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| Autore                  | {ogon}acka-Badura Jolanta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Titolo                  | Recruitment advertising as an instrument of employer branding : a linguistic perspective / / by Jolanta Lacka-Badura                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Pubbl/distr/stampa      | Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2015<br>{copy}2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| ISBN                    | 1-4438-8458-8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Descrizione fisica      | 1 online resource (258 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Disciplina              | 650.14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Soggetti                | Help-wanted advertising<br>Branding (Marketing)<br>Business communication<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Sommario/riassunto      | 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 |