AN ANALYSIS ON METALANGUAGE USED IN JOB
ADVERTISEMENTS IN SELECTED EDITION OF
JAWA POS NEWSPAPER

A thesis presented to the English Department,
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the Award of Sarjana Sastra Degree
in English Studies
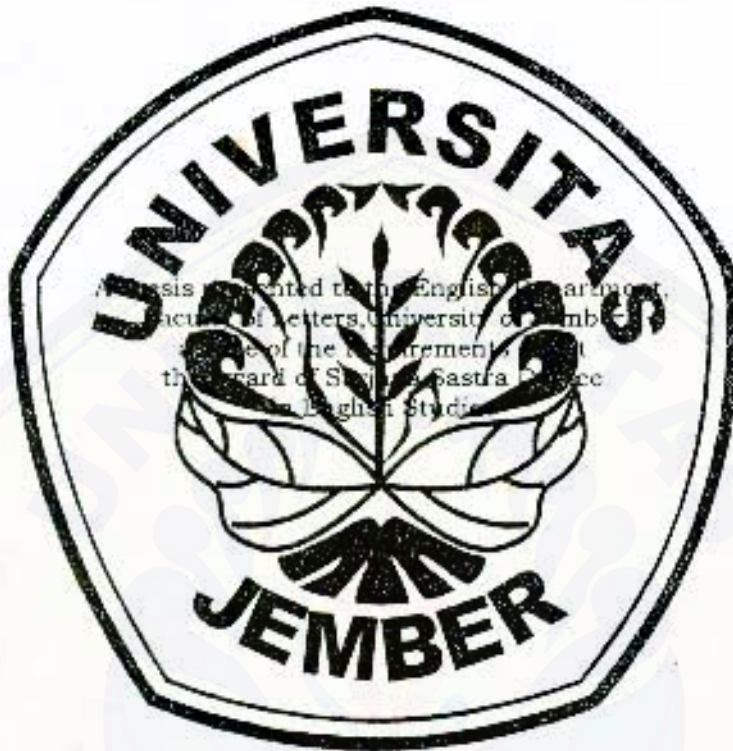
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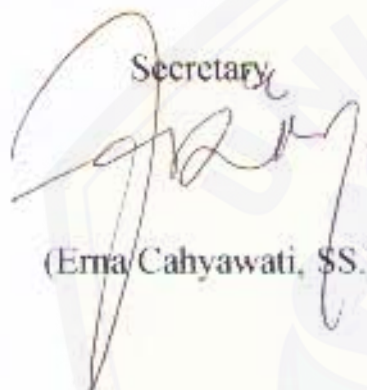**Firmin Kusmi Solikhatin**

