Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Language

Master's Thesis

English in Non-English-Medium Job Advertising: A Study on Impact and Implications

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

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Thesis title

English in Non-English-Medium Job Advertising: A Study on Impact and Implications

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Objectives of thesis

The objectives of the thesis are as follows:

• To evaluate the prevalence and patterns of English language requirements in non-English-medium job advertisements.
• To determine the motivations of employers and organizations in incorporating English language requirements in their recruitment processes.
• To examine the impact of English language requirements on job seekers' opportunities, perceptions, and employment prospects.
• To assess the implications of English-dominated job advertising on language policy and language diversity in non-English-speaking countries.

Methodology

The thesis will be processed using the following methods:

• Employer Surveys: Conduct surveys with employers and organizations to understand their motivations and justifications for incorporating English language requirements.

• Job Seeker Interviews: Interview job seekers to investigate their experiences, attitudes, and perceptions regarding English language requirements and their impact on employment prospects.

• Comparative Analysis: Compare the findings from different countries to identify common trends and variations in the use of English in job advertising.

The proposed extent of the thesis

60-70 pages

Keywords

bilingual jobs, English proficiency, job ads, job postings, language diversity, language requirements

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Recommended information sources

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Declaration

I declare that I have worked on my master's thesis titled "English in Non-English-Medium Job Advertising: A Study on Impact and Implications" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2024   _____

Acknowledgement

English in Non-English-Medium Job Advertising: A Study on Impact and Implications

Abstract

     English has become a dominant language in international communication, and its use has expanded beyond native English-speaking countries. This rise of English as a global language has significant implications for language policy, education, and job advertising. The primary objective of this thesis is to comprehensively investigate the use of English in non-English medium job advertising and to elucidate its multifaceted implications for recruitment processes and language policy. The research methodology for this study employs a questionnaire-based data collection approach to explore the use of English in non-English medium job advertising, its implications on recruitment processes, and its impact on language policy within organizations. While no sophisticated data analysis is involved, this methodology emphasizes collecting and presenting relevant data clearly and illustratively using graphs, illustrations, statistics, and tables. The impact on job seekers is profound, with English proficiency perceived as a crucial factor in employment opportunities in Prague. But this cannot be said for the whole country. Furthermore, the extent of English language requirements is substantial, particularly in job ads targeting the younger demographic. Primary motivations include attracting international candidates, projecting a global image, and recognizing English as a practical job requirement.

Keywords: Language, Prague, Job, Advertisement, Non-English, Career, Human Resource

Angličtina v neanglicky psané inzerci: Studie o dopadu a důsledcích

Abstrakt

Angličtina se stala dominantním jazykem v mezinárodní komunikaci a její používání se rozšířilo i mimo původní anglicky mluvící země. Tento vzestup angličtiny jako globálního jazyka má významné důsledky pro jazykovou politiku, vzdělávání a inzerci pracovních míst. Primárním cílem této práce je komplexně prozkoumat používání angličtiny v neanglicky psané pracovní inzerci a objasnit její mnohostranné důsledky pro náborové procesy a jazykovou politiku. Metodologie výzkumu pro tuto studii využívá přístup založený na dotazníkovém sběru dat, aby prozkoumala používání angličtiny v neanglicky psané inzerci pracovních míst, její důsledky na náborové procesy a její dopad na jazykovou politiku v organizacích. I když se nejedná o sofistikovanou analýzu dat, klade tato metodika důraz na sběr a prezentaci relevantních dat jasně a názorně pomocí grafů, ilustrací, statistik a tabulek. Dopad na uchazeče o zaměstnání je hluboký, znalost angličtiny je vnímána jako zásadní faktor pracovních příležitostí v Praze. To se ale nedá říct o celé zemi. Kromě toho je rozsah požadavků na angličtinu značný, zejména v pracovních inzerátech zaměřených na mladší demografické skupiny. Mezi primární motivace patří přilákání mezinárodních kandidátů, promítání globální image a uznání angličtiny jako praktického požadavku na práci.

Klíčová slova: Jazyk, Praha, Práce, Inzerce, Neanglický, Kariéra, Lidské Zdroje

Table of Contents

1. Introduction

English has become a dominant language in international communication, and its use has expanded beyond native English-speaking countries. This rise of English as a global language has significant implications for language policy, education, and job advertising (Sharifian, 2013).

In the field of language policy, the development of English as a medium of instruction (EMI) has become an important issue for researchers in an era of globalization and internationalization. The increasing numbers of people worldwide who turn to English as a requirement of international communication have led to debates about the future of English teaching and its impact on identity projection (Tang, 2020).

However, one of the most visible results of this linguistic shift is adopting English in job advertising—a practice that has become commonplace in many countries. This is not just about choosing a language for job postings; it is about how that choice ripples through the recruitment process and even affects the language policies within organizations (Crystal, 2013).

Within the sphere of employment, the choices made regarding language in job advertising emerge as consequential determinants of access to opportunities, the configuration of recruitment procedures, and the reflection of overarching language policies within organizations. These choices extend beyond the realms of linguistic preference; they hold the power to shape the very landscape of employment dynamics (Vaara et al., 2005).

