CORPUS-ASSISTED STUDY OF SELF-PRESENTATION IN RUSSIAN-LANGUAGE JOB ADVERTISEMENTS

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Abstract: *The purpose of this article is to examine the self-presentation strategy employed in Russian-language job advertisements, in this way revealing cultural values in this type of discursive practice that are used by organizations for self-presentation in the practice of employee recruitment. Applying the methodology of Corpus-Assisted Discourse Studies (CADS) to the corpus of job advertisements automatically compiled from web-based materials via SketchEngine within the framework of the Appraisal Theory and Critical Discourse Analysis (CDA), the authors report the results of the analysis of the data set that reveal the values companies use to construe both the image of self and the applicant for the vacancy offered. Based on the quantitative data retrieved from the corpus, the study analyses lexis used for (self-)representations of the employer and the ideal candidate, identifies semantic categories specific for the genre under study and offers an insight into organisation-employee relationship as represented in the discourse.*

Keywords*: job advertisement, appraisal theory, corpus-assisted discourse studies, critical discourse analysis, self-presentation, Russian.*

To date, research into the production and reception of texts for specific purposes within professional communication is an intensively developing field of discourse studies (Gunnarsson et al., 1997; Gold and Grotti, 2013; Holmes, 2015; Sarangi and Candlin, 2011). Being a professional genre (Bhatia 1993; Bhatia 2004), job advertisements are used by a specific discourse community to reach a set of established communicative goals (Swales 1990), of which the most obvious and immediate one is that of "attracting the attention of the most suitable candidates and encouraging them to apply" (Lacka-Badura, 2015). The genre repeatedly comes into being when a company/organisation has the need to recruit suitable employees who meet the requirements, which are specified in the text, in order to fulfill the current demand for workforce. As the companies compete over 'human capital', job advertisements play an important role in recruitment discursive practices that become "the key strategic opportunity for enhancing competitive advantage" (Ployhart, 2006). As this overall communicative goal of organisations is especially sensitive to the cultural context in which a company operates in order to get a favourable response, they have to rely on values that are shared by the target audience or, putting it otherwise, they need to attract the target audience who are determined to share the organisation's values. Papers related to investigation of this type of discursive practice describe language features of the genre that is set in various cultural contexts (Rafaeli and Oliver, 1998; Stebletsova, 2016; Gilaerts, 2012), establish the communicative moves that are employed, trace short-term diachronic changes in the genre schemata, register and content over the last decades (Gillaerts, 2012; Kuokkanen, Varje and Vaananen, 2013; Kochetova and Volodchenkova, 2016; Walters and Fage-Butler, 2014), study cross-cultural aspects of the genre (Ahsan, Ho and Khan, 2013; Lacka-Badura, 2014; Hodel et al., 2017; Rear, 2013) and analyse value-related information prospective applicants receive from employers as it is represented in job advertisements (de Cooman and Pepermans, 2012)

As the genre purpose is closely associated with advertising discourse, in discursive and professional practices organisations rely on concepts and techniques that are characteristic of

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marketing communication, namely self-presentation (Solanki and Sheth, 2016), that is defined by social psychologists as behaviour that attempts to convey some information about oneself or some image of oneself to other people (Baummeister and Hutton, 1987; Tyler et al., 2016). Being a kind of behaviour determined by values and viewed as value promotion (Karasik, 2015) aimed to achieve the genre-communicative goal, self-presentation was mainly studied within the genres of job interviews (Paulhus et al., 2013) and resume (Kang et al., 2016), and both constitute the job-search context where this type of behaviour is strongly encouraged, whereas the genre of job advertisement has received much less research focus in this respect. As self-presentation falls into two types (Baumeister, 1982), to match the audience expectations and preferences, and to match one's ideal self, it is viewed as construing both a positive image of self, i.e. "employer branding" (Lacka-Badura, 2015) and the applicant by means of employing culturally specific language features to portray organisation-employee relationship in discursive practices. Drawing on this division of self-presentation, job advertisements are considered as conveying brand image information that influences people's evaluations of employers, as job seekers typically have little or no information about employers beyond that communicated by recruitment materials and studied with regard to the types of brand image information they contain (whether it is instrumental or symbolic) (Nolan, Gohlke, Gilmore, Rosiello, 2013) or skills (cognitive or non-cognitive) required on behalf of the potential staff (Kureková, Beblavý, Haita and Thum-Thysen, 2015). As it is found, self-presentation strategy employs various language means to attract ideal candidates. One of the studies measured persuasiveness of English words used in Dutch job ads in terms of text, job, and company evaluation, and application intention (Van Meurs, Korzilius, Bergevoet, 2015).

