassette recorder’) which are pronounced as sequences of letters (called ‘alphabetisms’) and such forms as NATO (‘the North Atlantic Treaty Organization’), radar (radio detecting and ranging), UNESCO (the United Nations Educational, Scientific and Cultural Organization) and etc. which are pronounced as a word and are often used without knowing what the letters stand for. [46] Acronyms are widely used in job advertising, especially, in technical names at the job description sections: HTML (HyperText Markup Language), CSS (Cascading Style Sheets), JS (JavaScript), etc.

“Blending is the combination of two separate forms to produce a single new term. However, blending is typically accomplished by taking only the beginning of one word and joining it to the end of the other word.” [47] Some examples of blending are: *bit* (binary/digit), *brunch* (breakfast/lunch), *motel* (motor/hotel), *telecast* (television/broadcast) and etc.

Coinage is the invention of totally new words. The most typical sources are invented trade names for commercial products that become general terms for any version of that product. Older examples are aspirin, nylon, vaseline and zipper, more recent examples are Kleenex, Teflon and Xerox. It may be that there is an obscure technical origin (e.g. te(tri)-fl(uor)-on) for some of these invented terms, but after their first coinage, they tend to become everyday words in the language.” Eponyms are new words based on the name of a place or a person. For example, Fahrenheit, volt, watt, jeans, sandwich, hoover and etc. [48]

According to the Haspelmath a loanword (or lexical borrowing) is “a word that at some point in the history of a language entered its lexicon as a result of borrowing.” There is a significant number of borrowings in English. Loanwords are different from native ones by their morphological structure, grammatical forms and phonetic structure. Borrowings could be classified by their borrowed aspect: phonetic borrowings, translation loans, semantic borrowings and morphemic borrowings.

Phonetic borrowings are borrowed with their meaning, spelling and pronunciation. There are such phonetic borrowings in English as: labour, travel, table, chair, people (French phonetic borrowings); bank, soprano (Italian phonetic borrowings) and etc. In

some cases their spelling, structure could be changed after words undergo assimilation. Some phonetic borrowings, like “bank”, “travel”, “labour” could be found in specific job advertisements.

Translation loans are morpheme-for-morpheme translations of foreign expressions or words. The meaning is borrowed from a foreign language, but the expression is completed by native lexical units: fair sex (French), collective farm (Russian), to take the bull by the horns (Latin) and etc. Semantic borrowings are loanwords when a new meaning of the unit existing in the language is borrowed.

Morphemic borrowings are borrowings of affixes: uneatable (English prefix un- + English root + Romanic suffix -able), goddess (native root + Romanic suffix -ess) and etc. [49]

For example, resume and CV (Curriculum Vitae) are French and Latin borrowings respectively that are often used in job advertising.

4.2.2 International Words

International words are words of identical origin which, as a result of successive or simultaneous borrowings from one source, occur in several languages. International words play important role in terminological systems building, including the vocabulary of industry, science, art and etc. The international word-stock is constantly growing because of the words connected with the science (cybernetics, automation), clothing (sweater, tweed, shorts) and other fields. [50] Such international words as *manager*, *marketing*, *interview*, *bonus* and etc. could be found in job advertising.

4.2.3 Parts of speech

Verb is a word that expresses the existence of a state (like, own) or the doing of an action (watch, go, cook). Verbs express distinctions in time through tenses (past, present, future). [51] According to their function within the verb phrase, verbs can be divided into

three major categories: full verbs like *leave*, primary verbs (*be, have* and *do*) and modal auxiliary verbs (*will, might, etc.*) [52]

There are stative (refer to states: like, love, think, understand, prefer, want, hear, see, appear, seem, belong, own, etc.) and dynamic (refer to actions: make, do, play, melt, hit etc.) verbs, regular and irregular verbs, transitive and intransitive verbs. Active voice and passive voice refer to the form of a verb. In the active, the subject of the verb (person or thing) is doing the action. In the passive, the action is done to the subject. Verbs could be finite and infinite (infinitives, gerunds, and participles). [53]

Verbs could be found in almost all parts of a job advertisement, but especially, in job description and requirements section: (employee) *observes, reports, answers, prepares, feeds, distributes* and etc. [54] In most cases verbs in job advertisements are full rather than primary or auxiliary.

A noun is a word that tells us what something or someone is called, e.g. a job title, the name of a person, the name of a thing, etc. Nouns are the names of things or people to identify them. Significant number of nouns in English is built from two or more parts (classroom, mother-in-law) – they are compound nouns. Nouns could be proper and common. All common nouns could be divided into two groups: countable and uncountable. Many countable nouns are concrete (having an individual physical existence). Some countable nouns are abstract (e.g. a hope, an idea, a remark, a situation). [55] A great number of common nouns could be found in job advertising: ranging from the job title (*Account Manager, Java Developer, Programmer, Senior Reservoir Engineer, Nurse, Technical Writer* and etc.) to the job description and requirements, and contacts. Such sections as ‘Contacts’ or ‘Location’ often contain some proper nouns, like city or address:

» LOCATION - Located in **Sale, South Manchester** and easy to get to by car, train and most other forms of transport. [56]

.Amount of abstract and concrete nouns could indirectly depend on the job type (e.g. manual or professional jobs).

Determiners are words which help to classify or identify: indefinite articles (a/an), definite article (the), demonstrative pronouns (this/that), and possessive pronouns (my).

Some determiners help to indicate quantity: numbers (two, three) and quantifiers (many, much). There are three classes of determiners: predeterminers (half, all, double), central determiners (the, a/an), and postdeterminers (many, few) [57]

The most typical central determiners are the articles (definite and indefinite)

Pronouns are words that can be used in place of nouns or noun phrases. There are some types of pronouns: possessive (mine, yours, his, hers, ours, theirs), reflexive (myself, yourself, himself, herself, itself, oneself, ourselves, yourselves, themselves), reciprocal (each other, one another), relative (that, which, who, whose, whom, where, when), demonstrative (this, that, these, those), interrogative (who, what, why, where, when, whatever), and indefinite pronouns (anything, anybody, something, etc.). [58] According to the Psychology department at Yale University, the pronoun 'you' is one of the most powerful words that could be used in an advertisement, because 'you' directs the message of the advertisement towards the audience directly so that it could make the advertisement more personal. In some job advertisement pronouns 'he/she' could be found. 'He/she' is not very personalized and has not such power as 'you'. The pronoun 'our' is often used in description of the company, which places an advertisement. [59]

Numerals include all numbers both words and digits. There are two major types of numerals: cardinal (naught, zero, one, two, 3, fifty-six, a thousand) and ordinal (first, second, third, forth, 500th). [60] In job advertising cardinal numerals are widely used to express wage rate, salary, required working experience, and possible technical symbols, e.g. version of some program):

» Java Developer, (Junior to Mid Level)

£25k - £35k pa + Benefits + Bonus | Sale (+3 more) | Permanent [...]

» Java: JDK **1.6** and above; [61]

An adjective describe the person, thing, etc. which refers to a noun. Adjectives can give information about quality (beautiful, nice), size (big, small, tall), age (new, young), temperature (cool, hot), shape (round, square), colour (blue, grey, white), origin (Japanese, Swiss), and etc.

Adjectives are used in job advertising to describe company, potential candidate, job, required qualification and etc.:

» THE BENEFITS - The opportunity to gain experience or enhance your career within a **state of the art** software company offering a **competitive** salary, **good** benefits and a **relaxed** working environment. [62]

Adverbs add to the meaning of a verb, they can tell something about the action in a sentence by modifying a verb, e.g. by telling how, where, when, etc. something is done or happens. There are some kinds of adverbs: manner (badly, carefully, happily), place (abroad, ahead, away, back, forwards, here), time (tomorrow, now, anymore, for a year), frequency (always, regularly, usually), degree (quite, fairly, rather), intensifiers (very, indeed), focus (even, only).

Omnigenous adverbs could be found in job advertising language:

» About us: We specialize in providing **highly** trained and qualified interpreters...(manner adverb) [63]

» Main Duties: The Proof-reader **directly** checks the work done by the translator.....(manner adverb) [64]

4.2.4 Vocabulary classifications

Understanding of stylistic features of the text is essential in language means analysis. Some basic classifications of the English vocabulary are described below.

