The effect of the use of English in Turkish job ads

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Abstract

The use of English in job advertisement in countries where English is a second language has been increasing (Larson, 1990; Seitz, 2008). It is suggested that recruiters intentionally use English to filter out unsuitable job seekers (van Meurs, 2010). Previous studies on the effect of the use of English in job advertisements only took place in the Netherlands, and showed no overall effect on their participants (Renkema, Vallen & Hoeken, 2001; Meurs, Korzilius & Hermans, 2004; van Meurs, Korzilius & Bergevoet, 2015). The current study focussed on the effect of the use of (completely-partly) English in job ads as opposed to Turkish job ads in Turkey. A between-subjects design was used to measure (1) participant's evaluation of the text, attitude towards the international nature of the company, attitude towards the job offered, attitude towards working in the position offered, interest in working for the company and the expectancy towards using English at the organization and the job offered, the influence of (2) self-assessed language competence of English and (3) the influence the use of English on the international nature of the company and the use of English in the organization.

In this study the partly English job ad was evaluated more negatively as opposed to completely English and Turkish for the attractiveness and naturalness of the text, attitude towards the international nature of the company, attitude towards the job offered and expectancy towards using English at the organization. In addition, self-assessed language competence was found to influence the attitude towards the job offered for the partly English version and the overall use of English (completely and partly English combined). Furthermore, the use of English in job ads was found to predict the attitude towards the international nature of the company and the expectancy of the use of English in the company and the job. The overall findings of this study showed no differences in the use of (completely) English and Turkish. Findings are partly in line with previous studies and lead to clear implications and recommendations. An important conclusion regarding previous content studies on the effect of the use of English: this study shows English did not make the job ads more challenging or attractive compared to the native language, Turkish.

Keywords: job advertisement, language choice, Turkey, effect of English

Preface

Writing this MA research has come with a lot of new experiences for me. One thing I have learned and appreciated most is that what one has clearly in mind, might not be the exact same thing one puts on paper. I believe this insight has made me more cautious about communicating with others, or especially, writing to and for others.

In my list of gratitude, I want to start with appreciating the opportunity I got to be a student assistant for the research conducted by Mr. van Hooft, Mr. van Meurs and MA D. Köksal. Secondly, I want to thank Mr. van Hooft for his supervision along the way of writing this thesis. In addition, I would like to thank Mrs. Planken for her moral support and always well-thought and fair answers to relevant matters.

Furthermore, I would like to show my gratitude to my mother who has been an everlasting source of support to me. Lastly, I want to thank Roos Janssen, Jennifer Peters and Nina Usmany, without them, this master track would not have been the same. Thank you for the unconditional moral encouragement, female empowerment and joyful or tearful coffee breaks.

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Necla Babayigit

1. Introduction

The common spoken language by people with different first languages and cultural backgrounds is often English (Crystal, 2003; Dewey, 2007). In addition to operating as a lingua franca (ELF), English is the most used foreign language in product and job advertising in Europe (Zenner, Speelman & Geeraerts, 2013; Gerritsen & Nickerson, 2010). Both product and job advertising are classified as organizational communication through mass media (van Meurs, 2010). According to van Meurs (2010) product ads and job ads have a common persuasive aim, namely to purchase the organization's products/service and to attract suitable candidates to apply for the job advertised in the ad. Many scholars (e.g. van Meurs, Korzilius & Hermans, 2004; Gerritsen & Nickerson, 2010; Planken, van Meurs & Radlinska, 2010) studied the effects and the use of English in European product advertisements. However, to date the effect of the use of English in job advertisement has only been studied in the Netherlands, ranked as the country with the highest proficiency of English out of 72 countries by English Proficiency Index (EPI) (2016) (Renkema, Vallen & Hoeken, 2001; van Meurs et al., 2004; van Meurs, Korzilius, Planken & Fairley, 2007; van Meurs, 2010; van Meurs, Korzilius & Bergevoet, 2015). Little is known about the effect of the use of English and the associations evoked by the use of English in job advertisements in European countries ranked with a very low proficiency in English, for example Turkey (English Proficiency Index, 2016).

1.1. The use of English in job advertisements

The use of English in job advertisement is suggested to evoke more favorable associations, such as more appealing, challenging, modern, more of international nature and prestigious, towards the ad due to the symbolic associations the English language carries (Larson, 1999; van Meurs et al., 2007; Krishna & Ahluwalia, 2008; Seitz, 2008). The term 'ethno cultural stereotypes' has been used by Haarman (as cited in van Meurs, 2010, p. 14) to refer to the image and associations a foreign language elicits in a particular ad. It is suggested that ethno cultural stereotypes may be influenced by how a non-native speaker of the used language in the ad, perceives the speakers of the used language, and the culture of the country in which the language is spoken (Piller, as cited in van Meurs, 2010, p.14). It is argued that the associations linked to a foreign language extend to the advertised product (e.g. Piller; Hornikx & Starren, as cited in van Meurs, 2010, p.17). Other researchers (Kelly-Holmes; Hock; Ray, Ryder & Scott, as cited in van Meurs, 2010, p. 18) however, remark that the transfer of images and associations go beyond the advertised product, for example to the sender of the message. Van Meurs (2010, p.18) suggest that when the associations of the native language and the foreign language differ, it is assumed that the receivers of the message can take a different attitude towards the product, sender of the message

and the advertisement presented in the foreign language than the receivers would if the ad used presented in their native language. For job ads, it is suggested that the use of English (in German and Swiss job ads for national vacancies) implies 'the importance of English language skills for successful applicants' (Hilgendorf; Hilgendorf & Martin; Watts, as cited in van Meurs, 2010, p. 75). Whether a completely English job ad includes language requirements or not, potential applicants will presume that the common spoken language at the company is English (Watts, 2002, p. 117). As the use of English in the job ad may be interpreted as English being the corporate language, van Meurs (2010, p. 75) suggests that this interpretation may influence attitudes towards the organization. This may consequently affect their interest in working for the company. Applicants may decide not to apply for the job because they believe their language competence will not meet the expected language skills to communicate with. It is suggested that senders of these completely English job ads, in countries where English does not have an official status, 'deliberately choose to exploit this signal (…) to filter out unsuitable applicants (Hilgendorf; Hilgendorf & Martin; Watts, as cited in van Meurs, 2010, p.75). However, previous studies on the effect of the use of English in job ads have failed to consider whether (self-rated) language competence affects the *interest in working* for the company. As this is indeed the case, makers of job advertisements can take in account that using English in their job ads does filter out candidates as they self rate their English as not proficient enough to apply, which will less time consuming for recruiters to find the right employee. In addition, a rather relevant aspect is whether the use of English indeed predicts (1) the attitude towards the international nature of the company and (2) whether English is expected to be spoken in the company and the job. If this is not the case, makers of job ads might choose to leave out English in job advertisements as it does not exploit the signal of being internationally orientated and use English as their business language and rather use the native language and explicitly mention the corporate language and the nature of the company.

1.2. Previous research on the use of English in job advertisement

A considerable amount of corpus studies found evidence of the increasing presence of the use of English in job advertisement in European countries (e.g. by Larson, 1999; Seitz, 2008; Van Meurs, Korzilius & Hermans, 2004; van Hooft, 2015). However, to date, only three experimental studies on the effect of the use of English in job ads have been published, namely by Renkema, Vallen and Hoeken (2001), van Meurs et al. (2004) and van Meurs, Korzilius and Bergevoet (2015). The previous mentioned experimental studies regarding job ads only studied the effect of the use of English on Dutch participants. Renkema et al. (2001) compared the effect of partly English job ads with fictive English company names versus Dutch job ads with fictive

Dutch company names and found no significant differences in text evaluation and image of the company. Van Meurs et al. (2004) studied the influence of the use of English in a (fictive – national) Dutch job vacancy. In addition to Renkema et al. (2001), van Meurs et al. (2004) reported no significant differences between the three versions for (completely Dutch – partly English and fully English) on attractiveness of the text, job offered, attitudes towards working for the organization and towards the job offered, and interest in working for the company' (van Meurs et al., 2004, p.95-96). In a more recent study, van Meurs et al. (2015), compared three versions (completely English – partly English – completely Dutch) of job advertisements for companies with fictive international company names and indications of the international nature of the companies, to determine whether the use of English contributes to persuasiveness. In their study, van Meurs et al. (2015) found no overall effect of the use of English was contributing to persuasiveness. However, the researchers found that attitudes towards the job offered to be more positively evaluated in English compared to Dutch. A possible explanation for the contradictory finding (cf. van Meurs et al., 2004) could be that the in the study by van Meurs et al. (2015) participants were lower educated (mainly secondary vocational training) and were presented job ads of lower level jobs in companies with an English company name compared to earlier study by van Meurs et al. (2004) in which the participants were university students and the stimuli were higher level jobs for national companies. It is important to bear in mind that the findings by van Renkema et al. (2001) and Meurs et al. (2004; 2015) are based on the effect of the use of English in the Netherlands, the country with the highest proficiency of English according to EPI (2016). In fact, The Netherlands can be classified in the outer circle of the concentric circles of European Englishes by Berns (1995), an expansion of the model by Kachru (1985) to map the spread and use of English in the world in three circles namely inner – outer – and expanding circle. This means that English has a functional role, for example in educational, administrative or social domains (Kachru, as cited in Berns, 1995, p.4). No attention has been paid to the effect of the use of English in job advertisement will be in the expanding circle of European countries, in particular Turkey (Kachru, 1985), a country ranked second last with a very low proficiency in English in Europe (EPI, 2016).

