

ARTICLES:

Personal Qualities of Applicants in Job Advertisements: Axiological and Lexical Analysis of Samples in English from the Spanish Press

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1. Introduction

There are certain factors in some varieties of discourse that may be relevant to more than one discipline. The exaltation of positive qualities of services and products in advertising implies psychology, semiotics, marketing techniques and of course linguistics. In this study, our general objective is an interdisciplinary approach to the analysis of the semantic and pragmatic implications of the lexical tools used to appraise the qualities of job candidates in print advertising. A thorough analysis of these implications could eventually help marketers to orientate lexical selection in a more effective way.

For this interdisciplinary approach, we consider that the marketing field known as *promotion* is particularly suitable for research into the linguistic codification of values (Pollay, 1984: 111). It is obvious that large numbers of job advertisements are created in order to invite applicants with special positive values or to suggest various meaning-associations, basically positive ones. The study below shows the subtlety and variety of the lexical devices employed by advertisers and marketers to achieve their goals and the way they emphasise certain social values to the detriment of others.

Previous research in advertising has established the link between values and advertising in many ways. Cortés de los Ríos (2001: 43-53) collects and summarises a significant amount of relevant contributions to the codification of values in advertising discourse, particularly those of Andreu, Ericsson, Ohlsson and Tännsjö (1978), Pollay (1984), Khale (1986), Jhally (1987), Delbecque and Leuven (1990), Bhatia (1992), Cheng and Schweitzer (1996), Caillat and Mueller (1996), among others. From a different perspective, the study of values in modern

linguistics has been scarce. However, there have been a few relevant contributions that have laid the foundations of axiological linguistics or axioematics, particularly in cognitive semantics (see Krzeszowski 1990, 1993, 1997; Pauwels & Simon-Vandenberg 1993, 1995). These authors analyse the crucial role played by values in numerous metaphors, underlying schemata and also in the projections from the domain of body-parts onto that of linguistic action. On the other hand, our own research based on functional-lexematic principles (see Felices Lago 1991, 1992, 1996, 1998, 1999, 2003), which intends to formulate principles especially designed, not only for the formalization and decomposition of values, but also for the mapping out of dominant values in specialised languages.

2. Data analysis and methodology

2.1. Research Aims

The practical purposes of this research can be summarized as follows:

Previous axiological analyses in the area of business language and terminology (brand names, financial and investment terms, etc.) have revealed the complex relations among values and their hierarchical and scalar relations (Felices Lago 1996, 1998, 2002). However, in this study the main purpose is to map out the dominant values in the area of job advertisements from a different perspective: Multinational companies operating in Spain provide information in English to job seekers in the Spanish press. The percentage could reach 10% of the total number of advertisements. In these, each company refers to its main fields of activity, the type of degree holders they need, the skills required, the opportunities offered and how the selection process is arranged. Obviously, a special mention is made of the highly valued personal qualities of potential job applicants. In consequence, not only the qualities and values explicitly requested in specific job advertisements are analysed in this article, but also the way in which they are introduced (syntactically and semantically) and their relationship with the general classifications of values codified in language and collected by axiologists, linguists and publicists. For this purpose, a corpus of job offers published in the best-selling Spanish business newspaper *El País Negocios* at different periods in the year 2000 was selected.

2.2 Corpus

The elements taken into account were:

- A) An initial corpus consisting of 1,763 advertisements included in the weekly Spanish paper *El País Negocios* for the year 2000.
- B) Of these, the total number of advertisements in English was 123 or 7%. Seven advertisements were in other languages, six of these in German and one in French.
- C) This newspaper was selected because it has the largest circulation in Spain.
- D) The first Sunday's edition of every month was used. This was to avoid including the same advertisements appearing repeatedly on a monthly basis.

Although the number of final advertisements cannot be considered exhaustive, a diverse and significant group of companies is represented. However, in the corpus of ads finally selected only the values quoted in the following sources have been included:

- The most complete axiological classifications available. In Felices Lago (1991: chapters III and IV), some of the most important classifications of values in several disciplines were collected (philosophy, psychology, pedagogy and modern linguistics).
- Values especially ‘manufactured’ by advertising discourse. There are many works that deal with the codification of values (or modern myths) in advertising discourse from different perspectives (see Cortés de los Ríos 2001: chapter 2, for a collection of relevant lists of advertising values provided by accredited sources).

Therefore the target sample are the 123 ads in English. Of these, 94 (76%) were axiologically relevant. 29 (24%) were not axiologically relevant. This was because the latter advertisements were set out in almost telegram language and used no adjectives, etc, in their descriptions.

Seventy-five (61%) of these represented single job offers and 48 (39%) were multiple job offers. The nationalistic origins of the corporations are shown in table 1 below. As can be seen, the predominant country of origin is the USA followed by the UK and then International Institutions. Belgium, Luxembourg and Taiwan came in last place.

