

## Schematic Structure of Job Advertisements in English and Persian: A Comparative Study and Preliminary Framework

Biook Behnam<sup>\*1</sup>, Nasrin Behnam<sup>2</sup>

<sup>1</sup>Department of English Language, Tabriz Branch, Islamic Azad University, Tabriz, Iran

<sup>2</sup>English Department, University of Tabriz, Tabriz, Iran

---

### Abstract

In this study the researchers intended to investigate the similarities and differences in the schematic structures of English and Persian job advertisements. In order to reach this objective, the researchers selected 20 job advertisements from *Washington Post* and 20 job advertisements from *The Times*; and also 20 job advertisements were selected from each of the following Persian newspapers *Aseman-e dusti* and *Sahand*. The selected data were analyzed for their moves and sub-moves and a separate X-move schematic structure was proposed for each. The regularities present in the data were calculated manually and an overall schematic structure (structural framework) was proposed for each set of the English and Persian job advertisements. The researchers were then able to compare the two overall schematic structures to investigate the existing similarities and differences. The results indicated that regularity existed in certain moves of the proposed structural frameworks, but there was no specific fixed pattern in their occurrence. That is, there is a difference in the distribution and sequence of the employed moves. Our results were in line with Bhatia's (1993) study in that the proposed schematic structures appear not to vary systematically cross-culturally and that more evidence and research are needed in this area.

© 2012 Published by Islamic Azad University, Shahreza Branch.

**Keywords:** schematic structure, move, sub-move, job advertisement

---

---

\* Corresponding author's Tel.: +98 914 1170 342  
E-mail address: behnam\_biook@yahoo.com

## 1. Background

The aim of the current research is to touch upon some relatively new and unexplored areas of discourse and mainly genre analysis. Discourse analysis, as a study of language beyond the sentence boundaries has been established since the early seventies. But it is later on that we see the emergence and flourishing of genre analysis. While literary genre analysis is a long-established tradition, the analysis of non-literary genres has attracted interest only quite recently. In what follows, we have given a view of some of the genre studies carried out in various settings by different scholars.

## 2. Genre analysis in business settings

In order to understand the importance of communicative purpose in genre identification, Bhatia (1993) carries out a study in the two fields of sales promotion letters and job applications.

### 2.1. Sales promotional letter

According to Bhatia (1993, p.45) “a sales promotion letter is 'an unsolicited letter addressed to a selected group of prospective customers in order to persuade them to buy a product or service’”. He also proposes the following communicative purposes for a typical promotional letter:

- 1) The main function of a sales promotion letter is persuasive
- 2) The letter should capture the attention of the potential customer
- 3) The most important function of the letter is to offer an appraisal of the product or service in terms of the perceived needs, interests or inhibitions of the of the potential customer
- 4) The letter must be short and effective
- 5) All sales promotion letters need to encourage further communication between the potential seller and a prospective customer.

According to Bhatia (1993) the writer obviously makes use of particular structural moves in order to achieve his/her communicative purpose. Therefore, he will begin his letter by establishing his company's credentials by referring to the needs of the potential customer. After having established the credentials the writer can then introduce the offer which consists of three important aspects: offering the product or service; essential detailing of the product or service; indicating value of the product or service. After having informed the potential customer of the offer the writer then moves on to make the offer more attractive by offering incentives. It is also a clever idea to enclose documents in

order to provide the interested people with sufficient information and not to take the time of busy businessmen with unnecessary information. All sales promotion letters have the important goal of soliciting response, i.e. they try to maintain and strengthen the existing business relations and initiate new ones. In some contexts it is common to use pressure tactics which is similar to what we earlier called offering incentives. The main function of offering incentives is to convince the potential customer about the attractiveness of the offer while the main aim of using pressure tactics is to push the already inclined customer to make a decision. Finally, we have to end the sales promotion letter politely. However, it is worth noting that some kind of flexibility is observable in the move-structures mentioned, that is the writer is not obliged to use all the moves and the order in which they are mentioned. to some found in English.

## *2.2. Job applications*

When we compare sales promotion letters with job applications we can see that they both have the communicative purpose of promoting something. Sales promotion letters promote a product or service and a job applicant promotes himself. Bhatia (1993) proposes the following communicative purposes for job application letters:

- 1) The main function of a job application letter is persuasive
- 2) In the case of unsolicited job application letters it is important to establish the credentials of the candidate in the opening
- 3) A job letter should offer favourable, positive and relevant description of the job applicant according to the requirements of the job advertisement
- 4) The main purpose of the job application letter is seen as clarificatory, since only the essentials are mentioned
- 5) The success or failure of a job letter depends on the kind of response in attracts from its reader.