1.3. The use of English in Turkey

English in Turkey serves as a foreign language and has become the most commonly used lingua franca in Turkey's press, media, educational system and job market (Dogancay-Aktuna, 1998; Acar, 2004). A study on job ads in Turkish newspapers (Dogancay-Aktuna, 1998), found that approximately 19% of the job advertisements (146 English versus 627 Turkish job ads) were in English. Besides, 'the majority of jobs (about 68%), especially those dealing with import and

export, data analysis, product management, sales, and secretarial tasks, all require English language proficiency and advertise that candidates need to have 'a knowledge of English' or 'a good level of English language proficiency' (Dogancay-Aktuna, 1998, p.33). Additionally, a sample taken at random from Kariyer.net showed approximately 10% (3491 English job ads versus 34.660 Turkish job ads) fully English job advertisements (author of the current study, 2017). Furthermore, this sample taken at random from Kariyer.net (2017) shows that English is the only foreign language option for job applicants to search for. The findings of the study by Dogancay-Aktuna (1998) and the random sample from two Turkish career websites by the author of the current study (2017) imply that English is the main foreign language used for job advertisements in Turkey.

The country has an increasing economic and geographical position. Turkey has reached its highest foreign direct investment (FDI) of $16.8 of the past 7 years and therefore became the 20th most popular FDI destination. Previous research showed that FDI's bring higher paying positions to host countries (Javorcik, 2012) and that learner's of English have instrumental reasons such as finding a better job (Bektas-Cetinkaya & Oruc, 2010). However, it is not known whether the use of English in job advertisement leads to more positive attitudes towards the presented job compared to the native language.

Therefore, the current study aims to explore the effect of the use of English in job advertisements on potential job seekers in Turkey.

1.4. Research questions

As stated earlier in the introduction, job ads' persuasive aim is to attract suitable candidates for the advertised job. However, it is not known whether using English as a linguistic strategy to attract candidates who are proficient in English or only to provoke favourable associations towards the job ad, affects non-native speakers of English. Therefore, the present study adopts research questions used in van Meurs et al., 2007 (p.95) to expand the findings on the effects of the use of English in job ads in Turkey. The following research question is posited for further exploration:

What is the effect of the use of English (completely and partly English job ads) as opposed to Turkish in job advertisements on Turkish respondents?

RQ1: What are the effects of using English (completely and partly) on Turkish potential job seekers'

1) Evaluation of the text ((1) attractiveness (2), intelligibility and (3) naturalness)
2) Attitudes towards (1) the international nature of the company and (2) the job offered, (3) towards working in the position offered
3) Interest in working for the company
4) Expectancy towards using English at the organization and the job offered

This study will in addition explore whether self-rated language competence in English predicts the evaluation of the text, attitude towards the job offered, attitudes towards working in the job and interest in working for the company, as previous studies failed to examine this factor. Therefore, the following research questions were formulated:

RQ 2: Does self-assessed language competence of English predict

1) The evaluation of the text (attractiveness, intelligibility)
2) Attitude towards the job offered
3) Attitudes towards working in the position offered
4) Interest in working for the company?

Furthermore, this study will examine the whether the use of English in Turkish job ads predicts (a) the international nature of the company and (b) the expectancy of the use of English in the company with the following research questions:

RQ 3: Does the use of English in job ads predict

(1) the attitude towards international nature of the organization as a symbolic value
(2) the expectancy of the use of English in the company and the job?

2. Method

2.1. Materials

In this MA thesis the independent variable was the version of job ad, that was, partly English, completely English and completely Turkish. The job advertisement was for the function of a sales coordinator for a non-existing Turkish tech company. Two versions of the job ads, namely Turkish and English, were created by Guvenir (2014, non-published). Guvenir (2014, non published) used the job requirements of an existing job ad published on a career site to make the stimuli as credible as possible. For all three versions, the job advertisement is set up as follows: image (retrieved via www.desktopnexus.com), the logo of the company, job title, company information, requirements, job description and contact details.

Guvenir (2014, p. 12, non-published) used translation-back translation of the Turkish and English ad. 'A Turkish native speaker who was a PhD working for the faculty of Arts and has expertise in computational languages' translated the Turkish version to English. Additionally, a native English speaker and teacher at Radboud University checked the English version 'in terms of naturalness and grammar' (Guvenir, p.12, non-published).

The third version, the partly English job ad, had the job title and job description in English. The company information, requirements and contact details for this version were in Turkish. It was chosen for the job title and description to be in English for a few reasons. Firstly, based on earlier studies on the use of English in job titles that suggested the use English in job titles gives a vacancy more prestige and status (De Koning; Peereboom, as cited in van Meurs et al., 2007, p. 189). Secondly, as a result of an eye-tracking study on the effect of English in job advertising by Hilberink-Schulpen et al. (2016), job descriptions were most likely to be read first and the company information was most likely not read and less fixated in English (versus participants' native language). The remaining parts, company information, requirements and contact details of the job ad, were in Turkish. All versions are presented in Appendix 1.

2.2. Subjects

A total of 128 native speakers of Turkish participated in the experiment (English version: $N = 48$, partly English version: $N = 31$, Turkish version: $N = 50$). There were no participants with English as their mother tongue. Of all 128 participants 63% was female (versus 37% male, $M=26.23$, $SD = 6.65$; range 18-50). A Chi-square test showed no significant relation between version of job ad and participants' gender ($\chi^2 (2) = 1.703$, $p = .427$). A one-way analysis of variance showed no significant relation between version of job ad and participants' age ($F (2, 125) = 1.114$, $p = .331$).

A Chi-square test showed a significant relation between version of job ad and participant's history in studying or working abroad (χ^2 (2) = 17.02, p < .001. This may be explained by the distribution of the versions on different universities. Turkey's education system knows a private sector and a public sector. According to Dogancay-Aktuna and Kiziltepe (2005) parents believe that sending their children to private high schools with English medium instructions will eventually lead to being placed in competitive private universities and broadens the chance to study abroad.

A Chi-square showed significant relation between version of job ad and participants' level of education ($\chi2$ (2) = 11.277, p = .004). The majority of the participants (79.2%) had a tertiary education, which equals to an associate degree and a bachelor's degree. 20.8% of the participant's highest education level was a secondary education.

A one-way analysis of variance showed a significant effect of education level on attitudes towards job offered for the Turkish version of the job ad (F (1, 47) = 4.709, p = .035). Participants with a secondary education (M = 5.34, SD=1.18) showed a more favourable attitude towards the job offered than participants with a tertiary education (M = 4.36 , SD = 1.45).
A one-way analysis of variance showed no significant effect of education level was found on the Turkish version on attitudes towards the international nature of the company (p = .386) attitude towards working for job offered (p = .091), interest in working for the organization (p =.642).

A one-way analysis of variance showed no significant effect of education level was found on the completely English version on attitudes towards the international nature of the company (p = .617) attitude towards job offered (p = .597), attitude towards working for job offered (p =.743), interest in working for the organization(p =.561) and self-assessed language competence(p =.338)

In the partly English version all participants had a tertiary education level, therefore no comparison between education level and the variables attitudes towards the international nature of the company, attitude towards job offered, attitude towards working for job offered in working for the organization and self-assessed language competence could be made.

The participants for the completely English job ad and completely Turkish job ad were recruited from Yeditepe University in Istanbul and Sakarya University in Sakarya, Turkey. The participants from the partly English version were students from Istanbul University (10%), Dokuz Eylul University (6.2%) in Izmir, Bilgi University (3.8%) Istanbul, Selcuk University (2.3%) Konya, and Turkish exchange students currently studying at Wien University (2.3%), Austria.

A Chi-square test showed no significant relation between version of job ad (completely and partly English) and English as lingua franca (χ^2 (1) = 1.955, p = .162). No significant

relation was found between version of job ad (completely and partly English) and English as mother tongue ($\chi^2(1) = .016, p = .900$.

