



Recruitment Advertising as an Instrument of Employer Branding: A Linguistic Perspective

By Jolanta Lacka-Badura.

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The book offers a linguistic analysis of job advertising as an instrument of employer branding, investigating how the creation of the employer brand and the projection of employee value proposition are realised linguistically in a corpus of online job advertisements. The study is methodologically grounded in the current approaches to discourse analysis and business/organisational communication, as it is broadly understood, with particular emphasis on genre and register analysis, the language of persuasion and evaluation, as well as the language of (organisational) values. The analysis conducted in the book demonstrates that job advertisements constitute a distinct promotional business genre, a member of the system of genres applied in the job search context, increasingly resembling multi-modal marketing-type ads. The rhetorical structure of online recruitment advertisements confirms the initial hypothesis that job ads contribute to the projection and reinforcement of employer brands. The register of recruitment ads clearly harmonises with the employer branding function of the genre: extremely positive, encompassing a wide range of persuasive strategies, as well as lexicogrammatical choices contributing to the creation of employer brands, job advertising may justifiably be classified as a paradigm case of persuasion. With employer branding being deeply rooted in the values emanating from an organisation, the use of linguistic structures communicating or implying the system of attributes and values declared by the employing organisations is a powerful employer branding strategy, widely reflected in the corpus. Taking into account the interdisciplinary character of the analysis, the book will be of interest not only to linguists and business communication scholars, but also to human resource management and public relations researchers and practitioners.

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- Sales Rank: #5110564 in Books
- Published on: 2015-01-06
- Format: Unabridged
- Original language: English
- Dimensions: 8.50" h x 6.00" w x .75" l,
- Binding: Hardcover
- 255 pages

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Editorial Review

About the Author

Jolanta Lacka-Badura holds a PhD in Linguistics from the University of Silesia in Katowice, Poland. She also received two postgraduate qualifications in Business Management and European Integration from the same university. She is a Senior Lecturer of Business English and Head of the English Language Section at the Inter-Faculty Foreign Language Centre of the University of Economics in Katowice, Poland. Her professional interests include business communication, discourse analysis, the language of persuasion and evaluation, and ESP research and pedagogy.

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