Table 1: ORIGIN OF CORPORATIONS

UNITED STATES	29=23.5 %	FRANCE	5=4%
UNITED KINGDOM	13=10.5%	SWITZERLAND	5=4%
INTERNATIONAL INSTITUTIONS	13=10.5%	JAPAN/ GERMANY	3=2.4%
UNKNOWN	13=10.5%	DENMARK	2=1.6%
GERMANY	12=9.75%	SPAIN/USA	2=1.6%
SPAIN	9=7.3%	BELGIUM	1=0.8%
EUROPEAN CONSORT.	6=4.8%	LUXEMBOURG	1=0.8%
HOLLAND	5=4%	TAIWAN	1=0.8%

There were four types of technological companies found in the advertisements: high technology, new economy, telecommunications and electronics. These made up 59 (48%) of the ads and other sectors comprised 64 (52%). The rest of the company types can be seen in more detail in table 2:

Table 2: TYPES OF COMPANIES

1.- HIGH TECHNOLOGY, NEW ECONOMY, TELECOMMUNICATIONS, ELECTRONICS:			59 = 48%
2.- OTHER SECTORS:			64 = 52%
2.1.- INTERNATIONAL INSTITUTIONS	13=10.5%	2.8.- PHARMACEUTICAL	3=2.5%
2.2.- ANONYMOUS	8=6.5%	2.9.- AUTOMOMOBILE & MACHINERY	3=2.5%
2.3.- MEDIA/COMMUNICATION/LEISURE	8=6.5%	2.10.- ENERGY	3=2.5%
2.4.- EDUCATION	6=4.8%	2.11.- INSURANCE	2=1.6%
2.5.- FINANCE	5=4%	2.12.- RECRUITMENT	2=1.6%
2.6.- CONSUMER GOODS	5=4%	2.13.- CONSTRUCTION	1=0.8%
2.7.- TRANSPORT	4=3.2%	2.14.- PRIVATE BANK	1=0.8%

The total jobs offered in the corpus numbered 273. There were 186 (68%) jobs offered in technological sectors and 87 (32%) in other sectors.

In the following lines we will present the lexico-semantic relationships of the most important values analysed. For reasons of space we will not include all the analyses involved.

3. Results

3.1. Connections between types of companies and relevant values

The results of the study can be introduced with the following statements:

- 1.- Leading values in the advertisements selected.
- 2.- The outstanding percentage of axiologically-loaded job candidate characteristics.
- 3.- Specific areas where axiologised associations of meaning are more commonly used.

Table 3: RELEVANT VALUES IN THE SAMPLE OF JOB ADS: 478 Items.

VALUES	NUMBER FOUND (highest to lowest)	PERCENTAGE
<i>COLLECTIVISM/AFFILIATION [TEAM WORK]:</i>	69	14.4%
<i>WISDOM/INTELLECT</i>	68	14.2%
<i>WORK-RELATED SKILLS/ATTITUDE</i>	56	11.7%
<i>VITALITY</i>	36	7.5%

COMMUNICATION	34	7.1%
INDIVIDUALISM/INDEPENDENCE	31	6.5%
NEGOTIATION	21	4.4%
INNOVATION	18	3.7%
LEADERSHIP	17	3.5%
VITALITY + INDIVIDUALISM	17	3.5%
ACHIEVEMENT	16	3.3%
MULTICULTURAL DIVERSITY	15	3.1%
BUSINESS SENSE	15	3.1%
FLEXIBILITY	14	2.9%
PROSPECT/FUTURE	14	2.9%
ADVENTURE	12	2.5%
CUSTOMER	9	1.9%
PERSUASION	7	1.4%
AESTHETICS	4	0.8%
TRUTH	3	0.6%
GENERIC EVALUATION	2	0.4%

Table 3 shows 475 relevant linguistic examples of values in the sample of job ads. The items for *Teamwork* and *Wisdom/Intellect* were found the highest number of times, while the items of *Generic Evaluation* and *Truth* were found the fewest. Also highly valued were *Work-related skills/attitude*, *Vitality* and *Communication*.

The values indicated in the list above were all described and quoted previously as consistent values in diverse sources and classifications, both classical and modern, provided by eminent authors in the fields of axiology, axiological linguistics and advertising discourse (see the appendix for specific references).

The relationship between Job Sectors (table 2) and Sample Values (table 3) shows the following relevant data:

1. Over 90 % of job advertisements in this sample require basically three professional profiles:
 - Specialists with a technological/engineering education.
 - Experts having a degree in Business or Economics.
 - Sales-related professions.
2. Jobs requiring secretarial, legal or mechanical skills are so scarce that they have been excluded from the analysis.
3. An amount as high as 48% of job offers look for high technology experts. However, it is surprising that none of the 16 instances of *Achievement* refers to technological jobs. 8 refer to finance-related jobs and 8 to sales.

4. Only 4 out of 16 *Leadership* instances refer to technology-related jobs. 8 fall within the scope of sales and the rest is linked to business administration jobs. Almost all examples of *Presentation Skills* appear in positions connected with sales.
5. *Communication* references are predominantly involved in non-technological job offers (20 out of 31 instances). The same occurs with *Persuasion* (5 out of 6), *Customer-Orientation* (8 out of 9), *Leadership* (12 out of 16), *Negotiation* (14 out of 19) and *Multicultural Diversity* (10 out of 15).
6. However, there are values mainly connected with high-tech jobs. Surprisingly, *Teamwork* is predominantly a technological value: 30 out of 54 instances. It is easier to imagine that *Intellectual* values often fall within the scope of engineering jobs: *Problem-solving* (6 out of 7 instances), general references to *Intelligence* or *Analytical skills* (over 50% of examples). High-tech jobs also take the lead in *Innovation* (50%), *Flexibility* (50%) and *Prospect/Future* (50%).
7. The job advertisement values which have not been mentioned above, keep the balance between percentages corresponding to job types and valued qualities of job applicants. Below will be shown the linguistic and graphical representation of the four most important sets of values from table 3.