2.3. Design

The current experiment consisted of a between-subjects design (3x1) with one independent variable (version of job ad). Within every condition the following dependent variables were measured: evaluation of the text, attitudes towards the international nature of the company, attitudes towards job offered, attitudes towards working in the position offered, interest in working for the company, the expectancy towards using English at the organization and job offered and self-assessed language competence.

2.4 Instrumentation

2.4.1. Evaluation of the text

The variable evaluation of the text (attractiveness, intelligibility and naturalness of the version of job ad) (based on Van Meurs et al., 2004) was evaluated by asking the respondents to indicate how attractive, appealing and monotonous they perceived the version of job ad to be. The reliability of evaluation of the text was perceived to be dissatisfactory ($\alpha = .65$). However, deleting the item monotonous resulted in a satisfactory reliability of evaluation of text ($\alpha = .74$). The decision to delete the item monotonous was made on the base of a principal component analysis with oblimin rotation, which revealed a two-factor solution, explaining 74.46% of the variance. One of the factors was *attractiveness of the text*, measured with only the items attractive and appealing.

The second factor revealed by the principal component analysis with oblimin rotation was intelligibility. The questionnaire included statements based on Van Meurs et al. (2004) for the participants to indicate how easy, complex and poorly organized the stimulus was followed by a 7 point Likert scale (totally disagree – totally agree). Previous to the reliability tests all items were recoded to a positive to negative polarity, as some items had a positive to negative polarity whilst other items were scaled negative to positive. The reliability for intelligibility was poor for the three items. However, a factor analysis revealed that the items easy, complex and poorly organized were the matching items to cover the item intelligibility with a reliability rate of $\alpha = .55$. As scales with fewer than ten items tend to have low Chronbach's values, it is suggested by Briggs and Creek (1986, as cited in Pallant, 2007, p. 95) to report the mean inter-item correlation for the items. It is suggested that an inter-item correlation between .2 and .4 is also acceptable.

To secure the ecological validity of the presented job ads, the naturalness of the stimulus was measured with a check question. The participants were asked to indicate how natural they perceived the text to be by the statement ' This text is natural' followed by a 7 point Likert scale (totally disagree – totally agree) (Based on van Meurs et al., 2004).

2.4.2. Attitudes towards the international nature of the company

Respondents' attitudes towards the international nature of the company were measured by the following statements: 'I think Guven Elektronik has an international point of view', 'I think that Guven Elektronik has a lot of international contacts' and 'I think Guven Elektronik is active in many countries' followed by a seven point Likert scale (totally disagree- totally agree) (based on Van Meurs et al., 2007). The reliability of attitudes towards organization comprising 3 items was satisfactory (α = .90).

2.4.3. Attitudes towards job offered

The attitude towards the job offered was introduced with the sentence: 'The position as sales coordinator is' followed by a bipolar adjectives interesting – not interesting, important – not important, well-paid – not well-paid, satisfying – not satisfying, - indicates growth possibilities – indicates no growth possibilities. Respondent's attitude towards the job was measured with a seven-point Likert scale (totally disagree – totally agree). The reliability of attitudes towards job offered comprising 5 items was good (α = .742)

'In order to determine respondents' views on the exclusivity of the position, a multiple-choice question was included asking them about the gross monthly salary they would expect to get when they started the job' (van Meurs et al., 2004, p.99), ranging from 500-100 Turkish Lira, 1500-2000 Turkish Lira, 2000 – 2500 Turkish Lira or > 2500 Turkish Lira (based on van Meurs et al., 2004).

2.4.4. Attitudes towards working in the position offered

The participants' attitude to working in the position offered was measured with the statement 'This vacancy…' followed by the adjectives: carries high responsibility, is monotone, low levelled, interesting, important and nice. The reliability of attitudes towards job offered comprising 6 items was good (α = .68) (based on van Meurs et al., 2007).

2.4.5. Expectancy towards using English at the organization and the job offered

Respondents' views of language use at the organization and the job were measured with the following questions: ' I think I have to use English a lot at Guven Elektronik', I think that I have

to use English frequently during this job'. The reliability of views of language use at the organization and the job 2 items was satisfactory (α = .81). Additionally, the question in which participants indicated the use of Turkish during the job was measured with the introduction:' I think I have to use Turkish most often during this job'.

2.4.6 Interest in working for the company

Respondents' attitudes towards working for the company was measured with a seven point Likert scale (totally disagree- totally agree) on the following questions: 'I would like to know the possibilities of working for a company like Guven Elektronik', 'I will apply for this job', 'I would like to work for Guven Elektronik' (based on Van Meurs et al., 2004). The reliability of interest in working for the organization comprising 3 items was good (α = .77).

2.4.7 Self-assessed language competence

Respondents were asked to self assess their language proficiency for English (reading, listening, writing, speaking) with a 7-point Likert scale anchored at 1=very low - 7= very high (based on Krishna & Ahluwalia, 2008; Van Meurs et al., 2004). The reliability of self-assessed language proficiency of English comprising of four items was good (α = .95).

A one-way analysis of variance showed a significant effect of version of job ad on self-assessed language proficiency (F (2, 124) = 8.29, p < .001). The self-assessed language proficiency of the participants in the Turkish version of job ad (M = 3.90, SD = 1.79) was lower than for the English version of job ad (p < .001, Bonferroni correction; M = 5.10, SD = 1.11). There was no difference in the self-assessed language proficiency between the Turkish version of job ad and the partly English version of job ad (p = .065, Bonferroni correction; M = 4.69, SD = 1.39). Additionally, no differences in self-assessed language proficiency were found between the English version of job ad and partly English version of job ad (p = .709, Bonferroni correction).

2.5. Procedure

The completely English and Turkish version were distributed during 21st of April and 6th of May 2016 in Turkey on site of two universities, namely Yeditepe University in Istanbul and Sakarya University in Sakarya. MA D. Köksal handed the participants a printed version of the survey.

The partly English version was an online survey made with Qualtrics. This version was distributed via different social media channels. The author of the current study posted a link of the survey on her personal Facebook page, closed Facebook groups for Turkish students in several Turkish cities, and on her Linkedin page. In addition, private messages to personal

contacts of the author of the current study with the link to the survey were send out via Facebook. Additionally, Turkish contacts of the author were informed via Whatsapp to distribute the survey among Turkish family members/students who were enrolled in a Turkish university. Participants took on average 7 minutes to finish the survey.

All three versions included an introduction to the study in Turkish. In this section the participants were informed about the fact their identity would remain anonymous and their right to stop the survey at any moment. Moreover, they were informed about participating on voluntary basis, which means that they would not receive a reward for their participation. In addition, participants were asked not to return to previous pages once the questions were answered and that there were no right or wrong answers. After the introduction, the stimulus and questions followed. All three stimuli can be found in Appendix 1.

2.6. Statistical analysis

The data of the completely English version and the Turkish version were manually entered into SPSS (version 22.0) between November 2016 and January 2017 by the author of the current study. The data of the partly English version was transferred automatically from Qualtrics to SPSS in June 2017. Both files were combined and a few variables were recoded due to their polarity.

A one-way analysis of variance was used to test the effect if the job ad on the attractiveness of the job ad, the intelligibility of the text, the naturalness of the text, views of the international nature of the company, attitudes towards job offered, attitudes towards working in the position offered, expectancy towards using English at the organization and the job and interest in working for the company. A simple regression analysis was used to find out whether self-assessed language proficiency affected the view of international nature of the company, attitudes towards job offered and interest in working for the organization.

3. Results

3.1. Effect of language use in job advertising on evaluation of the text, attitudes towards of the international nature of the company, attitudes towards job offered, attitudes towards working in the job, interest in working for the organization and the expectancy towards using English at the organization and the job offered

3.1.1.1. Evaluation of the text (attractiveness)

A one-way analysis of variance showed a significant effect of version of job ad on attractiveness of the text $(F (2, 125) = 3.80, p < .025)$. The participants of the partly English version of job ad $(M = 3.27, SD = 1.15)$ appear to evaluate the job ad to be less attractive than participants of the English version of job ad $(p = .021$, Bonferroni correction; $M = 4.21, SD = 1.47)$. There was no difference in the attractiveness of the text between the partly English version of job ad and the Turkish version of job ad $(p = .176$, Bonferroni correction; $M = 3.92, SD = 1.66)$. The participants of the English version do not seem to find the job ad more attractive than the participants of the Turkish version $(p = .997$, Bonferroni correction).

