



**Radboud Universiteit Nijmegen**

**MA Thesis**

English as a Signal of Internationality in Job Advertisements in the Netherlands

Completed by:

Sanne Handels

s4608321

[s.handels@student.ru.nl](mailto:s.handels@student.ru.nl)

MA International Business Communication

Faculty of Arts

Radboud University Nijmegen

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Supervisor:

Dr. A.P.J.V. van Hooft

Assessor:

Dr. B.C. Planken

## Abstract

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The present study aims to offer insight into the effect of the use of English as a signal of internationality in job advertisements for global and local organizations on potential applicants in a non-native English speaking context. Simultaneously, the present study aims to offer further insight into the effect of the use of English in job advertisements on the attitude toward the organization, the attitude toward the advertised position, and the application intention of non-native English speaking potential applicants. Even though, previous research has been conducted on the use of English in job advertisements in non-native English speaking contexts, to the author's knowledge, no previous experimental research has been performed on the potential effect of the use of English in job advertisements for global and local organizations as a signal of internationality. Therefore, an online experiment with 127 Dutch participants was performed, in which these participants evaluated a job advertisement written in English or in Dutch for an organization operating on either a global or a local scale. After completing the experiment, participants were asked to fill in an online questionnaire. The results showed that the use of English in job advertisements in the Netherlands positively affects the perceived internationality of the participants, as an all English job advertisement signals higher levels of internationality, compared to an all Dutch job advertisement. In line with previous research, it was found that the use of English in job advertisements does not affect the attitude toward the organization, the attitude toward the advertised position, or the application intention of the Dutch participants. The present study, thus, supports previous findings within the field of job advertisement research, whilst simultaneously providing new empirical findings on the use of English in job advertisements as a signal of internationality on Dutch participants.

**Key words:** Signaling theory; job advertisements; language; organization type; perceived internationality; attitude toward the organization; attitude toward the advertised position; application intention

## Introduction

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Due to the rise of globalization, the English language currently functions as the official *lingua franca* in international business communication (Breiteneder, 2009). Via corpus analyses, researchers like Van Meurs (2010) and Zenner et al. (2015) have investigated the use of English in job advertisements in the Netherlands. These researchers have established that job advertisements completely in English and job advertisements containing English words and phrases are increasingly present in Dutch newspapers, job advertisements magazines, and on Dutch job advertisement websites.

In previous literature, it has been argued that there are various reasons for the use of English in job advertisements for organizations operating in non-native English speaking contexts. It has been suggested that the use of English in job advertisements might enhance organizational image, might serve as an indicator for characteristics of the organization and the advertised position not specifically mentioned in the job advertisement, or might serve as a selection tool in the recruitment process of potential applicants (Celani & Singh, 2009; Larson, 1990; Van Meurs, 2010). The use of English in job advertisements could be considered a necessity for organizations operating on a global scale. Due to their international nature, global organizations are inclined to recruit applicants from diverse linguistic and cultural backgrounds (Phillips et al., 2014). Therefore, these organizations are likely to communicate their vacancies to a global audience in English. The use of English in job advertisements might not be considered a necessity for organizations operating on a local scale. These organizations might be less inclined to recruit globally and are, therefore, less likely to communicate their vacancies in English.

Signaling theory (Spence, 1972) might be explained as a theory arguing that individuals who find themselves in uncertain situations, form assumptions solely based on cues from any information that is available to them. A job advertisement might be considered as one of the first sources of information, potential applicants receive about a hiring organization and the advertised position. Signaling theory (Spence, 1972) could, therefore, be used as a guiding theoretical framework to further explore the increasing use of English in job advertisements in non-native English speaking contexts. In previous literature, it has, namely, been suggested that the use of English in job advertisements might have a signaling effect on potential applicants, as it has been implied that the use of English in job advertisements could possibly serve as a signal of internationality (Van Meurs, 2010).

However, it remains unclear whether the use of English as a signal of internationality in job advertisements for global and local organizations is actually perceived by potential applicants in a non-native English speaking context. The main aim of the present study is, therefore, to investigate to what extent the use of English, compared to the use of Dutch, in job advertisements for global and local organizations serves as a signal of internationality on potential applicants in a non-native English speaking context?

## Literature Review

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### *The potential signaling effect of language choice on perceived internationality in job advertisements for global and local organizations*

In the beginning stages of the recruitment process both organizations and applicants tend to feel uncertain about the qualities and capabilities of the other party (Spence, 1972). This feeling of uncertainty is mainly caused by a limited amount of information about the other party. Signaling theory (Spence, 1972) argues that when people do not have access to complete information, they draw conclusions solely based on data that is available to them (Gregory et al., 2013). Signaling theory is, thus, mainly concerned with decreasing information asymmetry and reducing uncertainties between two parties. Therefore, signaling theory has previously been linked to the recruitment process (Spence, 2002). Potential applicants are often not fully acquainted with an organization, and, therefore, recruitment materials such as job advertisements, might serve as a main source of information about the organization (Gregory et al., 2013). Job advertisements could be regarded as one of the first forms of introduction between potential applicants, an organization, and the advertised position. Job advertisements, thus, provide the first opportunity for an organization to communicate its characteristics, whilst simultaneously inviting the applicants to interpret these organizational characteristics. Via these interpretations, applicants might be able to determine whether there is a fit between their professional desires and the offers of an organization (Chapman, 2005).

It is thus of importance for organizations to be conscious of the signals they communicate through job advertisements, as elements of job advertisements that might not seem to directly relate to the advertised position, could potentially have a signaling effect on potential applicants (Gregory et al., 2013; Suazo et al., 2009). Therefore, it might be argued that language choice in job advertisements could potentially serve as such a signal (Van Meurs, 2010). Applicants might be considered a linguistically diverse group of individuals, and it has been argued that non-native speakers interpret a foreign language, such as English, in a different manner, compared to the native language (Hornikx & Van Meurs, 2019). It has been argued that the English language has meaning and significance, irrespective of the countries in which it is being used (Kelly-Holmes, 2000). Compared to the native language, the English language is considered distinct and, therefore, might attract more attention (Hornikx & Mulder, 2015). Therefore, it could be argued that the English language could be perceived differently by potential applicants from non-native speaking contexts, as it could be

implied that job advertisements in a foreign language such as English might evoke different associations, compared to the native language (Thoma, 2013). It could, thus, be implied that not all signals conveyed through language have a similar effect on potential applicants (Connelly et al., 2011). The present study aims to conduct experimental research on the signaling theory (Spence, 1972) in relation to language choice in job advertisements, as to the author's knowledge, this specific topic has not been previously researched.