3.2. Groups of values and semantic-lexical analyses

Different sets of values tend to be interrelated in the description of qualities in job advertisements. The process of connecting values sharing common features (see table 3) gives the following groups:

Team/Group-Related Values (collectivism/affiliation [team work]; communication skills; negotiation; leadership; multicultural diversity; flexibility; customer orientation; persuasion; : 186 Items (39%)

Individualism/Vitality Values (vitality; individualism/independence; innovation; vitality + individualism; business sense; adventure): 129 Items (27%)

Work-Related values (work-related skills/attitude; achievement; prospect/future; presentation skills): 86 Items (18%)

Wisdom/Intellect (in general; specific [strategy; problem-solving; learning; analysis/planning]): 68 Items (14%)

Total: 469 Items (98%)

Values excluded from this grouping were:

- Truth: 3 Items
- Generic Evaluation: 2 Items

Table 4: Lexical Analysis related to:
COLLECTIVISM/AFFILIATION [TEAM WORK]

Lexical Analysis related to: COLLECTIVISM/AFFILIATION [TEAM WORK]	
<i>1.- NOUN PHRASES</i>	
<i>1.1.- NOUN HEADS:</i>	<i>1.2.-OTHER NOUNS:</i>
MULTINATIONAL TEAM SOLID TEAMS MULTIDISCIPLINARY TEAM MOTIVATED TEAM FRIENDLY TEAM DEVELOPED TEAMWORK (3) ENTHUSIASTIC TEAM WORKING RELATIONSHIPS BUSINESS RELATIONS	TEAM SPIRIT (2) TEAM WORKERS TEAM FOCUS TEAM PLAYER (5) TEAM WORK TEAM ENVIRONMENT
<i>1.3.- ADJECTIVES:</i>	<i>2.- NOUN COMPOUNDS</i>
INTERPERSONAL SKILLS (11) INTERPERSONAL COMMUNICATION COLLABORATIVE AND- INTERPERSONAL SKILLS COLLABORATIVE WORKING	TEAMWORK (3) PEOPLE MANAGEMENT (SKILLS)
<i>3.- ADJECTIVE COMPOUNDS</i>	<i>4.- PREPOSITIONAL PHRASES</i>
TEAM BUILDING CAPACITY TEAM ORIENTED (1) TEAM WORKING SKILLS RELATIONSHIP BUILDING PEOPLE-ORIENTED	IN A TEAM (1) WITHIN A TEAM WITHIN THIS TEAM IN LEADING A TEAM IN A SMALL TEAM (2) OF A TEAM (1) (A FEELING) OF BELONGING
<i>5.- NON-FINITE CLAUSES</i>	<i>6.- SIMPLE SENTENCES</i>
TO MAINTAIN (...) BUSINESS- RELATIONS WITH THIRD PARTIES (THE ABILITY) TO WORK WITH- OTHERS	(YOU)...AND STRENGTHEN OUR TEAMS!

Table 4 represents the semantic-lexical analysis related to: *Collectivism/Affiliation [Teamwork]*. These were the value most often asked for, as shown at the top of the aforementioned table 3 together with *Communication Skills*. The items in the table in bold print represent the focus values of interest.

Figure 1: Relationships with the Values of Teamwork/Affiliation/Collectivism and Communication Skills