This thesis aims to examine the use of English in non-English medium job advertising and its impact on recruitment processes and language policy. The research drew on a range of sources, including academic literature, case studies, and interviews with job seekers. The thesis aims to contribute to a better understanding of the role of English. It is not just about the language itself; it is about how it shapes recruitment processes and guides the language policies within organizations. In doing so, the research hopes to offer valuable insights that enrich our knowledge and provide practical implications for educators, policymakers, employers, and job seekers navigating the intricate terrain of global employment job advertising and its impact on recruitment processes and language policy.

1.1 Background and Rationale

As a powerful communication tool, language plays a pivotal role in various aspects of society, including education, employment, and policymaking. Within the context of employment, the language used in job advertising holds significant importance, as it serves as the gateway through which job seekers access employment opportunities and employers connect with potential candidates. This thesis delves into the fascinating and evolving phenomenon of the use of English in non-English medium job advertising, shedding light on its intricate implications for recruitment processes and language policy (Zanola, 2012).

The last few decades have witnessed unprecedented levels of globalization, with the world becoming increasingly interconnected economically, culturally, and socially. One of the defining features of this globalization is the ascendancy of the English language as the lingua franca of international communication. English has permeated various spheres, including business, science, technology, and academia, transcending its status as the primary language of native English-speaking countries (Akram, 2023).

The globalization of job markets, driven by the expansion of multinational corporations, international trade, and cross-border labor mobility, has led to the incorporation of English into job advertising practices. Even in regions where English is not the native language, employers often use English as a communication medium in their job advertisements. This trend reflects the recognition that English proficiency is valuable in an increasingly globalized and interconnected labour market (Pennycook, 2017).

The language used in job advertising goes beyond mere communication; it profoundly influences recruitment processes. It can impact the composition of the applicant pool, the qualifications sought by employers, and the overall effectiveness of recruitment efforts. The choice of language in job advertisements can open opportunities for international talent and potentially exclude individuals who do not possess strong English language skills (Nikolaou, 2014).

2. Objectives and Methodology

2.1 Objectives

The primary objective of this thesis is to comprehensively evaluate the use of English in non-English medium job advertising and to elucidate its multifaceted implications for recruitment processes and language policy. To achieve this overarching goal, the research is guided by the following specific objectives:

- To understand the prevalence and patterns of English language requirements in non-English-medium job advertisements in Prague.
- To investigate the motivations of employers and organizations in incorporating English language requirements in their recruitment processes.
- To examine the impact of English language requirements on job seekers' opportunities, perceptions, and employment prospects.
- To explore the implications of English-dominated job advertising on language policy and language diversity in Prague.

2.2 Methodology

This section talks about the description of the study area, the method of data collection, the research design, and limitations. The methodology further provides vital information on how the study sample was drawn from the population, using the research instrument. The section also provides how the data were categorized to form a better readability of such information.

2.2.1 Study Design

The research methodology for this study employs a questionnaire-based data collection approach to explore the use of English in non-English medium job advertising, its implications on recruitment processes, and its impact on language policy within organizations. While no sophisticated data analysis is involved, this methodology emphasizes collecting and presenting relevant data clearly and illustratively using graphs, illustrations, statistics, and tables. The Questionnaire survey was targeted at people living in Prague, Czech Republic. The researcher also created an employer and recruitment agency survey to further improve the overall quality of the research. A total of 150 questionnaires were distributed for the research purposes.

2.2.2 Data Collection Methods

- Data Collection Instrument: A structured questionnaire survey was the main instrument used and about 100 respondents filled it up, while an additional 40 respondents were mainly recruiters and employers. In some rare cases, the data were also collected face-to-face for a better understanding of the respondents. The survey helped in showing the consequences on recruitment processes, and its broader implications for language policy. The questionnaire design incorporated a mix of closed-ended questions that provided participants with predetermined response options, allowing for quantitative data collection. These questions cover aspects such as the prevalence of English in job advertising, language proficiency requirements, and its impact on candidate selection in Prague.

- Questionnaire Distribution: The final questionnaire was meticulously distributed to a diverse and representative sample of representatives–students, agencies, and professionals with direct experience with non-English medium job advertising in Prague. The selection process for the sample was conducted with precision to ensure it encapsulates a broad spectrum of industries.

2.2.3 Sampling Techniques

The diverse sample represented various citizens, students, tourists, and professionals to ensure a comprehensive understanding of the research topic. This method, which includes employers as well as job searchers, significantly increases the study's depth. The thesis attempts to provide a comprehensive knowledge of the dynamics surrounding language choices in job advertisements by gathering insights from recruiting firms and employers. A balanced investigation of how linguistic preferences are moulded on both ends of the job spectrum is made possible by the inclusion of employers' opinions.

2.2.4 Sampling Process

Multi-stage sampling was used to choose the respondents for this research study. In the first stage of the sampling process, to cover the entire area of Prague, the researcher applied a random sampling to select 200 respondents. The highest population of the respondents are university/college students, plus recruiters/agencies experienced with the Czech Republic job market. The survey was sent to a pool of over 200 participants via email. Only 150 responses were valid for research purposes. Responses from the remaining 50 participants could not be used due to incomplete filled up information. The questionnaire has sections designed for all types of respondents based on their profile in the Czech Republic.

2.2.5 Ethical Considerations

Ethical considerations were paramount in the distribution process. All participants were informed about the purpose of the study, and their informed consent was obtained. Additionally, data privacy and confidentiality were strictly adhered to.