In earlier conducted research, it has been argued that the use of English in job advertisements in non-native English speaking contexts, might serve as a signal of internationality on potential applicants, as it has been suggested that the English language evokes more international associations (Hornikx & Van Meurs, 2019; Van Meurs, 2010). Experimental research on this topic is scarce. However, a rare example of research including language choice and perceived internationality is the study by Van Meurs, Korzilius, Planken, & Fairley (2007). These researchers investigated the effect of the use of English, compared to the use of Dutch in job titles on Dutch participants in terms of job title associations, attitude toward the job title, and job title evaluation. The results showed that even though job titles in English were evaluated less positively, compared to job titles in Dutch, the majority of job titles in English were perceived to be more international among the Dutch participants. The results might suggest that the use of English in job titles is not necessarily appreciated, but could have a positive effect in terms of perceived internationality. Internationality might be explained as the international nature of an organization, such as the number of international contacts and activities, and the extent to which English is required in order to communicate with these contacts or perform these activities (Van Meurs et al., 2007). The results of Van Meurs et al. (2007) might be expected, as they experimentally demonstrate suggestions made in previous literature concerning the English language and its associations with internationality (Bhatia, 1992; De Koning, 1989; Gerritsen et al., 2000).

As Van Meurs et al. (2007) suggest, the amount of information about the organization and the advertised position presented to the participants in English, might explain the results found on job evaluation in terms of perceived internationality. A job advertisement is able to communicate more information about the organization and the advertised position, compared to a job title. Therefore, it might be argued that a job advertisement in English might provide a more detailed overview of the organization and the advertised position, compared to a job title in English. It appears that the amount of information in English provided to the participants, might have affected the value attached to language (Piller, 2001). A limited amount of

information in English, could have led to a higher value connected to language among the participants (Van Meurs et al., 2007). It might be argued that, because the participants were exposed to a limited amount of information in English about the organization and the advertised position, they might have based their perceptions of internationality solely on the language of the job titles. Therefore, the effect of the use of English might have been greater, which could have led to a higher perception of internationality. For the present study it might be argued that processing a text written in a second language could be more cognitively challenging, compared to processing a text written in a first language (Hedgcock & Ferris, 2018). Since there is more textual information to cognitively process, potential applicants might have to invest more time reading job advertisements in English, compared to reading job advertisements in Dutch, which might increase the value attached to language, because participants are more cognitively invested (Cook, 1997). This might, subsequently, result in higher levels of perceived internationality. Therefore, it could possibly be argued that job advertisements in English might signal higher levels of internationality, compared to job advertisements in Dutch. To the author's knowledge, the potential function of the use of English as a signal of internationality in job advertisements has not been previously experimentally researched. Therefore the following hypothesis is proposed:

*H1: An all English job advertisement signals higher levels of internationality compared to an all Dutch job advertisement.*

The suggestion that the use of English might function as a signal of internationality, has caused language choice in advertisements to become a topic of interest for global and local organizations. Experimental research on the role of language choice in job advertisements for global and local organizations is, to the author's knowledge, non-existent to date. However, there has been some experimental research conducted on the role of language choice in product advertisements for global and local organizations. A rare example is the study by Krishna & Ahluwalia (2008), which investigated language choice in product advertising for global and local organizations among Indian bilinguals in terms of advertisement evaluation and language associations. It was found that English functioned as the expected language of choice for global organizations, whilst Hindi functioned as the expected language of choice for local organizations. Krishna & Ahluwalia (2008) were able to reveal asymmetric language effects between global and local organizations, as they demonstrated that choice of language affected the effectiveness of advertisements for global organizations, but not for local organizations. It appeared that for global organizations, the use of Hindi instead of English

caused skepticism toward the advertisements, which reduced the effectiveness of the advertisements. Language choice had no effect on the effectiveness of the advertisements for local organizations.

Krishna & Ahluwalia (2008) did not investigate language choice as a signal of internationality and were, therefore, not able to demonstrate a relation between language choice and perceptions of internationality in product advertisements for global and local organizations. To the author's knowledge, there has, to date, no experimental research been conducted on the extent to which the use of English in job advertisements for global and local organizations in a non-native English speaking context, conveys signals of internationality to potential applicants. Therefore the following research question is proposed:

*RQ1: To what extent does the use of English or Dutch in job advertisements for global or local organizations have an effect on perceived internationality among Dutch potential applicants?*

***The effect of language choice in job advertisements on attitude toward the organization and attitude toward the advertised position***

In previous literature, it has been argued that the use of English in advertisements in non-native contexts signals higher levels of prestige (Friedrich, 2002; Griffin, 1997; Haarmann, 1989; Takashi, 1990), enhances image (Gerritsen et al., 2000; Piller, 2001), symbolizes modernity (Alm, 2003; Kelly-Holmes, 2005; Martin, 2006; Piller, 2003), and adds to attractiveness (De Raaij, 1997). From these theoretical claims it might be suggested that the use of English in advertisements should positively affect attitude. However, experimental findings of Van Meurs, Korzilius & Hermans (2004) and Van Meurs, Korzilius & Den Hollander (2006), do not concur with the theoretical claims made in previous literature.

Van Meurs et al. (2004) examined the effect of the use of English in Dutch job advertisements on Dutch participants in terms of attitude toward the organization and attitude toward the advertised position. The participants evaluated three versions of a job advertisement, namely an English version, a partly English version, and a Dutch version. Results showed no overall effect of the use of English in terms of attitude toward the organization or the advertised position. It appeared that job advertisements in English and job advertisements containing English words and phrases, did not evoke a more positive attitude among the Dutch participants, compared to job advertisements in Dutch. The findings of Van Meurs et al. (2004) are supported by Van Meurs et al. (2006). These researchers also investigated the

effect of the use of English in job advertisements on Dutch participants in terms of attitude toward the organization and attitude toward the advertised position. The experiment showed that the use of English in job advertisements had no overall effect on attitude toward the organization or the advertised position among the Dutch participants. Therefore, it might be argued that the use of English in job advertisements did not lead to a more positive attitude. Renkema et al. (2001) provide a possible explanation for the differing results between the theoretical claims and the experimental findings. These researchers argue that the use of English in job advertisements in Dutch society could be naturalized. The use of English in Dutch society might be considered widespread, mainly through the rise of international modern media. Dutch participants might, therefore, be accustomed to the use of English. An overall effect of the use of English on Dutch participants might, therefore, remain absent. It could, thus, be implied that the signaling effect of the use of English in job advertisements on attitude remains ambiguous.