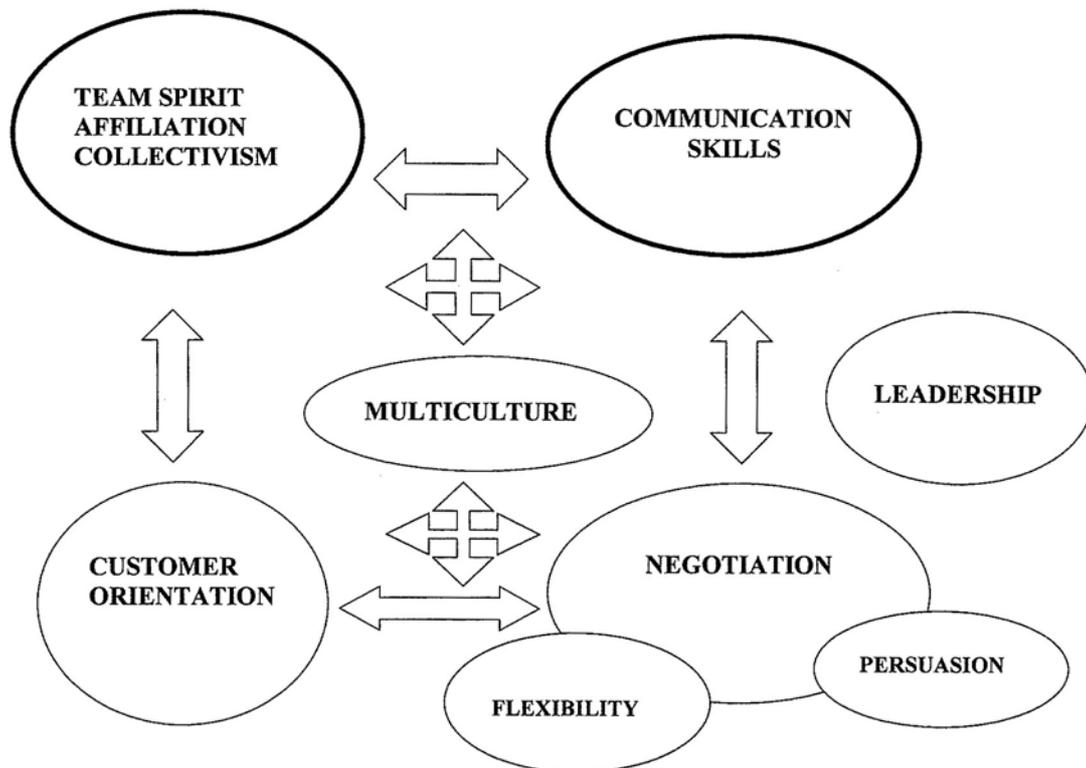


Figure 1 shows the relationships among the values of *Teamwork/Affiliation* and *Collectivism*. Sub-skills include *Customer Orientation*, *Negotiation* and *Leadership* with *Multiculture* being connected to all of these. The values of *Flexibility* and *Persuasion* are sub-characteristics of *Negotiation*. These series of figures or diagrams show the relationship between the sub-values. Values printed in bold, represent the dominant values. Then follow the other values linked to them.

The arrows represent the logical connections of values with others. The distances between values and circles are roughly to scale. Some values overlap others and these are represented by circles that also overlap each other.

Considering sociological aspects in this issue, it is obvious that most of the corporations who insert job ads in the Spanish press and in English come from countries such as the USA, UK and Germany, well known for leading the concept of multinational company in the world. Therefore, it can be deduced that those job ads will be seeking individuals with special characteristics. For instance, people able to work in international surroundings, in a multicultural context, proficient in more than one modern language, able to communicate and interact with diverse people and having a flexible attitude and mentality.

Both table 3 and particularly figure 1 prove that the logical and intuitive assumptions above are also valid based on the linguistic evidence provided in this study.

Table 5: Lexical Analysis related to WISDOM / INTELLECT

Lexical Analysis related to WISDOM / INTELLECT	
SEMANTIC SUB-DOMAINS:	
<i>(1) IN GENERAL;</i>	
<i>(2) SPECIFIC [STRATEGY; PROBLEM-SOLVING; LEARNING; ANALYSIS / PLANNING]</i>	
1.- NOUN PHRASES:	
1.1.- NOUN HEADS:	1.2.- OTHER NOUNS
A STRATEGIST A TACTICIAN [GRADUATE] [SPECIAL] CALIBRE [GOOD] [BUSINESS] (2) JUDGEMENT COMMERCIAL ACUMEN STRATEGIC PLANNING IDEAS (1) BUSINESS (1) SENSE CONSISTENT ACCURACY	LEARNING [SKILLS] [CAPACITY] PLANNING [SKILLS]
1.3.- ADJECTIVES	2.- PREDICATIVE ADJECTIVES
BRIGHT (...) ENGINEERS; THE BRIGHTEST PEOPLE BRILLIANT IDEAS TALENTED [ENGINEER] [ENGINEERS] [TECHNICAL] [PERSON] [PROFESSIONALS] ANALYTICAL [SKILLS] (4), [CAPABILITIES] [APPROACH] [ABILITY] [ABILITIES] (3) STRATEGIC [THINKING] [PLANNING] SHARP ENTREPRENEURS (2)	ANALYTICAL ASTUTE ACCURATE
3.- ADJECTIVE COMPOUNDS	4.- NOUN COMPOUNDS:
QUICK-THINKING	PROBLEM-SOLVING (1) PROBLEM-SOLVING [SKILLS] (2), [ABILITY] (2), [ABILITIES] (2) HIGH-CALIBRE [ENGINEERS] [SALES PROFESSIONALS] A PROBLEM SOLVER
5.- PREPOSITIONAL PHRASES	6.- NON-FINITE CLAUSES
WITH THE INTELLECT IN ANALYSIS, SYNTHESIS (...) FOR PROBLEM-SOLVING	(ABLE) TO EXPRESS YOUR IDEAS (CAPABILITIES) TO ANALYSE IN DEPTH (DESIRE) TO GRASP NEW CONCEPTS AND IDEAS (ABILITY TO) ... TRANSLATE STRATEGY
7.- INTERROGATIVE CLAUSES	8.- SIMPLE SENTENCES
DO YOU ENJOY THINKING? WHAT ABOUT YOUR IDEAS?	YOU BRING YOUR IDEAS YOUR IDEAS CAN GO ANYWHERE (1)
9.- COMPLEX SENTENCES	
IT'S HOW YOU THINK THAT MATTERS	

Table 5 shows the semantic-lexical analysis related to *Wisdom/Intellect*. This was the second highest value in table 3.