As Russian-language job advertisements have been an unexplored genre of linguistic research, the study aims to investigate the value-based self-presentation strategy within the framework of the job advertisement genre that operates in a specific cultural context. The methodology of critical discourse analysis (CDA) (Fairclough, 1992; Wodak and Meyer, 2009) is adopted, as it is considered to have the potential not only to reproduce existing power distributions in the society but also to challenge and alter them (Wodak and Meyer, 2009). Within the methodology of Critical Discourse Analysis, that is traditionally used to investigate manifested in language implicit and explicit power relations (Wodak, 2009) the focus of the research is on the lexis that is used to construe both the employer image and that of an ideal candidate. Being culturally sensitive, the genre of job advertisement is well worth considering as its lexical choice reflects social relationship and gives an insight into the system of values that are shared by the given community and used to promote jobs and attract ideal candidates.

Drawing on Martin and White's (2005) Appraisal Theory (Martin and White, 2005) and Critical Discourse Analysis (Fairclough, 1992; Wodak and Meyer, 2009), the study adopts the methodology of Corpus-Assisted Discourse Studies (CADS) and examines the evaluative lexemes employed in the genre of Russian-language job advertisements and in this perspective follows the research design as proposed in (Trčková, 201). Being related to the interpersonal function of language, appraisal deals with the construing of "shared feelings and values" (Martin and White, 2005 : 1). Since the study of the self-presentation strategy is based on evaluative meanings, the analysis focuses on one of the three domains of Appraisal, namely, Attitude, which is further divided into Affect, accounting for expressions of feelings; Judgment, concerning assessments of behaviour; and Appreciation, comprising evaluations of things and natural phenomena (Martin and White, 2005). The category central to the present study is Judgement, oriented either towards 'social esteem' or 'social sanction' (Martin and White, 2005). The social esteem is associated with the three subcategories: Normality, Capacity and Tenacity. 'Normality' is related to how unusual someone is, 'Capacity' is

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oriented to how capable they are and 'Tenacity' answers the question of how resolute they are. The behavior that evokes social sanctions is represented by the categories of Veracity (truth) and Propriety. Judgements of sanction have to do with 'veracity' (how truthful someone is) and 'propriety' (how ethical someone is). The category of Appreciation, that is seen as institutionalised feelings, is less common in this genre but its incidences are observed in the corpus and are presented by the category Valuation, which answers the question (how innovative, authentic, timely, etc.).

Therefore, this research is specifically designed to identify values used in self-presentation discursive practice to persuade the potential employee to respond to the advertisement. The study investigates how companies portray themselves and potential employees in the professional genre of job advertisement with the focus on the axiological dimension, which reflects the relationship between the participants of this type of discursive practice in Russia. The lexis employed for the company's descriptions of oneself and the requirements for a potential applicant which are linked to values that underlie the self-presentation strategy receives the focus of attention by looking at the keywords and word sketches that are extracted from the corpus compiled from web-based materials. For the purposes of the study, the following questions were set:

— What type of key lexical items do organisations tend to use in portraying the image of themselves and the potential employee?

— What semantic categories do these lexical items belong to?

— What do the key lexical items reveal about the organisation-employee relationship represented in Russian-language recruitment discourse?