Research conducted by Van Meurs, Korzilius & Bergevoet (2015) might support this ambiguity. These researchers examined the effect of English words and phrases in Dutch job advertisements among Dutch participants in terms of attitude toward the organization and attitude toward the advertised position. The participants evaluated three job advertisements. Each job advertisement had two versions, a completely Dutch version and a Dutch version containing English words and phrases. It was found that Dutch job advertisements containing English words and phrases were perceived to be more attractive compared to job advertisements in Dutch. These results contradict the research conducted by Van Meurs et al. (2004) and Van Meurs et al. (2006), and suggest that English words and phrases have a positive effect on attitude toward the organization and the advertised position. According to Van Meurs et al. (2015), a possible explanation for the positive effect of English words and phrases might be that the presence of a foreign language such as English leads to elaborate cognitive processing. This explanation is based on affirmative findings on the heightened cognitive activities of participants whilst reading a text written in a second language, compared to reading a text written in a first language (Fraser, 2007; Roberts & Felser, 2011). Therefore, it could be argued that higher cognitive investment, might lead to a positive effect on attitude. Van Meurs et al. (2004), Van Meurs et al. (2006), and Van Meurs et al. (2015) have researched the effect of the use of English in job advertisements on attitude toward the organization and attitude toward the advertised position. However, in their research, these researchers did not differentiate between job advertisements for global and local

organizations. To the author's knowledge, the potential signaling effect of the use of English in job advertisements for global and local organizations, and its effect on the attitude toward the organization and the attitude toward the advertised position of potential applicants has not yet been previously experimentally researched. Therefore, the following research questions are proposed:

*RQ2: To what extent does the use of English or Dutch in job advertisements for global or local organizations have an effect on attitude toward the organization among Dutch potential applicants?*

*RQ3: To what extent does the use of English or Dutch in job advertisements for global or local organizations have an effect on attitude toward the advertised position among Dutch potential applicants?*

### ***The effect of language choice in job advertisements on application intention***

Alongside attitude toward the organization and attitude toward the advertised position, Van Meurs et al. (2015) also included application intention among Dutch participants into their research. In line with their findings on attitude toward the organization and attitude toward the advertised position, job advertisements containing English words and phrases were found to lead to a higher application intention, compared to job advertisements in Dutch among the Dutch participants. According to Van Meurs et al. (2015), in line with the theoretical claim on the use of English and its relation to attractiveness of De Raaij (1997), a possible explanation for this result might be that job advertisements containing English words and phrases were perceived to be more attractive, which could have led to a higher application intention. This way of reasoning is validated by Chapman et al. (2005), who state that if an organization and advertised position in a job advertisement are deemed more attractive, application intention will, subsequently, increase.

In their study on Dutch and French job advertisements published in Belgium, Heynderickx & Dieltjens (2002) observed that the use of English in job advertisement might affect the application intention of potential applicants. Heynderickx & Dieltjens (2002), did not specify whether the observed effect on application intention was positive or negative. However, in line with the explanation of Van Meurs et al. (2015) and the theoretical claim of De Raaij (1997), it might be argued that the use of English in job advertisements appeals to potential applicants. If potential applicants find a job advertisement appealing, it is likely that their application intention might increase (Peereboom, 1991). Therefore, it could be suggested

that the use of English could possibly have a positive effect on application intention. However, in their research, Van Meurs et al. (2015) and Heynderickx & Dieltjens (2002) did not differentiate between job advertisements for global and local organizations. To the author's knowledge, the potential signaling effect of the use of English in job advertisements for global and local organizations, and its effect on the application intention of potential applicants, has not yet been previously experimentally researched. Therefore, the following research question is proposed:

*RQ4: To what extent does the use of English or Dutch in job advertisements for global or local organizations have an effect on application intention among potential Dutch applicants?*

## Method Section

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### *Materials*

This study investigated the effect of the independent variables ‘language’ and ‘organization type’ in job advertisements. The independent variable ‘language’ was operationalized by incorporating a native language (Dutch), and a second language (English) into the texts of the job advertisements. The independent variable ‘organization type’ was operationalized by differentiating between global organizations and local organizations. In order to differentiate between global and local organizations, words indirectly indicating the difference between the two organization types were included into the texts of the job advertisements. For global organizations, words and phrases such as ‘good command of the English language’, ‘constantly evolving global organization’, ‘opportunities to grow’, ‘exceed expectations’, and ‘global environment’ were included in the job advertisements. For local organizations, words and phrases such as ‘familiar face in the neighborhood’, ‘growth and flourishing of local communities’, ‘accessible and personal’, ‘informal’, and ‘down to earth’ were included in the job advertisements.

The original versions of the job advertisements were in Dutch and contained 588 and 434 words. In order to fit the experiment, the job advertisements were manipulated. After the manipulation took place, the job advertisements respectively contained 382 and 370 words. The Dutch versions of the job advertisements were directly translated into English with the help of the authoritative dictionary of the American English language, Merriam-Webster. In order to check the validity of the translated versions of the job advertisements, back translation by an independent translator took place. This resulted in a total of four job advertisements. The first job advertisement was for a position within a global organization, and was written in English. The second job advertisement was for a position within a global organization, and was written in Dutch. The third job advertisement was for a position within a local organization, and was written in English. The fourth job advertisement was for a position within a local organization, and was written in Dutch. Partly based on the study by Van Meurs et al. (2004), the position that was advertised in the four versions of the job advertisement was that of Communications Consultant at a bank, operating on either a global or local scale. The job advertisements were found on the websites of Rabobank and RegioBank. However, the names of the organizations were manipulated into the fictitious

names of ProBank and TopBank, in order to prevent a mere-exposure effect. The four versions of the job advertisements can be found in Appendix I.

### ***Subjects***

128 Dutch participants over the age of 18 completed the experiment. After an evaluation of the obtained data, one participant was removed from the data due to a particularly high age. Therefore, in total, 127 Dutch participants participated in this study.

The mean age of the participants was 29 years old, and ranged between 18 and 62 years old ( $M = 29.63$ ,  $SD = 12.54$ ). A one-way ANOVA showed no difference between the mean age of the participants in the four conditions ( $F(3, 123) = 1.56$ ,  $p = .203$ ). The mean age of the participants did not differ between the global English condition ( $M = 29.74$ ,  $SD = 12.54$ ), the global Dutch condition ( $M = 26.00$ ,  $SD = 10.19$ ), the local English condition ( $M = 32.43$ ,  $SD = 14.68$ ), and the local Dutch condition ( $M = 31.36$ ,  $SD = 14.47$ ).

In total 45 men (35.4%) and 82 women (64.6%) participated in this study. A Chi-square analysis showed no relation between the gender of the participants in the four conditions ( $\chi^2(3) = 1.01$ ,  $p = .799$ ). 14 (40.0%) men and 21 (60.0%) women participated in the global English condition, 11 (30.6%) men and 25 (69.4%) women participated in the global Dutch condition, 11 (39.3%) men and 17 (60.7%) women participated in the local English condition, and 9 (32.1%) men and 19 (67.9%) women participated in the local Dutch condition.

Among the total sample of participants 5.5% indicated MBO as their level of education, 26% indicated HBO as their level of education, and 68.5% indicated WO as their level of education. A Chi-square analysis showed no relation between the education level of the participants in the four conditions ( $\chi^2(6) = 3.61$ ,  $p = .730$ ). In the global English condition 5.7% indicated MBO as their level of education, 34.3% indicated HBO as their level of education, and 60% indicated WO as their level of education. In the global Dutch condition 5.6% indicated MBO as their level of education, 25.0% indicated HBO as their level of education, and 69.4% indicated WO as their level of education. In the local English condition 7.1% indicated MBO as their level of education, 14.3% indicated HBO as their level of education, and 78.6% indicated WO as their level of education. In the local Dutch condition 3.6% indicated MBO as their level of education, 28.6% indicated HBO as their level of education, and 67.9% indicated WO as their level of education.