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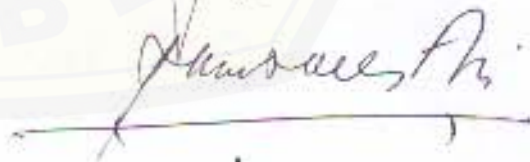
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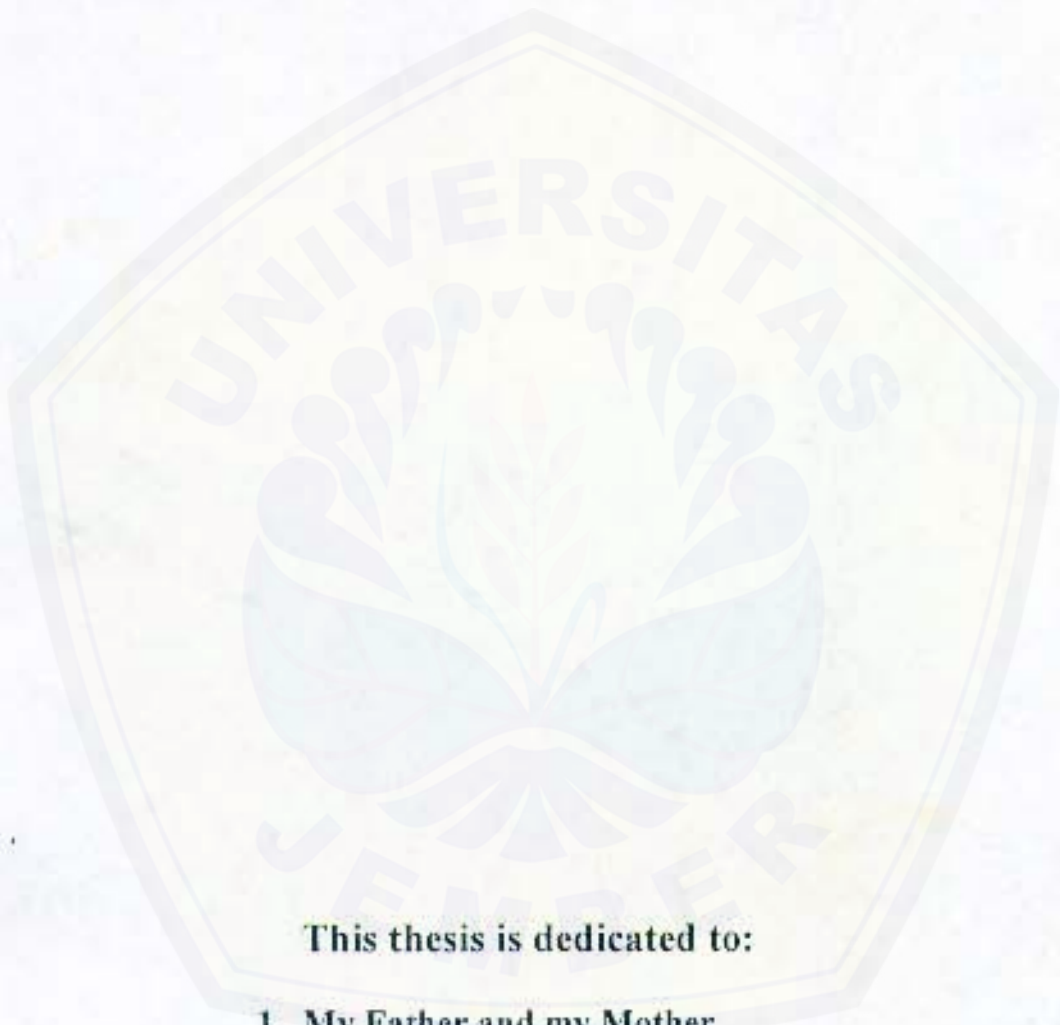
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This thesis is dedicated to:

1. My Father and my Mother
2. My sisters: Rini, Ratna, Emmy and my brother Bonny. My brother in law: Agus and Budi. My nephews: Raka and Radit. My Niece: Sista.
3. The big family of Soka Radio

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Motto:

Getting fired is nature's way of telling you that you had the wrong job in the first place

- HAL LANCASTER
In *The Wall Street Journal*

AN ANALYSIS ON METALANGUAGE USED IN JOB ADVERTISEMENT IN SELECTED EDITION OF *JAWA POS* *NEWSPAPER*

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CHAPTER I
INTRODUCTION

1.1 · The Background of the Study

Promotion is the communication arm of the marketing mix. The task of promotion is to inform, persuade, and remind consumers to respond to the product or service being offered. The desired response may take many forms, from awareness of the product or service to actual purchase (Fletcher, 2002:91).

Making promotional decisions in marketing is both exciting and challenging. Someone has to know the strategy of promotion before promoting his or her product, which is called 'Promotional Strategy'. This is a controlled, integrated program of communication methods and materials designed to present a company and its products to the prospective consumers.

One of the promotional tools firms use most is advertising. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising is the most visible marketing activity. Laan (1968:17) stated that advertisements, which are found in newspapers and magazines, highways and street corners, in a bus and subways, and on radio and television, constitute the kind of language that is very interesting. In order to attract, convince and persuade the consumers, the language of advertisement must be interesting and simple. However, it must still represent the idea and the message, which a writer of advertisement will convey. Hence, their use of language is bold,

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colorful and lively. As a result, their language exerts a major influence on the sense of language.

The message in the advertisements that is addressed to their consumers in the context of media in which they appear must attract the consumers' attention. In order to do so, an advertisement designer should find some ways to attract the attention of consumers. Therefore, a good designer must know the way to write his message in words of advertisement that most consumers like, be interested in and understand or enjoy.