Figure 2: Relationships with the Values of Wisdom/Intellect

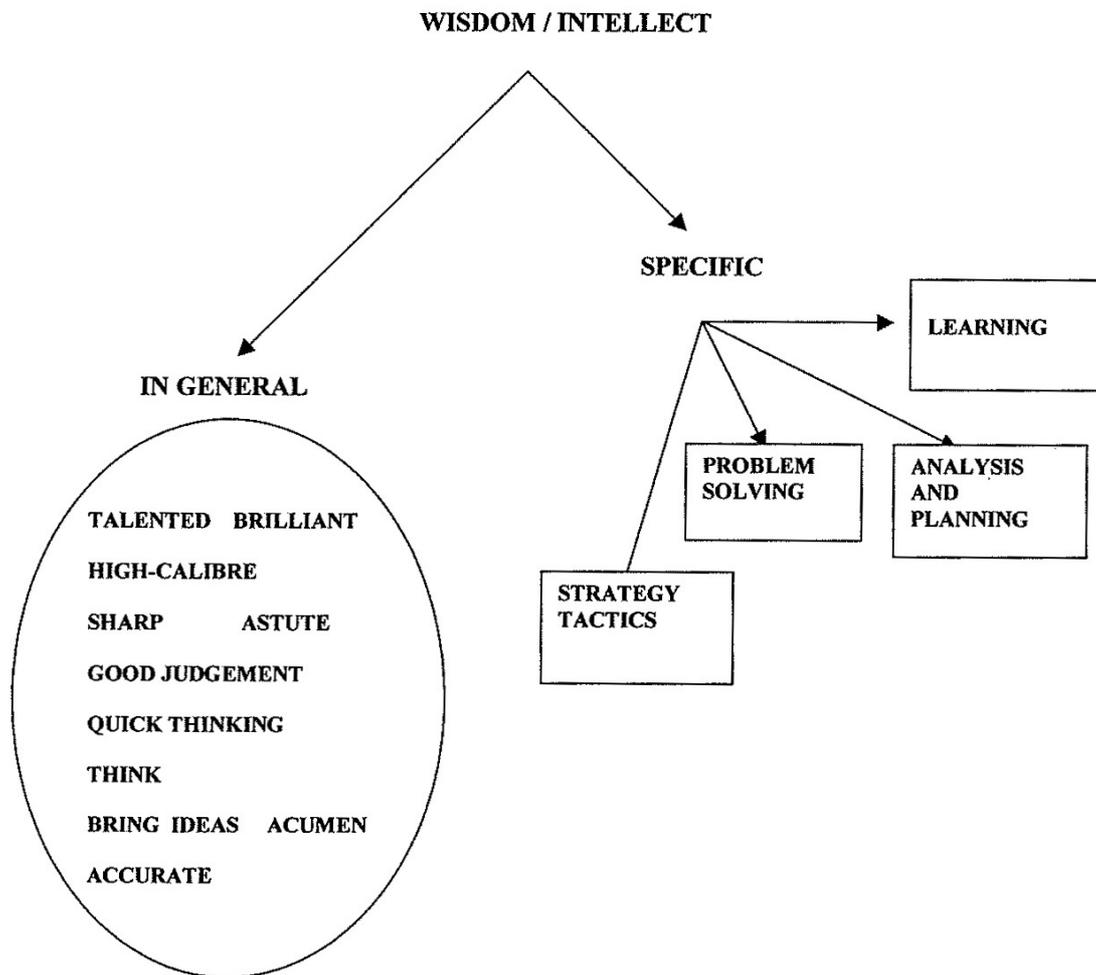


Figure 2 shows diagrammatically the relationships with the values of *Wisdom/Intellect*. Specific characteristics include *Problem Solving*, *Analysis and Planning*, *Learning* plus *Strategy Tactics*. General ones comprise being: *Talented/Brilliant*, of *High-Calibre*, *Sharp*, *Astute*, *Having Good Judgement*, being *Quick Thinking* and *Bringing Ideas and Acumen*. The circle represents general concepts and the squares specific ones. These relationships are not necessarily applicable to other situations other than job ads. A different type of arrow used to that in figure one can be seen in figure 2. The current arrows are those representing inter-values, or those within main values, not the intra or between value arrows of figure one.

Table 6: Lexical Analysis related to: WORK-RELATED SKILLS/ATTITUDES

Lexical Analysis related to: WORK-RELATED SKILLS/ATTITUDES	
SEMANTIC SUB-DOMAINS:	
(1) <i>WORK + INTENSITY</i> ; (2) <i>EFFICIENCY</i> ; (3) <i>STRESS</i> (4) <i>MANAGEMENT/ORGANISATION SKILLS</i> ; (5) <i>PRESENTATION SKILLS</i>	
1.- NOUN PHRASES:	
1.1.- NOUN HEADS	1.2.- OTHER NOUNS
DEDICATION (1) COMMITMENT (1) ENTHUSIASTIC COMMITMENT RESPONSIVENESS	ORGANISATION SKILLS ORGANISING SKILLS MANAGEMENT SKILLS (1) PRESENTATION SKILLS (6)
1.3.- ADJECTIVES	2.- PREDICATIVE ADJECTIVES
TENACIOUS APPROACH ACTIVE PEOPLE PRO-ACTIVE ATTITUDE CONSCIENTIOUS ATTITUDE DEDICATED ENTREPRENEURS (1) ORGANISATIONAL [SKILLS] (5) ORGANIZATIVE SKILLS MANAGERIAL EXPERIENCE ADMINISTRATIVE [ABILITY] [SKILLS] (1)	PERSEVERANT THOROUGH
	3.- NOUN COMPOUNDS
	HEAVY WORKLOAD *HIGH STRESS
4.- ADJECTIVE COMPOUNDS	5.- PREPOSITIONAL PHRASES
*FAST-PACED *FAST MOVING	IN A COMPETITIVE ENVIRONMENT IN THIS HIGHLY COMPETITIVE ENVIRONMENT IN A *FAST-PACED ENVIRONMENT IN A (...) *FAST MOVING ENVIRONMENT IN EFFICIENCY IN PRESENTATION IN *HIGH STRESS SITUATIONS
6.- NON-FINITE CLAUSES	7.- IF CLAUSES
TO BE VERY WELL ORGANISED [ABLE] [ABILITY] TO WORK UNDER PRESSURE (WILLING) TO WORK (ABILITY) TO MEET TIGHT DEADLINES (1) (ABILITY) TO WORK EFFECTIVELY	IF YOU (...) ENJOY (...) TAKING RESPONSIBILITY
8.- SIMPLE SENTENCES	
YOU EFFORTS WILL BE REWARDED	