3.1.1.2. Evaluation of the text (intelligibility)

A one-way analysis of variance showed no significant differences between the three language versions (English: $M = 5.01, SD = 1.82$, partly English: $M = 4.46, SD = 1.21$, Turkish: $M = 4.55, SD = 1.39$) on intelligibility of the text $(F (2, 124) = 2.27, p < .108)$. The use of English did not have a better effect on participant's intelligibility than the use of Turkish in the current job ad.

3.1.1.3. Evaluation of the text (naturalness)

A one-way analysis of variance showed a significant effect of version of job ad on naturalness of the text $(F (2, 125) = 3.56, p = .031)$. The participants of the partly English version of job ad $(M = 3.90, SD = 1.45)$ significantly evaluated the job ad to be less natural than the participants of the Turkish version of job ad $(p = .026$, Bonferroni correction; $M = 4.88, SD = 1.73)$. There was no difference in the attractiveness of the text between the partly English version of job ad and the English version of job ad $(p = .322$, Bonferroni correction; $M = 4.50, SD = 1.52)$. The participants of the English version do not seem to find the job ad more natural than the participants of the Turkish version $(p = .717$, Bonferroni correction). The outcomes for all three items on evaluation of the text are presented in Table 1.

Table 1. The results of a one-way ANOVA presented in (*n*) number of participants, (*M*) means and (*SD*) standard deviations of the dependent variables: evaluation of text (attractiveness, intelligibility, naturalness) (1= strongly agree. 7= totally disagree).

variable	version	*M*	*SD*	*n*
Attractiveness	Completely English	4.21	1.47	48
	Partly English	3.27	1.15	31
	Turkish	3.92	1.66	50
Intelligibility	Completely English	5.01	1.82	48
	Partly English	4.46	1.21	31
	Turkish	4.55	1.39	50
Naturalness	Completely English	4.50	1.52	48
	Partly English	3.90	1.45	31
	Turkish	4.88	1.73	50

3.1.2.1. Attitudes towards the international nature of the company

A one-way analysis of variance showed a significant effect of version of job ad on views of the international nature of the company ($F (2, 125) = 6.70$, $p = .002$). The participants of the partly version of job ad ($M = 3.48$, $SD = .84$) significantly evaluated the job ad to be less of international nature than participants of the Turkish version of job ad ($p = .049$, Bonferroni correction; $M = 4.30$, $SD = 1.75$) and participants of the English version of the job ad ($p <.001$, Bonferroni correction; $M = 4.72$, $SD = 1.45$) There was no difference in the views of the international nature of the company between the English version of job ad and Turkish version of the job ad ($p = .474$, Bonferroni correction).

3.1.2.2. Attitude towards the job offered

A one-way analysis of variance showed a significant effect of version of job ad on attitudes towards the job offered ($F (2, 120) = 7.80$, p < .001). The participants of the partly English version of job ad ($M = 3.64$, $SD = .79$) showed significantly lower attitudinal ratings towards the job offered than participants of the English version of job ad ($p = .003$, Bonferroni correction; $M = 4.54$, $SD = .99$) and the participants of the Turkish version ($p < .001$, Bonferroni correction; $M = 4.64$, $SD = 1.21$). There was no difference in the attitudes towards the job

offered between the completely English version of job ad and the Turkish version of job ad ($p = 1.000$, Bonferroni correction).

A significant effect of version of job ad on salary estimation was found by a one-way analysis of variances (F (2, 125) = 10.18, $p < .001$). The participants of the partly English version of job ad ($M = 4.26$, $SD = 1.50$) showed a higher estimation of salary compared to the participants in the English version ($p = .002$, Bonferroni correction $M = 3.43$, $SD = .95$) and the participants of the Turkish version of job ad ($p < .001$, Bonferroni correction $M = 3.2$, $SD = .76$). No differences were found between the English version and the Turkish version of job ad regarding to the salary estimation ($p = .875$, Bonferroni correction).

3.1.2.3. Attitude towards working in the position offered

A one-way analysis of variance showed no significant effect of version of job ad on attitude towards working in the position offered (F (2, 127) = .2.427 $p = .092$). The participants of the completely English version ($M = 4.23$, $SD = .56$), partly English version ($M = 3.86$, $SD = .80$) and Turkish version ($M = 4.17$, $SD = .86$) do not appear to have a different attitude towards working in the position offered. The results of 3.1.2.1, 3.1.2.2 and 3.1.2.3 are presented in Table 2.

Table 2. The results of a one-way ANOVA presented in (*n*) number of participants, (*M*) means and (*SD*) standard deviations of the dependent variables: attitude towards the international nature of the company, attitudes towards the job offered (salary estimation), attitude towards working in the job (1= strongly agree. 7= totally disagree).

variable	version	*M*	*SD*	*n*
Att. towards the international nature of the company	Completely English	4.72	1.45	48
	Partly English	3.48	.84	31
	Turkish	4.30	1.75	50
Att. towards the job offered	Completely English	4.54	.99	48
	Partly English	3.64	.79	31
	Turkish	4.64	1.21	50
Salary estimation	Completely English	3.43	.95	48
	Partly English	4.26	1.50	31
	Turkish	3.20	.76	50
Att. towards working in the position offered	Completely English	4.23	.56	48
	Partly English	3.86	.80	31
	Turkish	4.17	.86	50

3.1.3. Intentions to work for the company

A one-way analysis of variance showed no significant effect of version of job ad on intentions to work for the company ($F (2, 124) = .240$ $p = .787$). The participants of the completely English version ($M = 3.67, SD = 1.53$), partly English version ($M = 3.68, SD = 1.40$) and Turkish version ($M = 3.48, SD = 1.66$) do not appear to have different intentions to work for the company.

3.1.4. Expectancy towards using English at the organization

A one-way analysis of variance showed a significant effect of version of job ad on expectancy of the use of English at the organization ($F (2, 126) = 14.27, p < .001$). The participants of the partly English version of job ad ($M = 3.29, SD = .82$) showed significantly lower attitudinal ratings towards the use of English at the organization and the job than participants of the English version of job ad ($p < .001$, Bonferroni correction; $M = 5.17, SD = $

1.71) and the participants of the Turkish version ($p < .001$, Bonferroni correction; $M = 4.83$, SD = 1.79). There was no difference in the attitudes towards the job offered between the Turkish version of job ad and the English version of job ad ($p = .881$, Bonferroni correction).

No significance was found by a one-way analysis of variance regarding the effect of version of job ad on the use of Turkish at the organization and the job (F (2, 126) = 2.504, $p = .086$). The results for the intentions to work for the company and the expectancy towards using English at the organization and the job are presented in Table 3.

Table 3. The results of a one-way ANOVA presented in (*n*) number of participants, (*M*) means and (*SD*) standard deviations of the dependent variables: intentions to work for the company and expectancy towards using English at the organization and the job (1= strongly agree. 7= totally disagree).

variable	version	*M*	*SD*	*n*
Intentions to work for the company	Completely English	3.67	1.53	48
	Partly English	3.68	1.39	31
	Turkish	3.48	1.66	50
Expectancy towards using English at the organization and the job	Completely English	5.17	1.71	48
	Partly English	3.29	.82	31
	Turkish	4.83	1.79	50

3.2. The effects of self-assessed language competence on evaluation of the text, attitude towards job offered, attitude towards working in the job and interest in working for the company

3.2.1.1. Evaluation of the text (attractiveness of the text)

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on attractiveness of the text for the English version (F (1, 44) = .025, $p = .875$) and the partly English version (F (1, 27) = .053, $p = .820$). Self-assessed language competence in English was not a significant predictor for the English version ($\beta = .02$, $p = .875$) and the partly English version ($\beta = -.04$, $p = .820$).

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on attractiveness of the text for the overall

use of English (completely and partly English) (F (1, 74) = 161, p = .689). Self-assessed language competence in English was not a significant predictor for attractiveness of the text on the overall use of English in the job advertisements (β = .047, p = .689).

3.2.1.2. Evaluation of the text (intelligibility)

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on intelligibility of the text for the English version (F (1, 44) = .930, p = .340) and the partly English version (F (1, 27) = .001, p = .981). Self-assessed language competence in English was not a significant predictor for the English version (β = .14, p = .340) and the partly English version (β = -.01, p = .981).

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on intelligibility for the overall use of English (completely and partly English) (F (1, 73) = .792, p = .376). Self-assessed language competence in English was not a significant predictor for intelligibility on the overall use of English in the job advertisements (β = .104, p = .376). The outcomes of 3.2.1.1. and 3.2.1.2. are presented in Table 4.