4.2.4.1 General and special vocabulary

According to Galperin, the vocabulary of the English language can be divided into three main layers: the literary layer, the neutral layer and the colloquial layer.

The literary layer has markedly bookish character. This layer is more or less stable. On the contrary, the colloquial layer has lively spoken character that makes this layer unstable and fleeting. The neutral layer has its universal character that allows this layer to be

understandable, to be unrestricted in use, to be employed in all styles of language and in all spheres of human activity. This layer is the most stable layer. [65]

4.2.4.1.1 Neutral, common literary and common colloquial vocabulary

Neutral, common literary and common colloquial vocabulary are grouped under the term standard English vocabulary and include both neutral words and common literary words, and common colloquial vocabulary.

Neutral Words are used in both literary and colloquial languages. They are prolific in the production of new meanings, so that they are the main source of synonymy and polysemy. In distinction from the literary and the colloquial words the neutral words do not have a special stylistic colouring.

Common Literary Words are mainly used in writing and in polished speech. The literary units are in opposition to colloquial units. This is especially apparent when pairs of synonyms (literary and colloquial) can be formed which stand in contrasting relation:

Colloquial	Neutral	Literary
kid	child	infant
chap	fellow	associate
get out	go away	retire
go on	continue	proceed
go ahead	begin	commence

It could be seen from the table, that the colloquial words are always more emotionally coloured than literary ones, while the neutral stratum of words has no degree of emotiveness.

Common Colloquial Vocabulary borders both on the neutral vocabulary and on the special colloquial vocabulary. Some of the lexical units belonging to this layer are close to the non-standard colloquial groups such as jargonisms, professionalisms, etc. These are on

the borderline between the common colloquial and the special colloquial or nonstandard vocabulary.

In job advertising rather some neutral and literary words could be found, as job advertising language is a mix of journalistic, scientific and official functional styles. [66]

But, on the other hand, there are some colloquial informal words in job advertisements, placed on some freelancing websites, like Upwork.com or Freelancer.com, e.g.:

» **I need** someone to help me with the formatting of contracts, in particular **tidying up messy** documents including where there has been document corruption. [67]

» **Hi there... We need** a voiceover from a UK male. [...] You need to be available to start **ASAP**. [...] **Thanks! :-)** [68]

» **Hi, I'm looking for** a professional proofreader [...] we are **looking for a fresh pair of eyes to take out** the last mistakes. [69]

4.2.4.1.2 Special literary vocabulary

Terms, poetic and highly literary words, archaic, obsolescent and obsolete words, barbarisms and foreignisms are all related to the special literary vocabulary. As terms have important role in job advertising, especially in managerial, professional and technical jobs, they will be described below.

“Terms arose due to the necessity of reflecting in language the cognitive process maintained by scholars in analysing different concepts and phenomena. One of the most characteristic features of a term is its direct relevance to the system or set of terms used in a particular science, discipline or act. Term is directly connected with the concept it denotes – directs our mind to the essential quality of the thing, phenomenon or action. Terms mostly and predominantly belong to scientific and technical style but they may as well appear in other styles – newspapers (journalistic). When using in the style of fiction, a term may acquire a stylistic function and consequently becomes a stylistic device. (e.g. the stylistic effect of the medical terminology used by Cronin in his novel the Citadel)” [70]

Terms are monosemantic words and they have not figurative, contextual or emotional meanings. Polysemy is only tolerated if the term has different meanings in different fields of science.

There is a constant interchange between special and general vocabulary. Many terms come to be used by laymen: vitamin, penicillin, gene, transistor, bionics. On the other hand, everyday words may develop terminological meanings. [71]

A great number of terms could be found in job advertisements, especially in a job and a company description sections:

» This company based in Birmingham offers a range of **engine cooling systems, heating and air conditioning systems** and **fluid reservoirs**. They are the market leader for **engine cooling and HVAC systems** for the bus and coach market, supplying product globally. From a simple radiator design through to a complete **cooling module with radiator/ charge air cooler** and the option of **viscous, hydraulic and electric fan drives**, they can provide the complete **3D design, prototype test** and production supply. [72]

» Experience with **quality testing** of products with **viscometry, pH, microscopy, stability** and **microbial testing** is also required. [73]

4.2.4.2 Emotionally coloured and emotionally neutral vocabulary

Language is used not only to provide information but also to convey or express emotions. In this situation lexical meaning acquires additional colouring (connotation). There are three groups of emotional words: emotional proper, intensifying and evaluatory.

“Emotional proper help to release emotions and tension, they include interjections (Hell! Ah!). Some words are emotional only in their metaphorical meaning. cow, ass, devil, angel (as applied to people).

Intensifying words are used to emphasize what is said: absolute, mere, ever, so, just. Their denotative meaning may be suppressed by their emphatic function: awfully beautiful, terribly nice.

Evaluatory words express a value judgment and specify emotions as good or bad. Their denotative and evaluative meanings co-exist: scheme – a secret and dishonest plan.” [74] Job advertising vocabulary could be characterized as rather neutral with some positive elements. Some emotionally coloured vocabulary, like intensifying words, could be found in more informal freelancing websites (especially, in a company, a job or a potential candidate description sections):

» Evidence of previous work is mandatory and creativity, originality and out of the box thinking are all an **absolute** must have! [75]

» I will start you off with **just mere** \$50. [76]

» All our data is already in Google Sheets, which is connected to Geckoboard, so it's **just** a matter of calculating the data we need and displaying it properly. [77]

4.2.5 Synonymy. Antonymy.

Because of the significant number of borrowings in English language, the language has a fair bit of synonyms.

Synonyms are words that are identical or similar in some inner aspects, but different in some outer aspects. There are stylistic synonyms that is specialized in its usage and could have different emotional colouring: to begin (native) – to commence (borrowing); exam (colloquial)- examination (neutral); euphemisms: the late (dead), to perspire (to sweat).

For example, in job advertising such synonyms of the word *earnings* as *income*, *pay*, *wages*, *salary*, *fee*, *remuneration*, *emolument*, *stipend* and etc. could be found.

“Antonyms are words belonging to the same part of speech, identical in style, expressing contrary or contradicting notions.”

According to V.N. Komissarov antonyms could be classified into two groups: absolute (root) antonyms (late - early) and derivational antonyms (to please – to displease, honest-dishonest). Absolute antonyms have different roots and derivational antonyms have the same roots but different affixes. In most cases negative prefixes form antonyms (un-, dis-

non-). Sometimes they are formed by means of antonymous suffixes: -ful and -less (painful - painless).

As any employer tries to show his/her company is the best choice, there are hardly ever such antonyms as *pleasant – unpleasant, honest – dishonest, modern – old-fashioned* and etc. could be found inside of one job advertisement. [78]

4.3 Syntactic Level

4.3.1 Phrases

4.3.1.1 Formal classification

According to the Quirk, phrases are the constituents which could function as elements of clause structure. By the formal classification there are five formal categories of phrases: verb phrases, noun phrases, adjective phrases, adverb phrases, and prepositional phrases. Each phrase is called after a class of word that has a primary, and to some extent obligatory function within it.

Verb phrases consist of a main verb standing alone as the entire phrase, or that is preceded by up to four auxiliary functioning verbs (The ship *sank*. – The ship *may have been being sunk*.)

Noun phrases consist of a main unit (typically it is a noun) and other elements that determine and/or modify the main unit (I remember *fine warm days...girl with the red hair*).

Adjective phrases consist of an adjective as the main part, that could be preceded and followed by other elements (The weather was *too hot... incredibly cold... pleasant enough*).

In their structure adverb phrases are similar to adjective phrases, except that adverb phrases have an adverb (instead of an adjective) as their main unit (I spoke to him *quite often...*).