Table 6 shows the semantic-lexical analysis related to *Work-Related Skills/Attitudes*. The asterisk in the table means that the noun or adjective affected has been included in two different sections because it can be seen or interpreted as having more than one function.

Figure 3: Relationships with the Value of Work

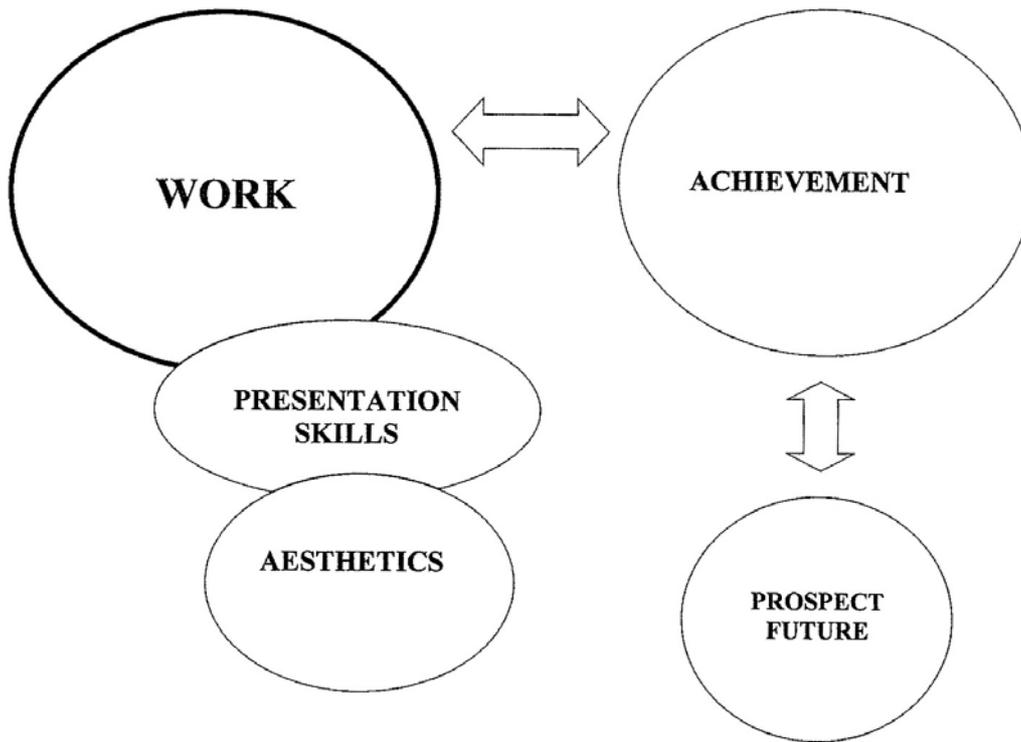


Figure 3 shows the relationships with the value of *Work*. *Achievement* is found on the same level but is not as dominant a value as *Work*. *Work* flows through to the sub values of *Presentation Skills* and *Aesthetics* while *Achievement* is related to the sub-value of *Prospect/Future*.

Table 7: Lexical Analysis related to: VITALITY (ENERGY)

Lexical Analysis related to: VITALITY (ENERGY)	
1.- NOUN PHRASES:	
1.1.- NOUN HEADS	1.2.- OTHER NOUNS
ENTHUSIASM; UNBRIDLED ENTHUSIASM ENERGY; HIGH ENERGY (1) DRIVE RESILIENCE EAGERNESS PASSION	HIGH ENERGY INDIVIDUALS
1.3.- ADJECTIVES	2.- PREDICATIVE ADJECTIVES
ENTHUSIASTIC [INDIVIDUALS] [PERSONALITY] [TEAM] EAGER GRADUATES DYNAMIC [ENVIRONMENT] (3), [SELF-STARTER] [CHALLENGES] [PERSONALITY] [PERSON] [PEOPLE] AGGRESSIVE INDIVIDUALS DRIVEN INDIVIDUALS	ENTHUSIASTIC (1) DYNAMIC KEEN

3.- PREPOSITIONAL PHRASES	4.- RELATIVE CLAUSES
WITH DRIVE	A LADY WHO IS LIVELY ENTREPRENEURS WHO SHARE OUR ENTHUSIASM
5.- INTERROGATIVE CLAUSES	6.- IF CLAUSES
ENERGETIC?	- IF YOU HAVE THE DRIVE AND AMBITION TO ACCEPT A CHALLENGE - IF YOU CAN COMMUNICATE THE EXCITEMENT

Table 7 shows the semantic-lexical analysis related to *Vitality (Energy)*.