Table 4. Regression analysis for self-assessed language competence in English as predictor of evaluation of the text (attractiveness – intelligibility(completely English version N = 48 – partly English version N = 32 - overall English version N = 80)

variable	version	Adjusted R^2	B	$SE\ B$	β
Attractiveness	Completely English	-.022	.03	.20	.02 [a]
	Partly English	-.035	-.04	.16	-.04 [a]
	Overall use of English	-.011	.05	.14	.05 [a]
Intelligibility	Completely English	-.002	.15	.16	.14 [a]
	Partly English	-.037	-.00	.16	.01 [a]
	Overall use of English	-.003	.10	.11	.10 [a]

Note. [a] not significant *p < .05

3.2.2. Attitudes towards the job offered

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on attitudes towards the job offered for

the English version (F (1, 44) = .009, p = .926). Self-assessed language competence in English was not a significant predictor for the English version (β = .01, p = .926). However, a simple regression analysis showed that the variable entered, self-assessed language competence explained 28.4% of the variance in attitude towards the job offered in the partly English version (F (1, 27) = 12.088, p = .002). Self-assessed language competence in English was found to be a significant predictor for the partly English version on attitude towards the job offered, the more competent the participant assessed themselves to be, the more positive attitude they showed towards the job offered (β = .09, p = .002). This means that the higher the self- assessed language competence in English, the more participants had a positive attitude towards the job offered.

A simple regression analysis showed that the variable entered, self-assessed language competence, explained 5.7% of the variance in attitude towards the job offered for the overall use of English (completely and partly English) (F (1, 73) = 5.473, p = .022). Self-assessed language competence in English was a significant predictor for the overall use of English in the job advertisements. The more competent participants assessed themselves to be in English the more positive attitude they showed towards the job offered (β = .264, p = .022).

3.2.3. *Attitude to work in the position offered*

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on attitude to work in the position offered for the English version (F (1, 44) = .825, p = .369) and the partly English version (F (1, 27) = .041, p = .840). Self-assessed language competence in English was not a significant predictor for the English version (β = -.133, p = .369) and the partly English version (β = -.039, p = .840).

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on attitude to work in the job for the overall use of English (completely and partly English) (F (1, 75) = .141, p = .708). Self-assessed language competence in English was not a significant predictor for the overall use of English in the job advertisements (β = -.043 p = .708).

3.2.4. *Interest in working for the company*

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on interest in working for the company for the English version (F (1, 44) = .279, p = .600) and the partly English version (F (1, 28) = 2.931, p = .098). Self-assessed language competence in English was not a significant predictor for the English version (β = -.079, p = .600) and the partly English version (β = -.308, p = .098).

A simple regression analysis showed that the variable entered, self-assessed language competence, did not explain the variance in the model on interest in working for the company for the overall use of English (completely and partly English) (F $(1, 74) = 2.292$, $p = .134$). Self-assessed language competence in English was not a significant predictor for the overall use of English in the job advertisements ($\beta = -.173$, $p = .134$). The outcomes of 3.2.2., .3.2.3. and 3.2.4. are presented in Table 5.

Table 5. Regression analysis for self-assessed language competence in English as predictor of attitude towards job offered, attitude to work in the job and interest in working for the company (completely English version $N = 48$ – partly English version $N = 32$ - overall English version $N = 80$)

variable	version	Adjusted R^2	B	$SE\ B$	β
Attitude towards job offered	Completely English	-.023	.01	.14	.01 [a]
	Partly English	.284	.32	.09	.56*
	Overall use of English	.057	.22	.09	.26*
Attitude to work in the job	Completely English	-.004	-.07	.07	-.13 [a]
	Partly English	-.035	-.02	.11	-.04 [a]
	Overall use of English	-.011	-.02	.06	-.04 [a]
Attitude towards working for the company	Completely English	-.016	-.11	.20	-.08 [a]
	Partly English	.062	-.31	.18	-.31 [a]
	Overall use of English	.017	-.21	.14	-.17 [a]

Note. [a] not significant *$p < .05$

3.4. Effect of the use of English on the attitude towards the international nature of the company as a symbolic value

A simple regression analysis showed that the variable entered, use of English in job ad, explained 18.4% of the variance *attitude towards the international nature of the company* (F $(1, 77) = 18.375$, $p < .001$). The use of English in job ads was shown to be a significant predictor of

attitude towards the international nature of the company (β = -.44, $p < .001$). This means that when language goes up from completely English to partly English, the attitude towards the international nature of the company goes down with .44 *SD*.

3.5. Effect of the use of English in job advertisement on the expectancy of using English in the company and job

A simple regression analysis showed that the variable entered, use of English in job ad, explained 28.7% of the variance on expectancy of the use of English in the company (F (1, 78) = 32.409, $p < .001$). The use of English in job ads was shown to be a significant predictor of expectancy of the use of English in the company (β = -.54, $p < .001$). This means that when language goes up from completely English to partly English, the expectancy of using English in the company and the job goes down with .54 *SD*.

4. Conclusion and discussion

In this section, divided in the conclusion and discussion, the research questions will be answered first. After that, the findings of the current study will be compared to relevant literature followed by possible explanations, limitations, recommendations, contributions of the current study and implications.

4.1. Conclusion

The aim of this experimental study was to answer the three research questions regarding the effect of the use of English in job advertisement on Turkish participants:

> RQ1: What are the effects of using English (completely and partly) on Turkish potential job seekers' evaluation of the text, attitudes towards the international nature of the company attitudes towards the job offered, attitudes towards working in the position offered, interest in working for the company and expectancy towards using English at the organization and the job offered.

Firstly, findings of the current study revealed that the partly English version of job ad was perceived to be less attractive than the completely English version (RQ1.1.1) and less natural than the Turkish version (RQ1.1.3.). The findings of the current study showed that the choice of language does not affect the text's attractiveness and intelligibility (RQ1.1.2.). In addition, the use of completely English and Turkish showed no differences regarding naturalness.

Secondly, this study has shown that the use of partly English led to a significantly lower

attitude towards the international nature of the company (RQ1.2.1), a lower attitude towards the job offered (RQ1.2.2), a lower expectancy of using English at the organization and the job offered (RQ1.2.5.) and a significantly higher estimation of the job's salary (RQ1.3.) compared to the use of completely English or Turkish in the job ad. Therefore, one can conclude that using completely English or Turkish does not affect the international nature of the company, the attitudes towards the job offered, the salary estimation or expectancy of using English at the company and the job offered. The choice of language was not found to affect the attitude towards working in the position offered (RQ1.3.) or the interest to work for the company (RQ1.4.).

> RQ2: Does self-assessed language competence of English predict the evaluation of the text (attractiveness, intelligibility), the attitudes towards the job offered, attitudes towards working in the job and interest in working for the company?

In answer to research question 2, it was found that self-assessed language proficiency was found to be a significant predictor for the attitudes towards the job offered for the partly English version and the overall use of English (completely and partly English combined). The more competent participants assessed themselves to be in English the more positive attitude they showed towards the job offered. This means that a higher self-rating of one's English skills the better the English job ad fitted. Self-assessed language competence did not predict the evaluation of the text's attractiveness (RQ2.1.1.), intelligibility (RQ2.1.2.) or attitude towards the job offered (RQ2.2.). Nor, was self-assessed language competence of English a significant predictor for attitudes towards working in the job (RQ2.3.) or the interest in working for the company (RQ 2.4.).

> RQ3: Does the use of English in job ads predict the attitude towards international nature of the company as a symbolic value and the expectancy of the use of English in the company and the job?

As far as research question three is concerned, this study showed that the use of English in job ads predicts the attitude towards international nature of the company (RQ3) and the expectancy of the use of English in the company and the job (RQ4). This means that the more English is used in a job ad the more positive the attitude towards the international nature of the company is and the higher the expectancy is of using English in the company and the job.

4.2. Discussion

First of all, it can be concluded that the use of English did not influence the attractiveness and intelligibility of the text. This is in line with earlier studies by Renkema et al. (2001) and van Meurs et al. (2004). However, a partly English version was evaluated to be less natural compared to the Turkish version of job ad. This is in line with Renkema et al. (2004), who also found that the use of English in a partly English job advertisement was perceived to be less natural than the native language, which was Dutch. However, this result is not in line with the study by Van Meurs et al. (2004), who found a completely English job ad to be perceived as more natural compared to the partly English and native language. There are a few possible explanations for the contrast between the finding on naturalness of the stimuli of the current study and the study by van Meurs et al. (2004).

Firstly, the latter study used 11 different English words in the partly English version, whereas in the current study the partly English version of job ad consisted of an English job title and job descriptions.

Secondly, an earlier sample taken at random by the author of the current study showed that English was the most used foreign language, but did not find presence of the use of English sections in Turkish job ads. This might indicate that the use of partly English in job ads is not common, and therefore indicated as least natural. This might also be linked to the unexpectedness of the use of partly English in Turkish job advertisement. According to Luna and Peracchio (2005) unexpected (marked) use of (partly or completely) foreign language catches readers' attention, which consequently might change their attitude towards the message. However, this can only be partly confirmed as the use of partly English in Turkish job advertisement was negatively evaluated compared to versions written in completely Turkish or English. On the contrary, this means that the use of a completely foreign language, English, did not catch readers' attention and therefore not lead to different attitudes as opposed to the native language.