Prepositional phrases consist of a preposition followed by a prepositional complement, which is normally a noun phrase (I met her *on Saturday morning...by a strange coincidence*). [79]

For example, in the IT job advertisement the next phrases could be found:

- » You **shall be working** as the Junior Software Developer... (verb phrase)
- » **Starting Salary**: £25- 30k Depending on experience, plus **excellent benefits** including **flexible working hours**, 4pm finishes on Fridays, pension, **smart/casual dress code**. (noun phrases)
- » ...4pm finishes **on Fridays**... (prepositional phrase) [80]

4.3.2 Simple sentences

A simple sentence consists of a single independent clause. By their form simple sentences may be divided into four major syntactic types: declaratives, interrogatives, imperatives, and exclamatives. In the declaratives the subject is present and usually precedes the verb: *Sarah gave Tom a book*. Declaratives could have standard word order (Subject – Verb - Object) or inversion (it refers to placing the modal, main, or auxiliary verb before the subject). [81]

Interrogatives could be of two types: yes-no interrogatives (*Did Sarah give Tom a book?*) and wh-interrogatives (*What did Sarah give Tom?*) Imperatives usually have the base form of a verb: *Give me a book*. Exclamatives usually have the beginning by *what* or *how* and with subject-verb order: *What an interesting book he received for his birthday!*

All three types of simple sentences could be found in job advertisements. Very often they present inside of one job advertisement:

- » Interested in supporting a worthwhile Consumer Facing Product Offering?? Would you like to have your Frontend Development getting used by the masses? Looking for a fun and personable company culture? Looking for a Modern Tech Stack? Interested in staying challenged with innovative problems? (interrogatives)

[...] Please click the 'Apply Online' button to apply. (imperatives) [...] Our privacy policy: Your resume and information will be kept completely confidential. (narrative) [82]

4.3.3 Multiple sentences

A multiple sentence consists of one or more clauses as its immediate constituents. Multiple sentences could be compound or complex.

4.3.3.1 Compound sentences

A compound sentence contains two or more coordinate clauses, for example: (*I admire her reasoning*) *but* (*I reject her conclusions*). There are two main clauses in parentheses. The sentences have equivalent function and they are linked by the coordinator *but*. [83]

It could be said that one of the prevailing type of sentences in job advertising language is simple sentences. However, some compound sentences could be also found (mostly, in company description section):

» (HRS is a company exclusively supporting the science and technology sectors) and (HRS is made up of a collaboration of scientists supporting science). [84]

4.3.3.2 Complex sentences

A complex sentence contains one or more elements realized by a subordinate clause. Subordination is an asymmetrical relation, where the sentence and its subordinate clauses are in a hypotactic relationship and they form a hierarchy. [85] In the example (*Although I admire her reasoning*) *I reject her conclusions*. The sentence in parentheses is the subordinate clause. Subordinators could be simple (*after, although, because, before, directly, that, since, once, when, whereas, etc.*) and complex (*but that, in order that, such that, assuming, providing, according as, in case, as if etc.*)

Some complex sentences could be also found in a company description section:

» Hyper Recruitment Solutions Ltd (HRS) is an Equal Opportunities employer (that is happy to welcome applications for any applicant {who fulfils the role requirements for this position}). [86]

4.4 Semantics and pragmatics

According to the Quirk “words must be combined into larger units, and grammar encompasses the complex set of rules specifying such combination. Meaning relations in the language system are the business of semantics, the study of meaning, and semantics therefore has relevance equally within lexicology and within grammar. [...] the meaning of linguistic expressions when uttered within particular types of situation is dealt with in pragmatics, which is concerned with the communicative force of linguistic utterances.” [87] And Quirk has also written about cohesive and coherence: “a text – unlike a sentence – is not a grammatical unit but rather a semantic and even a pragmatic one. A text is a stretch of language which seems appropriately coherent in actual use. That is the text ‘coheres’ in its real-world context, semantically and pragmatically, and it is also internally or linguistically coherent [...] The term ‘cohesive’ refers to the actual forms of linguistic linkage.” [88]

There are two types of cohesion: grammatical and lexical. Grammatical cohesion could be expressed through the grammatical system by the reference (anaphora and cataphora), substitution, ellipsis, and conjunction types. Lexical cohesion is a part of the lexical system, which could be divided into relations of repetition, collocation, synonymy, and other semantic relationships. [89]

4.5 Conclusion

As a mix of journalistic, scientific and official styles, the language of job advertising contains both monomorphemic and polymorphemic words with different types of morphemes. Most words in job advertisements are built with such word-formation processes as affixation, compounding, conversion, shortening, and blending. Acronyms, borrowings, and international words also could be found in job advertising. There are wide range of parts of speech in job advertisements, especially nouns and adjectives. Neutral

words and terms are prevalent, while colloquial and emotionally coloured vocabulary could be found in the job advertisements placed on special freelancing websites, like Upwork.com and Freelancer.com. Synonyms are also presented in some job advertisements, while antonyms could be ignored because of their negative meanings. Since the syntactic point of view, there are different types of phrases in job advertisements. Simple sentences are dominant type of sentences, however, some multiple sentences are also could be found.

5 ANALYSIS OF SELECTED LANGUAGE MEANS IN SELECTED JOB ADVERTISEMENTS

To understand the language of job advertising more deeply the analysis of selected language means in six job advertisements was carried out. The analysis is based on the perspective of language levels described in chapter 4. Each job advertisement has been analyzed separately.

There are four job advertisements published in printed British and American newspapers and two job advertisements posted on popular job searching websites. The original views of job advertisements, the newspaper's front pages (with the announcement publication dates), and the dictionary of specific expresses in the analyzed job advertisements are attached as Appendices 1-13.

5.1 Restaurant Manager

Vacancy Name: Restaurant Manager

Company: Restaurant CLACHAN GRILL Ballater

Source and date: The Scotsman, 3 March 2017

Type of job advertisement: display, printed

5.1.1 Structure

The vacancy of a Restaurant Manager is posted in the local Scottish newspaper and the whole body of the job advertisement is divided into three paragraphs composed of the company's logo and the vacancy name at the top and of the email address at the bottom of the job advertisement.

Structure (vertically down):

- The Logo of the company (at the top of the advertisement);

- The title printed in uppercase letters “VACANCY RESTAURANT MANAGER – NEW OPENING” is intended to attract attention of potential candidates to the vacancy.
- The introduction and the company information are combined in the single paragraph, where such details as location, style and food quality of the restaurant are described.
- Job requirements and job description are described in one single paragraph containing the requirements such as experience in a similar area and ability to be customer focused and the benefit package for a candidate comprising the full training and accommodation.
- ‘Why to apply’ section contains the restaurant description to a candidate to consider an opportunity to apply for this vacancy.
- The contact information is provided in the form of email address at the bottom of the advertisement. The email address is printed in bold-type.

5.1.2 Morphological level

There are monomorphemic and polymorphemic words could be found in this job advertisement.

There is a unique morpheme in the text: clach- in the ‘clachan’ (from Scottish Gaelic) [90].

Among the affixes morphemes the number of suffixes dominate over the number of prefixes.

There are bound morphemes showing the grammatical function of the base (-ed, -ing) in the text. According to the part-of-speech classification there are de-adjectival noun suffixes (**necessity**, **quality**), deverbal noun suffix (**manager**) deverbal adjective suffixes (**profitable**, **innovative**), adverb suffixes (**extremely**) and etc. could be found in the job advertisement.

According to the semantic classification the following categories of suffixes could be found: the agent of the action (**manager**), nationality (**Scottish**), quality (**necessity**, **quality**).

Prefix: de- (referred to the reversative or privative suffixes).

5.1.3 Lexical level

5.1.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (**extremely**, **profitable**, **establishment**), compound (atmosphere, customer-focused), back-formation (tranquil from tranquility), borrowing (centre from Old French *centre*), and international words (restaurant, grill, manager, vacancy).

5.1.3.2 Parts of speech

The verbs found in the advertisement could be divided into different categories:

full (converted, located, provide, think etc.), primary (have, be, is, are, will) and modal auxiliary verbs (can, could); finite (run, think, etc.) and infinite verbs in form of past participles (converted, located, required) and present participle (featuring); regular (converted, provided, etc.) and irregular (run, think, etc.); transitive (located) and intransitive (run); phrasal verb (looking to)

Most of the verbs found here is in present or future tenses, and in active voice.

The nouns found in the advertisement could be divided into different categories:

Proper (Clachan Grill, Ballater, Anna) and common (vacancy, manager, centre, and etc.); countable (vacancy, restaurant, candidate, years, and etc.) and uncountable (accommodation, excess, attention, knowledge and etc.); abstract (quality, experience, operation, necessity, knowledge and etc.) and concrete (restaurant, manager, steading, and etc.); singular (restaurant) and plural (years).

There are personal (we, you) and demonstrative (this) pronouns in the job advertisement.