2.2.6 Voluntary Participation

Participation in the study was entirely voluntary, and participants were free to withdraw at any point.

2.2.7 Limitations

The study relies on the respondents' self-reporting accuracy and honesty, which can be biased by several factors, including:

- Social desirability bias: Respondents may report information they believe is socially desirable rather than true. For example, respondents may overreport their job qualifications or experience.
- Memory bias: Respondents may not accurately remember their past experiences or behaviours. For example, respondents may overestimate the number of times they have applied for jobs.
- Cognitive biases: Respondents may be influenced by their own cognitive biases. For example, respondents may be more likely to notice and remember information that confirms their existing beliefs, and they may be more likely to give more weight to the first piece of information they receive.

Furthermore, the researcher was unable to conduct this survey on other non-English speaking countries or cities, rather than Prague, and this was due to limited time resources and lack of quality support from these countries in filling up the online survey. For that purpose, this research work is strictly based in the Czech Republic and focused on Prague residents.

2.2.8 Research Questions

The research work for this thesis was designed to answer the following questions:

- What is the extent of English language requirements in non-English-medium job advertisements in Prague?
- What are the primary motivations driving Prague recruiters and organizations to incorporate English language requirements in their job advertisements?

- How do English language requirements in job advertisements impact job seekers' opportunities, perceptions, and employment prospects in Prague?

2.2.9 Significance of the Study

The research findings are expected to contribute significantly to organizations and policymakers in the following ways:

- Enhancing Understanding of Globalization and Language: By investigating the motivations behind using English in non-English medium job advertising, the study sheds light on the role of language in the globalized world. It deepens our understanding of how linguistic choices are intertwined with globalization processes, aiding scholars in exploring the evolving dynamics of language in contemporary society (Gorter, 2015).
- Informing Organizational Practices: The research findings offer valuable insights to organizations operating in non-English speaking countries. Understanding the implications of language choices in job advertisements can help organizations refine their recruitment strategies, promote linguistic diversity, and create more inclusive workplaces (Hwang, 2013).
- Supporting Inclusive Recruitment Practices: This study's examination of the impact of English in job advertising on recruitment processes has practical implications for HR professionals. It can guide organizations in designing fair and inclusive recruitment practices that do not disadvantage candidates based on their language proficiency (Gunnarsson, 2014).
- Guiding Language Policy Development: The thesis provides a basis for informed decision-making in the formulation of organizational language policies. Organizations can use these insights to develop policies that align with their global aspirations while respecting local contexts and fostering inclusivity (Gorter, 2015).
- Addressing Societal Concerns: By uncovering potential linguistic discrimination and access disparities in job advertising, the study contributes to discussions about social equity and fairness. It highlights the need for organizations and policymakers to address these concerns to ensure equal opportunities for all (Hopkyns, 2017).
- Facilitating Cross-Cultural Communication: The study's findings can help promote effective cross-cultural communication as organisations increasingly operate in diverse linguistic environments. Understanding the role of language in recruitment and workplace dynamics is crucial for successful intercultural collaboration (Hwang, 2013).

- Informing Policy Decisions: Policymakers and regulatory bodies can use the research findings to inform decisions related to language policies at the organizational and national levels. This can affect language education, workforce development, and cultural preservation (Károly, 2008).

3. Literature Review

In the 21st century, the world of work has undergone a profound transformation driven by the increasing interconnectedness of our globalized society. The traditional boundaries that once separated economies and cultures have become more porous, leading to a highly mobile and dynamic workforce. This shift has had a profound impact on how businesses operate, connect with talent, and seek opportunities across borders (Matthews and Thakkar, 2012).

A key facet of this transformative journey is the changing role of language in job advertising. In an era where connectivity knows no bounds, language has emerged as a bridge that brings individuals from diverse backgrounds together, transcending geographical constraints and unlocking access to a truly global talent pool. English has become the foremost means of international communication among the myriad of languages used today (Gee and Hayes, 2011; Matthews and Thakkar, 2012).

The ascent of English as a global language, extending far beyond its native-speaking regions, is a well-documented phenomenon. It is a linchpin of communication in areas like international trade and diplomacy and the sphere of employment. English has become synonymous with access to a world of professional opportunities, readily acknowledged by employers and job seekers (Edwards, 2004; Moulin and Campos, 2017).

Within this context, using English in job advertisements has become a notable feature of modern recruitment practices. This strategic choice reflects a response to the demands of an interconnected world where businesses seek talent from diverse corners of the globe and job seekers aspire to broaden their horizons. While this practice is not unique to Prague, the city's vibrant and diverse professional landscape provides a particularly pertinent backdrop (Canagarajah, 2013; Edwatd, 2004).

Prague, as the capital of the Czech Republic, offers a compelling lens through which we can observe the dramatic changes unfolding in today's global job market. This vibrant city has earned a reputation for its bustling economy and a workforce that comprises individuals from all corners of the world. Within Prague's professional landscape, the interaction of languages takes on a role that goes beyond mere communication; it paints a vivid picture of the diverse community of professionals who enrich the city's economic and cultural fabric (Nekvapil et al., 2007).