Methods and Corpus Materials

In order to address the research questions outlined in Section 1, a corpus of Russian-language job advertisements was compiled via the Sketch Engine, a system that allows researchers to build their own corpus from web-based materials and extract statistics for lexical units. The Sketch Engine is a corpus tool that takes as input a corpus of a language and generates keyword lists, word sketches that are an automatic corpus-derived summary of a word's grammatical and collocational behaviour (Kilgarriff et al., 2010). The choice of the Sketch Engine was determined by the fact that it can build concordances, create word sketches and retrieve statistics for the Russian language. Word sketches are understood as typical phrases determined on the one hand by syntax that restricts combinations of words in a given language and on the other hand by probability closely related to semantics and/or word usage (Khokhlova and Zakharov, 2016). The texts for the corpus were retrieved from website *SuperJob*, one of the Russian-language websites that is used by employers to promote their jobs, by giving the system the exact internet locations for the categories of jobs. The corpus automatically built by the system consists of 16,117 words and 20,795 tokens with the type-token ratio 0.77 and includes texts extracted from different categories of vacancies offered on the website, namely banking and investing, law, accounting and finance, secretarial job and administration, consulting, insurance, marketing and advertising, mass communication and publishing, human resource management, industry, transport and logistics. Regardless the thematic variability, the composition structure of the texts contains a general description of a position vacant and the company's name (if any), the field of business activity and the location, information about the salary that is given at the beginning, a section specifying the job responsibilities, a section of job requirements and a section describing the company's incentives. To analyse value content of the genre, the methodology of Modern Corpus-Assisted Discourse Studies (Walker and Richard, 2015) based on the bottom-up keyword analysis was employed as it was outlaid in (Partington, 2010).

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Procedure

Having self-presentation as the major target of the recruitment discourse, the research was designed as follows. Firstly, the corpus keywords were identified, i.e., the unusually frequent lexical items defined against a reference corpus, which can enable the detection of recurrent patterns of meaning, that would otherwise be difficult to access and recognize, especially in a horizontal reading of texts in a corpus (Scott, 1997; Stubbs, 2010). Keywords are likely to point to patterns of meaning, especially if they are considered with regard to their collocations. These are identified by software tool that creates and then compares the frequency lists of two corpora: a reference corpus and a corpus whose keywords one wishes to find out. The selection of the reference corpus is important, as different reference corpora may lead to different lexical items being identified as key in the corpus of interest, thus directly influencing the results. The study uses a featured corpus *ruTenTen 2011*, as a reference one to build the list of keywords. At the next stage, evaluative lexical items with references to the company and the potential candidate were selected by closely looking at each word on the list and checking the contexts they encounter. Further, a list of the keywords was compiled that included lexical items related to the company and the potential candidate that were put into a table with indicated absolute and relative frequencies and keyness score. As *SketchEngine* counts words written with a capital letter when they occur at the beginning of a sentence and the same word written with a small letter when it occurs in the middle of a sentence as two separate keywords, the table follows the same fashion and counts key words with different spelling separately.

As it is stated above, when an organisation needs to persuade an applicant to apply for a job, an advertisement is designed around the image of self and the image of an ideal candidate that are construed with a set of language means. Therefore, the amount of data obtained from the corpus was used for an in-depth contextual analysis of the keywords with the aim to identify evaluative lexis used to construe values used by companies for self-promotion. The keywords from the list were categorized along the dimensions outlaid in Section 1 and the lexical items used for the description of the company and the potential candidate were explored. Word sketches were built for some of the node words to identify patterns of meaning the found collocations convey. To answer the last research question, interpretative analysis of the data was conducted to find out how key lexical items from the list could help to disclose the organisation-potential employee relationships that stand on an employer self-presentation line through vacancy requirements addressed to a potential employee.

Results

To answer the first research question concerning lexis organizations use to depict themselves, the word sketch was built for the lemma *компания* (“company”) over the tag “noun” with the selected grammatical relations ‘a modifier’. The word sketch showed prevalence of adjectives with classifying reference that perform the informative function as in most cases organisations choose to only give the name, location or the information about the company’s business activities.

Modifiers with the classifying reference for the noun «*компания»* (“company”) can be categorized into four semantic groups:

–lexis with reference to the company’s business activities *(«ремонтно-строительная»* (“service and construction”), *«производственная»* (“production”), *«строительная»* (“construction”), *«юридическая»* (“law”), *«транспортная»*

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(“transportation”), *«дорожно-строительная»* (“road-construction”), *«научно-производственная»* (“research and production”), *«торговая»* (“trade”));

–lexis that denotes the company’s location «*московская»* (“located in Moscow”), «*питерская»* (“located in St Petersburg”));

–the company’s form of ownership *(«федеральная»* (“federal”), *«государственная»* (“state”)); (iv) the company's national reference «*иностранная»* (“foreign”), *«международная»* (“international”), *«российская»* (“Russian-based”)).