The adjectives found in the advertisement could be divided into different categories:

Classifying (new, opening, charming, tranquil, romantic, modern, and etc.); gradable (friendly, innovative, ready, profitable, and etc.); compound (customer-focused); present participle forms (dining, featuring) and past participle forms (converted, located, provided); positive degree of comparison (new, romantic) and superlative form (the best); with attributive (charming atmosphere, the best quality, Scottish fare, ideal candidate, profitable establishment) and predicative (the ideal candidate will be extremely **customer focused**) kinds of use.

There are no emphasizing, ungradable adjectives, and also adjectives in comparative form. There are adverbs of manner (extremely) and degree (rather) in the job advertisement. Any intensifiers are absent.

There is one cardinal numeral (5) in this job advertisement.

5.1.3.3 Vocabulary

The job advertisement contains predominantly neutral words. There are no signs of colloquial or literary layers. So that, the standard English vocabulary is used. There are no terms and professionalisms. Talking about emotional connotation the text contains one intensifying word (extremely in extremely customer focused) and evaluatory words (charming, tranquil, romantic, ideal, friendly). This intensifier means the importance of being *customer focused* to apply for the vacancy. There are such synonyms like charming, romantic (describing comfortable dining atmosphere) and modern, innovative (describing up-to-date establishment).

5.1.4 Syntactic level

There are both simple and multiple sentences in this job advertisement.

Simple sentences are declarative and with the standard word order, e.g. *Accommodation could be provided*. There are simple sentences with the homogenous parts of the sentence (The ideal candidate *will have* [...] and *will be*...; We will provide a *charming, tranquil* and rather *romantic* dining atmosphere; we are looking to run a *modern*,

friendly, innovative and *profitable* establishment.) and compound predicates (will provide, will have, can be provided, could be provided).

Multiple sentences contained in the text are of two types: compound and complex.

There is the asyndetic compound sentence: Clachan Grill is a converted steading located in the centre of Ballater; we will provide a charming, tranquil and rather romantic dining atmosphere featuring the best quality Scottish fare.

There is the complex sentence with one main clause and one subordinate clause: Commercial knowledge will be an advantage but not a necessity *as full training in this area can be provided*. The subordinate clause is in cursive type and refers to the adverbial reason clauses.

The sentence “We are looking to run a modern, friendly, innovative and profitable establishment – *if you think you are ready for this challenge, and have the attention to detail required*, please email Anna on anna@cranberryco.com” is a compound sentence with one simple sentence and one complex sentence. The complex sentence consists of the adverbial conditional clause (in italics) and of the nominal clause (in bold type) with homogeneous predicates (are ready and have) and one main sentence.

5.1.5 Cohesion

The following cohesive devices of both grammatical and lexical cohesion occur in the text:

- grammatical cohesion: comparative references (in a similar type of operation), adversative conjunction (rather romantic), additive conjunctions (and), demonstrative references (in this area, for this challenge), nominal substitution (‘Clachan Grill’ is substituted with ‘we’)
- lexical cohesion: repetition of ‘you’ , synonymy and near synonymy (charming, romantic, tranquil; modern, innovative).

5.2 Team Leaders and Support Workers

Vacancy Name: Team Leaders and Support Workers

Company: East Yorkshire Housing Association Ltd.

Source and date: The Scarborough, 2 March 2017

Type of job advertisement: display, printed

5.2.1 Structure

The job advertisement is divided into four paragraphs with two headlines. The third paragraph is a marked list with three points.

Structure (vertically down):

- The first headline printed in uppercase letters “EAST YORKSHIRE HOUSING ASSOCIATION LTD” presents the name of the company and is intended to attract potential candidates' attention to the vacancy.
- The first paragraph contains the company information and the question created the positive image of the company.
- Printed in uppercase letters “TEAM LEADERS AND SUPPORT WORKERS” the second headline names the vacancies of this job advertisement.
- The second paragraph contains the names of the vacancies and job requirements expressed in one sentence
- The third paragraph is a marked list with three points describing the employee benefits in this company.

5.2.2 Morphological level

There are bound morphemes showing the grammatical function of the base (-ed, -ing) in the text. According to the part-of-speech classification there are noun-forming suffixes (**induction**, **introduction**, **association**), verbal noun suffixes (**leader**, **worker**), adverb-forming suffixes (**individually**), verb suffixes (**certific**ate****) and etc. in the job advertisement.

According to the semantic classification the following categories of suffixes could be found: the agent of the action (**leaders**, **worker**), abstract notion (**experienced**) and etc.

According to the prefixes semantic classification there are negative (**disabilities**), reversative (**dedicate**), time and order (**experience**), number (**unique**) and etc. prefixes in the job advertisement.

5.2.3 Lexical level

5.2.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (housing, association, learning, inexperienced, uniform), abbreviation (LTD, DBS, NVQ, CV), conversion (*to house* from *a house* borrowing (experience)), and international words (professional, certificate, programme).

5.2.3.2 Parts of speech

The verbs found in the advertisement could be divided into different categories:

full (housed, like, join, recruiting, offer, including, send etc.), primary (has, are, be) and modal auxiliary verbs (would, may); finite (join, recruit, send, etc.) and infinite verbs in form of past participles (experienced, inexperienced, focused), present participle (housing), and gerund (Training Programme, Learning Disabilities); regular (housed, like, join, recruit, offer, and etc.) and irregular (may, send); transitive (send).

There are verbs in present tense (in simple, perfect and continuous aspects) in the advertisement under consideration.

The nouns found in the advertisement could be divided into different categories:

Proper (East Yorkshire Housing Association, Bridlington) and common (association, adults, homes, years, and etc.); countable (adults, homes, years, and etc.) and uncountable (interest); abstract (position, programme, check, and etc.) and concrete (homes, years, certificate, and etc.); singular (association, position) and plural (homes, years).

There are possessive (their, our), personal subjective (you, we), and personal objective (us) pronouns in the job advertisement.

The adjectives found in the advertisement could be divided into different categories:

Classifying (own, genuine, individual, free, and etc.); gradable (support, experienced and etc.); present participle form (Caring Professionals) and past participle forms (dedicated, experienced, inexperienced); positive degree of comparison (own, free, genuine); with attributive (own homes, caring professionals, genuine interest, free uniform, either position) and predicative (if you are experienced or inexperienced, if you are interested) kinds of use.

There are no emphasizing, ungradable adjectives, and also adjectives in comparative or superlative forms.

There are one adverb of manner (individually) and one cardinal numeral (25) in this job advertisement.

5.2.3.3 Vocabulary

The job advertisement contains predominantly neutral words. The job advertisement contains two antonyms (experienced and inexperienced), no synonyms, no emotionally coloured units, but neutral vocabulary and some specific monosemantic items, like Learning Disabilities, DBS (Disclosure and Barring Service) Check, Care Certificate and NVQs (National Vocational Qualifications).

5.2.4 Syntactic level

There are both simple and multiple sentences in this job advertisement.

There are the following types of simple sentences:

- declarative and with the standard word order: East Yorkshire Housing Association Ltd has housed adults with [...]. We are recruiting Team Leaders and Support Workers.

- yes-no interrogative: Would you like to join...?
- declarative with several direct objects: We offer: - Free Enhanced DBS Check [...]

Multiple sentences presenting in the text are complex sentences with adverbial conditional clauses (in italics):

- *If you are experienced or inexperienced (with a genuine interest in the Care Profession),* you may be the individual for us.
- *If you are interested in either position* please send your CV with covering letter to Reception.eyha@btinternet.com

5.2.5 Cohesion

The following cohesive devices of both grammatical and lexical cohesion occur in the text:

- grammatical cohesion: comparative references (in either position), additive conjunctions (and), nominal substitution ('East Yorkshire Housing Association Ltd' is substituted with 'our team', 'we'; 'Team Leaders and Support Workers' is substituted with 'position').
- lexical cohesion: repetition of 'you', 'free'.

5.3 Medical Assistant

Vacancy Name: Medical Assistant

Company: Busy Delray Beach and Boca Raton Rheumatology practice

Source and date: South Florida Sun-Sentinel, 3 March 2017

Type of job advertisement: classified, printed

5.3.1 Structure

The job advertisement begins with the name of the vacancy printed in uppercase letters “MEDICAL ASSISTANT”. The job advertisement consists of three short sentences. The first sentence contains the name of the company, the type of the vacancy (full-time) and job requirements (experience in phlebotomy, injections and x-rays). The second sentence expresses the elements of the “why to apply” and work condition sections, as the salary and benefits are mentioned. The third sentence describes the contact information (email address underlined with a blue line).

