

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 (CAD), 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.*