The city's economic dynamism is palpable, with businesses of various sizes and sectors finding their home here. This economic vigor has drawn people from diverse cultural backgrounds, creating a melting pot of experiences and talents. As these individuals come together to contribute to Prague's growth, the languages they bring with them become a vibrant reflection of the city's diversity (Bryant, 2021).

In Prague's streets, offices, and cafes, you'll hear different languages—Czech, English, Ukrainian, Slovak, German, Polish, Hungarian, Romani, etc. These languages are not just interaction tools but a testament to the city's cosmopolitan character. They embody the unique experiences, perspectives, and aspirations of the professionals who call Prague home (Nekvapil et al., 2007).

English serves as a bridge that connects professionals from diverse linguistic backgrounds, enabling them to access opportunities and engage with the global job market. Using English in job advertisements reflects Prague's position as a city that welcomes talent worldwide, offering a platform for professionals to thrive in a globalized context (Moulin and Campos, 2017).

Thus, understanding the nuanced dynamics of language use in job advertising takes center stage. The prevalence of English in job advertisements extends beyond mere linguistic choice; it permeates the very essence of recruitment processes. It shapes the pathways through which job seekers access opportunities, influences how employers engage with a global talent pool and molds the development of language policies within organizations ((Moulin and Campos, 2017).

The implications of this linguistic shift are far-reaching. As businesses in Prague and similar international hubs aim to attract talent globally, using English in job advertising serves as a beacon—a symbol of openness to diversity, a commitment to global collaboration, and an acknowledgment of the interconnected nature of the modern world. However, this practice is not without its difficulties. It introduces challenges in recruitment processes, where assessing candidates' English proficiency becomes a pivotal aspect of hiring decisions (Mar-Molinero and Stevenson, 2016; Nekvapil et al., 2007).

The impact of English in job advertising extends beyond the initial contact between employer and job seeker. It intertwines with organizational language policies, influencing how colleagues communicate, collaborate, and construct their professional identities. These policies are more than just sets of grammatical rules; they are reflections of power dynamics, expressions of corporate culture, and tools for shaping the collective identity of employees (Hwang, 2013).

3.1 Language Policy

The term "policy" is somewhat ambiguous, but Kaplan and Baldauf's (1997) definition of language policy provides a useful starting point for understanding its complexity. Language policy is a body of ideas, laws, regulations, rules, and practices intended to achieve planned language change within a society, group, or system (Kaplan and Baldauf, 1997).

However, the concept of language policy has been redefined and re-examined in recent years, and additional components have been included under the umbrella of language policy. Spolsky's (2004,2006) framework introduces a broader concept of language policy, one that incorporates ideology, ecology, and management, arguing for a complex relationship among these components and thus providing a fuller and more comprehensive understanding of what language policy is (Spolsky, 2004; Spolsky, 2006).

The prevalence of English in non-English medium job advertising also raises pertinent questions regarding language policy within a given country or region. Language policies are designed to preserve linguistic and cultural diversity, promote inclusivity, and ensure equitable access to opportunities. The widespread use of English in job advertising can challenge these policies, potentially leading to concerns about language hegemony, cultural erosion, and linguistic discrimination (Akram, 2023).

Understanding the implications of using English in job advertising in non-English-speaking countries like the Czech Republic is essential for promoting linguistic diversity, equal opportunities, and inclusive workplaces in the modern era of globalization (Doan and Hamid, 2021).

Spolsky's developing theory of language policy identifies three components that constitute language policy for a speech community: language practices, language beliefs or ideology, and specific efforts to modify or influence language practice through intervention, planning, or management. Language policy is a multi-layered social and discursive process that involves interconnected texts, discourses, and practices, shaped and being shaped by the situated context and broader social structures at play (Spolsky, 2004; Spolsky, 2006).

Tollefson (2013) explains that "Language policy refers to a wide range of governmental and non-governmental actions to influence language acquisition and language use." A more detailed definition has been provided by Shohamy (2006), who maintains that "language policy (LP) is the primary mechanism

for organizing, managing and manipulating language behaviors as it consists of decisions made about languages and their uses in society." She further explains that through language policy decisions are made about which languages should gain status and priority in society such as global, national, local, regional, or others, which language is considered as official, standard, correct, and national, and which language is considered as important for economic and social status such as English (Shohamy, 2006). It can also help in legitimizing the revival of marginalized languages" (AlBakri, 2017).

Examples of language policy are evident in various regions, such as India, the Philippines, and Singapore, where English serves as the official language. Similarly, the European Union recognizes twenty-three languages as official, while the United Nations, prompted by a complaint from eighteen states against its monolingual approach, acknowledges six official languages (Arabic, Chinese, English, French, Russian, and Spanish). This recognition leaves delegates from other nationalities with no alternative but to use English. These instances illustrate that while language policies aim to address communication challenges in multilingual settings, they can also lead to inequalities and potentially violate democratic rights (Károly, 2008; Ziemski et al., 2016).