Love and Tinervia (1986, p.158) advise their readers to “stimulate interest, show confidence, mention qualifications, and finally request an interview in their job application letters”. Sigband (1984, p. 63), too, makes some points for his readers to follow when writing job application letters:

- 1) Gain the reader's attention
- 2) Describe qualifications and refer to more complete data in the resume
- 3) Provide proof of your competence by referring to ... employment, degrees, etc.
- 4) Ask that an interview be scheduled as soon as possible.

Bhatia (1993), however, believes that job application letters can also be assigned a structural description as follows: job application letters begin with establishing credentials by referring to the needs of the potential employer and implying that one can fulfil those needs. In some instances of job application letters this move is preceded by what Bhatia (1989) calls adversary glorification. The second move is introducing the candidature which consists of three parts: offering the candidature; essential detailing of the candidature; and indicating value of the candidature. According to sales promotion letters the next move should be offering incentives, but we rarely find this move in job application letters. Any job applicant has to enclose the details needed in the form of C.V., certificates, testimonials, etc. which we call enclosing documents. The primary indicator of success in job application letters is the ability to achieve an interview, what Bhatia (1993) calls soliciting response and what Lesikar (1984) calls action drive. Although it is very common to use pressure tactics in sales promotion letters, a job applicant is not advised to be aggressive and use pressure tactics in order to force his reader to make a quick decision. And finally, it is crucial for the job applicant to end his letter politely.

Many of the professional and academic genres are found to be universally conventionalized, that is they rarely show any variation. Of course, this is mainly in the case of the scientific and research article (Swales, 1981; Hill et al., 1982; Zappen, 1983; Kuhi & Behnam, 2011). From among the genres that indicate cross-cultural variation, we could mention Teh's (1986) work on sales promotion letters and Bhatia's work (1986) on job application letters.

Since advertisements promote ideas, products, goods, services, etc. for the purpose of selling, they can well be considered as a sub-category of promotional genres. Bhatia (2004, p.65) proposes the following move structure for advertisements:

- Move 1:** Headlines (for reader attraction)
- Move 2:** Targeting the market
- Move 3:** Justifying the product or service
- Move 4:** Detailing the product or service
- Move 5:** Establishing credentials
- Move 6:** Celebrity or typical user endorsement
- Move 7:** Offering incentives
- Move 8:** Using pressure tactics
- Move 9:** Soliciting response

We can also consider various forms of philanthropic fundraising discourse as being essentially promotional in nature, just like commercial advertising. Even though these two genres have a lot in common, they also have considerable differences. For instance, the main objective in commercial advertising is to gather profit for corporate purposes, while the main objective

of raising money in fundraising is for social and welfare purposes. These two sets of genre overlap in their communicative purpose and in their use of rhetorical strategies. However they basically differ in that philanthropic fundraising is a form of moral action, whereas advertising is business proposition (Bhatia, 2004).

Bhatia (2004) also considers fundraising letters to have the following seven-move structure just like in promotional letters:

**Move 1:** Establishing credentials:

**Move 2:** Introducing the product

**Move 3:** Offering incentives

**Move 4:** Enclosing documents

**Move 5:** Soliciting support

**Move 6:** Using pressure tactics

**Move 7:** Ending politely

It is worth mentioning that not all the stated moves are obligatory and that not all of the stated moves are observed in every instance of a fundraising letter.

### **3. Genre analysis in academic settings**

Bhatia (1993) mentions two studies in the academic setting, namely abstracts and introductions, which are similar in terms of their contextual configuration, that is, they are associated with the same setting. They also employ the same mode of communication, same level of formality and similar participant relationships. However since the genres differ in their communicative purpose, they should display different cognitive structuring. Thus, we can conclude that they are considered as belonging to different genres.

#### **3.1. Abstracts**

According to Bhatia (1993, pp.77, 82) an abstract presents an accurate summary, which is representative of the whole article and that includes an indication of the research conclusion. He proposes four moves for the identification of abstracts: introducing purpose, which provides the hypothesis or thesis of the research and an indication of the author's intentions, goals, objectives or the problems he wishes to tackle; describing methodology, which indicates the experimental design, information on data, procedures or methods; summarizing results, which indicates the authors observations and findings and also his possible solutions to the problem posed in the first move; presenting conclusions, which draws inferences and interprets results. It also includes some indication of the applications and implications of the study.