The level of English proficiency of the participants was measured through self-ratings, based on questions established by Flaitz (1992). The participants were asked how well they spoke the English language, comprehended the English language, read the English language, and wrote the English language. Based on these four self-rating questions, the new variable language proficiency was created. The results of these questions were used as an indication of the general English proficiency of the participants. A one-way analysis of variance showed no relation between the language proficiency of the participants in the four conditions ( $F(3, 123) = 2.33, p = .078$ ). Participants in the global English condition ( $M = 5.91, SD = 0.88$ ), global Dutch condition ( $M = 6.13, SD = 0.76$ ), local English condition ( $M = 5.53, SD = 1.24$ ), and local Dutch condition ( $M = 5.79, SD = 0.80$ ) did not differ from each other in their English language proficiency. Table 1 displays the number of Dutch participants in each of the four experimental conditions.

Table 1. Distribution of the Dutch participants over the four experimental conditions.

Language	Organization type	<i>n</i>
English	Global	35
Dutch	Global	36
English	Local	28
Dutch	Local	28
Total		127

### ***Design***

In order to experimentally research the potential effect of the use of English as a signal of internationality in job advertisements a 2 (language: English versus Dutch) by 2 (organization type: global versus local) between-subjects post-test only design was operationalized. The design was classified as a between-subjects design, because each participant was exposed to only one of the four conditions.

### ***Instrumentation***

The dependent variables in this study were perceived internationality, attitude toward the organization, attitude toward the advertised position, and application intention.

### ***Perceived internationality***

The dependent variable perceived internationality was measured by three items, using a seven-point semantic differential scale. The respondents were asked whether they thought the organization was active on a local level - global level, the language spoken within the organization was English - Dutch, the organization was not international - international. The second item regarding the language spoken within the organization was recoded into Dutch - English. The reliability of perceived internationality comprising of three items was good:  $\alpha = .81$

Based on a questionnaire established by Van Meurs et al. (2004), the dependent variables attitude toward the organization, attitude toward the position, and application intention were operationalized by using seven-point semantic differential scales.

#### *Attitude toward the organization*

Attitude toward the organization was measured by asking the respondents whether they thought the organization was unreliable - reliable, unprofessional - professional, inefficient - efficient, dishonest - honest, old-fashioned - innovative, careless - careful. Respondents were, furthermore, asked to what extent they thought working for the organization was not nice - nice, not positive - positive, unwise - wise, uninteresting - interesting, boring - exciting, ungratifying - gratifying. The reliability of attitude toward the organization comprising of twelve items was good:  $\alpha = .90$

#### *Attitude toward the advertised position*

Attitude toward the advertised position was measured by asking the respondents whether they thought the advertised position held little responsibility - a lot of responsibility, was monotonous - varied, low-level - high-level, uninteresting - interesting, unimportant - important, not nice - nice. The reliability of attitude toward the advertised position comprising of six items was good:  $\alpha = .84$

#### *Application intention*

Application intention was measured by asking the respondents to what extent they would like to know more about the possibilities to work for the organization (I disagree - I agree), that they would send an application to the organization after reading the job advertisement (I disagree - I agree), that they would attend an interview (I disagree - I agree), they would like to work for the organization (I disagree - I agree). The reliability of application intention comprising of four items was good:  $\alpha = .90$

### *Procedure*

This experiment was conducted by means of an online questionnaire. The participants were selected through convenience sampling, and were recruited in April and May 2020. All respondents received a digital link to the online questionnaire. Before commencing the experiment, the participants were thanked for their participation, and were informed about the nature of the study. Furthermore, the participants were asked to sign an online form of informed consent. The online form of informed content stated that the experiment was completely anonymous, and participation was voluntarily and could be stopped at any moment. Furthermore, the online form of informed content stated that participants must be over the age of 18, and that the collected data would be stored confidentially according to Radboud University guidelines. The experiment was completed individually via a digital device. Attendance of the researcher was, therefore, not required. As the experiment commenced, one of the four versions of the job advertisements was shown to the participants. Each participant was, thus, exposed to one randomly assigned version of the job advertisements. The participants were asked to carefully read the job advertisement, in order to properly be able to answer the questions. After having read the job advertisement, the participants were presented with the questionnaire. The questionnaire was in Dutch because of the Anchor Contraction Effect. At the end of the questionnaire, the participants were presented with general questions regarding their age, gender, level of education, and self-rated language proficiency. After having completed the questionnaire, the participants were thanked for their participation in the experiment. The participants were not offered any incentives for participating. The questionnaire can be found in Appendix II.

### *Statistics*

In order to analyze the data, two-way analyses of variance with language (English versus Dutch) and organization type (Global versus Local) as independent variables were performed to analyze the effects on the dependent variables perceived internationality, attitude toward the organization, attitude toward the advertised position, and application intention. If there appeared to be a significant interaction effect, an additional univariate analysis was run prefaced by a split file command. This was done in order to interpret the interaction.

## Results Section

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### *Perceived internationality*

A two-way analysis of variance with language and organization type as factors showed a significant main effect of language on perceived internationality ( $F(1, 123) = 40.80, p < .001, \eta^2 = .249$ ). Organization type was also found to have a significant main effect on perceived internationality ( $F(1, 123) = 179.08, p < .001, \eta^2 = .593$ ). Participants who evaluated the job advertisements in English ( $M = 5.15, SD = 1.48$ ) appeared to have a greater perception of perceived internationality, compared to participants who evaluated the job advertisements in Dutch ( $M = 3.96, SD = 2.10$ ). Subsequently, participants who evaluated the job advertisements for the global organization ( $M = 5.76, SD = 1.15$ ) were shown to have a greater perception of internationality, compared to participants who evaluated the job advertisements for the local organization ( $M = 3.03, SD = 1.56$ ).

These main effects were qualified by a significant interaction between language and organization type ( $F(1, 123) = 15.21, p < .001, \eta^2 = .110$ ). It appeared that there was no difference between the perceived internationality of the participants who read the job advertisement in English and the participants who read the job advertisement in Dutch in the global condition ( $F(1, 69) = 3.59, p = .062, \eta^2 = .049$ ). However, a difference in perceived internationality was found among participants in the local condition ( $F(1, 54) = 45.99, p < .001, \eta^2 = .460$ ). In the local condition, it appeared that English ( $M = 4.08, SD = 1.24$ ) had a higher effect on perceived internationality, compared to Dutch ( $M = 1.98, SD = 1.07$ ). Table 2 shows the means and standard deviations of the perceived internationality of the Dutch participants.

Table 2. Means and standard deviations for perceived internationality.

