

## MASTER'S THESIS

### An analysis of 'banking and finance' job advertisements in newspapers for different targeted readers: 'trainees' and 'professionals'

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**AN ANALYSIS OF  
'BANKING AND FINANCE'  
JOB ADVERTISEMENTS IN NEWSPAPERS  
FOR DIFFERENT TARGETED READERS:  
'TRAINEES' AND 'PROFESSIONALS'**

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# Abstract

This is the study of an analysis of 'banking and finance' job advertisement in newspaper for different targeted readers. Twelve samples are involved in the study; six are for trainees and six for professionals. The main focus is the analysis of the structural similarities and differences of job advertisements between trainees and professionals in the field of 'banking and finance'.

Bhatia's (2004) model of move structure is the foundation of the analysis. Three aspects of the move structure will be investigated: the type of the moves, the frequency of moves and the sequence of the moves. The findings show that two types of texts adopt the same types of the moves; the distributions of the moves in the two kinds of texts are different, but they share the common similarities in the use of the moves and the sequence of the moves. Both of the texts for trainees and professionals are blended with promotional and informative elements to different extents to meet the needs or interests of targeted readers. To conclude, the texts for trainees tend to be promotional whereas the texts for professional tend to be more informative.

## 摘要

本文旨在探究英文報紙上銀行及金融界之招聘廣告，對於不同對象-受訓者及專業人士的論述方法。本文選取了十二個招聘廣告作為研究，其中包括六個廣告以受訓者作為對象，另外六個廣告以專業人士為對象。本文研究旨在分析在相同的分類廣告中，以不同對象的廣告結構上的異同。

本文採用了 Bhatia (2004) 的步驟結構 (Move Structure) 模式作為招聘廣告分析的依據。本研究分析了步驟結構在銀行及金融界招聘廣告及對象的三方面的差異：使用步驟的種類，使用步驟的數目和次序。最後，結果顯示銀行及金融界招聘廣告不同對象步驟的種類、步驟的使用和步驟的次序大致相同，只是步驟的分佈重點不同。這兩類型廣告按對象的需求和興趣選取不同情度的宣傳性和資料性的元素。總括而言，以受訓者為對象的銀行及金融界招聘廣告較為宣傳性，而以專業人士為對象的銀行及金融界招聘廣告較為資料性。

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