### 3.2. Introductions

An introduction, on the other hand gives a slightly more elaborate account of the proposed research, it is not concerned with everything that is reported in the article and it is rarely interested in reporting results or conclusions (Bhatia, 1993). Swale (1981, 1985, and 1990) focuses on the research article introductions and proposes a four-move model as follows:

**Move1: establishing field:** a) Showing centrality, b) Stating current knowledge, c) Ascribing key characteristics,

**Move 2: summarizing previous research:** a) Strong author-orientation, b) Weak author-orientation, c) Subject orientation,

**Move 3: preparing for present research:** a) Indicating a gap, b) Question-raising, c) Extending a finding,

**Move 4: introducing present research:** a) Giving the purpose, b) Describing present research.

Swales (1990) revised this four-move model and proposed a three-move CARS (Create a Research Space) model, which is presented as follows:

**Move 1: Establishing a territory:** Step 1: Claiming centrality, Step 2: Making topic generalizations, Step 3: Reviewing items of previous research,

**Move 2: Establishing a niche:** Step 1A: Counter-claiming, Step 1B: Indicating a gap, Step 1C: Question-raising, Step 1D: Continuing a tradition,

**Move 3: Occupying the niche:** Step 1A: Outlining purposes, Step 1B: Announcing present research, Step 2: Announcing principal findings, Step 3: Indicating article structure.

A relatively comprehensive study related to the application of Swale's CARS model is Atai & Habibie's (2009) research, which deals with the issue of sub-disciplinary variations and generic structure within three sub-disciplines of applied linguistics, namely, ESP, psycholinguistics and sociolinguistics.

## 4. Genre analysis in professional settings

### 4.1. Legislative writing

One of the areas of professional writing is what we conventionally call legal language or legal discourse. We can identify several genres that are used in legal settings, one of which is legislation or what Bhatia (1982, 1983) called 'legislative provisions'.

Legislative writing differs significantly from other varieties of English. Legislative writing has been criticized because of its meaningless repetitions

and obscure expressions. However, these so called “meaningless circumlocutions” are considered as indispensable linguistic devices for the specialist community which bring precision, clarity, unambiguity and all-inclusiveness and keep the non-specialist members out of the specialist community (Bhatia, 1993).

Gunnarsson (1984, p. 84) identifies the following three types of legislative rules:

Action rules, which are applicable to only a set of specified descriptions of cases and mainly impose duties and obligations, give rights, prohibit actions, assign power to certain members, and state the law or the penalties imposed on specific actions; Stipulation rules, which defines the domain of application of a particular act or any section of it; Definition rules, which are applicable to the entire Act and are primarily meant to provide terminological explanation.

According to Bhatia (1993) legislative sentences are longer and usually begin with fairly long initial case descriptions. They are also more nominal than any other sentence we are likely to encounter in our everyday life. Quirk et al. (1982) refer to yet another striking syntactic feature of legislative genre which is the use of complex prepositional phrases in the structure of Preposition+ Noun+ Preposition. Gustafson (1975, 1984) and Bhatia (1993) associate binominal and multinominal expressions with legislative texts. What Bhatia (1993, p. 108) means by binominal and multinominal expressions “is a sequence of two or more words or phrases belonging to the same grammatical category having some semantic relationship and joined by some syntactic device such as 'and' or 'or'”. Another important characteristic of the legislative genre is the use of qualifications and the way these qualifications are inserted into the syntax of the legislative sentence, which result in syntactic discontinuities (Bhatia, 1993).

#### 4.2. Advertising genre

The language used in advertising has been analyzed from a variety of perspectives both in English (see above) and other languages like Persian. An example is the study carried out by Behnam & Piadeh (2006), in which a combinatory analytic framework based on Cook (1992) *discourse of advertising* and Saussure’s (1917/74) theory of Semiotics was employed. They proposed a suggestive taxonomy for the analysis of written ads and compared and contrasted a sample of 100 ads from English and Persian.

In a different research, Behnam and Kuhi (2008) investigated a special type of job advertisement, that is, a military job advertisement, using a pragmatic framework to describe the strategies employed by the writer to persuade

potential candidates to accept membership of a military organization. They came up with the conclusion that “... due to instable international situation, military job advertisements may sometimes utilize a threatening discourse to oblige the readers to volunteer; otherwise, they should wait for the negative consequences of their negligence and reluctance” (p. 1).

What we have tried to do in this section was an attempt to establish a background in genre studies so that the significance of the current study and more importantly the existing gap in previous studies could be better displayed. According to the our basic investigation in the area of schematic structures almost no schematic structure has been proposed by scholars such as Bhatia (1993, 2004), Swales (1981, 1985, 1990), Dudley-Evans (1989) and other scholars in their previous studies, regarding job advertisements. Therefore, we decided to focus on the similarities and differences between the schematic structure of selected English and Persian job advertisements. Based on the purpose of the study, we can propose the following research question: In what ways is the schematic structure of job application genre similar or different in English and Persian languages?