Thirdly, earlier research on the use of English in Turkey (Acar, 2004) explained the use of the concept of 'Tarzanca', which stands for a mixture of the English words in a Turkish sentence mainly spoken by youngsters in an informal setting (Lawsan & Sachdev; Myers-Scotten, as cited in Krishna & Ahluwali, 2008, p. 696). It can only be speculated that one does not expect a mixture of English and Turkish to appear in a business environment. Nevertheless, it might be the case that unlike the professional setting in which a job advertisement belongs, a partly English job ad could be perceived as informal and therefore less natural. In addition, according to Dogancay-Aktuna (1998, p.36) the visibility of English in everyday Turkish 'triggers negative attitudes on the part of linguistic purists and nationalists', who believe that

English borrowings are ruining the 'purity of the language'. This has led to a commission whose task is to find alternatives for English borrowings, which are published in daily newspapers. As both Tarzanca and purifying ideas by nationalist is in particular the case for borrowed words, it can only be speculated that these might have influenced the results on naturalness.

Surprisingly, no differences were found between the Turkish and English version on attitudes towards the international nature of the company. This finding is not in line with earlier experimental research by van Meurs et al. (2007) and corpus studies on the use of English in job titles by Larson (1990) and Seitz (2008) who suggested that the use of English in job advertisements associates with the symbolic value internationalism. Van Meurs et al. (2007) found that their (Dutch) participants 'evaluated English job titles to have more international contacts and more activities abroad' (p.359) compared to Dutch job titles. This contradictory finding might be explained by the amount of information presented in the stimuli. The stimuli of the study of van Meurs et al. (2007) consisted only a job title, whereas the current study used a complete job advertisement. One can only speculate that the use of an English job title without the presence of information about the job (e.g. descriptions, company information etc.) and especially company name, might have worked in the advantage of English as more international compared to the native language, as suggested by corpora (Larson, 1991; Seitz, 2008). The current study used a national company with a Turkish company name. Earlier research by Micu and Coulter (2010) regarding the use of English vs. native language (Romanian) in multinational and local companies showed that advertising in English only evoked positive attitudes towards the international nature of the company for multinationals and not for the local company. This is explained by the authors as English being unexpected to be used by a local company and that people have 'a strong sense of favoritism or bias in processing the message coming from an in-group member' (e.g. someone originating from the same country) (Micu & Coulter, 2010, p. 77. Another study on the use of English vs. native language showed in advertising that choice of language did not affect local companies on effectiveness, but did affect multinational companies (Krishna & Ahluwalia, 2008). In comparison to these two studies, it should be kept in mind that the current study only used one national company name, whereas the mentioned studies used a multinational and local brand name. In addition, it is not known what the attitudes of the international nature of the company would be if the company in the current study was a multinational. One should in addition bear in mind that one job is not the other. As the current job ad was for a sales function located in Istanbul or Ankara, it might not have lead to international ideas, whereas other jobs e.g. Country IT lead for Philips could indicate to be more internationally oriented as the company name is internationally known.

Thirdly, findings of the current study on the attitudes towards the job offered and salary

estimation showed no differences between completely English and Turkish version of job ad (exception being the partly English version). This finding is in line with previous studies by Renkema et al. (2001) and van Meurs et al. (2004) but contrary to previous content studies claiming that the use of English would lead to more challenging and more appealing jobs (Larson, 1999; Seitz, 2008). However, the partly English version was evaluated significantly lower compared both language versions on attitudes towards the job offered. A possible reason might be linked to the low indication of the naturalness of the partly English version and therefore the selection of the use of English in a Turkish job ad. The partly English version had its job title and job descriptions in Turkish, as an earlier eye-tracking study by Hilberink-Schulpen et al. (2016) showed that job descriptions were most likely read first. It can only be speculated that the use of English in the job descriptions might have led to an indication of a completely English job advertisement, whereas the stimuli continued in Turkish (except job title). Nevertheless, the partly English version was perceived to have a higher salary compared to the completely English version and the Turkish version of job ad. This finding is not in line with the study by van Meurs et al. (2004; 2007). A possible explanation given by van Meurs et al. (2015) for difference in salary estimation lies in that participants might have had difficulties giving a good estimation of salary.

The current study showed no differences between all versions and attitudes towards working in the position offered and intentions to work for the company, which are in line with van Meurs et al. (2004). However, these results are not in line with a latter study by van Meurs et al. (2015) who found that attitudes towards the job offered were more positively evaluated in English compared to Dutch. This might be explained by the differences in type of job ad in van Meurs (2015) who targeted people with lower education, compared to a position targeting at higher educated people.

To continue, the use of English in the company and the job offered was expected to be used most often in the completely English job ad. This is in line with the assumption of Watts (2002), who suggested that it did not matter whether a completely English job ad includes language requirements or not, potential applicants will presume that the common spoken language at the company is English. However, this finding rejects the assumption of van Meurs (2010) that the use of English in the job ad may be interpreted as English being the corporate language, and therefore could influence attitudes towards the organization, which consequently could affect their interest in working for the company. This finding has important implications for developing job ads in Turkey as using English to attract only those who have good command of English as it indicates that English is the business language. In addition, this finding indicates that using English in a job ad by a local company with a Turkish company name is linked to

using English as a business language in the company and job. However, it is not known what the effect will be for a multinational company, recruiting employees using their corporate brand name or introducing a Turkish brand name for their services/products on the Turkish market.

Next, self-assessed language competence was found to predict the attitude towards the job offered for the partly English version and the overall use of English (completely and partly English combined). The more competent participants assessed themselves to be in English the more positive attitude they showed towards the job offered. This adds up to the assumption of van Meurs (2010) that attitudes towards the organization might be influenced by self-assessed language competence. However, as this was not examined explicitly in the current study, it did give indirect insight to the job offered appreciation, which can be linked to the company appreciation. However, one should bear in mind that one job is not the other, and that this conclusion should be taken with caution. Furthermore, this study found no evidence in self-assessed language competence in English to be a predictor for the evaluation of the text's attractiveness, intelligibility, and attitudes towards working in the job or the interest in working for the company.

Interestingly, participants of the study showed a significantly higher average for their self-assessed competence in English in the completely English ($M= 5.10$, 1= very low, 7 = very high) version compared to the Turkish version of job ad ($M=3.90$, 1= very low, 7 = very high). MacIntyre, Noels and Clément (1997) suggest that self-rated competence ratings may cause bias, as people tend to underestimate or over qualify themselves in a second language's proficiency. Earlier research on the proficiency of Turks in English was marked as 'very low proficiency' (EPI, 2016). This study found that the competence of the Turkish participants was sufficient to good. This might imply that (1) the participants of the current study do not represent the Turkish population or (2) the participants overqualified their competence in English.

Finally, this study gave insight to the use of English predicts the attitudes towards the international nature of the company and the expectancy of the use of English in the company and the job. This means that the more English in used in a job ad, the more positive the attitudes are regarding these two aspects. A possible explanation for the relation between the use of English and the international nature and the expectancy of the use of English is that English is most often used to communicate with people from different countries.

b

This study was limited in several ways. Firstly, the completely English version and Turkish version of job ad were distributed on paper in two different universities whereas the partly English version was distributed via an online questionnaire tool, with participants from different

universities. In Turkey there are entry requirements for universities (e.g. the higher the scores in national tests the higher the chance to go to more prestigious university), way of teaching and differences in the medium language. This might have led to differences in attitudes towards job offered, and expectancy of using English in the company/job, as there are differences in the education system, and therefore not a homogenous group. It is suggested to keep these differences in consideration for future studies. One could for example further investigate the effect of the use of English among private vs. public university students.

Secondly, this study did not take the major of the participants into consideration. It might be interesting to further investigate the effect of English in job ad for with a fit for participant's majors, for example IT developer for IT students. In addition, the participants' age ranged between 18 and 50. Some of the participants in the Turkish and completely English versions were teachers at the universities. For further studies one could look further into the effects of the use of English on different groups in society e.g. high school drop outs from various regions, different regions (Western cities such as Istanbul vs. Eastern cities such as Diyerbakir) and differences in gender. Thirdly, the participants evaluated the partly English version less natural compared to the other versions. Earlier research used only 11 English words in a partly English version, whereas the current study chose for an English job title and one section, namely the job descriptions, to be in English. In the future, a different way of approaching a partly English version should be considered. It should also be taken in to consideration what the attitudes of Turks are regarding European or English speaking countries as this study failed to take into consideration a factor such as nationalism, which might be of influence for the attitudes towards non-Turkish companies or the use of English in job ads by Turkish companies. Fourthly, self-rated language competence showed different results for the English proficiency compared to earlier research. One could consider a different approach to measure language competence of the participants e.g. comprehensibility by paraphrasing terms (see van Meurs, 2004). Lastly, future research could focus on the geographical differences in Turkey, lower leveled jobs versus higher leveled jobs and measure the effect of local company names vs. international company names.

