

Frank van Meurs

## English in job advertisements in the Netherlands: Reasons, use and effects

Why is the English job title *Human Resource Manager* used in Dutch job advertisements instead of the Dutch *Hoofd PZ*? How frequent is the use of English in Dutch job ads really? What do Dutch readers think about English in job ads?

This study attempts to answer such questions through a variety of methods. As background, it sketches the role of English in the Netherlands. It also analyses published views on the use of English in job ads. Its main contribution to insights into English in Dutch job advertisements is through three types of empirical investigation:

- interviews with makers of job ads about their reasons for using English or Dutch;
- corpus analyses of job ads published in the Dutch national newspaper *de Volkskrant* and on the Dutch job site Monsterboard, to determine the frequency with which English is used and the factors on which this frequency depends;
- experiments with all-English, partly English and all-Dutch versions of job ads, as well as with English and Dutch versions of job titles, to test the effects on readers' attitudes towards the ad, the job and the organisation, their application intentions, and their comprehension of the words and phrases used.

This book is of relevance to those with an interest in English in the Netherlands as well as to those interested in the reasons for and effects of language choice in advertising.

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