5.3.2 Morphological level

According to the part-of-speech classification there are noun-forming suffixes (**injection**, **practice**), adjective suffix (**medical**), deverbal noun suffix (**assistant**), verb suffixes (**certificate**) and etc. in the job advertisement.

According to the semantic classification the following categories of suffixes could be found: the agent of the action (**assistant**), abstract notion (**experienced**) and etc.

Prefix: with the meaning of ‘toward’ (**injection**).

5.3.3 Lexical level

5.3.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (rheumatology, assistant, injection), compounding (full-time), coinage (x-ray - coined 1895 by German scientist Wilhelm Conrad Röntgen), conversion (email (verb) from email (noun)) and international word (medical).

5.3.3.2 Parts of speech

The verbs in the advertisement (seeks, email) are full, finite, regular and transitive. The verb 'seeks' is in Present tense with the Simple aspect, while the verb 'email' is in the bare infinitive form.

The nouns found in the advertisement could be divided into different categories:

Proper (Busy Delray Beach and Boca Raton Rheumatology) and common (assistant, practice, experience, injections, and etc.); countable (injections, benefits, plus, assistant, and etc.) and uncountable (experience); abstract (experience, phlebotomy, and etc.) and concrete (assistant, resume, and etc.).

There are possessive (their, our), personal subjective (you, we), and personal objective (us) pronouns in the job advertisement.

There are two adjectives in the advertisement: medical and full-time. These adjective are classifying, gradable, with attributive kind of use and positive degree of comparison. The adjective 'full-time' also refers to compound adjectives.

5.3.3.3 Vocabulary

The text contains both neutral and special literary vocabulary. Special literary vocabulary is presented with such medical terms as *phlebotomy* and *x-rays*. According to the more frequent use, the word *injections* has lost its special literary character and became the unit of the common literary vocabulary.

5.3.4 Syntactic level

There are the following types of sentences in the text:

- simple declarative sentence with the standard word order: Busy Delray Beach and Boca Raton Rheumatology practice seeks full time medical assistant with experience in phlebotomy, injections and x-rays.
- simple imperative: e-mail resume to adeluca83@aol.com.

- simple sentence without any predicate: Salary plus benefits.

5.3.5 Cohesion

There is one additive conjunction (and) in the text.

5.4 Purchasing Specialist

Vacancy Name: Purchasing Specialist

Company: Hong Chang Corp.

Source and date: Los Angeles Times, 3 March 2017

Type of job advertisement: classified, printed

5.4.1 Structure

The job advertisement begins with the name of the work field printed in bold-type and in uppercase letters “PURCHASING”. Under the work field name the name of the vacancy is placed (in bold-type). The job advertisement consists of three short sentences. The first sentence contains the name of the company (Hong Chang Corp.) and some information about it (import & wholesale distributor of seafood & other food products). The second sentence contains the job requirements (two years of related work experience). The third sentence describes the contact information (mail address).

5.4.2 Morphological level

There are bound morphemes showing the grammatical function of the base (-ed, -ing) in the text.

According to the part-of-speech classification there are noun-forming suffixes (purchas**ing**, special**ist**), deverbal noun suffixes (distribut**or**, paint**er**) in the job advertisement.

According to the semantic classification the following categories of suffixes could be found: the agent of the action (**specialist**, **distributor**, **painter**), abstract notion (**experienced**) and etc. Prefixes: conversion (**import**).

5.4.3 Lexical level

5.4.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (**purchasing**, **specialist**, **distributor**), compounding (**wholesale**, **seafood**), abbreviation (**CA**), and international word (**resume**).

5.4.3.2 Parts of speech

The verbs found in the advertisement could be divided into different categories:

full (**seeking**, **send**), primary (**have**) and modal auxiliary verbs (**must**); finite (**seeking**, **send**, **have** etc.) and infinite verbs in forms of past participles (**related**) and gerund (**Purchasing**); regular (**seeking**) and irregular (**send**, **have**); transitive (**send**, **seeking**).

The verb 'seeking' is in Present tense with the Continuous aspect, while the verbs 'send' and 'have' are in the bare infinitive form.

The nouns found in the advertisement could be divided into different categories:

Proper (**Hong Chang Corp.**, **Hai Hua Li**, **Painter Ave**, **Santa Fe Springs**) and common (**distributor**, **seafood**, **products**, and etc.); countable (**products**, **specialist**, and etc.) and uncountable (**experience**); abstract (**experience**, **import**) and concrete (**products**, **resume**, and etc.); singular (**distributor**, **resume**) and plural (**products**); compound (**wholesale**, **seafood**).

The adjectives found in the advertisement could be divided into different categories:

past participle forms (**related**); with attributive (**food products**, **work experience**) kind of use.

There are no emphasizing, ungradable adjectives, and also adjectives in comparative or superlative forms.

There are one cardinal numeral (two) in this job advertisement.

5.4.3.3 Vocabulary

The text contains neutral vocabulary, no terms and no emotionally coloured units.

5.4.4 Syntactic level

There are the following types of sentences in the text:

- simple declarative sentence with the standard word order and with apposition (in italics): Hong Chang Corp., *import & wholesale distributor of seafood & other food products*, seeking Purchasing Specialist.
- simple declarative with the standard word order and with omitted subject: Must have two years of related work experience.
- simple imperative sentence: Send resume to: [...]

5.4.5 Cohesion

There are one additive conjunction (and) and one comparative reference (related work experience) in the text.

5.5 Senior JavaScript Developer

Vacancy Name: Senior JavaScript Developer

Company: Optomi

Source and date: CarierBuilder.com, 3 March 2017

Type of job advertisement: display, online

5.5.1 Structure

The bold-typed title containing the name of the vacancy and the name of the city is at the top of the job advertisement. There is the name of the company in uppercase letters and the name of the State (Atlanta) under the title. The company description, the company logo and the contact information are placed at the left upper side of the page, while the other sections of the job advertisement are at the right side of the page. The following sections of this job advertisement are:

- Job Description consists of three paragraphs describing the role in details.
- What the right Professional will enjoy!! section is the same as “why to apply” section. The section is in the form of marked list and it enumerates such benefits of working in the company as fun, modern work environment and etc.
- Job Requirements is in the form of marked list consisting of eight points.

There is a green button with the text “Apply now” at the bottom of the page.

5.5.2 Morphological level

There are bound morphemes showing the grammatical function of the base (-ed, -ing) in the text.

According to the part-of-speech classification there are noun-forming suffixes (**coding**, **speaking**, **designing**, **technologist**, **leader**, **developer**, **consultant**, **technology**, **partnership**), deverbal adjective suffixes (**enable**), adverb (**specifically**) in the job advertisement.

According to the semantic classification the following categories of suffixes could be found: the agent of the action (**developer**, **leader**, and **technologist**), quality (**flexibility**, **opportunity**) and etc.

Prefixes: conversion (**evolving**), reversative (**design**, **define**), locative (**subversion**), number (**unique**).

5.5.3 Lexical level

5.5.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (developer, partnership, leading, technology, tester, passionate, and etc.), compounding (within, database, skillset, background, network), abbreviations (SQL, HTML, CSS, IT, telecom), conversion (experience (noun) from to experience), international words (philosophy, IT).

5.5.3.2 Parts of speech

The verbs found in the advertisement could be divided into different categories:

full (seeking, fulfill, play, etc.), primary (is, will, be) and modal auxiliary verbs (can); finite (seeking, driving, etc.) and infinite verbs in form of past participles (located, used) and present participle (wearing, building, existing), infinitive (to hold, to deliver, to code, to read, to understand, enjoy, to work, to grow, and etc.) and gerund (**doing** the right thing, by **deploying**, in the IT **staffing** world, to **designing** the solution); regular (play, hold, code, etc.) and irregular (build, read, and etc.); transitive (seek, wear, and etc.) and intransitive (work, understand, and etc.).

Most of the verbs found here is in present or future tenses (with simple or continuous aspects), and in active and passive voices.

The nouns found in the advertisement could be divided into different categories:

Proper (JavaScript, Optomi, Atlanta, Java, Buckhead, Tim Gunter, etc.) and common (partnership, company, client, role, success, and etc.); countable (company, applications, needs , and etc.) and uncountable (environment, flexibility and etc.); abstract (opportunity, skillsets, technology, week and etc.) and concrete (client, analysts, developer, tester, and etc.); singular (customer, leader, world, etc.) and plural (clients, years, etc.).