The first rule of writing advertisement is to make it interesting. One way of making advertisement interesting is by using metalanguage. It expresses the idea of advertisement more interestingly than does literal because metalanguage is a language used for describing and talking about language. Real estate advertisements often contain metalanguage to make a property sounds more desirable. Here are some examples, with their real meanings:

Metalanguage	Translation
• Unique opportunity to purchase	• We are having difficulty selling
• An interesting	• An ugly
• Compact	• Very small
• In an exclusive, quiet area	• Far from shops and schools
• Comprises spacious hall, cozy lounge room, 3 bedrooms and modern kitchen	• Comprises small hall, tiny lounge room, 3 bedrooms with no wardrobes and kitchen with new paint

- Transport at door
- Ideal for handyman

- Transport stops two meters from front door
- Will cost a fortune to renovate

(Pease, 1985:2)

With reference to the purpose of advertisement messages, likewise, job advertisement that is addressed to jobseekers must attract the attention of job seekers as well. Most of job advertisements that we find in the newspapers are trying to attract the job seekers' attention by giving some temptations such as good salary, great opportunity, varied responsibilities and more offers. As a job seeker, we have to know the meaning of metalanguages, which are hidden behind the languages of job advertisement. Some examples of the use of hidden language with their real meanings in job advertisement are found in one of the articles of *Kosmopolitan Magazine* in edition of July 2000 in the page 72-73. They are:

Metalanguage	Translation
• Great opportunity	• Usually the company offers low salary
• Valuable management training position	• Actually it does not matter if the applicant graduated from senior high school
• Self-starter wanted	• You must be able to motivate yourself; otherwise the salary will be based on target reached.

- A people oriented job
- You must be able to answer a telephone from the customer who sometimes complains about your service

The *Macquarie Dictionary* defines metalanguage as a language that encodes ideas other than the one of the naturally occurring language. In other words, it is a language hidden within the language. Like body language, metalanguage gives a rise to gut feelings, intuitions, the sixth sense and hunches that the speaker does not mean what he said. We have all stood at a department store counter waiting for service only to be greeted with, 'Are you right?' from the salesperson. In Meta this translates into, 'Is it really necessary for you to disturb me at this time?', and this is the feeling that we subconsciously receive (Pease, 1985:4)

Metalanguage is a kind of language phenomenon that is interesting and valuable to study. If we took all the metalanguage from day-to-day conversation we would be left with short, sharp, to the-point conversations and we would all sound rude, crude and ignorant towards each other. Metalanguage softens the blows we give each other, expose our own virtues or vent an array of emotions without being blatantly rude (Pease, 1985:7).

As the twentieth century comes to a close, more and more metalanguage is being used in business. One hundred years ago an employer could fire an employee by shouting, 'Get out, you lazy slob!' or the equivalent, but pressures exerted by

unions and other bodies have prevented this type of approach and have brought metalanguage into prominence. Today, the lazy employee would receive a company circular that reads something like this: 'Due to extensive reorganization of this company's export division it has been necessary to amalgamate the positions of stamp-licker and coffee-maker for the benefit of all employees and for the good of the company in general. Chief stamp-licker Joe Bloggs has decided to relinquish his title and seek employment on the open market, where his skills and experience should hold him in good stead.' It still means, 'Get out, you lazy slob!' but the metalanguage is more palatable to the other employees and keeps the unions at bay (Pease, 1985:8).

The focus of the discussion is then to analyze the use of metalanguage in job advertisements It is very important for job seekers to understand what the company offers. It can be applied through various kinds of advertising media. It emerges on radio, television, magazines and newspapers in delivering the message to the job seekers.

One of the advertisement media for job advertisement is newspaper. The reason why firms or companies wish to place job advertisement is that they want to get employee who suits their requirements as soon as possible. Newspaper has a great flexibility for an advertiser. The advertisers can reach their readers daily or as frequently as they like. Besides they are cheaper than magazines, a job advertisement in a newspaper is usually read. Based on this fact, the writer tries to analyze metalanguage found in job advertisements on daily newspaper

called Jawa *Pos*. The reason why the writer choose *Jawa Pos* as the object of the thesis entitled **The Analysis of Metalanguage used in Job Advertisement in Selected Edition of *Jawa Pos Newspaper*** is because it has many job advertisements in English which use metalanguage.

1.2   The Problems to Discuss

To come to a clear understanding of the discussion, three problems are presented in this thesis. These problems are what the meaning of metalanguage used in the job advertisement of selected edition of *Jawa Pos Newspaper*, what sort of metalanguage used in *Jawa Pos Newspaper* selected edition job advertisements and how to understand the metalanguage used.

1.3   The Scope of the Study

The general area of this thesis is to find metalanguage in job advertisements and to describe their meanings. The discussion is concentrated on the form and the meaning of metalanguage found in job advertisement. For this reason, the theoretical review includes the definitions of the terms such as metalanguage and job advertisement. Since metalanguage has a relationship with applied linguistics, especially semantics and pragmatics, therefore the approaches applied in this study are pragmatics and semantics theories.