	English		Dutch	
	M (SD)	<i>n</i>	M (SD)	<i>n</i>
Global	6.01 (1.04)	35	5.51 (1.21)	36
Local	4.08 (1.24)	28	1.98 (1.07)	28
Total	5.15 (1.48)	63	3.96 (2.10)	64

***Attitude toward the organization***

A two-way analysis of variance with language and organization type as factors showed an insignificant main effect of language on attitude toward the organization ( $F(1, 123) < 1$ ). Organization type also had an insignificant main effect on attitude toward the organization ( $F(1, 123) = 3.01, p = .086, \eta^2 = .024$ ). Furthermore, the interaction effect between language and organization type was not statistically significant ( $F(1, 123) < 1$ ). Table 3 shows the means and standard deviations of the attitude toward the organization of the Dutch participants.

Table 3. Means and standard deviations for attitude toward the organization.

	English		Dutch	
	M (SD)	<i>n</i>	M (SD)	<i>n</i>
Global	4.93 (1.20)	35	5.11 (0.82)	36
Local	4.72 (0.79)	28	4.75 (0.76)	28
Total	4.84 (1.03)	63	4.95 (0.81)	64

***Attitude toward the advertised position***

A two-way analysis of variance with language and organization type as factors showed an insignificant main effect of language on attitude toward the advertised position ( $F(1, 123) < 1$ ). Organization type also had an insignificant main effect on attitude toward the advertised position ( $F(1, 123) < 1$ ). The interaction between language and organization type was not statistically significant ( $F(1, 123) = 1.52, p = .221, \eta^2 = .012$ ). Table 4 shows the means and standard deviations of the attitude toward the advertised position of the Dutch participants.

Table 4. Means and standard deviations for attitude toward the advertised position.

	English		Dutch	
	M (SD)	<i>n</i>	M (SD)	<i>n</i>
Global	4.91 (1.18)	35	4.59 (0.68)	36
Local	4.81 (0.80)	28	4.88 (0.80)	28
Total	4.87 (1.02)	63	4.72 (0.74)	64

***Application intention***

A two-way analysis of variance with language and organization type as factors showed an insignificant main effect of language on application intention ( $F(1, 123) = 2.61, p = .108, \eta^2 = .021$ ). However, a significant main effect of organization type on application intention was found ( $F(1, 123) = 4.72, p = .032, \eta^2 = .037$ ). Participants in the global condition appeared to have a higher application intention ( $M = 4.53, SD = 1.40$ ), compared to participants in the local condition ( $M = 3.97, SD = 1.46$ ). The interaction effect between language and organization type was not statistically significant ( $F(1, 123) < 1$ ). Table 5 shows the means and standard deviations of the application intention of the Dutch participants.

Table 5. Means and standard deviations for application intention.

	English		Dutch	
	M (SD)	<i>n</i>	M (SD)	<i>n</i>
Global	4.33 (1.58)	35	4.72 (1.18)	36
Local	3.76 (1.46)	28	4.19 (1.46)	28
Total	4.08 (1.54)	63	4.49 (1.33)	64

## Conclusion and Discussion

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The aim of the present study was to provide insight into the extent to which language (English versus Dutch) and organization type (Global versus Local) in job advertisements in a non-native English speaking context have an effect on perceived internationality, attitude toward the organization, attitude toward the advertised position, and application intention. In the upcoming section, answers to the hypothesis and research questions will be provided.

It appears that language indeed has an effect on perceived internationality among Dutch participants, as the findings of the experiment demonstrate that an all English job advertisement signals higher levels of internationality, compared to an all Dutch job advertisement (H1). This means that, in both the global condition and the local condition, the Dutch participants perceived the job advertisements in English to be more international, compared to the job advertisements in Dutch. This finding concurs with signaling theory (Spence, 1972), as it has now been empirically demonstrated that the Dutch participants were indeed able to draw inferences based on the information that was available to them. This demonstrates that participants were, thus, able to receive signals of internationality through the use of English in job advertisements. The present study, therefore, adds to the theory because in this case, it has been experimentally proven that the participants have drawn conclusions regarding their perceptions of internationality based on the language of the job advertisements, thereby proving that, among Dutch participants, the use of English in job advertisements does, in fact, signal higher levels of internationality, compared to the use of Dutch in job advertisements.

Furthermore, the findings of the experiment demonstrate that, alongside language, it appears that organization type also has an effect on perceived internationality among Dutch participants (RQ1). This is, subsequently, indicated by a relatively large effect size for both variables. It appears that participants who read the job advertisements in the global condition had a greater perception of internationality, compared to participants who read the job advertisements in the local condition. However, it is important to recognize that the signaling effect of the use of English differs between the global condition and the local condition. It appears that in the global condition, participants expect the use of English in job advertisements due to the international nature of the organization. In the local condition, this is not the case. It might be stated that in the local condition, the use of English in job advertisements is less expected, and participants who read the job advertisement in English,

therefore, had a higher perception of internationality, compared to participants who read the job advertisement in Dutch. This finding of the present study concurs with findings of Krishna & Ahluwalia (2008), as these researchers were also able to determine an asymmetric language effect between global and local organizations. The present study, thus, again demonstrates that there is a difference between global and local organizations in terms of the effectiveness of the use of English, compared to the use of the local language. However, the present study adds to the theory because the results obtained by Krishna & Ahluwalia (2008) were based on research conducted in the field of product advertisements, whilst the results of present study were based on research conducted in the field of job advertisements.

Overall, the results from the present study on perceived internationality appear to somewhat concur with previous findings. The present study presented the participants with elaborate information about the organization and the advertised position in the form of job advertisements, whilst the study by Van Meurs et al. (2007) presented the participants with limited information about the organization and the advertised position in the form of job titles. Even though Van Meurs et al. (2007) used different materials in their experiment, the results of the present study are similar. Van Meurs et al. (2007) found that English job titles were perceived to be more international, compared to Dutch job titles. Similarly, the present study found that an all English job advertisement signaled higher levels of internationality, compared to an all Dutch job advertisement. Therefore, it might be stated that the findings of the present study add to the theory, because it has now been experimentally demonstrated that, compared to a limited and extended amount of information presented to the participants in Dutch, not only a limited amount of information presented to the participants in English, but also an extended amount of information presented to the participants in English, results in higher levels of perceived internationality. The findings of the present study, furthermore, add to the theory as, to the author's knowledge, the present study is the first study to have experimentally researched the potential effect of the use of English as a signal of internationality in job advertisements in a non-native English speaking context. Therefore, it might be stated that the present study is the first study to present empirical evidence on the topic of the use of English in job advertisements as a signal of internationality.

The findings from the experiment show that neither language or organization type have an effect on the attitude of Dutch participants toward the organization (RQ2). This means that the attitude of the Dutch participants toward the organization is not affected by the language a job advertisement is written in, or through the type of organization a job

advertisement is written for. In line with this, the findings from the experiment also imply that neither language or organization type have an effect on the attitude of Dutch participants toward the advertised position (RQ3). This means that the attitude of the Dutch participants toward the advertised position is not affected by the language a job advertisement is written in, or through the type of organization a job advertisement is written for.

