Analysis of Job Advertisements of Foreign Enterprises from the Perspective of Systemic Functional Linguistics

Yujin Wang

Qinghai Normal University, Xining 810000, China.

Abstract: As a special discourse, the job advertisement of foreign enterprises set a connection between employers and applicants and persuade applicants to apply for the position they have, so that they can choose the right person. Interpersonal function in systemic functional refers people use language to communicate with others, build and keep the relationships with others, or influence other people's behaviors and express their views about the world. This article will use the interpersonal function of Halliday's systemic functional linguistics to analyze the language of job advertisement of foreign enterprises. After that we can get a better understanding of job advertisement and identify the difference between the job advertisements of foreign enterprise and native enterprises.

Keywords: Systemic Functional Linguistics; Interpersonal Function; Job Advertisement for Foreign Enterprises

1. Introduction to Job Advertisement of Foreign Enterprises

Enterprises seek suitable employees by publishing job advertisements, and job seekers also need to find suitable enterprises and positions through job advertisements. With the increasing frequency and expansion of social and economic exchanges, advertising has embed into all areas of people's lives. As a special application style of adverting information coding, the job advertisement gradually emerges from ordinary advertisements and forms a relatively independent and distinctive application language. Because advertisements are the first step of communication between recruiters and job seekers, job information is particularly important. Generally, a job advertisement have many parts such as: job title, job nature, job descriptions, business requirements, welfare benefits and vacation arrangements, information release date, specific contacts, contact information and work address[1]. The article chooses to collect some English job advertisements published on the official websites of some companies as the research object to study the interpersonal significance in job advertisements.

2. Interpersonal Function in Systemic Functional Linguistics

2.2.1 Mood System

Mood includes indicative, question and imperative mood. Speech' roles include giving and demanding. Communication contexts include information, goods and services. During communication, for both parties, the main purpose of information exchange is to provide information, inquire information, provide goods and services, and demand goods and services . Halliday and Matthiessen define them as the most basic speech's roles. Speech's roles and communication contents together constitute four speech functions. They are "statement, offer, questions and command. " Usually, the state function is expressed by the state mood, the questioning is expressed by the questioning mood, and the commanding is expressed by the imperative mood[2].

2.2.2 Modal System

Modal system includes modalization and idealization.Modalization refers to the speaker's attitude toward the reliability or validity of information from the perspective of probability or frequency when information is used as the object of communication; and idealization refers to the speaker's attitude toward the validity of communication from the perspective of obligation or will when goods or services are used as the object of communication.Orientation in modal system have two part:

subjective and objective orientations. Subjective orientation includes explicit subjective and non-explicit subjective; Objective orientation includes explicit and non-explicit objective. Quantity values are high, medium and low.

Halliday created a groundbreaking idea of "metaphor of modality". He pointed out that the typical realization of modality is to use modal verbs (may, can, will) and modal adjuncts (probably, certainly) to express the speaker's views and attitudes in clauses, while the realization of modal metaphor means that the speaker's views are not reflected in clauses by modal verbs or modal adjuncts, but projected into clauses separately.

For example:(1) It's going to snow.

(2) I think it's going to snow.

In the example, both sentences imply the possibility of rain. But the expression of the proposition in the first sentence is embodied in the clause, while the idealization of the modal meaning in the second sentence is projected in the clause.

3. Analysis of Interpersonal Meaning of Job Advertisement of Foreign Enterprises

3.1 Analysis of Tenor

Tenor refers to communicators or participants involved in the text and their identity, status and relationship.In order to successfully use advertising discourse to achieve the purpose of communication, tenor plays a key role. The purpose of tenor is to provide real and reliable information for job seekers, thus narrowing the potential unequal relationship between the two sides, closing the sense of distance between the two sides, and promoting job seekers to have job-hunting intentions. The realization of the function is expressed by the mood, modality, and requirements of the job seeker adopted by the advertisement publishers in the advertisement discourse.

3.2 Analysis of Mood

In the mood system, communicators usually use declarative sentences to provide information in communication, while declarative sentences are usually expressed by declarative mood. For example: At Unilever, we've created an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. And we all work to the highest standards of professional excellence and integrity[3]. In this case, the advertising pragmatic statement provides the employee with information and expresses the employer's attitude with declarative sentence. This expression is more concise and direct.

Job information not only provides information to job seekers, but also sets professional requirements for job seekers. In communication, commands in four major linguistics function are embodied in acquiring information and services, imperative sentences are uses to express commands. Imperative sentences have three types: Do, Be, Let. For example, there is a job advertisement from foreign enterprises education and training institutions.

Eg: International English instructors

1. Requirements

1) Language :Native English speakers

2)Major: Liberal Arts and Business preferred

3)Degree: Bachelor degree or above

4) Certificate: TESL/TEFL/CELTA,ETC

5)Experience:2 years or above teaching experience at advanced level

6)others: In good health, aged 22-55,TESL/TEFL, certification preferred, relevant working experience preferred..