Figure 4: Relationships with the Values Individualism/Independence and Vitality/Energy

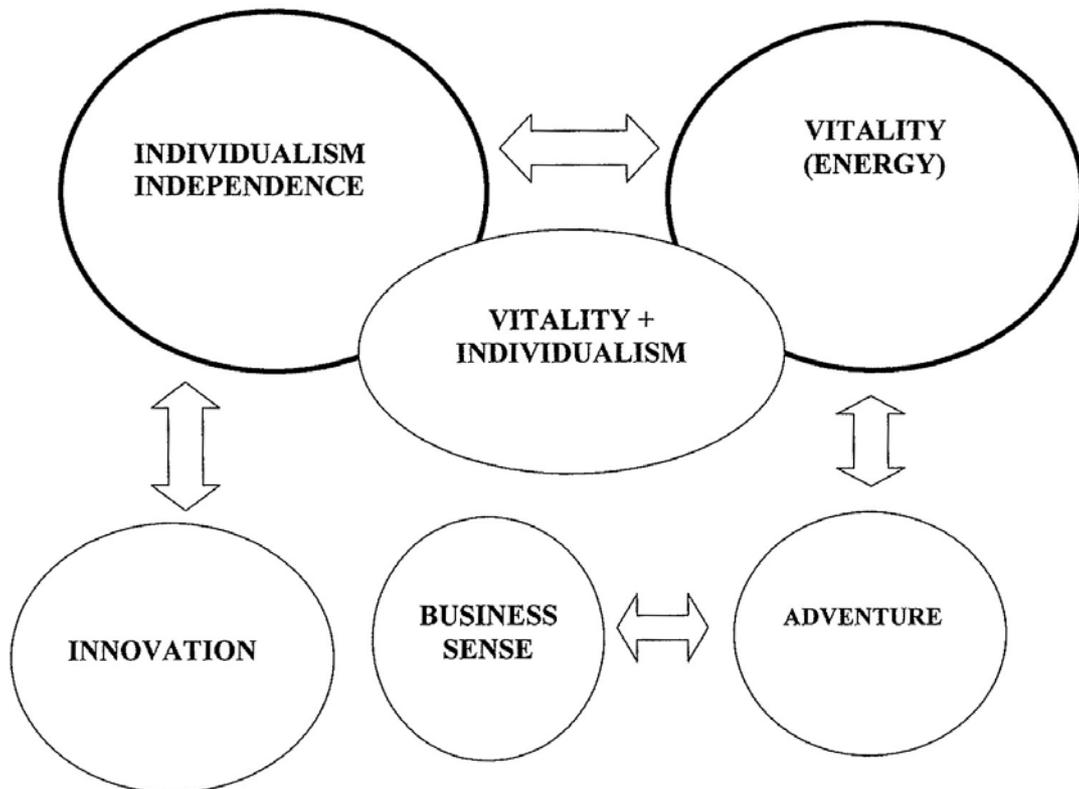


Figure 4 shows the relationships with the values *Vitality/Energy* and *Individualism/Independence*. *Vitality and Individualism* is a sub facet placed centrally while *Innovation, Business Sense and Adventure* come from the main values.

3.3. Distribution of linguistic units and categories

Table 8: DISTRIBUTION OF LINGUISTIC UNITS AND CATEGORIES IN THE SELECTED CORPUS (470 ITEMS)

CATEGORY	NUMBER OF ITEMS
NOUN HEADS	86
NOUNS (OTHER THAN HEADS)	76
ADJECTIVES	124
TOTAL NOUN PHRASES	286
NOUN COMPOUNDS	30
ADJECTIVE COMPOUNDS	34
PREDICATIVE ADJECTIVES	33
PREPOSITIONAL PHRASES	33
NON-FINITE CLAUSES	34
OTHER TYPES OF CLAUSES [IF-; IMPERATIVE; RELATIVE, INTERROGATIVE]	17
COMPLEX SENTENCES	3
TOTAL ADJECTIVES	191
TOTAL NOUNS	192

Table 8 shows the total number of adjectives (191) and nouns (192) with the divisions into their respective categories. In conclusion, it seems evident that, (a) the noun phrase is the syntactic structure that encapsulates most values in this type of discourse; (b) there is an almost perfect balance between nouns and adjectives as adequate categories to represent qualities and values attached to the descriptions of ideal qualities for job seekers. Having said that, it is also worth noticing the high amount of non-finite clauses and compounds (both adjective and noun).

4. Conclusions

The combined analysis in this study helps us to reach the following conclusions in broad terms:

- (i) it seems that the results contribute to provide a more reliable estimate of qualities in job advertisements as well as an account of the linguistic means used to denote axiological items;
- (ii) it allows us to observe the degree of coherence or contradiction between the personal qualities collected in theoretical treaties on values, and the qualities and values explicitly required by the companies in specific job ads;
- (iii) it helps to clarify the axiological mapping of the relevant values in the discourse of job offers in English in the Spanish press, both on a global basis and on the way those values are linked to specific business sectors.