1.4   The Goals of the Study

Hopefully, this study will bring benefit for those who are interested in learning metalanguage, especially to understand metalanguage in job advertisement and the meaning behind it. Therefore, the goals presented in this study are:

1. To show the metalanguage that is used in job advertisements
2. To show the meaning of metalanguage used in job advertisements

1.5   The Significance of the Study

Hopefully, the result of this research will be useful not only for the researcher but also for the readers. The significance of this thesis can be stated as follows:

1. by reading this thesis, readers will get more input on the use of metalanguage in order to broaden their awareness to the job vacancies they read in the newspapers.

2. The result of this research can be used as the reference for those who want to conduct a further research related to stylistic study especially about the use of metalanguage.

1.6   The Organization of the Thesis

This thesis comprises 5 chapters, and each chapter consists of sub-chapters except chapter 5 because it is a conclusion of the entire previous chapters.

Chapter 1 is merely an introduction to the discussion of this study which consists of the background of the study, the problem to discuss, the scope of the study, the goal of the

study, and thesis organization. Literary review that shows relevant references, which underlie this study, is presented in chapter two. The methods used in this research are displayed in the Research Method, in chapter three. This includes the data, data collection, type of data and type of analysis. The main discussion of the thesis is presented in the fourth chapter. The last chapter will conclude what has been discussed in the previous chapters.
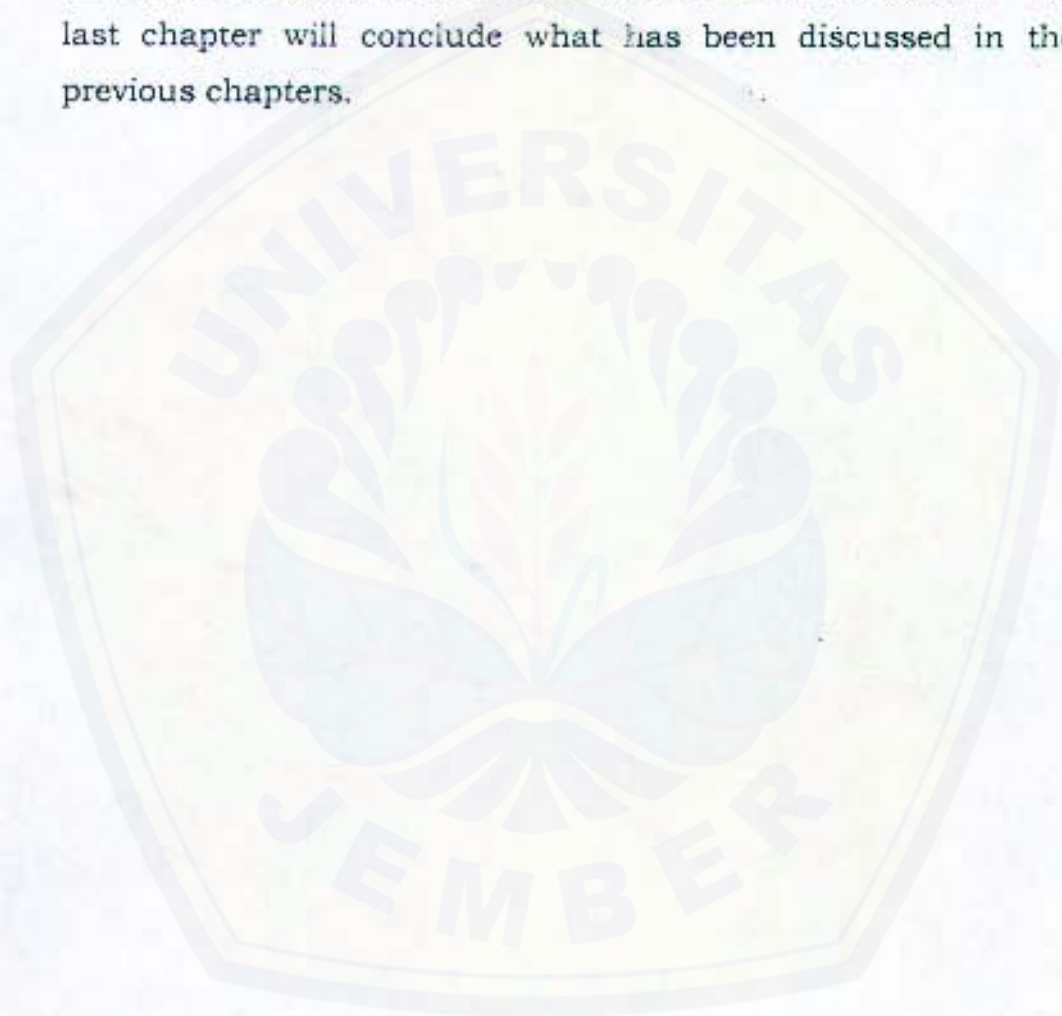
CHAPTER II
THEORETICAL REVIEW