## **5. Method**

### *5.1. Framework of the study*

As mentioned earlier, no suggested framework could be found for the analysis of schematic structure of job advertisements in the literature; therefore, we had to propose a data-driven framework for our analysis of each set of data. However, it should be noted that even though no whole framework of other scholars has been employed in this study, the researchers have made use of the terminologies of other relevant studies on genre, such as Bhatia, Swales, etc. to name the moves of our proposed schematic structures.

### *5.2. Materials*

In order to provide an answer to the research question and to be able to propose a framework suited for our analysis, forty English job advertisements were selected. Even though there was no such limitation in this study as having to stick to only a single newspaper or source of job advertisements, and also besides the existence of the advantage of being able to make use of as many job advertisement sources as possible, for the sake of generalizability and consistency, twenty of these job advertisements were selected from the *Washington Post* and the other twenty were selected from *The Times*. All the forty job advertisements were selected from the online versions of these newspapers available on the internet; and it is important to note that these advertisements are real examples of everyday natural discourse that have been designed and written by native speakers. The internet addresses that were used

for this purpose are: <http://www.washingtonpost.com/wl/jobs/home> and <http://jobs.thetimes.co.uk/>. In order to be up-to-date, the most recent job advertisements were selected from among all the existing number of job advertisements; that is, all the forty job advertisements were posted on 2010. It is also worth noting that these two newspapers were not selected out of any bias, but rather selected out of convenience.

Similar to the English data, we selected forty Persian job advertisements. In this case, too, there was no need to make use of just one source of job advertisements, but for the sake of generalizability twenty of these job advertisements were selected from the *Aseman-e-dusti (donya-ye kar)* weekly newspaper and the other twenty were selected from the *Sahand (taymaz)* weekly newspaper; therefore, it is obvious that the selected job advertisements are naturally occurring data written and designed by native Persian speakers. In the case of Persian job advertisements also we paid attention to be up-to-date and so the most recent job advertisements were selected; that is, the newspapers' publish date was 2010. No bias was included in the selection of these two Persian newspapers; they too were selected out of convenience.

### 5.3. Procedure

After having selected the data, the forty English job advertisements were analyzed one by one for their schematic structures. Inspired by the researchers' understanding of current research studies on genre carried out by scholars such as Bhatia, Swales, Paltridge and Hyland, on the one hand, and the scarcity of availability of previous theoretical framework on the other, first all the moves and sub-moves embodied in the selected corpus were identified and for each of the English job advertisements an individual X-move schematic structure was proposed. Afterwards, the regularities present in the proposed schematic structures for the job advertisements were observed and calculated manually. The information begotten in this stage of our data analysis is tabulated for our better understanding of the existing regularities and is stated in the data analysis and discussion section. According to what the researchers observed in the selected corpus, they were in a position to propose a framework which can best describe other similar genres. This framework will be mentioned in the data analysis and discussion section. Similar procedure was followed for the Persian data.

In the analysis of every job advertisement it was observed that certain moves are employed and certain sub-moves are assigned to these moves. Therefore, it is worth providing a brief explanation for all the moves that have been employed and to explain why certain sub-moves are assigned to certain moves. For this reason the researchers will first name all the possible moves that might be employed in a given English job advertisement and after having mentioned the sub-moves, they will explain the reasons why the mentioned sub-moves consist of the categories that they do.

### 5.3.1. A random listing of English job advertisement moves

**Job title:** consists of the name of the empty job position that the company or the employer is in need of filling.

**Employer name:** consists of the name of the company or employer.

**Reader attraction:** consists of a number of sentences, sometimes in the form of question that comes before the actual body of the advertisement and has the function of drawing the attention of interested readers to the advertisement. This move sometimes makes use of typographic attractions such as bolding, underlining or making use of quotation marks to attract as much attention as possible.

**Establishing credentials:** consists of the background and the positive long-established record of the employing company. This move tries to convince the potential applicants, of the company's well-established reputation in the market by focusing on the achievements and history of the company.

**Introducing job offer:** consists of introducing the empty position the company/employer is promoting.

**Offering incentives:** is a way of making the job offer look more attractive to the potential applicant.

**Pressure tactic:** this move is considered to be similar to the previously mentioned move *offering incentives*, even though they have different functions. *Offering incentives* tries to convince the potential applicant of the attractiveness of the offer, whereas the main function of *pressure tactic* is to push the already or half inclined applicant to make his mind up immediately (Bhatia, 1993).