Overall, the results from the present study concur with previous findings on attitude toward the organization and attitude toward the advertised position. In line with research conducted by Van Meurs et al. (2004) and Van Meurs et al. (2006), the present study was not able to determine an effect of the use of English in job advertisements on attitude toward the organization, or the advertised position. These results were not entirely unexpected, because as Renkema et al. (2001) have argued, the use of a second language such as English might be naturalized in Dutch society. Dutch participants, therefore, might find the use of English within Dutch society to be normal, which could have led to the non-existent effect of the use of English in job advertisements on attitude toward the organization and attitude toward the advertised position. However, the present study is able to add to the theory as a differentiation is being made between global and local organizations, which is something that has, to the author's knowledge, not been previously investigated within the field of job advertisement research.

Subsequently, it is important to note that the present study does not concur with research on attitude toward the organization or attitude toward the advertised position conducted by Van Meurs et al. (2015), as these researchers did find an effect of the use of English in job advertisements on attitude toward the organization or attitude toward the advertised position. What could have caused the different results between the two studies might have been the fact that the present study compared job advertisements that were completely in English to job advertisements that were completely in Dutch, whilst Van Meurs et al. (2015) compared job advertisements that were completely in Dutch to job advertisements that were partly in Dutch but contained English words and phrases. A plausible explanation for these differing results might, therefore, be that the combination of the Dutch and English language within one text could have led to a higher awareness of the use of English among the Dutch participants, which could, subsequently, have caused the positive effect on their attitude toward the organization and their attitude toward the advertised position. Therefore, it might be stated that the absence of a partly Dutch job advertisement containing English words and

phrases in the present study, could possibly explain the lack of results on attitude toward the organization and attitude toward the advertised position among the participants.

The findings from the experiment illustrate different effects of language and organization type on application intention (RQ4). It was found that language in job advertisements does not have an effect on the application intention of Dutch participants. This means that the application intention of the participants was not affected by whether they read a job advertisement in English, or whether they read a job advertisement in Dutch. However, it was demonstrated that organization type does have an effect on the application intention of the participants. It appears to be the case that participants who read the job advertisements in the global condition, had a higher intention to apply for the advertised job, compared to the participants who read the job advertisements in the local condition. These results, thus, indicate that, even though language is not of influence, global organizations generate a higher application intention among Dutch participants, compared to local organizations.

Overall, the results from the present study on application intention are not completely in line with previous findings. Unlike the research conducted by Van Meurs et al. (2015), the present study was unable to determine a positive effect of the use of English on application intention. A plausible explanation for this result might be that, even though, it has been theoretically claimed by De Raaij (1997) that the use of English in non-native speaking contexts is perceived to be more attractive, experimental findings prove differently. Therefore, it might be the case that Dutch participants actually do not perceive the use of English in job advertisements as more attractive, compared to the use of Dutch and, thus, do not have an increased application intention. According to Van Meurs (2010), it might be argued that because the participants did not evaluate the use of English as attractive, this could have resulted in a lack of fit between the participants and the organization and position advertised in the job advertisement, which might have resulted in a lower intention to apply. The present study could, therefore, also shed light on the study by Heynderickx & Dieltjens (2002), who, in their research, did not include the nature of the effect they established. Since the theoretically suggested positive effect of the use of English in job advertisements on attractiveness is now experimentally disproved, it might be reasonable to argue that the effect Heynderickx & Dieltjens (2002) found, is more likely to be negative than positive.

It is, however, noteworthy to mention that the present study did find an effect of organization type on application intention, as it appears that the participants in the global condition had a higher intention to apply, compared to the participants in the local condition.

This finding concurs with research conducted by Chapman et al. (2005), who state that if an organization and advertised position are perceived to be more attractive, participants experience a fit between their desires and the offers of the recruiting organization, which could lead to an increase in application intention. Therefore, it might be argued that the participants evaluated the global organization as more attractive, compared to the local organization which, subsequently, could have led to a higher intention to apply.

### ***Limitations***

The present study is connected to certain limitations which have to be taken into consideration. The first limitation concerns the fact that the present study only compared two job advertisements. A possible consequence of this might have been that the results of this study could have been more generalizable, if a larger number of job advertisements were incorporated into the research. The second limitation is somewhat in line with the previous limitation and regards the fact that the present study only compared job advertisements, advertising for organizations and positions within the financial sector. It might have been the case that the financial sector did not necessarily evoke positive associations among the participants, as this sector is often negatively presented in the news. A possible consequence of this might have been that the results of the present study could have been affected by the associations that might have been evoked among the participants regarding the financial sector. The third limitation considers the fact that the job advertisements used in the present study, did not mention any secondary conditions such as pay and days off. A possible consequence of this might have been that the results of the present study might have been affected due to this lack of information. The final limitation refers to the fact that the participants participated in the experiment individually, and via a digital device. Attendance of the researcher was, therefore, not required. This means, however, that it was not possible for the researcher to check whether the participants actually, as was instructed at the beginning of the experiment, carefully read the job advertisements. A possible consequence of this might have been that some participants may not have carefully read the job advertisements, which could have affected their ability to answer the questions properly. This, subsequently, might have affected the results of the present study.

### ***Future research***

Future research could, first of all, focus on including a larger number of job advertisements into the research in order to increase the validity of the results. In line with this, it might also

be interesting to include job advertisements for organizations from different sectors into the research, in order to investigate whether the sector the organizations belong to might have an effect on the evaluations of the participants. Subsequently, future research could include secondary conditions into the job advertisements, in order to investigate whether this kind of information might affect the evaluations of the participants. Furthermore, future research could focus on comparing job advertisements to job titles. Since a job advertisement contains more text, compared to a job title, it could be interesting to investigate what results will be established when both job advertisements and job titles are compared within the same study. Subsequently, future research could focus on comparing job advertisements from different platforms, such as newspapers, job advertisement magazines and job advertisement websites. It could be interesting to further investigate whether the platform a job advertisement is advertised on, has an influence on the participants. Finally, in future research, response time might be included, in order to measure the time participants actually spend on reading the job advertisements. It could, then, be researched whether respondents spend more time reading job advertisements in English, compared to reading job advertisements in Dutch. Subsequently, it could possibly be argued that a higher response time could lead to a higher perception of internationality among participants. By including the element of response time into future research, the potential effect of language on response time, and its possible relation to perceived internationality could be experimentally investigated.

To conclude, it might be stated that the present study also has practical relevance. Job advertisements are an important tool in the recruitment of the most suitable potential applicants. From the present study, it might be concluded that if an organization operating in the Netherlands, for example, wants to portray a more international image, it is recommendable for that organization to publish their job advertisements in English. This claim might be made because the present study has presented empirical evidence proving that an all English job advertisements signals higher levels of internationality, compared to an all Dutch job advertisement. Furthermore, the present study has empirically demonstrated that global organizations are perceived to be more international, compared to local organizations. Important to note, however, is that the effect of language between global and local organizations is asymmetrical. This means that the use of English in job advertisements has a higher effect on local organizations, compared to global organizations. This is not surprising as the use of English is less expected for local organizations, than it is for global organizations. It could be argued that, in comparison to global organizations, the use of

English in job advertisements for local organizations stands out more. Therefore, it might be stated that if local organizations operating in the Netherlands want to portray a more international image, it is of utmost importance for them to use English in their job advertisements, instead of Dutch.