2.1 Definitions of the Terms

Since this thesis is to analyze the metalanguage used in job advertisements, in this chapter the writer is trying to describe the meaning behind metalanguage and job advertisement.

2.1.1 Metalanguage

Semanticists define metalanguage as a language which is used to describe language (Lyons, 1997:7). According to Webster's New World Dictionary of American English (1968:137), metalanguage is a language which encodes ideas other than the one of the naturally occurring language. Meanwhile, Webster's Third New International Dictionary (1981:218) states metalanguage as a language used to express data about or discuss another language.

Metalanguage talks about what lies behind and support language (Meyer, 2000:1). Metalanguage is important in maintaining friendly relationships with others. This statement implies that metalanguage cannot only be understood linguistically but also socially, because there must be something hiding behind the expression or there is some implicit meaning behind the expression.

Metalanguage makes prejudices easy to spot. How many times have we seen public toilets marked Men and Ladies? This reveals a prejudice against men by implying that they are not gentlemen or towards women by implying that, where men are men, women are ladies. Metalanguage is

everywhere; as well as playing an important part in developing relationships. Like body language it is a tool that can be used to uncover a person's real attitude.

Another example, most men know that when a lady says, 'No', she means, 'Maybe', and when she says, 'Maybe', she means, 'Yes', but if she says, 'Yes', she's no lady. This old joke demonstrates that what is *said* is not necessarily what is *meant*.

2.1.2 Job Advertisement

Job advertisement as we know is information of getting a job. It consists of two words, 'job' and 'advertisement'. The definitions of job and advertisement will be discussed further in the next sub-chapter.

Importantly, job advertisement is concerned with the recruitment and selection process. The recruitment and selection process can be described as a flow of information that is systematically exchanged. Both parties supply and obtain increasingly more detail about each other as recruitment leads to application and on to short listing. The flow has two facets: the contents of the information and the medium used to transmit it. The contents need to be planned, written and presented in a way that complements the message and suits the audience, while the medium chosen to transmit it must be effective and also complementary (Dale, 1999:95).

Recruitment, in some ways, is a very traditional activity and the choice of medium for the message is influenced by a large number of other factors that have nothing to do with the organization or its vacancy. These

traditions limit the scope for innovation because the aim is to ensure that the message gets into the right market place. People looking for jobs will hunt in the outlets known to carry vacancy announcements, and those looking for applicants will advertise in outlets known to be used by job seekers. This traditionalism undermines some of the attempts to distribute the message more widely.

If the job advertisement is to be seen as a product, the way in which it is packaged and presented to its potential consumers will influence the way in which they perceive it. The accountants Price Waterhouse conducted some research into the elements of job advertisements that attract job seekers' attention. It was found that job seekers look first for a job title (or heading), a location and a salary that matches their requirements. If these catch the reader's attention, there is a chance that he or she will read the rest of the advertisement (Dale, 1999:59).

2.1.2.1 Job

The definitions of job based on Oxford Advanced Learner's Dictionary are:

1. Regularly paid position or post
2. Piece of work; task or assignment

(Hornby, 1974:84)

Furthermore, Frans Poels (1999:26) stated that job is a collection of tasks in conjunction with certain responsibilities and competence. Meanwhile, the meaning of the task is a collection of similar activities.

It is worth spending some time thinking about why people apply for jobs. Many different assumptions are held

about the precise reasons why people do and do not work. Some of these are influenced by political persuasion as much as empirical evidence. Rather than getting into a detailed debate here about the issues, it is sufficient to say that there are probably as many motives as there are people in and out of work. Nevertheless, some general drivers can be recognized (Dale, 1999:66).

For those out of work, the need for a job is an obvious motivator. Jobs bring companionship, social esteem and useful ways of passing the time and they bring money.