There are interrogative (where, what), demonstrative (this), and possessive (our, their) pronouns in the job advertisement.

The adjectives found in the advertisement could be divided into different categories:

Classifying (great, small, robust, modern, great, bright, and etc.); present participle forms (evolving, wearing, existing, exciting) and past participle forms (located); positive degree of comparison (great, bright), comparative form (better) and superlative form (the best, the newest); with attributive (business needs, new capabilities, great role, small team, robust architecture) and predicative (individuals who are **passionate**) kinds of use.

There are no emphasizing, ungradable and compound adjectives.

There is one adverb of manner (specifically) in the job advertisement. Any intensifiers are absent.

There are cardinal numerals referred to required years of experience (**2, 3, 5**), to the address (Atlanta, GA **30326**), and to the phone number (Phone: **678.250.0846**) in this job advertisement.

5.5.3.3 Vocabulary

The text contains the elements of both literary and neutral vocabulary. Special literary vocabulary is presented with such IT terms as JavaScript, jQuery, Java, SQL Server, HTML, CSS, database, application server, mobile development etc. Emotional connotations are expressed with positive evaluatory words (exciting, fun, shine, enjoy, great, bright, etc.). Such synonyms as *customer*, *client* and *modern*, *newest* present in the text.

5.5.4 Syntactic level

There are both simple and multiple sentences in this job advertisement.

There are the following types of simple sentences:

- declarative and with the standard word order: This role will partner with a Database Developer and a Tester to deliver solutions to the customer. The existing custom application has a robust architecture in Teradata/SQL Server/Java/JavaScript.

- imperative: Connect with us!
- exclamative wh-interrogative: What the right Professional will enjoy!!

There are the following types of multiple sentences:

- asyndetic compound sentence with two sentences, that are complex sentences with the subordinate adverbial clauses of place (in italics): This is an exciting and fun environment *where a senior resource can shine*, it is not an environment *where the Developer is handed specs to code to*.

- complex sentence with the subordinate adverbial clause of reason (in italics): The team will be adding new capabilities *as the business needs change*.

- complex sentence with the subordinate relative defining clause (in italics) with the nominal clause inside of it (in bold type): [...] the right Professional will enjoy [...] opportunity to work with other bright individuals *who are passionate about technology and* **how it can make the world a better place**.

- complex sentence with the subordinate adverbial conditional clause (in italics): Apply today *if your background includes* [...]

5.5.5 Cohesion

The following cohesive devices of both grammatical and lexical cohesion occur in the text:

- grammatical cohesion: comparative references (better place), additive conjunctions (and), demonstrative references (this is a great role), nominal substitution ('JavaScript Developer' is substituted with 'Senior Developer', 'role', 'position').
- lexical cohesion: repetition of 'fun environment', 'solutions', 'opportunity', 'prefer experience'; synonymy (modern, the newest).

5.6 Personal/Virtual Assistant

Vacancy Name: Personal/Virtual Assistant

Company: unknown

Source and date: Upwork.com, 3 March 2017

Type of job advertisement: display, online

5.6.1 Structure

The job advertisement consists of some introduction information (name of the vacancy, the order of payment and the level of the potential candidate), details section and enumerating of skills needed for this job. Such information about the employer, like his/her rating on the site, country, city, the average hourly rate paid to employees and etc. is at the right side of the page.

The section “Details” contains job requirements, job description and ‘why to apply’ section.

5.6.2 Morphological level

There are bound morphemes showing the grammatical function of the base (-ed, -ing) in the text.

According to the part-of-speech classification there are noun-forming suffixes (**standard**, **assistant**, **business**, **solver**, **owner**, **management**), adjective suffixes (**possible**, **available**, **virtual**, **personal**, **daily**, **weekly**, **creative**), adverb (**quickly**, **ideally**, **absolutely**) in the job advertisement.

According to the semantic classification the agent of the action (**assistant**, **solver**, **owner**) suffixes could be found.

Prefix: electronic (eCommerce), time and order (**research**).

5.6.3 Lexical level

5.6.3.1 Word-formation processes

The following word-formation processes could be identified in the job advertisement under consideration: affixation (quickly, personal, virtual, helpful, creative, solver, and etc.), compounding (badass, something, anything, long-term, cutting-edge), abbreviations (UK, US, GMT, am, pm), conversion (experience (noun) from to experience), international words (assistant, marketing, email, business).

5.6.3.2 Parts of speech

The verbs found in the advertisement could be divided into different categories:

full (determined, look, show, ask, etc.), primary (be, am, is, will, does, get) and modal auxiliary verbs (can, need, able, would); finite (think, help, email, affiliate, etc.) and infinite verbs in form of past participles (based, needed, committed) and present participle (looking), infinitive (to do, to write, to achieve, to know, to start, to hear, and etc.) and gerund (clarifying, improving, sourcing, marketing, running, etc.); regular (determine, look, show, etc.) and irregular (think, mean, and etc.); transitive (show, want, and etc.) and intransitive (know, start, and etc.).

Most of the verbs found here is in present or future tenses (with simple, perfect or continuous aspects), and in active voice.

The nouns found in the advertisement could be divided into different categories:

Proper (UK, US, Eddy, etc.) and common (assistant, work, solver, owner, name, and etc.); countable (processes, reports, results, and etc.) and uncountable (experience, work etc.); abstract (processes, concepts, duties and etc.) and concrete (reports, assistant and etc.); singular (procedure, way, part, document, etc.) and plural (tools, concepts, tasks, etc.).

There are personal (you, I, me, we), interrogative (where, what, who, which), demonstrative (this, that), possessive (our, my) and indefinite (anything, something) pronouns in the job advertisement.

The adjectives found in the advertisement could be divided into different categories:

Classifying (virtual, personal, new, daily, cutting-edge, badass, and etc.); present participle forms (looking, growing, etc.) and past participle forms (based, committed, etc.); positive degree of comparison (daily, weekly, new, affiliate, etc.); with attributive (badass virtual assistant, standard operating procedure, concise reports etc.) and predicative (something isn't **clear**, in a way that is **helpful**, we are very **committed** to) kinds of use.

There are no emphasizing and ungradable adjectives.

There are some adverbs of manner (ideally, quickly, fast, very) and degree (rather, absolutely, fully) in the job advertisement. Any intensifiers are absent.

There are only two cardinal numerals (**9** am – **5** am) referred to the office hours in this job advertisement.

5.6.3.3 Vocabulary

The text contains the elements of both colloquial and neutral vocabulary. Colloquial vocabulary is presented with informal units (badass, hi there, grasp), informal contractions (isn't, I'd love, I can't wait, etc.) Emotional connotations are expressed with positive evaluatory words (badass, creative, etc.) and intensifiers (absolutely, very). There are synonyms (position, role) in the text.

5.6.4 Syntactic level

There are both simple and multiple sentences in this job advertisement. There are a significant number of interrogative sentences in the beginning of the text. This feature is possibly used to focus attention and excite the curiosity of a reader.

There are the following types of simple sentences:

- declarative: Ideally you will be available between 9am - 5pm GMT.
- yes-no interrogative sentences: Are you a badass US or UK based virtual assistant looking for work? Are you able to quickly grasp new concepts and tools?

- wh-interrogative sentences: What does this mean?

There are the following types of multiple sentences:

- complex sentence with the subordinate relative clause (in italics) with the subordinate adverbial conditional clause nested inside of it (in bold type): We buy lots of the most cutting edge training materials *which we will share with you* **if you are good fit for the role.**

- complex interrogative sentences with the subordinate relative defining clause (in italics): Are you a creative problem solver *who likes improving processes where possible?* I am looking for a long term virtual assistant *who wants to fully get to know our business model and help grow our company.*

- syndetic compound sentences: My name is Eddy and i am the owner of a fast growing eCommerce company.

- asyndetic compound sentence that consists of two sentences, one of which is the complex sentence with the subordinate adverbial conditional clause (in italics): *If you're interested* please apply below, i can't wait to hear from you.