In more linguistic terms, the following conclusions can also be drawn:

- (i) the almost perfect balance between nouns and adjectives as adequate categories to represent qualities and values attached to the descriptions of ideal qualities of job seekers provides plausible evidence that there is no reason to consider nouns as less of an axiological class than adjectives or adverbs, even if this has been the general belief on axiology treaties;
- (ii) apart from specific values, different sets of values tend to be interrelated in the description of personal qualities in job ads. Consequently, the process of connecting values sharing common features (see table 3 and figures 1 to 4) has given the following groups:
 - Team/group related values
 - Individualism/Vitality values
 - Work-related values
 - Wisdom/IntellectThe first group (affiliation, collectivism, team and group-related values) alone accounts for one third of all the corpus under scrutiny. Consequently, this is the predominant group of values. *Teamwork*, for example, is surprisingly more frequent in technological jobs than in managerial ones;
- (iii) apart from the high frequency of nouns and adjectives, it is also worth noticing the high frequency of compounds (both adjective and noun) and non-finite clauses in this type of discourse;
- (iv) the balance between different grammatical categories and specific types of values is also quite perfect (see tables 4 to 7), so it cannot be claimed that certain values tend to appear under specific categories.

Other conclusions may be reached to include the sociological and ideological complexities involved in these issues:

- (i) Both individuality and teamwork were highly valued and requested. This raises paradoxical questions about the compatibility of these values both within the same person and within the same team.
- (ii) The fact that teamwork appears most times in the ads might indicate that employers could be asking for two things. First, the complexities of the managerial and technical activities in a modern company require the concerted action of groups rather than people working alone (however creative they may be). Or second and alternatively, not free thinking individuals but those that tow the line for the good of the majority (Althusser, 1996).
- (iii) Lower down on the list of values are: 'truth (credibility)', 'aesthetics' and 'persuasion (capacity to convince or be believed)'. These point to the detriment of the customer and worker and are less appreciated by the companies at present.

And finally, the way in which this analysis makes an addition to our understanding of the changing needs, emphases and processes of job requirements is as follows:

- (i) This analysis very much reflects the recent job market where technological professions were recruiting the majority of professionals. By all accounts, the emphasis in the future will change slightly to highlight job vacancies and necessities related to the construction and engineering sectors in Spain.
- (ii) Even though Internet and computer related jobs are still important there will not quite be the same influence in the job market in the near future. This merits a further similar axiological and lexical analysis soon of more job ads.

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APPENDIX: Sources of the analysed values

- COLLECTIVISM/AFFILIATION [TEAM WORK]: Hofstede (1980), Caillat and Mueller (1996)*
- WISDOM/INTELLECT: Ortega y Gasset (1923)*
- WORK-RELATED SKILLS/ATTITUDE: Williams (1970)*
- VITALITY: Max Scheler (1913-16)*
- COMMUNICATION: E. Jurado (1996)*
- INDIVIDUALISM/INDEPENDENCE: Williams (1970), Rokeach (1973)*
- NEGOTIATION: Jurado (1996)*
- INNOVATION: Pollay (1984), Bhatia (1992), Ungerer (2000)*
- LEADERSHIP: Pollay (1984), Andreu y otros (1978), Jurado (1996)*
- ACHIEVEMENT: Andréu y otros (1978), Khale (1986)*
- MULTICULTURAL DIVERSITY: This value has no direct source available. However, in this study it is clear that it is an essential component in the scale of values in a company. It could be interpreted as "showing tolerance and respect to the others", see Rokeach (1973), Khale (1986)*
- BUSINESS SENSE: Pollay (1984)*
- FLEXIBILITY: Jurado (1996)*
- PROSPECT/FUTURE: Bhatia (1992)*
- ADVENTURE: Rokeach (1973), Cheng & Schweitzer (1996)*
- CUSTOMER ORIENTATION: Pérez Tornero et alii (1992)*
- PERSUASION: Moragas Spa (1976)*
- AESTHETICS: Max Scheler (1913-16)*
- TRUTH: Max Scheler (1913-16)*
- GENERIC EVALUATION: Felices Lago (1991)*

ABSTRACT

Personal Qualities of Applicants in Job Advertisements: Axiological and Lexical Analysis of Samples in English from the Spanish Press

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Key words

*Axiology, job advertisements, advertising, business language,
discourse analysis, lexical analysis.*

Previous axiological analyses in the area of business language and terminology (brand names, financial and investment terms, etc.) have already proved the complex relations among values and their hierarchical and scalar relations. However, in this paper we intend to map out the dominant values in the area of job advertisements from a different perspective: It is very common for multinational companies operating in Spain to insert advertisements in English in the Spanish press for job seekers. The percentage of English ads could be as high as 10% of the total number of advertisements. In these, each company refers to its main fields of activity, the type of degree holders they need, the skills required, the opportunities offered and how the selection process is arranged. Obviously, a special mention is made of the highly valued personal qualities of potential job applicants. Therefore, in this study we analyse the qualities and values explicitly requested in specific job advertisements, the way in which they are introduced (syntactically and semantically) and their relationship with the general classifications of values codified in language and collected by axiologists, linguists and publicists. To this end, we have selected a corpus of job offers published in the best-selling Spanish business newspaper *El País Negocios* at different periods throughout the year 2000. The analysis gives us a more reliable estimate of qualities in job advertisements as well as an account of the linguistic means used to denote axiological items.