**Employer motto:** refers to a short sentence or a few words that are taken to be the guiding principle of the employer. This move appears towards the end of job advertisements.

**Soliciting response:** is an effort on behalf of the employing company to initiate new relations and receive job applications.

**P.S. move:** refers to a short sentence or sentences that come after soliciting response and consist of any information that are forgotten to be mentioned or there is no place for them to be mentioned in the body of the advertisement.

**Company profile (enclosed document):** is a paragraph or more on the history and long experience of the employing company in the market and its long-standing reputation. In order to keep the advertisement within reasonable limits, and to offer only the inclined readers a detailed description of the company, this move appears at the very end of the advertisement and is considered to be an enclosed document.

It is worth mentioning at this point that among these moves the *P.S. move* and the *employer motto* are the present researchers' suggested taxonomic phrases added to the ones borrowed from the work of other scholars that have been carried out in other related areas.

Some of these moves consist of a number of sub-moves, for example *establishing credentials* in some cases makes use of *environment-detailing* as a sub-move. By *environment-detailing* we mean the positive information such as the opportunities, challenging work environment, etc. that the job advertisement provides about the environment the job applicant will be working in. In some cases even some instances of *offering incentive* can be observed as a sub-move of *establishing credentials*; that is to say the environment is detailed in such a positive way that it acts as an incentive. It is the researchers' decision to name this kind of *offering incentive*, *incentive insertion*, in order to distinguish it from the actual move *offering incentives*.

*Introducing job offer* has the following sub-moves:

- (i) Stating responsibilities: as is obvious, refers to the responsibilities that are expected of the potential job applicant.
- (ii) Stating needed qualifications: refers to the passions, reliability and dependability, skills such as knowledge of specific softwares, and whatever else that might be needed for the potential applicant to qualify for the job.
- (iii) Stating requirements: refers to the needed degree, experience, the required major, and whether an applicant is legally authorized or has the right to work in the U.S. or the U.K.
- (iv) Job-detailing: statements that cannot be considered as responsibilities, qualifications, or requirements are considered to be 'job-detailing'. For example stating work days and hours and also whether it is full-time or part-time. Statements such as: *...the job is being offered on a contract basis, but with the potential to go perm. ; We are seeking candidates that are local of an X area; we are willing to train you, etc.* Also, there are some requirements that are specific to some advertisements and change due to the job that is being advertised. Therefore, these requirements are not repeated in every job advertisement, and thus cannot be considered as sub-move number (iii),

*Soliciting response* consists of the following sub-moves:

- (i) Requirements: refer to the CVs, covering letters, references, resumes, career and salary history, and reasons for applying that are required when applying.
- (ii) Info move: refers to any remaining information that the applicant might need or is necessary for him/her to know like: the closing date, the interview date, address, e-mail address, telephone number, fax, web site, etc.

*Reader attraction* consists of the following sub-moves:

- (i) Stating needed qualifications: sometimes the needed qualifications are stated as a sub-move of the *reader attraction* as a way of highlighting them even before *introducing offer*.
- (ii) Stating requirements: the important requirements are sometimes employed as a way of attracting attention.
- (iii) Work hours: stating the work hours in the *reader attraction* is a good way of attracting potential applicants too.

For the sake of convenience, we have brought the abovementioned sub-moves under our suggested umbrella term as *info move*. So when we talk about the *info move* regarding the *reader attraction*, we have in mind the above mentioned three types of information.

From among the English moves, *employer name* also consists of a sub-move called *location*, which mentions the location, that is, the name of the city of the employing company. In the case of Persian job advertisements certain moves and sub-moves are employed as well, which are as follows:

### 5.3.2. A random listing of Persian job advertisement moves

**Establishing credentials:** consists of a relatively short statement providing very little information about the employing company, sometimes even within brackets.

**Introducing job offer:** consists of introducing the empty position the company/employer is promoting.

**Soliciting response:** is an effort on behalf of the employing company to initiate new relations and receive job applications.

**Employer name:** consists of the name of the company or employer

**Offering incentives:** is a way of making the job offer seem more attractive and persuasive to the potential applicant.

**P.S. move:** refers to a short sentence or sentences that come after soliciting response and consist of any information that are forgotten to be mentioned or there is no place for them to be mentioned in the body of the advertisement.

Among the aforementioned Persian job advertisement moves, two of them employ sub-moves; for example *introducing job offer* consists of the following sub-moves:

- (i) Job titles: refers to the empty job positions that the employing company needs to fill.
- (ii) Stating needed qualifications: refers to the skills like knowing a particular language or knowing how to work with particular software, knowing how to type, having good communication skills, and anything else one might need to qualify for the job.