2.1.2.2 Advertisement

Advertising is one of the sub-systems enriching the world of economy. According to Webster's Third New International Dictionary, advertising is the business or profession of designing and preparing advertisement for publications or broadcast (1966:31). So, it is true that advertisement is the product of the advertising and takes an important role in modern business. Advertisement is a notice or message intended to make the advantages and desirable qualities of a product or service known to the public, especially a paid notice, printed in newspaper or magazine or broadcast by radio or television (Webster International Dictionary, volume 1).

Advertisement serves a function. The function of any advertisement is to keep the consumer's attention focused on the information it has to give. Beside that, there are other functions of advertisement, as presented by Charles L. Whittier (1955:47) which should be fulfilled by any advertisement. These functions are to present:

1. Idea

   In studying an advertisement, it is noted that the advertisement should have an idea in it. This idea should be a good idea, which can make up the consumer's mind. The advertiser has reached the conclusion that advertisements, which contain only fair ideas, are usually more effective than those, which contain no idea at all. This does not mean to stop trying when a fair idea is achieved. The better idea, the better any advertisement is likely to be.

2. Immediate Impact

   Here is an observation to keep in mind. The prospective advertiser makes up people's mind in one quick glance or a few rapid syllable of sound. In that instant an advertisement must either flag his attention or lose it. Immediate impact is defined as 'stopping power", because it is really the power to distract, to halt minds concerned with other things, to give them greater concern for the advertising message that appears suddenly before them. This power to stop people is one of the most important functions of an advertisement for if nobody stops to look or listen, the advertisement is a total loss.

3. Incessant Interest

   Any advertisement should not only hold a prospective customer's attention until he has absorbed all the information it has to give him, but also contributes to the single purpose of making sale, and maximum persuasion is the sum of all its parts. To hold attention, an advertisement must maintain interest. It will make the consumer want to know more so long as the advertiser

has more to tell. An advertisement half read, a commercial partly listened to, does not deliver full value to the advertiser. It also has dealing with principle of economy, because every word should be read and each of them costs a lot of money.

4. Information

Good information should have detailed information about product being advertised. It can be done by enough information to satisfy curiosity and create conviction, which is usually sufficient, provided some of it pertains exclusively to the product advertised.

5. Impulsion

Advertisement can impel consumer toward a purchase by building up their desires. It should have a strong impulsion that is born of conviction. Any advertisement should convince its consumer that what it says about the product is true. The advertisement should convince its consumer also that it will bring them more satisfaction than something they could spend their money for.

These functions of advertisement have important role in making a good advertisement for the advertisement writer. They are also used for 'An interest for advertisement'. Any advertisement that has those characteristics can be called a good one. They serve two purposes, firstly as a guide in preparing advertisements, and secondly, for evaluating advertisements after they are prepared.

2.2   The Theories Related to Metalanguage

2.2.1 Pragmatics

Metalanguage is a special language-use phenomenon. There is something hiding behind the expressions of metalanguage. They should be interpreted pragmatically. Hence, knowing the concept of pragmatics and the references that are used to interpret metaphorical expressions pragmatically is important.

The term pragmatics was firstly used by a famous philosopher Charles Morris who has a great intention on semiotic. In the study of sign system, he proposed three basic concepts, they are Syntax, Semantics, and Pragmatics (Suyono, 1990:1). Syntax studies the formal relation among language signs. Semantics studies the relation between the signs and the object. Pragmatics studies the relation between language signs and their users.

Furthermore, Levinson (1983:5) said that, "pragmatics is the study of language usage." According to Hatch (1992:260), "pragmatics is the study of what speakers mean to convey when they use a particular structure in context." Moreover, Yule phrased that pragmatics is the study of speaker meaning. This means pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or a reader).

2.2.2 Irony

For communication to be effective, it must be flexible and metalanguage is important in maintaining friendly relationships with others. Metalanguage contains an implicit meaning. Most of the words and phrases used in

metalanguage are consciously interpreted to discover the real feelings behind them (Pease, 1985:4). As given in previous chapter, real estate advertisement often contains metalanguage to make a property sound more desirable. Based on those examples we can conclude that the word expressing something in a metalanguage is similar to irony. Hence, knowing the meaning of irony is important.