However, the word sketch included a certain proportion of evaluative lexis being grammatically achieved by adjectives in the syntactic position of the modifier that belong to the categories of Appreciation and Judgement. The list of the evaluative lexis with the absolute and normalized frequencies (AF / NF) is in Table 1.

Table 1. Evaluative lexemes used as modifiers to the noun “company” ranked according to frequency.

Range	Adjective	Frequencies	
		AF	NF
1	молодая (“young”)	15	721.5
2	крупная (“large”)	11	529.10
3	развивающаяся (“developing”)	10	481.00
4	динамичная (“dynamic”)	4	192.4
5	ведущая (“leading”)	4	192.4
6	стабильный (“stable”)	4	192.4

The analysis shows that lexical items in the domain of Appreciation belong to the subcategory of Valuation, mainly represented by the adjectives that:

–describe the company’s size («*крупная»* (“large”);

–highlight the company’s growth («*развивающаяся»* (“developing*”*), *«динамическая»* (“dynamic”));

–qualify the company as the leader in the field of its business activities («*ведущая»* (“leading”)).

It should be stressed that the qualities of being “young” “developing”, “dynamic” and “growing” are used to depict companies either unknown or new to the market, that possibly stress both career opportunities and a prospect of higher income that depends solely on the employee’s effort and enthusiasm. Presumably, the chosen lexis targets young applicants who are more likely to respond favourably to the challenge and perceive themselves as part of the company whose values they are supposed to share. The lexeme «*крупная»* (“large”) repeatedly employed in strategic self-presentation and less frequent adjective *«ведущий»* (“leading”) conveys the idea of reputation and self-respect, and target the potential candidates who associate themselves with these qualities, thus evoking positive associations.

The attitudinal lexis that belongs to the judgement-related domain of Normality, associated with social esteem, is represented by the adjective «*стабильный»* (“stable”). The value concepts underlying this lexical choice is ***stability*** that implicitly means a secure job place for the applicant.

The other type of self-presentation strategy is related to the way the image of the potential applicant is construed in the text. The requirements for the prospective employee comprise the most essential part of the text. The striking feature of the Russian-language genre is that while companies’ self-presentations are represented mainly by a set of adjectives (both informative and evaluative) the requirements for a potential applicant are mainly expressed by nouns.

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Table 2 shows the keywords with an absolute frequency (AF) of 5 or higher. 36 keywords were extracted from the corpus, some of them double themselves because of the differences in spelling that depends on whether the word is sentence-initial or not. The keywords are presented in the descending order starting with the highest frequencies in the corpus. Lexemes with high keyness scores are not necessarily the most frequent ones in the corpus and, therefore, they can be treated as specific for this genre. The table includes lexemes that begin either with the capital or small letter, which means that in the former case the lexeme is used at the beginning of the sentence, and in this case we assume that the required quality is given priority as it occupies the most important position in the text.

Table 2. The key lexemes with reference to the requirements for the potential candidate with absolute and relative frequencies and keyness ranked according to frequency

Rank	Word	Frequency		Keyness
		AF	NF	
1	Опыт n. (“experience”)	196	9425, 3	463,3
2	опыт n.(“experience”)	101	4856,9	39,7
3	Знание n.(“expertise”)	83	3991,3	505,6
4	речь n. (“speaking”)	50	2404,4	25,4
5	Грамотная adj. (“standard”, “correct”)	37	1779.3	1094.5
6	Ответственность n. (“responsibility”)	29	1394,6	24,5
7	стрессоустойчивость n.(“stress-resistance”)	25	1202,2	690,4
8	Коммуникабельность n. (“strong interpersonal skills”)	21	1009.9	713.4
9	желание n. (“desire”)	21	1009,9	15,6
10	Ответственность n. (“responsibility”)	20	961,8	160,5
11	коммуникабельность n. (“strong interpersonal skills”)	18	865,6	325,8
12	внимательность n. (“attention to detail”)	15	721,3	272,0
13	Желание n. (“desire”)	12	577,1	111,6
14	Владение n. (“skills”)	14	673,2	329,7
15	грамотная adj.(“standard”, “correct”)	13	625,2	218,2
16	пунктуальность n. (punctuality”)	13	625,2	359,7
17	нацеленность n. (“result-oriented")	13	625,2	359,7
18	Активная adj. (“active”)	12	577,1	212,7
19	Целеустремленность n. (“result-orientedness”, “determinacy”)	11	529,0	459,8
20	обучаемость n. (“ability to learn”)	11	529,0	332,2
21	исполнительность n. (“promptness”)	11	529,0	314,7
22	Внимательность n.(“attention to detail”)	10	480,9	413,8
23	Активность n.(“active attitude”)	10	480,9	178,6
24	коммуникативные adj. (”communicative”)	9	432,8	182,0
25	целеустремленность n.(“result-orientedness”, “determinacy”)	8	384,7	165,9
26	Аккуратность n. (“accuracy”)	8	384,7	331,6
27	аккуратность n. (“accuracy”)	8	384,7	156,3
28	активность n. (“active attitude”)	8	384,5	13,9
29	внешний adj. (“appearance”)	8	384,5	13,0
30	Стремление n. (“desire”)	7	336,6	84,6