4.2.3. Contributions of the current study and implications

This research has several practical applications. Firstly, findings of this study point out that using English in job ads predicts the attitude towards the international nature of the company and the expectancy of the use of English in the company and the job. The use of English in job advertising in Turkey might therefore be used to indicate that the corporate language is English, for example when (1) recruiting a Turkish person in Turkey for a job abroad, (2) recruiting non-Turkish people in Turkey or (3) as a multinational company recruiting Turkish employees.

Secondly, the choice of language (completely English – Turkish) in job advertisement did not affect various aspects such as: participants' evaluation of the text (attractiveness-intelligibility), attitude towards the international nature of the company, attitude towards the job offered the attitude towards the working in the position offered or the intentions to work for the company. The overall outcome of this study rejects previous claims on the use of English in job advertisement. For example, the positive effect of the use of English in job ads to create a more challenging and appealing jobs (Larson, 1991; Seitz, 2008) and that senders of the job ads choose English to exploit a signal to filter out unsuitable applicants (Hilgendorf; Hilgendorf & Martin; Watts, as cited in van Meurs, 2010, p.75) as the use of English in job ads did not affect the intention to apply. In addition, this study rejected the suggestion by Luna and Peracchio (2005) that the use of English might evoke to different attitudes versus the native language.

Thirdly, partly English job advertisements are not effective in Turkey, at least not manipulated as in the current study. The partly English version was overall rated more negatively compared to the other two versions. Recruiters are suggested to use completely English job ads or Turkish job ads.
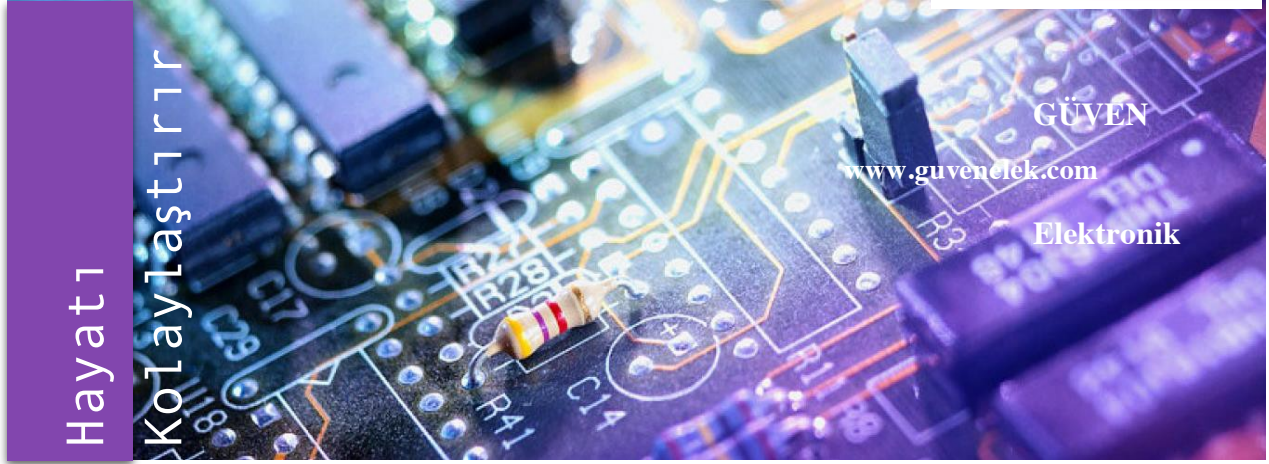
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Appendix 1: Version of job ad (stimuli and questions)

1. Turkish

Hayatı Kolaylaştırır

GÜVEN

www.guvenelek.com

Elektronik

SATIŞ KOORDİNATÖRÜ

(ref:kIST-SM)

Hakkımızda

Güven Elektronik olarak faaliyetlerimize kuruluş yılımız 1984'te başladık. Erkoç Holding bünyesine katıldığımız 1994 yılından beri ise üretim gücümüzü, ihracatımızı ve sahip olduğumuz pazar payını katlayarak artırmayı sürdürüyoruz.

Türkiye'nin dayanıklı tüketim malları sektöründeki teknoloji devi olarak, faaliyetlerimizi müşterilerimize en kaliteli olanı ulaşabilir kılma ve faaliyet gösterdiğimiz sektörlerde lider olma misyonuyla sürdürüyoruz.

Genel Nitelikler

· Satış ve Pazarlama ile ilgili meslek yüksek okulu, üniversite veya yüksek lisans derecesi

· Tercihen elektronik sektöründe deneyim sahibi

· Satış süreçlerinin yönetilmesi konularında uzman

· İleri konuşma, yazma ve sunuş becerilerine sahip

· Erkek adayların askerlik görevini tamamlamış

· Olumlu bir kişiliğe sahip olmak

· Güven Elektronik misyon, vizyon ve değerleriyle kendini özdeşleştirebilecek

İş tanımı

- · Aday satış hedeflerine ulaşabilmek için satış çemberini tüm yönleriyle yönetebilmeli
- · Satış süreçlerinin koordine edilmesi
- · Satış görüşmelerinin yapılması ve sonuçlandırılması
- · Satış bölgelerinde belirlenen aylık, dönemlik ve yıllık satış hedeflerinin tutturulması
- · Satış hedeflerine ulaşmak için satış sürecinin düzenlenmesi, geliştirilmesi ve periyodik pazar araştırmalarının yapılması
- · Tüm satış tahminlerinin ve aktivitelerin bulunacağı yönetim raporlarının zamanında hazırlanması ve sunulması
- · Yeni kurumsal müşteriler bularak onlarla iletişime geçilmesi ve ürünlerin ve hizmetlerin tanıtılması
- · Pozisyon Tipi: Sürekli / Tam zamanlı

Iletisim

Daha fazla bilgi için bize aşağıdaki iletişim kanallarımızdan ulaşabilirsiniz:
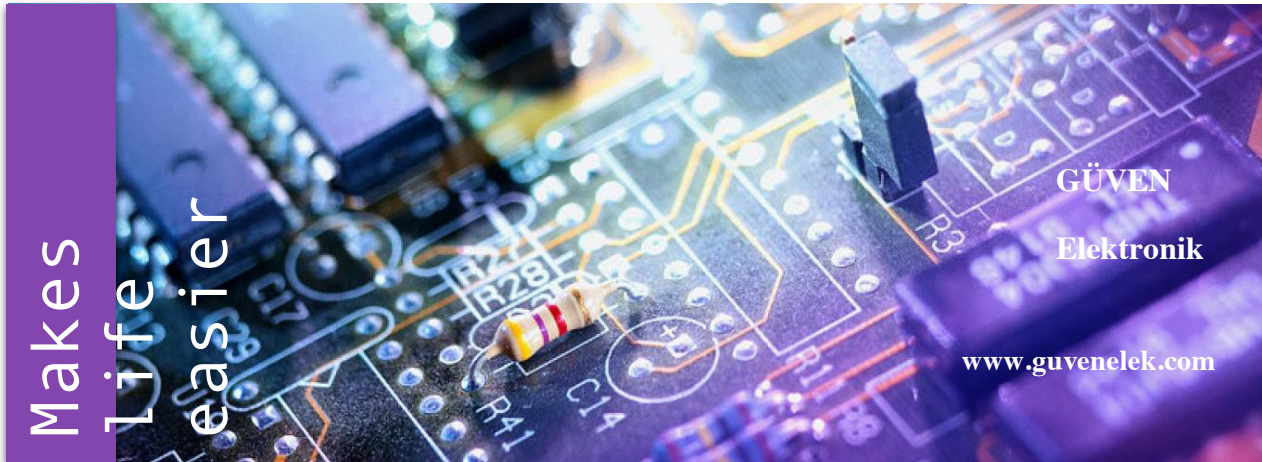
T: 0090 66 55 123

E: guvenelektronik@mail.com.tr

Şehir: Istanbul/Ankara

İlan Tarihi: 26.04.2016

2. English

GÜVEN

Elektronik

www.guvenelek.com

Makes Life easier

SALES COORDINATOR (ref:kIST-SM)

About us

Güven Elektronik was founded and started operation in 1984. The company joined the Erkoç Group in 1994, and since then it has continuously been increasing its production capacity, export activity, and market share. As the technology giant of Turkey in the durable consumer goods sector, we carry out our activities with a mission of making the highest quality accessible to our customers and being a leader in the sector we operate in.