- (iii) Stating requirements: refers to sex of candidates, that is, whether the company requires males or females for the intended job, refers to the applicants' age, their needed experience, degree and major.
- (iv) Job-detailing: refers to any extra information about the job being advertised. For example the location of the job, the number of needed candidates for each position, work days and hours (full-time, part-time), and also information that is not repeated in every advertisement and thus cannot be considered as an independent sub-move.

The second Persian job advertisement move that consists of sub-moves is *soliciting response* with the following sub-moves:

- (i) Requirements: refers to resumes, personal information, experience, university certificates, photos, identification cards, and any other document that might be needed when applying for the job.
- (ii) Info move: refers to any extra information that the applicant needs for applying. This would mean providing information like the application time, application deadline, application date, employer name, the company address or telephone number, etc.

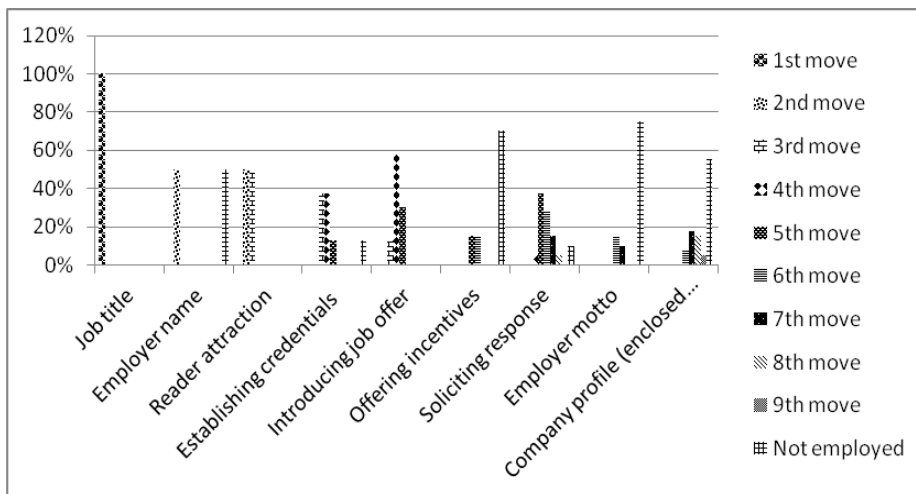
## 6. Data Analysis and Results

This research was an attempt to investigate the similarities and differences between the schematic structures of English and Persian job advertisements. To do this, 40 English and 40 Persian job advertisements were selected. Each of the English and Persian job advertisements were analyzed for their relevant moves and sub-moves, as well as their regularities and non-regularities.

As it is observable in both of the summary figures (See Appendix), it should be noted that it is quite difficult and challenging to propose a fixed structural framework, and that there is no such thing as an absolutely established organizational pattern in discourse. Therefore, according to Bhatia (2004), we should not expect to be able to analyze genre with a high degree of predictability and certainty.

As it was previously stated, no framework was available, which would be suitable for our purpose, to be employed for our practical analysis. Therefore, we had to rely on our selected data heavily to identify and describe the schematic structure which would represent a good degree of regularity in the type and frequency of particular moves and sub-moves used in them. In what follows, the schematic structure for both English and Persian job advertisements is proposed:

The proposed schematic structure for English job advertisements with frequency rate of each move is depicted in Figure 1.



**Figure 1. Summary chart of the percentage of English job advertisement moves**

**Move 1:** Job title (100%)

**Move 2:** Employer name (50%) / Reader attraction (50%)

(i) location

**Move3:** Reader attraction (50%) / Establishing credentials (37.5%)

(i) info Move (i) environment detailing

/incentive insertion

(ii)Employer name

**Move 4:** Introducing job offer (57.5%) / Establishing credentials (37.5%)

(i) Stating responsibilities

And/ or

(ii)Stating needed qualifications

And/ or

(iii) Stating requirements

And/ or

(iv) Job-detailing

**Move 5:** Soliciting response (37.5%)

(i) Requirements

And/ or

(ii)Info move

The proposed schematic structure for Persian job advertisements with frequency rate for each move is displayed in Figure 2.