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31	Нацеленность n. (“result-oriented”)	6	288,5	251,4
32	энергичность n. (“enthusiasm”)	6	288,5	190,0
33	Доброжелательность n. (“benevolence”)	5	240,4	231,0
34	инициативность n. (“initiative”)	5	240,4	136,4
35	Ответственный n. (“responsible”)	5	240,4	89,0
36	грамотность n. (“literacy”)	5	240,4	78,6

The semantic analysis of the key word list shows that the requirements for potential applicants employ attitudinal lexis that belongs to the category Judgement, the region of meaning construing our attitudes to people and the way they behave (Martin and White, 2005). As previously mentioned, this category deals with social esteem that includes the domains of Normality, Capacity, and Tenacity.

The first category of Normality is represented by the collocations «*речь грамотная, правильная, хорошо поставленная»* that is interpreted as the requirement to speak non-dialectal variety of the language, have good articulation, speak in accordance with grammatical, syntactic, phonological and other norms. Such a wording obviously discriminates candidates who speak a dialect variety of Russian or have a non-native accent. Occasionally, the collocate «*русский»* (“Russian”) is used that explicitly rejects representatives of other nationalities who do not have a good command of the language.

Table 3. The lexemes representing the subcategory of Normality in the Judgment category related to social esteem ranked according to the keyness score

Rank	Word	Frequency		Keyness
		AF	NF	
1	Грамотная adj.(“correct”)	37	1779.3	1094.5
2	грамотная adj.(“correct”)	13	625,2	218,2
3	грамотность n. (“literacy’)	5	240,4	78,6
4	речь n. (“speaking”)	50	2404,4	25,4

The semantic category of Capacity is represented by the nouns «*опыт»* (“experience”), *«знание»* (“expertise”), which repeatedly occur in the corpus indicating that employers mainly seek experienced workforce or, possessing cognitive skills and cognitively based abilities, that is reflected in the use of the lexical item «*обучаемость»* (“good learning skills”). The requirement to possess resistance to stressful working conditions expressed by the noun «*стрессоустойчивость»* (“stress-resistance”) occurs repeatedly and highlights the unpleasant side of the position that is likely to cause stress and frustration.

Table 4. The lexemes representing the subcategory of Capacity in the Judgment category related to social esteem

Rank	Word	Frequency		Keyness
		AF	NF	
1	стрессоустойчивость n. (“stress-resistance”)	25	1202,2	690,4
2	Знание n. (“expertise”)	83	3991,3	505,6
3	Опыт n. (“experience”)	196	9425, 3	463,3
4	обучаемость n. (“ability to learn”)	11	529,0	332,2
5	Владение n. (“command of”)	14	673,2	329,7
6	опыт n. (“experience”)	101	4856,9	39,7

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The list of the keywords showed that 12 out of 36 of the attitudinal lexis belong to the category of ***tenacity*** with an emphasis on the type of behaviour associated with social esteem. Nearly half of the lexemes that form this category occupy the initial position in the sentence, which means that the companies give priorities to these qualities.

The semantic category of ***Tenacity*** is represented by the nouns *«*инициативность» ("resourcefulness", "with initiative"), *«энергичность»* ("enthusiasm"), *«активность»* ("active involvement"), *«целеустремленность»* ("goal-orientedness", "determinacy").