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## Appendix I

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### *1. Global English*

Communications Consultant ProBank

Imagine yourself taking the lead in the clear communication of strategic topics, and contributing to the global positioning of ProBank together with your team. Furthermore, you will be actively working in the field of external job-market communication. You will do this in a team consisting of six enthusiastic and professional marketing-communication colleagues, and in close collaboration with underlying management teams.

At ProBank, we work cooperatively. You will be inspiring colleagues to actively engage with communication issues, in which you will consult and coach them. You will receive your own field of work, but you will also take care of assignments for other departments together with your colleagues.

Make an impact with your talents

That you are a driven team player with a fresh outlook on communication, is a given fact. Furthermore, you are customer-oriented, and not afraid to take your responsibility. Besides, you recognize yourself in the following profile:

- You have at least 5 years of relevant professional experience, and your command of the English language is excellent;
- You are able to think in an independent and proactive manner, and are able to consult about complex and strategic communication issues. Furthermore, you are able to transform complex subjects into comprehensible texts;
- You are a skilled conversation partner of management level, and you have affinity with internal communication, marketing communication, and external communication;
- You are able to turn advice into definite communication tools;
- You are used to working in a dynamic and constantly evolving global organization, and are aware of the latest developments in social media.

At ProBank

You probably already knew that ProBank is a financial service provider for 7.1 million customers in 40 countries across the globe. Do you also know that together we are working for a better world? ProBank, for example, helps people in financial trouble to order their

administration. Furthermore, we support around 1250 organizations worldwide in the sports- and cultural sectors, and help refugees find a fitting job.

Do you want this?

Do you want to become the best version of yourself? We are willing to help you achieve this by focusing on your development and invest into a global environment in which you will always continue to learn. We offer you the space you need to innovate and do business. We offer you plenty of opportunities to grow, and help you exceed your expectations to do the right thing in an excellent manner, in order for you to grow as a professional.

## 2. *Global Dutch*

### Communicatieadviseur ProBank

Stel je eens voor dat jij het voortouw neemt bij het helder communiceren van strategische onderwerpen, en je samen met je team een bijdrage levert aan de globale positionering van ProBank. Daarnaast ga je actief aan de slag met externe (arbeidsmarkt-)communicatie. Dit doe je in een team met zes enthousiaste en professionele marketing-communicatiecollega's, en in nauwe samenwerking met onderliggende managementteams.

Samenwerken is namelijk de manier waarop we werken. Je inspireert collega's zelf actief aan de slag te gaan met communicatievraagstukken, waarin jij hen adviseert en coacht. Je krijgt je eigen aandachtsgebied, maar pakt daarnaast samen met collega's opdrachten op voor andere afdelingen.

### Impact maken met jouw talenten

Dat jij een gedreven teamspeler met een frisse blik op communicatie bent is logisch. Je bent bovendien klantgericht en neemt je verantwoordelijkheid. Daarnaast herken jij je in het volgende profiel:

- Je hebt minimaal vijf jaar relevante werkervaring, en beheerst de Engelse taal zeer goed;
- Je denkt zelfstandig en proactief mee en adviseert over complexe en strategische communicatievraagstukken. Daarnaast ben je in staat om complexe onderwerpen terug te brengen tot begrijpelijke teksten;
- Je bent een volwaardige gesprekspartner op managementniveau, en hebt affiniteit met interne communicatie, marketingcommunicatie en externe communicatie;
- Je kunt advies omzetten in concrete communicatiemiddelen;
- Je bent gewend om te werken in een dynamische en voortdurend veranderende wereldwijd opererende organisatie, en bent goed op de hoogte van nieuwe ontwikkelingen in sociale media.

### Bij ProBank

Dat ProBank een financiële dienstverlener is voor 7,1 miljoen klanten in 40 landen over de hele wereld, wist je vast al. Weet je ook dat we met elkaar werken aan een betere wereld? ProBank helpt bijvoorbeeld mensen in financiële problemen, hun administratie op orde te krijgen. Daarnaast ondersteunt ProBank zo'n 1.250 organisaties wereldwijd in sport en cultuur, en helpen wij vluchtelingen bij het vinden van een goed passende baan.

Wil jij dit ook?

Wil jij de beste versie van jezelf worden? Wij helpen je er graag bij door jouw ontwikkeling centraal te stellen en te investeren in een globale omgeving waarin je blijft leren. We geven je de ruimte om te innoveren en ondernemen. Zo bieden we je volop groeikansen en helpen je verwachtingen te overtreffen om het goede buitengewoon goed te doen, zodat je kan groeien als professional.

### ***3. Local English***

Communications Consultant TopBank

Will you be co-responsible for the improvement of the market position of TopBank out of our social theme 'livability in the neighborhood'? We are looking for an enthusiastic communications consultant.

You will be responsible to firmly establish and clearly communicate our social vision, internally as well as to the market. You will be cooperating closely with senior consultants. Together you will be responsible for the launching, and daily development of the social theme inside and outside our organization. You will be part of a team of 20 professional, involved marketing- and communications specialists at the Branding, Marketing & Communications department,

Your responsibilities include:

- You will care for relevant, effective, and striking communication and an excellent execution of the theme 'livability in the neighborhood', with a convincing role for our local independent consultants. Furthermore, you will ensure that this theme will come to live among colleagues and the local consultants;
- You will be the primary point of contact concerning PR activities and media contacts, and will ensure a proactive PR- and media policy and close collaboration with relevant parties in the market;
- You will maintain relationships with our social partners and will keep a close eye on what is going on at competing firms, partners, and other stakeholders;
- You will contribute to setting up, and adding to market research on the state of livability in local neighborhoods.

About TopBank

For 100 years, TopBank has been a familiar face in the neighborhood. Together with more than 500 local consultants, spread across the country, we make an effort to keep banking in villages and small cities accessible and personal. However, our ambition reaches further. TopBank has set the goal to also contribute to the social growth and flourishing of local communities. This ambition turned into the theme 'livability in the neighborhood'. Hereby we make an effort to create a pleasant and attractive neighborhood to live and do business in. We offer you an interesting, challenging fulltime position at a bank that contributes in a

professional manner to the improvement of the social climate in the region, and the stimulation of local entrepreneurship. RegioBank is large enough to fulfill your personal ambitions, and compact enough to have a visible impact. Our culture is informal, down-to-earth and result-oriented.

#### **4. Local Dutch**

##### Communicatieadviseur TopBank

Word jij medeverantwoordelijk voor de verbetering van de marktpositie van TopBank vanuit ons maatschappelijke thema ‘leefbaarheid in de buurt’? Wij zijn op zoek naar een bevoegen communicatieadviseur.