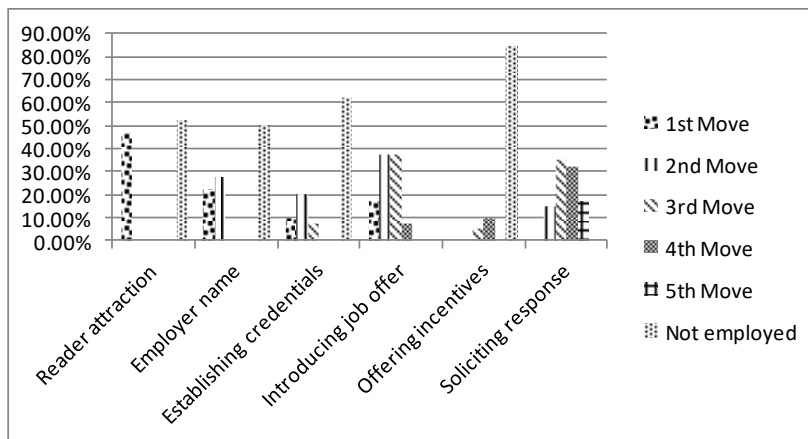


Figure 2. Summary chart of the percentages of Persian job advertisement moves

**Move 1:** Reader attraction (47.5%)

**Move 2:** Introducing job offer (37.5%)

(i) Job titles

And/ or

(ii) Stating needed qualifications

And/ or

(iii) Stating requirements

And/ or

(iv) Job-detailing

**Move 3:** Introducing job offer (37.5%)/ Soliciting response (35%)

**Move 4:** Soliciting response (32.5%)

(i) Requirements

And/ or

(ii) Info move

The comparison between these two structural frameworks reveals that:

*Job title* has been employed as a separate individual move – as Move 1 (100%) – in the proposed schematic structure of English job advertisements, while it is considered to be a sub-move of *introducing job offer* in the proposed schematic structure of Persian job advertisements, and thus not employed at all as a separate individual move in the Persian data.

*Employer name* has been employed as an individual move – Move 2- in 50% of the English job advertisements, and in the other half it has been employed as a sub-move of *reader attraction*. Fifty percent of the Persian job advertisements did not employ this move and an insignificant percentage of

Persian job advertisements employed it as Move 1 and Move 2 in their schematic structure; therefore, it has not been included in the proposed schematic structure of Persian job advertisements.

In both of the English and Persian job advertisements *reader attraction* occurs before the actual body of the job advertisement and has the function of drawing the attention of interested readers to the advertisement. In the proposed English framework, *reader attraction* could be placed both as Move 2 (50%) and Move 3 (50%), whereas in the Persian framework it is placed as Move 1 (47.5%).

There is a 37.5% incidence of *establishing credentials* as either Move 3 or Move 4 in the proposed structural framework of English job advertisements; but since 62% of the Persian job advertisements do not employ this move, it has not been included in the proposed structural framework of Persian job advertisements.

*Introducing job offer* is most definitely located as Move 4 (57.5%) along with its related sub-moves in the proposed schematic structure of English job advertisements; and as either Move 2 (37.5%) or Move 3 (37.5%) in the proposed schematic structure of Persian job advertisements, this too with its related sub-moves.

*Soliciting response* is placed as Move 5 (37.5%) in the proposed schematic structure of English job advertisements, and as either Move 3 (35%) or Move 4 (32.5%) in the proposed schematic structure of Persian job advertisements. It should be noted that *soliciting response* in both the English and Persian job advertisements employs the same sub-moves.

## 7. Conclusion

Drawn from the above stated comparison, we can conclude that both of the proposed English and Persian structural frameworks, employ the three main moves of, *reader attraction*, *introducing job offer*, and *soliciting response*. These three moves in both of the proposed schematic structures follow each other, that is, *reader attraction* comes before *introducing job offer*, and *introducing job offer* comes before *soliciting response*. However, it should be stated that the proposed schematic structure for English job advertisements employs three more moves that are not included in the proposed schematic structure of Persian job advertisements, which are: *job title*, *employer name*, and *establishing credentials*.

It is also observable from the above comparison that there is regularity in the existence of certain moves in these two structural frameworks, but there is no specific pattern in their existence. That is, there is a difference in the distribution and sequence of the employed moves.

In the case of the sub-moves, we can say that from among the three common moves between these two proposed schematic structures, two of them, i.e.,

*introducing job offer* and *soliciting response* employ the same sub-moves, with just one minor difference in the first sub-move of *introducing job offer*. In the case of the other common move, i.e., *reader attraction*, it is just the English *reader attraction* moves that employ sub-moves. From among the remaining moves in the proposed English structural framework, that are not employed in the proposed Persian structural framework, *employer name* employs (i) location and *establishing credentials* employs (i) environment detailing and/ or incentive insertion as their sub-moves.

To conclude, we can point out that this contrastive study between English and Persian job advertisements indicates that these two proposed schematic structures appear not to vary systematically cross-culturally.