The category includes the synonymic nouns «*желание»* and «*стремление»* that can be interpreted as "motivation" whose word sketches showed that they are recurrently followed by infinitives and form collocations such as «*желание работать», «желание учиться», «желание зарабатывать», «желание развиваться», «желание обучаться», «желание расти», «желание развивать(ся)», «желание иметь высокий заработок»* ("a motivation to work", "to learn things", "to earn good money", "to develop one's potential"). The concept of Tenacity is represented by a number of synonymic collocations with the word «результат» that highlight the idea of achievement and success: «*нацеленность на результат», «ориентированность на результат», «стремление к результату», «работать на (до) результат(а»), «достигать результата», «ориентация на результат», «показывать высокие результаты»* ("result-oriented", "achieve result", "demonstrate good results", "being goal-oriented"), *«активная жизненная позиция»* ("active outlook on life"). These collocations are very frequent and imply that a potential employee is to be determined to work hard and realise his/her potential to the full to achieve the company's goals.

Table 5. The lexemes representing the subcategory of Tenacity in the Judgment category related to social esteem

Rank	Word	Frequency		Keyness
		AF	NF	
1	Целеустремленностьn. ("goal-orientedness")	11	529,0	459,8
2	нацеленность n. .("result-orientedness")	13	625,2	359,7
3	Нацеленность n. .("result-orientedness")	6	288,5	251,4
4	Активная adj.("active")	12	577,1	212,7
5	энергичность n.("enthusiasm")	6	288,5	190,0
6	Активность n. ("being active")	10	480,9	178,6
7	целеустремленность n.. ("goal-orientedness")	8	384,7	165,9
8	инициативность n. ("initiative")	5	240,4	136,4
9	Желание n. ("desire")	12	577,1	111,6
10	Стремление n. ("desire")	7	336,6	84,6
11	желание n. ("desire")	21	1009,9	15,6
12	активность n. ("being active")	8	384,5	13,9
	Total			

The category of Judgement that is oriented to social sanction is presented with the semantic categories of *Veracity (truth*) and *Propriety*. The first one is marked by the nouns *исполнительность* ("promptness"; "can-do attitude"), «ответственность» ("responsibility»), «ответственный» ("responsible") «*аккуратность»* ("thoroughness"),

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«внимательность» (“attention to detail”), «*пунктуальность»* (“punctuality”, “ability to meet deadline”, “perform an assignment timely and properly”), while the category of ***propriety*** is materialised in the lexis: «*внешний вид» / «внешность»* (“related to appearance”), *«доброжелательность»* (“benevolence”), *«коммуникабельность»* (“having strong inter-personal skills”), «*коммуникативные навыки»* (“communicative skills”). The semantic category of ***propriety*** is represented by a smaller proportion of lexical units they possess a high keyness score as compared to the reference corpus which indicates that the category of Judgement as social sanction is the characteristic feature of the genre.

Table 5. The lexemes representing the subcategories of Veracity and Propriety in the Judgment category related to social sanction ranked according to the keyness score

Rank	Word	Frequency		Keyness
		AF	NF	
The Category of Veracity				
1				
2	Внимательность n. (“attention to detail”)	10	480.9	413.8
3	пунктуальность n. (“punctuality”)	13	625.2	359.7
4	Аккуратность n. (“thoroughness”)	8	384.7	331.6
5	исполнительность n. (“promptness”; “can-do attitude”)	11	529.0	314.7
6	внимательность n. (“attention to detail”)	15	721.3	272.0
7	Ответственность n. (“responsibility»)	20	961.8	160.5
8	аккуратность n. (“thoroughness”),	8	384.7	156.3
9	Ответственный adj. (“responsible”)	5	240.4	89.0
10	ответственность n. (“responsibility”)	29	1394.6	24.5
The Category of Propriety				
1	Коммуникабельность n. (“having strong inter-personal skills”	21	1009.9	713.4
2	коммуникабельность n. (“having strong inter-personal skills”	18	865.6	325.8
3	Доброжелательность n.(“benevolence”)	5	240.4	231.0
4	Коммуникативные adj. (навыки) (“communicative skills”)	9	432.8	182.0
5	Внешний adj. (вид) (“related to appearance”)	8	384.5	13.0

Discussion

The corpus-assisted analysis revealed that Russian-language job advertisements adopt a number of discursive devices showing the acceptance of unequal power distribution in society that construe the asymmetrical power relationship between the organisation and the potential employee with the usage of culturally specific values that underpin (self-)presentation strategy. These entail the adoption of evaluative lexis that evokes respect and humbleness towards the employer, namely, helps the construction of the company’s image as authoritarian, thus enhancing employment discrimination, a critical process through which organizations can shape the extent and nature of economic inequality in society (Kang et al., 2016).