In the example, Imperative sentences account for a large proportion. These imperative sentences are mostly elliptical. For language, Native English speakers mean that you should be a native English speaker. Your major should be Liberal Arts and Business preferred. You must have two years or above teaching experiences. You must be healthy, etc. There is another example from Wal-Mart's job advertisement" fluent in spoken and wrote English, be adept at computer office software." This kind of imperative mood not only plays an important role in stressing the company's strict requirements in some aspects, but also more importantly reflects the strong feelings of information release. That means the mood is more decisive and direct, thus showing the self -confidence of companies just like the example "Join IBM and carve a career path to match your skills

and aspirations". Through that, the company can achieve a kind of persuasive effect that job advertisements always have. Then, it will attract advertisement readers to apply for the job.

Sometimes, the function of providing information is also realized by interrogative mood. There are some examples: (1) Are you ready to accept challenges from a transnational enterprise?

(2)   Are you looking for a great job to make you have a better life?

(3)   Want to kick-start your career with one of the fastest-developing companies in the UK? Want professional training and responsibilities

3.3 Analysis of Modality

3.3.1 Expression of Probability

Probability can be achieved by using modal verbs with different values, such as "must, will, may." In advertisements, the word "will" has the highest probability value. By using the word, advertisements show that employers are confident in achieving the welfare or treatment of employees. "May" is a relatively low probability word, which expresses the negative side in the modal system. It is often used to express the speaker's point of view in order to weaken it's arbitrariness and exaggeration.

For example:

（1）Working at Nestle can offer you the opportunity of an exciting international career. As a Nestle employee you will be privileged to work as part of a global team with good working conditions and opportunity for continuous development and training.

(2) The successful applicants will be highly inspired by self-starter with a certified proficiency in software integration planning and tracking for real-time embedded system in an environment with tightly coupled activities across several functional areas.

(3) You will also find a great many opportunities waiting for you[4].

3.3.2 Expression of Frequency

In job advertisements, there are fewer frequency-related expressions. I can only find one or two example. For example: " we are always searching for individuals who share our passion for customer service, fairness, respect, openness, leadership and honesty."

The modality of probability is used to express the level of correct proposition. The word "always" is at the highest frequency value, which is indicating a strong degree of certainty, especially in job advertisement of foreign enterprises texts which emphasize accuracy. In the example we above, the advertisement uses the word "always" to show the stability of the principle of employee recruitment, and emphasizes the corporate culture and beliefs such as good service attitudes, equity, esteem and openness.

3.3.3 Expression of Obligation

As mentioned above, one of the functions of job advertisement is to persuade readers to take action to apply for jobs. After searching for some advertisements of foreign enterprises, the expression of obligation is also relatively small. There are some examples of obligation expressed in modality.

For example:(1) The individual is expected to manage/coordinate/release flex generations and testing activities within the software integration product team。

(2) We want you to have the ability to complete your mission in time.

In those examples, we know the modal metaphor is used in those sentences. In a job advertisement, the obligation is to ask the other party to take action to respond, so it will pose a threat to listeners which will make them feel uncomfortable. Therefore, the use of such subjective meanings as "you are expected to" and explicit meanings as " we believe" and "we want you to" can reduce the negative threat to listeners and can be more acceptable for job seekers. The modal metaphor also reflects the politeness and Euphemism of English.

References

[1] Zhang, J., A Brief Analysis of the Interpersonal Meaning of Commercial Recruitment Advertisements [J]. Overseas English,2018(07):227-228.

[2] Wang, XX., An Analysis of the theme of growth in The Wedding Members based on interpersonal Function Theory [J/OL]. Northern Literature,2017(07):75.

[3] Liang, FJ., Interpersonal Meaning Analysis of English Job Advertisements [J]. Journal of Jiangxi Science and Technology Normal University,2009(01):83-86.

[4] Liu, CX., Pragmatic Analysis of Parody in Advertising Discourse[J]. *Education Journal* , 2018,(10).

[5] Li, MD., A Contrastive Analysis of Interpersonal Meaning in Chinese and American Job Advertisements From a Cross-Cultural Perspective[D]. Tianjin: Tianjin University of Commerce. 2018.

[6] Fang, F. An Analysis of the Interpersonal Meanings in the Awarded News Commentaries of English&Chinese[D]. Chongqing: Southwest University. 2017.

[7] Jian, Y. Interpersonal Meaning of Engagement Resources in Business Interview in Charlie Rose[D]. Guangdong: Guangdong University of Foreign Studies. 2018.

About the author: Name: Yujin Wang, Gender: Female, Nationality: Han, Date of birth: July 25, 1997, Native place: Zhongwei City, Ningxia Hui Autonomous Region, Title: Postgraduate, research direction: Higher education, Work unit: Qinghai Normal University.