As the results of the present research show and as Bhatia (1993) indicates, the present level of research in contrastive genre studies and specifically in the domains of academic and professional genres do not appear to vary systematically cross-culturally, and, therefore, in order to be able to vote for the existence of such variation more evidence is needed.

## 8. References

- Atai, M.R. & Habibie, P. (2009). Exploring sub-disciplinary variations and generic structure of applied linguistics research article introductions using CARS model. *The Journal of Applied Linguistics*. 2(2), 52-79.
- Behnam, B. & Piadeh, H. (2004). Discourse of advertising: A comparative study. A paper presented to the International Conference on *Language and Communication in the Media*, Kuala Lumpur, 27-29 April. 2004.
- Behnam, B. & Kuhi, D. (2008). Veiled trails of threat in the language of advertisements: Discourse analysis of a military job advertisement. Samara AltLinguo E-Journal #3– Discourse and Narrative Analysis. [http://samaraaltlinguo.narod.ru/ejournal/308\\_behnam.pdf](http://samaraaltlinguo.narod.ru/ejournal/308_behnam.pdf)
- Bhatia, V. K. (1982). *An Investigation into Formal and Functional Characteristics of Qualifications in Legislative Writing and its Application to English for Academic Legal Purposes*. Ph.d. thesis, University of Aston in Birmingham.
- Bhatia, V. K. (1983). *Applied discourse analysis of English legislative writing*. A Language Studies Unit Research Report, University of Aston in Birmingham, Birmingham.
- Bhatia, V. K. (1989). Nativization of job application- a micro-ethnographic study. Paper presented at the International Conference on English in South Asia, Islamabad, Pakistan, 4-8 Jan., 1989.

- Bhatia, V. K. (2004). *Worlds of written discourse: A genre-based view*. New York: Continuum.
- Bhatia, V. K. (1993). *Analyzing genre: Language use in professional settings*. Essex and New York: Longman Group Limited.
- Cook, G. (1992). *The Discourse of Advertising*. London/New York: Routledge.
- Dudley-Evans, T. (1989). Genre analysis: An investigation of the introduction and discussion sections of MSc dissertations, in M. Coulthard, (Ed.) *Talking about text*, English Language Research, University of Birmingham, Birmingham, UK.
- Gunnarsson, B. L. (1984). Functional comprehensibility of legislative texts: experiments with a Swedish Act of Parliament, *Text* 4 (1-3), 71- 105.
- Gustafsson, M. (1975). *Some syntactic properties of English law language*. Department of English. Turku: University of Turku.
- Gustafsson, M. (1984). The syntactic features of binominal expressions in legal English, *Text*, 4(1-3), 123-41.
- Hill, S. S., Sophelsa, B. F. & West, G. K. (1982). Teaching ESL students to read and write experimental research papers, *TESOL Quarterly*, 16(3), 333-47.
- Kuhi, D. and Behnam, B. (2011). Generic variations and metadiscourse use in the writing of applied linguists: A comparative study and preliminary framework. *Written Communication* 28(1), 97-141.
- Lesikar, R. V. (1984). *Business communication: Theory and application*. Homewood, Illinois: Richard D. Irwin, Inc.
- Love, C. & Tinervia, J. (1986). *Commercial correspondence*. London: McGraw-Hill International Editions.
- Quirk, R. Greenbaum, S. Leech, G. & Svavrik, J. (1982). *A Grammar of contemporary English*. London: Longman.
- Saussure, F. de. (1916/74). *Cours de linguistique generale*. Lausanne and Paris: Payot. Reprinted as *Course in general linguistics*. Glasgow: Fontana/Collins.
- Sigband, N. (1984). *Business Communication*, Harcourt Brace Jovanovich Publishers, London.
- Swales, J. M. (1981). *Aspects of article introductions*. Aston ESP Research Report No. 1, Language Studies Unit, University of Aston in Birmingham, UK.
- Swales, J. M. (1985). A genre-based approach to language across the curriculum. Paper presented at the RELC Seminar on Language Across the Curriculum, at SEAMEO Regional Language Centre, Singapore, Apr. 1985. Published in Tickoo, M. L. (Ed.) (1986), *Language across the curriculum*, Singapore, SEAMEO Regional Language Centre.

- Swales, J. M. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- Teh, G. S. (1986). *An applied discourse analysis of sales promotion letters*. MA thesis submitted to the National University of Singapore, Singapore.
- Zappen, J. P. (1983). A rhetoric for research in sciences and technologies, in P. V. Anderson, R. J. Brockman, & C. R. Miller (eds.), *New essays in technical and scientific communication* (pp. 123-138). New York: Beywood, Farmingdale.