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Self-presentation strategy that is aimed to construe the organisation's image is reduced to the employment of very limited attitudinal lexis belonging to the category of Valuation that is used with the purpose to make a favorable impression on applicants by accentuating the company's size, success or stability. The portrayal of the company as developing, young or dynamic is interpreted as implicitly targeting young candidates who are more likely to associate themselves with these organisations.

The semantic analysis of the lexemes employed for the strategy of the potential employee representation revealed the prevalence of evaluative lexis that belong to the semantic category of Judgement that deals with social esteem and social sanctions. Lexis that is associated with social esteem comprises the majority on the key word list, of which the lexical items that belong to evaluative category of Capacity are the most frequent in the corpus indicating that companies are interested in employing professional staff by putting strong emphasis on cognitive skills. The subcategory of Tenacity represented by varied vocabulary is used to construe the portrayal of the potential employee as obedient, non-reliant, motivated to work for his/her employer and determined to put every effort into the job to achieve maximum results. Lexis that is associated with social sanction is used to construe the portrayal of the potential employee as conforming to socially accepted norms and rules of behaviour. Thus, instead of the potential candidate-enhancement that could have been reflected in the efforts to make the potential employee feel suitable for the job, feel the need to change his/her life, promise career opportunities or other incentives, employers impose high standards on the applicant's cognitive skills, seek full compliancy and conformity with the requirements by emphasising non-cognitive skills expressed by lexis that belong to the subcategory of Tenacity.

In morphological perspective, the asymmetrical organization-employee power relationship is manifested on the lexico-grammatical level due to the dominance of nouns, rare presence of adjectives and nearly complete absence of verbs that describe the employers' or employees' actions. One of the plausible explanations can be that under the conditions when jobs are scarce the employers choose to establish high power distance between the communication participants by using nouns. Therefore, companies are viewed to present themselves as authoritarian bodies which require full subordination and compliance with their rules and regulations, praise the employees' loyalty to the company and prefer candidates who are motivated to work hard for the company's benefits.

However, the analysis of the distribution of the semantic categories across the job categories is required and variation of lexemes needs to be discussed in more detail to get a more nuanced picture of meaning patterns in the discursive practice. As some of the items convey very vague and abstract meanings that makes it difficult for the potential applicant to interpret the requirements, they need to be further studied by delving more deeply into their meaning and context so that a more reliable impression of the patterns of meaning can be gained.

Further, an explanation needs to be drawn to account for the types of values used with the view of data from the World Values Survey (World Values Survey Association, 2016) last Wave 6 (2010-2014) that addresses aspects related to work and examines the relations between attitude to work shared by discourse community members and requirements embedded in job advertisements. But this is obviously out of the scope of this study.

Conclusion

This study provides quantitative data on the values in the Russian-language job advertisements used for the purpose of self-presentation. Given the lack of cultural studies of Russian-language job advertisements, and the need to provide evidence on the cultural

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dimension in this type of discursive practice, we hope that this study addresses the gap and is a useful contribution to Russian-language communication studies.

The study does not have a comprehensive character and its limitations are defined by the fact that it relies on the corpus compiled from the texts of one website. Thus, further research is required that will include samples from various web-based sources. The specifics of the register was not discussed to the full extent and the prevalence of nouns in the corpus needs further clarification and investigation. As the Russian language possesses the category of grammatical gender reflected in the endings of adjectives, the choice of nouns can be treated as a discursive practice that either tries to avoid gender-specific forms and use gender-fair language or encourage more candidates to apply for the job. Taking this into account, research is needed to identify which requirements are associated with feminine qualities and which are characteristic of masculine ones that will help to define the targeted potential employee and how they relate to the traditional division of labour. Thus, limitations of the study open new horizons and can contribute to substantial advances in the field.

Despite the limitations mentioned, this study contributes to the description of job advertisements, and creates an opportunity for further culture-oriented studies of organizational communication within Russia. Focusing on how texts can construe values, researchers may come with suggestions for further research projects, while business practitioners can use that information to vary the focus of their texts to adapt them for the needs of the targeted audience.

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