Language policies can be explicitly articulated through official documents or implicitly inferred through the examination of various practices (Shohamy, 2006). Schiffman distinguishes between an overt (explicit) and covert (implicit) policy, emphasizing the importance of studying both declared and de facto policies (AlBakri, 2017). Ricento notes the absence of an overarching theory on language policy and language planning due to the complexity of these issues, which involve language in society (AlBakri, 2017). However, Spolsky (2004) introduces a framework for language policy as mentioned above that differentiates between policy and practice, identifying three components: belief, practice, and management. Beliefs pertain to the ideologies about language that influence language policy, while practice is related to actual language use, regardless of policy (Spolsky, 2004). Management is associated with specific acts to manage language behavior in a given context. Spolsky argues that the real language policy of a community is more likely to be found in its practices than in its management - (Spolsky, 2004).

Examples of these mechanisms and devices include laws, rules and regulations, standardization and officiality, language education policies, and language tests. Shohamy (2006) explains that these mechanisms or policy devices are used by all groups in a society in a top-down or bottom-up approach, although those in authority are more powerful in their use of these mechanisms. Often people are not aware that these devices are powerful tools to influence language behavior and practice. Therefore, people comply
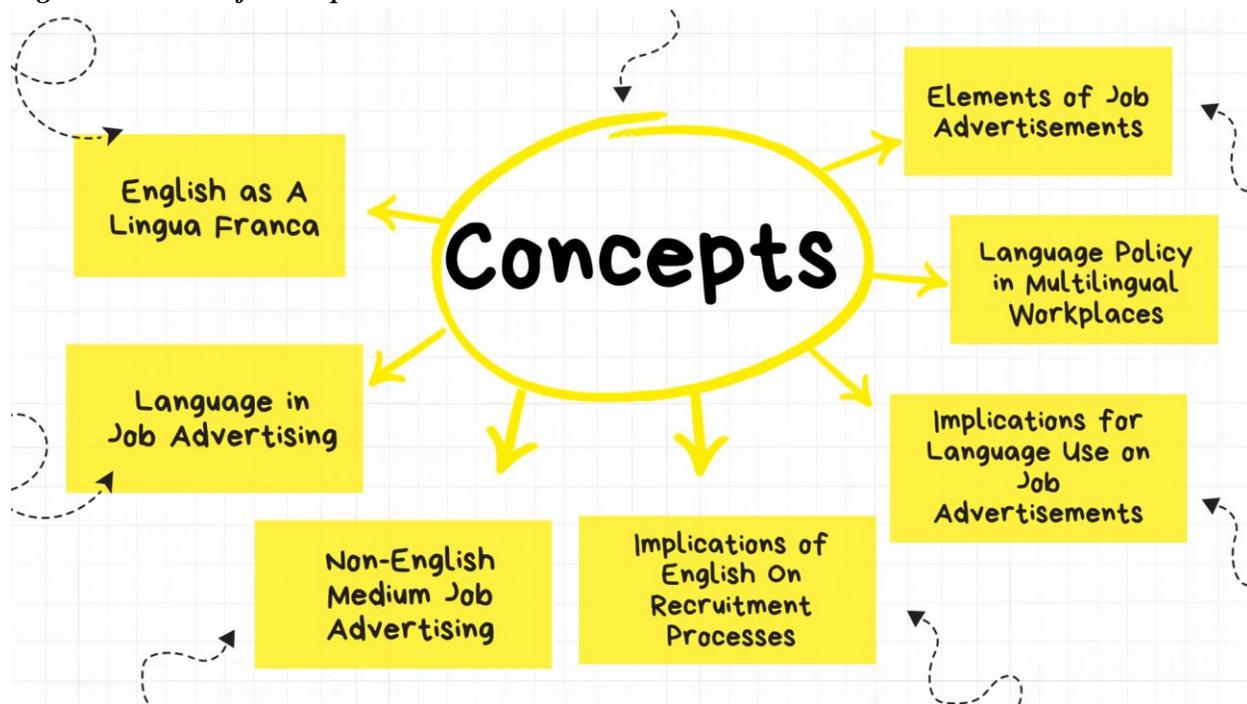
with these mechanisms unquestioningly or without resistance, unaware of their sometimes negative influence on language rights and democratic processes (AlBakri, 2017).

Shohamy (2006) further explains that language policy can be manifested through multiple mechanisms, including overt and covert devices used to affect language practices. Overt policies are explicit and formalized, while covert policies are implicit, informal, indirect, unstated, de facto, grass-roots, and latent. Examples of overt policies that differ from real or covert policies can be seen in multiple contexts. For instance, although Arabic is an official language in Israel, its presence is very limited, and it is not used in public places where Jews live, government agencies, or even in Parliament (AlBakri, 2017; Ziemski et al., 2016). Another example is related to Europe, where English has been promoted at the expense of other languages in higher education, despite the principles of individual plurilingualism and societal multilingualism that underpin the language policies of both the European Union and the Council of Europe (AlBakri, 2017; Ziemski et al., 2016).

It is essential to consider local labor laws, set proficiency expectations, communicate the language policy effectively, and regularly review and update the policy to ensure its relevance and effectiveness. Embracing the cultural diversity within the organization's workforce and considering the different languages spoken and the preferences of employees are also crucial elements to consider when developing and establishing guidelines and practices regarding language usage within an organization (Spolsky, 2004; Spolsky, 2006).