5.6.5 Cohesion

The following cohesive devices of both grammatical and lexical cohesion occur in the text:

- grammatical cohesion: adversative conjunction (rather than), additive conjunctions (and), demonstrative references (in a way that helpful, this), nominal substitution ('Eddy' is substituted with 'I', 'company' is substituted with 'we'), clausal substitution (If so I'd...).

- lexical cohesion: repetition of 'you', 'company', synonymy and near synonymy (position, role).

5.7 Linguistic analysis findings

Selected language means analysis of six different job advertisements showed not only similarities but also differences between these advertisements at the morphological, lexical, syntactic and semantic levels.

All of the investigated advertisements contain such structure elements as a title, job requirements section and contact information. Because of the space saving classified printed advertisements have all these three elements (and some of them also contain succinct Company Description and “Why to apply” sections) but in relatively condensed utterances, while display online advertisements contain detailed description of the company, long lists of job requirements and benefits.

Because of the relatively small amount of text classified advertisements contain fewer words, than display advertisements. So that, less types of morphemes could be found in classified job advertisements.

The most popular word building methods in analyzed advertisements are affixation, abbreviation, back-formation, borrowing and international words. All of analyzed job advertisements regardless of their types contain more nouns and adjectives. Abstract nouns predominate over the concrete ones. There are both proper and common nouns in the texts. Verbs are mostly in present tense with simple, perfect or continuous aspects.

Absence of any emphasizing, ungradable adjectives and other signs of emotional connotations and presence of terms are typical of the job advertisements under consideration.

Regarding the syntactic point of view, there are more declarative and interrogative simple sentences in classified printed job advertisements whereas the display ones contain more multiple sentences. Cohesion devices comprising repetition and conjunction are inherent in all of analyzed job advertisements, and display online ones can also have different types of references and substitution.

6 CONCLUSION

Due to the provided theoretical overview of HRM, job advertising and selected language means on morphological, lexical, syntactic and semantic levels the analysis of language means in job advertisements was performed. It was demonstrated that the language of job advertisements combines aspects of journalistic, formal and scientific styles. The main features characterizing the style of job advertisements are informativeness and compactness that allow transferring maximum information with the usage of minimum lexical elements. Any irrelevant and excessive information is absent.

Considering that the logic of facts narrative in job advertisements is important the composition of the text is characterized with the well-connected structure. In most cases this structure consists of the introduction, main part and conclusion. There are essential (name of the vacancy and contact information) and optional (headline, company description, job description and requirements, work conditions and etc.) compositional elements in the structure of job advertisements. The main role in the structure is the title in the headline of job advertisements. The title refers to readers and informs about the main topic of the message.

It is typical of job advertisements to have well-defined structure with the key part of job requirements, data compression and usage of formulaic units. Formulaic units help to simplify and accelerate the process of job advertisements creation. Job advertisements contain a significant number of journalistic style features and emotional neutrality. The analysis showed the presence of a large number of adjectives and nouns (including proper nouns), that is a common feature of journalistic style. Adjectives are used to both create a positive image of a company and describe the qualities of the candidate needed. The texts of display and some classified job advertisements could be characterized with the relatively complex syntactic structures, domination of active voice, usage of declarative sentences, usage of modal verbs, infinite verbs and omnigenous cohesion devices.

The peculiarities of word formation processes appear in domination of affixation, compounding, back-formation and abbreviation, used as a mean of linguistic economy.

The selection of lexical, grammatical and word formation means is mainly defined with the frames of formal style and intention to the linguistic economy. Job advertisements vocabulary is characterized with the absence of emotional neutrality, solidity and formality. All these features are achieved through the usage of clichés and terms from different scientific areas.

As the language influences on ideology any changes in the language of job advertisements could evoke changes in society, and contribute to the popularity of some professions and vice versa of the other ones.

7 ENDNOTES

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9 ABSTRACT

The main objective of the Bachelor's thesis is to analyze selected language means in printed and online English and American job advertisements.

The Bachelor's thesis is divided into the theoretical and practical parts. The first chapter provides the explanation of Human Resource Management. The following chapter is concerned with the following aspects job advertisements: definition, structure, content, types, connection with media and equal opportunity legislation. In the next chapter selected language means of all language levels, except for phonetic-phonologic level, are examined. Examples are also provided. The next chapter is the practical part with the analysis of four printed and two online job advertisements. The analysis is based on the perspective of language levels described in the previous chapter.

10 RÉSUMÉ

Předkládaná bakalářská práce pojednává o jazykových prostředcích v tištěných a internetových pracovních inzerátech. Jazykové prostředky zkoumá v morfoloické, lexikální a syntaktické rovině jazyka.

Bakalářská práce je rozdělena na teoretickou a praktickou část. Po úvodu je věnována pozornost managementu lidských zdrojů, především jeho propojení s pracovními inzeráty. Dále jsou uvedeny definice, struktura, obsah, typy pracovních inzerátů, zákony na rovné šance získat práci a propojení pracovních inzerátů s media. Poslední kapitola teoretické části pojednává o vybraných jazykových prostředcích, které jsou pak, v praktické části ukázány na konkrétních příkladech nalezených v anglických a amerických tištěných a internetových pracovních inzerátech.

V příloze jsou pro ilustraci a lepší orientaci uvedeny analyzované inzeráty a titulní strany tištěných novin, ze kterých některé z analyzovaných pracovních inzerátů byly odebrány, a také vypracovaný slovník specifických slovních spojení z analyzovaných pracovních inzerátů.

11 APPENDICES

11.1 Examples of Advertisements and Newspapers Front Pages

Appendix 1 The Scotsman Job Advertisement



CLACHAN GRILL
BALLATER

VACANCY

RESTAURANT MANAGER – NEW OPENING

Clachan Grill is a converted steading located in the centre of Ballater; we will provide a charming, tranquil and rather romantic dining atmosphere featuring the best quality Scottish fare.

The ideal candidate will have in excess of 5 years' experience in a similar type of operation and will be extremely customer focused. Commercial knowledge will be an advantage but not a necessity as full training in this area can be provided. Accommodation could be provided.

We are looking to run a modern, friendly, innovative and profitable establishment - if you think you are ready for this challenge, and have the attention to detail required, please **email Anna on anna@cranberryco.com**

FRIDAY 3 MARCH 2017
www.scotsman.com

£1.50
SUBSCRIPTION PRICE £1.20



THE SCOTSMAN

SCOTLAND'S NATIONAL NEWSPAPER

Alan Stubbs backs bold bid by Rangers to make Caixinha their new boss

SPORT, BACKPAGE



Range Rover's sleek new luxury coupe-SUV breaks cover

MOTORS, PULL-OUT



May: 'Independence drive harming public services'

By **TOM PETERKIN**
Political Editor

Theresa May will today accuse Nico-

● Prime Minister attacks Sturgeon over SNP education and health record

public services in Scotland is too important to be neglected. People in Scotland deserve a First Minister who is focused on their priorities – raising standards in education, taking

Scots' sweet tooth risking public health, warns charity

By **KEVAN CHRISTIE**

Scotland's love affair with sugar is putting the health of the nation at risk, according to a new study.

Appendix 3 The Scarborough Job Advertisement

EAST YORKSHIRE HOUSING ASSOCIATION LTD

East Yorkshire Housing Association Ltd has housed adults with Learning Disabilities in their own homes in Bridlington for 25 years. Would you like to join our team of Dedicated, Caring Professionals?

TEAM LEADERS AND SUPPORT WORKERS

We are recruiting Team Leaders and Support Workers. If you are experienced or inexperienced (with a genuine interest in the Care Profession), you may be the individual for us.

We offer:-

- Free Enhanced DBS Check
- Free Individually Focused Training Programme including Induction Programme, Care Certificate and NVQs
- Free Uniform

If you are interested in either position please send your CV with covering letter to Reception.eyha@btinternet.com

Appendix 5 South Florida Sun-Sentinel Job Advertisement

**Medical/
Healthcare/ Nursing**

MEDICAL ASSISTANT - Busy Delray Beach and Boca Raton Rheumatology practice seeks full time medical assistant with experience in phlebotomy, injections and x-rays. Salary plus benefits. e-mail resume to adeluca83@aol.com.

FRIDAY, MARCH 3, 2017 *

FINAL EDITION » \$1.50

SOUTH FLORIDA SunSentinel

SunSentinel.com

WEATHER

High: 79
Low: 67
[Forecast, 10B](#)

INDEX

[Opinion.....11A](#)
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Go!