Jij bent er verantwoordelijk voor dat onze visie op het maatschappelijke thema stevig en in heldere taal intern wordt neergezet en naar de markt wordt gecommuniceerd. Je werkt hierbij nauw samen met senior adviseurs. Samen ben je verantwoordelijk voor de lancering en dagelijkse ontwikkeling van het maatschappelijke thema binnen en buiten ons bedrijf. Je maakt deel uit van een team van 20 professionele, betrokken marketing- en communicatiespecialisten op de afdeling Merk, Marketing & Communicatie.

Jouw werkzaamheden zijn als volgt:

- Je draagt zorg voor relevante, effectieve en spraakmakende communicatie en een excellente executie van het thema leefbaarheid in de buurt, met daarin een overtuigende rol voor onze lokale zelfstandige adviseurs. Je zorgt er ook voor dat dit thema gaat leven onder collega's en de adviseurs;
- Je bent het primaire aanspreekpunt als het gaat om PR activiteiten en mediacontacten, en zorgt voor een proactief PR- en mediabeleid en een nauwe samenwerking met relevante partijen in de markt;
- Je onderhoudt de relatie met onze maatschappelijke partners en je houdt nauwlettend in de gaten wat er bij concurrenten, partners en andere stakeholders speelt;
- Je levert een belangrijke bijdrage aan het opzetten en uitbouwen van het (markt)onderzoek naar de gesteldheid van de leefbaarheid in lokale buurten.

##### Over TopBank

TopBank is al 100 jaar een vertrouwd gezicht in de buurt. Samen met meer dan 500 lokale adviseurs, verspreid over het land, zetten we ons in om bankieren in dorpen en kleine steden toegankelijk en persoonlijk te houden. Maar onze ambitie rijkt verder. TopBank heeft zich als doel gesteld om ook op maatschappelijk vlak een bijdrage te leveren aan de groei en bloei van lokale gemeenschappen. Deze ambitie is vertaald in het thema ‘leefbaarheid in de buurt’.

Waarbij we ons inzetten voor een fijne buurt om te wonen, en een aantrekkelijke buurt om te ondernemen.

Wij bieden je een boeiende, uitdagende fulltime functie bij een bank die op professionele

wijze bijdraagt aan het verbeteren van het leefklimaat in de regio en het stimuleren van lokaal ondernemerschap. TopBank is groot genoeg om jouw persoonlijke ambities waar te maken en compact genoeg om zichtbaar impact te hebben. De cultuur is informeel, down-to-earth en resultaatgericht.

## **Appendix II**

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Beste deelnemer,

U bent uitgenodigd om deel te nemen aan een onderzoek naar het gebruik van Engels in personeelsadvertenties. Dit onderzoek wordt uitgevoerd door Sanne Handels, Master student International Business Communication aan de Radboud Universiteit Nijmegen.

Deelname aan deze studie vereist het invullen van een online vragenlijst. U zult gevraagd worden een personeelsadvertentie te evalueren door middel van het beantwoorden van een aantal vragen. Het invullen van de vragenlijst duurt ongeveer 5 tot 10 minuten.

### **Vertrouwelijkheid**

De data die voor deze studie zal worden verzameld, zal worden gebruikt voor het schrijven van een MA thesis. De data is anoniem en zal veilig worden opgeslagen volgens de richtlijnen van de Radboud Universiteit.

### **Deelname**

Deelname aan deze studie is volledig vrijwillig. Tijdens het invullen van de vragenlijst kunt u uw deelname aan deze studie op elk moment beëindigen. Al uw ingevulde data zal dan permanent worden verwijderd.

### **Informatie**

Mocht u verdere informatie over deze studie willen ontvangen, neem dan contact op met Sanne Handels (e-mail: [s.handels@student.ru.nl](mailto:s.handels@student.ru.nl)) of Dr. Andreu van Hooft (e-mail: [a.vanhooft@let.ru.nl](mailto:a.vanhooft@let.ru.nl)).

### **Toestemming**

Door middel van het klikken op het pijltje rechtsonder in het scherm geeft u aan dat u:

- Bovenstaande informatie heeft gelezen
- Vrijwillig deelneemt aan deze studie
- 18 jaar of ouder bent
- Het eens bent met de voorwaarden

Met vriendelijke groet,

Sanne Handels

***Perceived internationality***

Deze organisatie is actief op

	1	2	3	4	5	6	7	
Lokaal niveau	<input type="radio"/>	Globaal niveau						

De taal gesproken binnen deze organisatie is

	1	2	3	4	5	6	7	
Engels	<input type="radio"/>	Nederlands						

Deze organisatie is

	1	2	3	4	5	6	7	
Niet internationaal	<input type="radio"/>	Internationaal						

***Attitude toward the organization***

Deze organisatie is

	1	2	3	4	5	6	7	
Onbetrouwbaar	<input type="radio"/>	Betrouwbaar						
Onprofessioneel	<input type="radio"/>	Professioneel						
Inefficiënt	<input type="radio"/>	Efficiënt						
Ouderwets	<input type="radio"/>	Innovatief						
Oneerlijk	<input type="radio"/>	Eerlijk						
Onvoorzichtig	<input type="radio"/>	Voorzichtig						

## Werken voor deze organisatie lijkt mij

	1	2	3	4	5	6	7	
Niet leuk	<input type="radio"/>	Leuk						
Een negatieve ervaring	<input type="radio"/>	Een positieve ervaring						
Niet slim	<input type="radio"/>	Slim						
Oninteressant	<input type="radio"/>	Interessant						
Saai	<input type="radio"/>	Enerverend						
Weinig voldoening geven	<input type="radio"/>	Veel voldoening geven						

*Attitude toward the advertised position*

## De geadverteerde functie heeft/is

	1	2	3	4	5	6	7	
Weinig verantwoordelijkheid	<input type="radio"/>	Veel verantwoordelijkheid						
Monotoon	<input type="radio"/>	Gevarieerd						
Van laag niveau	<input type="radio"/>	Van hoog niveau						
Oninteressant	<input type="radio"/>	Interessant						
Onbelangrijk	<input type="radio"/>	Belangrijk						
Niet leuk	<input type="radio"/>	Leuk						

**Application intention**

Ik zou graag meer willen weten over de mogelijkheden om voor deze organisatie te werken

	1	2	3	4	5	6	7	
Oneens	<input type="radio"/>	Eens						

Als ik op sollicitatiegesprek zou worden uitgenodigd door deze organisatie zou ik gehoor geven aan deze uitnodiging

	1	2	3	4	5	6	7	
Oneens	<input type="radio"/>	Eens						

Ik zou graag voor deze organisatie willen werken

	1	2	3	4	5	6	7	
Oneens	<input type="radio"/>	Eens						

**Demographics**

Hoe goed spreekt u de Engelse taal

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	Uitstekend						

Hoe goed begrijpt u de Engelse taal

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	Uitstekend						

Hoe goed bent u in het lezen van de Engelse taal

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	Uitstekend						

Hoe goed bent u in het schrijven van de Engelse taal

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	Uitstekend						

U bent

- Man
- Vrouw
- Zeg ik liever niet

Wat is uw leeftijd?

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Wat is uw opleidingsniveau?

- MBO
- HBO
- WO