3.2 Review of Concepts

Figure 1: Review of Concepts

Concepts

- English as A Lingua Franca
- Elements of Job Advertisements
- Language Policy in Multilingual Workplaces
- Language in Job Advertising
- Implications for Language Use on Job Advertisements
- Non-English Medium Job Advertising
- Implications of English On Recruitment Processes

Source: Own work

These concepts (Figure 1) serve as the foundational framework for comprehending the implications of using English in non-English medium job advertising, its effects on recruitment processes, and the development of language policy. In Prague, these concepts come to life, shaping the professional landscape and offering valuable insights into the interplay of language and employment.

3.3 English as a Lingua Franca

In recent years, the term 'English as a lingua franca' (ELF) has emerged as a crucial concept for understanding the dynamics of English communication among individuals with diverse first languages. This emergence is particularly significant in light of the fact that, globally, merely one out of every four users of the English language is a native speaker. This shift in language usage patterns has led to a substantial increase in ELF interactions, primarily involving 'non-native' speakers of English. It is important to note that this does not exclude native English speakers from participating in ELF interactions. However, what sets ELF apart is its distinctive role as a 'contact language' that facilitates communication among individuals who lack a shared native tongue or a common national culture. In most cases, these individuals

opt for English as their chosen foreign language for communication, making it a central component in bridging linguistic and cultural divides on the global stage. (Sharifian, 2013; Sung, 2022).

'English as a lingua franca' (ELF) forms a vital component of the broader phenomenon known as 'English as an international language' (EIL) or 'World Englishes.' In addition to these, terms such as 'English as a global language,' 'English as a world language,' and 'World English' have long served as overarching descriptors for the diverse ways in which English is employed across Inner Circle, Outer Circle, and Expanding Circle contexts. EIL, in its traditional sense, encompasses the use of English both within and across Kachru's 'Circles'—encompassing intranational and international communication. When English is selected as the medium of communication among individuals from different first language backgrounds, transcending linguacultural boundaries, the most apt terminology is 'English as a lingua franca.' It is important to note that alternative terms such as 'English as a medium of intercultural communication' and, in this more specialized and contemporary sense, 'English as an international language,' are also employed to describe this unique linguistic phenomenon (Çekiç and Demiröz, 2005).

It cannot be disputed that English serves as a common language worldwide despite the fact that some people appreciate it and others dislike it. The fact that English is being changed at least as much by non-native speakers as by native speakers due to its widespread use internationally has, however, been rejected mainly up until now. This has produced a rather contradictory situation: on the one hand, English is a foreign language for the vast majority of its users, yet the language is used in a very small percentage of vocal interactions among native speakers. However, there is still a propensity for native speakers to be seen as the guardians of proper usage. Therefore, there have been calls for systematic research into the nature of ELF, including how it looks, sounds, and how people actually use it and make it work, as well as an analysis of the implications for language teaching and learning, in order for the idea of ELF to become accepted alongside English as a native language (Christiansen, 2022; Gorter, 2015).

The growing body of research on English as a Lingua Franca (ELF) is helping us better understand what ELF is and how it is used. This understanding is essential for making informed decisions about language policy and teaching, especially for learners who intend to use English mainly in international settings (Kiczkowiak, 2020). One of the key findings of ELF research is that certain features of English are more important for international intelligibility than others. These features include things like pronunciation, grammar, and vocabulary. For example, ELF learners need to be able to pronounce the different vowel and consonant sounds of English correctly and to use the correct grammar structures. ELF learners need to have a large enough vocabulary to be able to communicate effectively in a variety of international contexts

(Jeong, 2021). Other features of English, such as accent and idiomatic expressions, are less important for international intelligibility. For example, ELF learners do not need to have a native-speaker accent in order to be understood in international settings. ELF learners do not need to know every single English idiom in order to communicate effectively (Jaramillo et al., 2020; Jeong, 2021).

The impacts of ELF research on language policy and education are substantial. When designing language policies, language policymakers should address the needs of ELF learners. Language policymakers, for example, may wish to create a curriculum that emphasizes teaching the elements of English that are crucial for international intelligibility. Language teachers should focus on teaching the elements of English that are critical for international intelligibility, as well as be aware of the various variants of English spoken worldwide (Jeong, 2021; Vaillancourt, 2023).

Acting on these realizations can free up valuable teaching time for more general language awareness and communication strategies, which may have a greater "mileage" for learners than attempting to master fine nuances of native speaker language use that are redundant or even counterproductive in lingua franca settings and which may also not be teachable in advance but only learnable by the subsequent experience of the language. It should be emphasized, however, that language descriptions alone cannot, of course, decide what has to be taught and learned for specific purposes and in specific settings—they give crucial but insufficient information for what is always pedagogical judgements (Seidlhofer, 2020).

3.4 Language in Job Advertising

Using language in job advertising is a multifaceted and strategic aspect of recruitment and corporate communication. Job advertisements serve as the initial point of contact between employers and potential candidates, making the choice of language and the content of these ads crucial in shaping the recruitment process. Effective job advertising transcends the mere conveyance of information about a job opening. It is a carefully crafted communication tool that informs, persuades, and engages potential candidates. The choice of language is a critical element in this process, as it directly influences the composition and diversity of the applicant pool (Bhatia, 2014; Lesk et al., 2017).