Men of romance

Playing Thursday:
Roxy Music frontman croons at the Hard Rock.
Showtime ▶

◀ **Coming in August:**
Tickets going on sale for John Mayer's bluesy triple-threat tour. **10B**



SPORTS

Flyers trip Panthers 2-1 in shootout. **1C**



Receiver Kenny Stills on to-do list. **1C**

ONLINE

Follow the action at the Okeechobee Music and Arts Festival all weekend at SouthFlorida.com/Okeechobee



Appendix 7 Los Angeles Times Job Advertisement

PURCHASING
Purchasing Specialist
Hong Chang Corp., import & wholesale distributor of seafood & other food products, seeking Purchasing Specialist. Must have two years of related work experience. Send resume to: Attn.: Hai Hua Li @ 10155 Painter Ave., Santa Fe Springs, CA 90670

Los Angeles Times

FRIDAY, MARCH 3, 2017

latimes.com

\$2.00 DESIGNATED AREAS HIGHER © 2017 WST

Sessions agrees to recuse himself



Amid GOP pressure, the attorney general won't oversee Russia inquiry

BY DEL QUENTIN WILBER AND LISA MASCARO

WASHINGTON — Atty. Gen. Jeff Sessions will step aside from overseeing the investigation into alleged Russian interference in the presidential election amid signs of growing unease among fellow Republicans over



Appendix 9 Carierbuilder.com Job Advertisement, Upper Part



OPTOMI

Optomi is... DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S OPTIMUM TALENT. Our unique company culture values innovation, dedication to our consultants & client and above all a philosophy of "doing the right thing". By deploying the optimum talent for IT projects, we enable our clients to define the technology of tomorrow. Our ability to position project managers, business analysts and technologists in the ever evolving spaces of mobile technology, network design, cloud and application development make us a leader in the IT staffing world.

Contact Info

Atlanta, GA 30326
Tim Gunter
Phone: [678.250.0846](tel:678.250.0846)

Connect with us!



[View Company Profile](#)

Senior JavaScript Developer (jQuery, Angular.js, Java) - Buckhead

OPTOMI • Atlanta, GA *Posted 23 days ago*

[Apply Now](#)

[Email Job](#) [Save Job](#)

Job Snapshot

Full-Time

Experience - 5 to 10 years

\$45.00 - \$70.00 /Hour

Computer Software, Computer Hardware

Information Technology

286
Applicants

How Do You Compare to the Competition?
Get facts about other applicants with a CareerBuilder Account

[Sign Up](#)

Job Description

Senior JavaScript Developer (jQuery, Angular.js, Java) - Buckhead

Optomi, in partnership with a leading technology company within the telecom space, is seeking a Senior JavaScript Developer to fulfill a contract opportunity with a client located in Buckhead.

This is a great role for a Senior Developer used to working on a small team wearing many hats, where every person plays a critical role in the success of the team. The candidate will be the sole Developer on some projects and needs to be able to hold their own from speaking with clients, to designing the

Appendix 11 Careerbuilder.com Job Advertisement, Lower Part

<http://www.careerbuilder.com/job/JHT6D26JLPVSF9F67D5?ipath=JRG4&searchid=6589ecc9-375d-424e-b465-9fcb7fec86ae&siteid=cbnsv>

solution, to coding. This role will partner with a Database Developer and a Tester to deliver solutions to the customer.

This is a high profile team serving senior management building custom applications. This is an exciting and fun environment where a senior resource can shine, it is not an environment where the Developer is handed specs to code to. The existing custom application has a robust architecture in Teradata/SQL Server/Java/JavaScript. The team will be adding new capabilities as the business needs change. The ability to read and understand the existing code base will be key to success.

What the right Professional will enjoy!!

- Opportunity to work with some of Atlanta's best technology based companies
- Fun and modern work environment
- Opportunity to work with some of the newest and best technologies...a great opportunity to grow skillsets
- Opportunity to work with other bright individuals who are passionate about technology and how it can make the world a better place
- Work from Home flexibility - 2 to 3 days each week

Job Requirements

Apply today if your background includes:

- 5+ years experience with Java, JavaScript
- 3+ years jQuery
- 2+ years HTML and CSS
- Prefer experience with java application servers specifically using Spring and AJAX on a JBOSS server
- Prefer experience with Angular.JS
- Prefer experience with SQL
- Prefer experience with Subversion, Eclipse
- Prefer experience with Mobile development on Android or iPhone

[Apply Now](#)

[✉ Email Job](#) [☆ Save Job](#)

Appendix 12 Upwork.com Job Advertisement, Upper Part

<https://www.upwork.com/jobs/~0185ed76c8f02dd300/>

Badass Virtual Assistant Needed

[Flag as inappropriate](#)

Personal / Virtual Assistant

Posted 4 days ago



Hourly

Hours to be determined
More than 6 months

\$\$ Intermediate Level

I am looking for a mix of
experience and value

[Submit A Proposal](#)

[Save Job](#)

Required Connects to submit a proposal: 2
Available Connects: 60

Details

Hi there,

Are you a badass US or UK based virtual assistant looking for work?

Are you able to quickly grasp new concepts and tools?

If i show you a standard operating procedure and something isn't clear will you ask me clarifying questions in a way that is helpful?

I.e. "I think this part of the document means i need to do this, is that right?"

Rather than, "What does this mean?"

Are you a creative problem solver who likes improving processes where possible?

Are you able to write CONCISE reports on what you have done or will do to achieve a result?

Ideally you will be available between 9am - 5pm GMT.

About the Client

★★★★★ (5.00) 5 reviews

United Kingdom
London 08:46 PM

22 Jobs Posted
60% Hire Rate, 4 Open Jobs

\$3k+ Total Spent
14 Hires, 8 Active

\$9.73/hr Avg Hourly Rate
Paid
118 Hours

Appendix 13 Upwork.com Job Advertisement, Lower Part

My name is Eddy and i am the owner of a fast growing eCommerce company. I am looking for a long term virtual assistant who wants to fully get to know our business model and help grow our company.

=====
What will you be doing?
=====

I am looking for someone to help me with the following tasks to start with:

- Email management for me.
- Running daily and weekly reports.
- Marketing assistant duties
- Research tasks (helping find new employees, affiliate partners for products and anything similar)
- Product sourcing

=====
Why work for us?
=====

- This is a long term position and we are VERY committed to helping our employees grow.
- We buy lots of the most cutting edge training materials which we will share with you if you are good fit for the role.

If you're interested please apply below, i can't wait to hear from you.

Thanks,
Eddy

Project Type: Ongoing project

Other Skills: Customer Support Data Entry Email Handling Google Docs
Internet Research Microsoft Excel Virtual Assistant

11.2 Dictionary of specific expressions

Appendix 13 Dictionary of specific expressions in the analyzed job advertisements

1. Background – Zkušenosti (v oboru)
2. (we) prefer experience with... - preferujeme zkušenosti s (čím)
3. Customer focused – Orientovaný na zákazníka
4. Commercial knowledge – Obchodní znalosti
5. The attention to detail – Svědomitost, pečlivost a důslednost při zpracování pracovních úkolů
6. Covering letter – Průvodní dopis
7. Full time/Long term position – Pozice na plný úvazek / Dlouhodobá pozice
8. Cutting edge training materials – Špičkové (vysoce kvalitní) výukové materiály
9. Opportunity – Příležitost
10. Salary – (Stálý) plat
11. Benefits – Výhody
12. Senior Developer – Senior Developer, Senior vývojář/-ka
13. Creative problem solver – Schopnost kreativního řešení problémů
14. Standard operating procedure – Pracovní postup
15. To grow skill set- Zvýšení kvalifikace
16. Learning disabilities – Specifické poruchy učení
17. Team Leader – Týmový Lídr
18. DBS Check (Disclosure and Barring Service) – Čistý trestní rejstřík, Trestní bezúhonnost
19. Individually focused training programme – Individuálně zaměřené vzdělávací kurzy a školení
20. Induction Programme - Zaškolení
21. Care Certificate – Zdravotní osvědčení o odborné způsobilosti
22. NVQs (National Vocational Qualifications) – Získání odborné kvalifikace v souladu s Národní soustavou kvalifikací
23. Purchasing Specialist – Obchodní Specialista
24. Medical Assistant – Zdravotnický/-a asistent/-ka