General qualifications

- An intermediate vocational education, Bachelor or a Master degree in Sales and
- Marketing related fields
- Experience in the electronics sector preferred
- Expertise in managing the sales processes
- Advanced speaking, writing and presentation skills
- Male candidates should have completed military service
- A positive attitude
- Ability to identify with the mission, vision and values of Güven Elektronik

Job description

- To achieve the sales targets, the applicant must be able
  to manage all aspects of the sales cycle

- Coordination of sales processes

- Conducting and completing sales meetings

- Achieving the monthly, quarterly and annual sales
  targets in identified sales areas

- Regulation of the sales processes to achieve sales targets,
  developing and conducting periodic market studies

- Preparing and presenting management reports that
  contain all sales forecasts and activities

- Identifying and making contact with new corporate customers
  and introducing them to our product / services range

- Position: Full-time

Contact

For more information, you can reach us at the following telephone number or email:
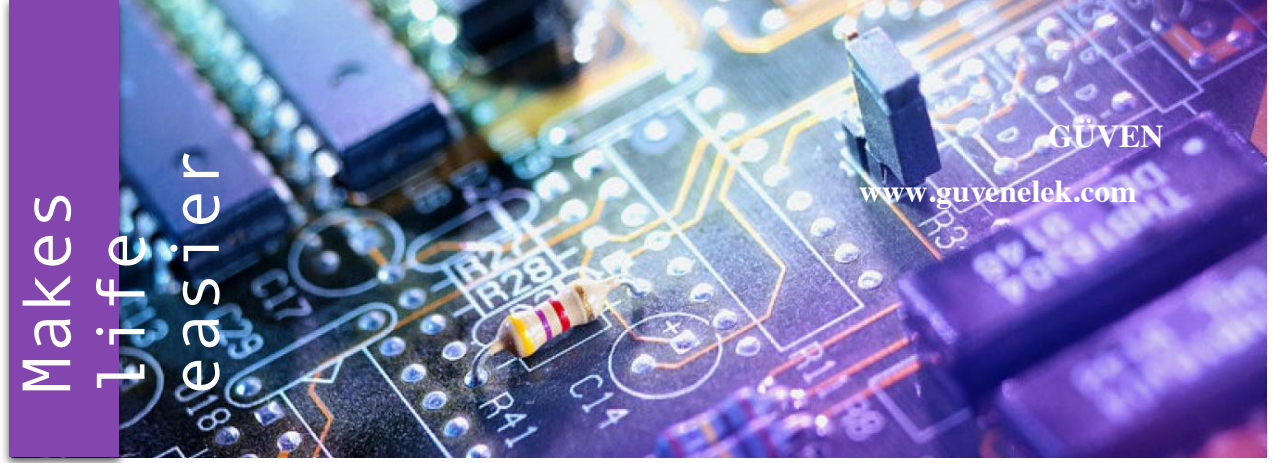
T: 0090 66 55 123

E: guvenelektronik@mail.com.tr

City: Istanbul/Ankara

Date of advertisement: 26.04.2016

3. Partly English

Makes life easier

GÜVEN
www.guvenelek.com

SALES COORDINATOR

(ref:kIST-SM)

Hakkımızda

Güven Elektronik olarak faaliyetlerimize kuruluş yılımız 1984'te başladık. Erkoç Holding bünyesine katıldığımız 1994 yılından beri ise üretim gücümüzü, ihracatımızı ve sahip olduğumuz pazar payını katlayarak artırmayı sürdürüyoruz.

Türkiye'nin dayanıklı tüketim malları sektöründeki teknoloji devi olarak, faaliyetlerimizi müşterilerimize en kaliteli olanı ulaşabilir kılma ve faaliyet gösterdiğimiz sektörlerde lider olma misyonuyla sürdürüyoruz.

Genel Nitelikler

- Satış ve Pazarlama ile ilgili meslek yüksek okulu, üniversite veya yüksek lisans derecesi
- Tercihen elektronik sektöründe deneyim sahibi
- Satış süreçlerinin yönetilmesi konularında uzman
- İleri konuşma, yazma ve sunuş becerilerine sahip
- Erkek adayların askerlik görevini tamamlamış
- Olumlu bir kişiliğe sahip olmak
- Güven Elektronik misyon, vizyon ve değerleriyle kendini özdeşleştirebilecek

Job description

- To achieve the sales targets, the applicant must be able to manage all
   aspects of the sales cycle
- Coordination of sales processes

- Conducting and completing sales meetings
- Achieving the monthly, quarterly and annual sales targets in identified sales areas
- Regulation of the sales processes to achieve sales targets, developing and conducting periodic market studies
- Preparing and presenting management reports that contain all sales forecasts and activities
- Identifying and making contact with new corporate customers and introducing them to our product / services range
- Position: Full-time

Iletisim

Daha fazla bilgi için bize aşağıdaki iletişim kanallarımızdan ulaşabilirsiniz:

T: 0090 66 55 123

E: guvenelektronik@mail.com.tr

Şehir: Istanbul/Ankara

İlan Tarihi: 2017 July

4. Questions

This job ad is:

Easy
  totally disagree O O O O O O O totally agree
Interesting
  totally disagree O O O O O O O totally agree
Confusing
  totally disagree O O O O O O O totally agree
Hard to understand
  totally disagree O O O O O O O totally agree
Appealing
  totally disagree O O O O O O O totally agree
Boring
  totally disagree O O O O O O O totally agree

The position of sales coordinator is:

Not interesting	O	O	O	O	O	O	O	Interesting
Not important	O	O	O	O	O	O	O	important
Not well paid	O	O	O	O	O	O	O	well paid
Satisfying	O	O	O	O	O	O	O	not satisfying
indicates growth possibilities	O	O	O	O	O	O	O	indicates no growth possibilities

This job ad is natural
  totally disagree O O O O O O O totally agree

This job:
Brings a lot of responsibilities
  totally disagree O O O O O O O totally agree
Is monotone
  totally disagree O O O O O O O totally agree
Low levelled
  totally disagree O O O O O O O totally agree
Interesting
  totally disagree O O O O O O O totally agree
Important
  totally disagree O O O O O O O totally agree
Nice
  totally disagree O O O O O O O totally agree

This job salary estimation is:
O 500-1000 TL
O 1500-2000 TL
O 2000-2500 TL
O > 2500 TL

I would like to know the possibilities of working for a company like Guven Elektronik
    totally disagree   O O O O O O O   totally agree

I will apply for this job
    totally disagree   O O O O O O O   totally agree

I would like to work for Guven Elektonik
    totally disagree   O O O O O O O   totally agree

I think Guven Elektronik has an international point of view
    totally disagree   O O O O O O O   totally agree

I think Guven Elektronik has a lot of international contacts
    totally disagree   O O O O O O O   totally agree

I think Guven Elektronik is active in many countries
    totally disagree   O O O O O O O   totally agree

I think I have to use English frequently during this job
    totally disagree   O O O O O O O   totally agree

I think I have to use Turkish most often during this job
    totally disagree   O O O O O O O   totally agree

I think I have to use English most often during this job
    totally disagree   O O O O O O O   totally agree

Age:

Gender

  O Female
  O Male

Nationality

What is your mother tongue   O Turkish   O Other
Is English your second language   O Yes   O No
Is English your first foreign language O Yes   O No
Are you a student   O Yes   O No

I have experience in working or studying abroad OYes   ONo

Is there a fit between your educational background and this vacancy
    totally disagree   O O O O O O O   totally agree

What is your highest education

O	Anaokul	Primary code 1
O	İlköğretim	Primary code 1
O	Ortaöğretim (Lise)	Secondary code 2
O	Meslek Yüksekokulu (Ön Lisans)	Tertiar code 3
O	Lisans	Tertiar code 3
O	Yüksek Lisans veya daha ilerisi	tertiar code 3

Indicate the level of your language skills (1=very low, 7=very high)

	Speaking		*Listening*
English	1 2 3 4 5 6 7		1 2 3 4 5 6 7
Turkish	1 2 3 4 5 6 7		1 2 3 4 5 6 7

	Reading		*Writing*
English	1 2 3 4 5 6 7		1 2 3 4 5 6 7
Turkish	1 2 3 4 5 6 7		1 2 3 4 5 6 7

I have an international point of view
     totally disagree   O O O O O O O   totally agree

I would like to work abroad
     totally disagree   O O O O O O O   totally agree

I would like to work for an internationally oriented company
     totally disagree   O O O O O O O   totally agree