L. Barnhart in **Thorndike-Barnhart Comprehensive Desk Dictionary** stated the word irony as:

1. Method of expression in which the ordinary meaning of the word is the opposite of the thought in speaker's mind

2. Event contrary to what would naturally be expected.

(1965:424)

The Random House of the English Language defines the word irony as a figure of speech in which the words express a meaning that is often the direct opposite of the intended meaning (Urdang, 1968:706). This means that irony as a method of speech in saying something is the opposite of suggestive meaning.

Steven and Kegel in **A Glossary for College_English** stated the word irony as:

"Irony is a figure of speech, irony refers to a statement in which the literal meaning is exactly opposed to the intended meaning. In his oration over the body of the murderer Caesar, Anthony repeats several times his ironical statement "Brutus is an honourable man". In its broadest sense, however, irony refers to that pervading quality of literary work best defined as an inability of the major character to foresee the tragic consequences of their actions".

(1966:219)

Another description of irony is found in **The Encyclopedia Americana Volume 15.** The book explains that: 'Irony refers to a situation in which reality differs from appearance'. This merely stresses on a situation and does not give further account of what a situation is resulted from, because a situation may be derived from oral presentation or the power of God or Nature.

A.S. Hornby in **The Advanced Learner's Dictionary of Current English** also tells us what irony is. He explains that irony is:

1. 'the expression of one's meaning by using words that mean the direct opposite of what one really intends to convey, in this way showing reducible or contempt or humorous attitude. If you say 'How clever' when a person does something foolish or when he makes a mistake, you are using 'Irony'

2. 'an event or situation which is the direct opposite of what is, or might be expected, and appearing to be directed by evil fate, chiefly in the irony of fate (circumstances), If a poor man inherits a great fortune and dies soon afterwards, we might call it one of life's ironies'.

According to the quotations above irony means:

1. an expression of one's meaning by using words which contain the direct opposite of one's intention and

2. an event or situation which is different from its appearance.

Based on those opinions we can draw a conclusion that irony is: a state of affairs either verbal or situational that implicitly means the direct opposite of what is really the case

as the dissimulation of one's intention both in reality or in the world of literature.

2.2.3 Meaning

Since this thesis is to analyze the meaning of metalanguage used in job advertisements, it is essential to know what meaning is before describing the meaning behind metalanguage in job advertisements.

Ullman defined meaning as a reciprocal and reversible relationship between name and sense (1967:157). It means that "if one hears the word one will think of the thing, and if one thinks of the thing one will say the word". Ullman also stated that sense is the information which the name-phonetic shape of the word, the sound which make it up and also other acoustic features such as accent- conveys to the hearer.

Since meaning is a reciprocal and reversible relation between name and sense, one can start from the name and look for the sense or senses attached to it. It is a way to do all alphabetical dictionaries. One can also start from the sense and look for the name or names connected with it. However, the meaning of the word can be interpreted from its use in the language.

2.2.4 Context

Context, as it is stated by Nida and Taber, is the total setting in which a word is used, including the cultural context and the linguistic context, which in turn consists of the syntactic context and the semiotic context (1982:199). One purpose of the context is to specify the one suitable

meaning for each word, and to evade ambiguity in a discourse (Nida and Taber, 1982:199)

One of the important aspects of context as it is stated by Palmer is that provided by social relation. We can be rude or polite, and the decision to be one or the other may depend upon the social relationship with the person to whom we are speaking. Thus we may ask for silence with *Shut up, Be quite, Would you please be quiet?, Would you keep your voice down a little please?* The choice depends on whether we wish to be rude or not and this relates to the status of the person addressed (Palmer, 1997:40).

III. RESEARCH METODOLOGY

Research is defined by Best as the systematic and objective analysis and recording of controlled observations that may lead to the development of generalizations, principles, or theories, resulting in prediction and possibly ultimate control of events (1981:18). On the other hand, methodology is a pattern that is helpful in identifying scientific problems. It has steps to identify a problem, to formulate a hypothesis, to collect, organize, and analyze data, to formulate conclusion, and to find the result of the hypothesis whether it is accepted or rejected (Best, 1981:5). Hence, methodology in doing research is the systematic way to make it easier for the researcher to solve the research problems because it forces the researcher to think systematically and to make an intensive process of carrying on the scientific research. So, it will make the research have more intelligible and scientific value. Hence, in this study the writer follows several basic stages of Methodology of Linguistic Research to solve the problems.

Firstly, the writer selects the data that is going to be discussed. The date is research material that will be expressed in phrases and sentences. Secondly, the selected data is collected It is necessary to identify the specific data. The next stage is method of analysis. This stage concerns with processing the data collection. It describes how the data will be analyzed. The findings and the descriptions of the analysis results are the final stage.