Language in job advertising is not just a linguistic preference but a strategic choice. Employers select a language that aligns with their goals, reflecting their target audience and corporate identity. In globalized cities like Prague, where the workforce comprises professionals from various linguistic backgrounds, language in job advertising becomes a complex consideration (Lerman et al., 2017). English further compounds this complexity as a lingua franca. English is often considered a neutral language, making it a

logical choice for reaching a diverse group of potential candidates. Its use in job advertising signals an openness to international talent and an acknowledgment of the interconnected nature of the modern workforce (Koller, 2018; Lesk et al., 2017)

Language choices in job advertising also present challenges. They require careful consideration of the linguistic skills and preferences of the target audience. In multilingual and multicultural cities like Prague, where professionals may have varying degrees of proficiency in English, striking the right linguistic balance in job advertisements is of utmost importance. The language used in job advertisements also communicates the corporate culture and values of the organization. It shapes the company's perception among potential candidates, influencing their decision to apply for a position. In a city like Prague, renowned for its economic vibrancy and cultural diversity, job advertisements are more than just practical announcements; they are reflections of the city's cosmopolitan ethos (Bhatia, 2014; Kelly-Holmes, 2016).

3.5 Non-English Medium Job Advertising

Non-English medium job advertising, which involves posting job openings in languages other than English, has grown in popularity, especially in regions characterized by multilingual populations. This trend enables employers to tap into a broader pool of potential candidates, catering to linguistic and cultural preferences that align with local norms. In places like Prague, where English is not the first language for many residents, using Czech or other local languages in job advertisements cultivates a sense of cultural belonging among prospective applicants (Van Meurs et al., 2015).

The practice of non-English medium job advertising emphasizes the value of linguistic diversity. It ensures that job opportunities are not only culturally relevant but also easily understandable to a broader audience, thereby increasing accessibility. This approach acknowledges the profound connection between language and individual identity, catering to professionals with varying language proficiencies. Beyond translation, non-English medium job advertising often involves localization to ensure cultural resonance. Organizations can convey the job requirements and a deep cultural connection by adapting job advertisements to the local context, values, and expectations. This cultural resonance can significantly influence a candidate's decision to apply and ultimately foster a more inclusive and diverse applicant pool (Van Meurs et al., 2015).

The use of non-English languages in job advertising highlights cultural sensitivity. It recognizes the pivotal role of language in shaping cultural identity. It demonstrates genuine respect for the rich cultural heritage of regions like Prague, where language and culture are intricately intertwined. This practice extends beyond the transmission of job information; it celebrates culture, identity, and inclusivity. It affirms that a diverse

linguistic landscape is not a barrier but an asset, and embracing this diversity enriches the recruitment process and contributes to the multicultural fabric of modern workplaces (Li, 2015).

Non-English medium job advertising further reflects the cultural dynamics of the local job market. It communicates that organizations understand the local context and are willing to engage with candidates on their terms, making the recruitment process more approachable and less daunting. It accommodates professionals who may not have native-level English proficiency, ensuring they have the same access to job opportunities as their more proficient counterparts. This approach bridges linguistic gaps and promotes equal opportunities, contributing to a more equitable and diverse workforce (Van Meurs et al., 2015).

3.6 Implications of English on Recruitment Processes

The implications of English on recruitment processes are multifaceted and far-reaching, carrying significant consequences for job seekers and employers. As English establishes itself as the global lingua franca, its frequent use in job advertisements serves a strategic purpose: to attract a diverse and international pool of candidates (Jenkins, 2013). While this approach aligns with the goals of many organizations in a globalized world, it simultaneously introduces several complexities that necessitate careful consideration.

The foremost challenge pertains to the evaluation of candidates' English proficiency. Given the emphasis on English language skills, it is possible for other equally important qualifications to be overshadowed (Van Meurs et al., 2015). Candidates who are exceptionally competent in their respective fields may find themselves at a disadvantage if their English proficiency does not meet the criteria set by employers. This singular focus on English fluency may inadvertently exclude candidates whose potential contributions are substantial but whose language skills might not align with the organization's expectations (Doan and Hamid, 2021; Piróg and Hibszer, 2022).

This preference for English proficiency can lead to unintended biases. It often favors candidates from English-speaking countries or those with the privilege of comprehensive English education, creating disparities in opportunities for individuals who do not meet these criteria. The consequences are particularly evident in cities like Prague, with a workforce composed of professionals from diverse linguistic backgrounds. In such contexts, overemphasizing English proficiency can inadvertently lead to the exclusion of highly skilled individuals who could significantly enrich the local job market (Doan and Hamid, 2021; Kingsley, 2013).

The emphasis on English in recruitment can create a two-tiered job market. In this scenario, positions that require English fluency are often perceived as more prestigious or financially lucrative than roles that do not have such language requirements. Consequently, non-English-speaking roles may be devalued or regarded as less significant, potentially undermining the status and compensation associated with these positions. This two-tiered perception can influence job seekers' decisions and their willingness to apply for specific jobs, thereby affecting the overall dynamics of the job market (Doan and Hamid, 2021; Kingsley, 2010).

To navigate these complexities effectively, organizations operating in multilingual cities like Prague must adopt a balanced and inclusive approach to recruitment. While English proficiency undeniably holds value in a globalized world, it is essential that hiring decisions reflect a candidate's comprehensive qualifications and potential contributions rather than focusing exclusively on language skills. By striking this balance and ensuring that linguistic requirements are harmonized with other competencies and experiences, organizations can promote diversity and equal opportunities within their recruitment processes (Angouri and Piekkari, 2018; Salomone and Salomone, 2022).