3.1 Type of Research

The type of research in this thesis is descriptive research. Surakhmad (1985:139) said that descriptive research refers to solve the problem in the recent time. They are describing, analyzing, classifying, interviewing, surveying, taking comparetive study and drawing a conclusion.

The method of research used in this thesis is descriptive method. Best (1987:25) explains that the process of descriptive research involves the description, recording, analysis and interpretation of the condition that exist.

3.2 The Data

The data is required materials that are needed to support the research. The data of this study is presented in the forms of phrases and sentences. The specific phrases and sentences are found in the job advertisements on Jawa Pos newspaper. The writer will look for metalanguage expressions from the job advertisements on Jawa Pos newspaper and the meaning behind the expressions.

The data used in this research is qualitative data, meaning the data is not in the form of numbers, but descriptive words (Djajasudarma, 1993:15). The qualitative data of this study are the phrases and sentences of Metalanguage found in job advertisements on Jawa Pos newspaper.

3.3. Data Collection

In collecting the data, the writer uses library research. In this research, the writer uses documentary technique in obtaining the data. It is an attempt to trace the sources of information in the form

of documents which are relevant to the study. The documents in this study are Jawa Pos newspapers published in July 2002 which are available in the library.

3.4 Population and Sample

A population is any group of individuals that have one or more characteristics in common that are interest to the researcher, whereas a sample is a small proportion of population selected for observation and analysis (Best,1981:8). In this thesis, the population is all the English advertisements published in Jawa Pos Newspaper at July 2002.

Regarding the concept of sample, the research uses simple random sampling. In simple random sampling, every number of the population has an equal and independent chance of being selected of the sample (Macmillan, 1992, 71). In this sense, each advertisements has the same opportunity to be selected and chosen for the sample.

3.5 Type of Analysis

The type of analysis which will be used in this study is descriptive method. It involves the description, analyzing and interpretation of condition that exist (Best, 1987:8). Hadi said that descriptive method is simply describing about the object or its events without taking some general conclusions (1987:3). The descriptive method of this analysis will be used to describe the result of data analysis.

CHAPTER V
CONCLUSSION

Many advertisers use metalanguage in their advertisements. Metalanguage is a language behind a language and it essentially dealing with some linguistic aspect. Those aspects of linguistics are Pragmatics, Irony, Meaning and Context. Job advertisements being analyzed in this study are picked up from Jawa Pos Newspaper because it has many job advertisements in which metalanguage is used most.

There are 14 advertisements found in Jawa Pos Newspapers and those ads contain 21 vacancies: Marketing 51%, Human resource 9%, Quality auditor 4%, RF engineer 4%, Company controller 4%, Manager 14%, Customer Service 4% and Secretary 4%. All of the advertisements, 100% of them, are using metalanguage.

From the advertisements found in selected Jawa Pos newspaper, there are 11 or 78% advertisements use metalanguage in naming of the position required in the company, 6 or 43% in the term of applicants motivation wanted by the company, 1 advertisement (7%) mentioned about the training and it uses metalanguage, 5 or 36% in mentioning career development, 6 or 43% in mentioning about the individuals professionalism needed by the company, 28% in mentioning how hard the work offered, 21%in mentioning the applicant's independency, 21% in expressing the work situation in the company, 43% in mentioning the terms about the communication skill needed in the company, 7% in relating the latest education needed by the company, 14% in expressing the mental of the applicants which required by the company, 7% in expressing the salary which will be accepted by

the applicants, 28% in showing that the applicant must have the ability to handle varied customers, and 14% in expressing the varied job accepted by the applicants.

There are some specific reasons why the company, the advertisement designer, and the newspaper tend to use metalanguage: Economically and Psychologically. Economically, the use of metalanguage in the advertisement might optimize the applicant responses related to the money a company has spent for it. Psychologically, metalanguage is used in advertisements because by using metalanguages, the company could touch the psychological side of the readers.

Discourse analysis, as the study of communication whether it is written or spoken [Hatch, 1992: 1] can be applied in order to know more about metalanguage used in Jawa Pos Newspaper.

Metalanguage is a special language-use phenomenon. There is something hiding behind the expression. To understand more about the meaning in it, an advertisement reader must know the context. One purpose of the context is to specify the one suitable meaning for each word, and to evade ambiguity in a discourse. The three features of the context of situation can be applied to know the situation behind the job advertisement.

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