3.7 Implications for Language Use on Job Advertisements

The language employed in job advertisements extends its influence well beyond the confines of the recruitment process. It resonates with broader organizational dynamics, affecting company culture, inter-employee relationships, and the perception of job seekers and existing staff. Language choice is a strategic decision in job advertising that communicates an organization's values, expectations, and identity (Van Meurs et al., 2015).

At the outset, the language utilized in job advertisements reflects the cultural values held by the organization. The words, phrases, and even the language of the advertisement convey a clear message about the organization's identity and commitment to inclusivity. In cities like Prague, celebrated for their cultural diversity and cosmopolitan character, job advertisements in multiple languages can effectively resonate with the local culture. Such advertisements indicate that the organization values and respects its environment's linguistic and cultural richness. This approach fosters a sense of inclusivity, signaling to job seekers that their cultural backgrounds are celebrated and not seen as barriers to entry (Broere, 2019)

Language use in job advertisements significantly influences workplace culture. It sets the tone for communication within the organization, especially in multilingual environments like Prague, where employees hail from various linguistic backgrounds. The use of multiple languages in job advertisements

can be seen as a precursor to the language dynamics within the workplace, indicating the organization's commitment to accommodating linguistic diversity and promoting communication across language boundaries. This inclusivity can be instrumental in fostering a harmonious and collaborative work environment (Van Meurs et al., 2015).

The language employed in job advertisements can significantly impact the organization's perception among job seekers. An advertisement in the local language, such as Czech in the context of Prague, resonates with potential candidates, making them feel understood and valued. It communicates that the organization prioritizes the needs of the local workforce and strives to create job opportunities that are culturally relevant and comprehensible. This, in turn, enhances the organization's image, making it an appealing place to work (Bryant, 2021; Van Meurs et al., 2015).

3.8 Language Policy in Multilingual Workplaces

Language policy in multilingual workplaces is a complex and multifaceted issue that has significant implications for communication, identity, and power relations in the workplace. The use of language in multilingual production workplaces can result in a diversification of languages and cultures in the workplace, which can create tensions between policy and practice. Therefore, it is important for companies and organizations to carefully consider language policy in multilingual workplaces and its potential impact on communication, identity, and power relations in the workplace (Chahida and Ghania, 2022; Kingsley, 2010; Kingsley, 2013).

3.8.1 Why Language Policy is Important

Language policy in multilingual workplaces is important for several reasons. First, it can help ensure that all employees can participate fully in the workplace. Second, it can help to create a more inclusive and welcoming environment for all employees. Third, it can help to promote communication and collaboration between employees from different language backgrounds.

There are several different approaches to language policy in multilingual workplaces. One common approach is to designate a single language as the "language of work." (Berthoud and Lüdi, 2011) This means that all official communication, signage, and documentation is done in the language of work. Employees are also expected to communicate with each other in the language of work unless they have agreed to use a different language (Berthoud and Lüdi, 2011).

The best approach to language policy in a multilingual workplace varies depending on the workplace's and its employees' specific needs. However, several general principles should be considered when developing a language policy, including:

- Fairness and equality: The language policy should be fair and equitable to all employees, regardless of their language background (Jeong, 2021).
- Transparency and participation: The language policy should be developed in consultation with employees and made clear and transparent to all employees (Jeong, 2021).
- Flexibility: The language policy should be flexible enough to accommodate all employees' needs, including those with limited language skills (Cameron, 2004).
- Effectiveness: The language policy should effectively promote communication and collaboration between employees from different language backgrounds (Ziemski et al., 2016).

Here are some examples of language policies:

- The European Union has a language policy that requires all official documents to be translated into the 23 official languages of the EU. This policy ensures that all EU citizens have equal access to information and can participate in the democratic process (Károly, 2008).
- The Canadian government has a language policy that requires all federal employees to be proficient in both English and French. This policy is designed to promote bilingualism and ensure that the government can provide services to all Canadians in their preferred language (Yazu and Kawaguchi, 2006).
- The United Nations has a language policy that requires all official documents to be translated into the six official languages of the UN. This policy ensures that all UN member states have equal access to information and can participate in the work of the UN (Ziemski et al., 2016).
- The World Health Organization (WHO) has a language policy that requires all official documents to be translated into the six official languages of the WHO. This policy ensures that all WHO member states have equal access to information and can participate in the work of the WHO (WHO, 2005).
- The BBC has a language policy that requires all staff to be able to communicate effectively in English. This policy is designed to ensure that the BBC can produce high-quality content for its audiences around the world (Cameron, 2004).

Research studies have shown that language policy in multilingual workplaces can affect structures and processes of inequality and power in the workplace. The following are some insights from research studies on language policy in multilingual workplaces:

- A study on language policy in banks in Luxembourg found that language policy in multilingual workplaces is complex and multifaceted, requiring both top-down and bottom-up approaches to be effective (Cristea, 2017; Kingsley, 2010).
- Another study investigated how language is conceptualized in language policies and enacted in language practice in multilingual production workplaces. The study found that language policy in multilingual workplaces can create tensions between policy and practice, affecting communication, identity, and power relations in the workplace (Lønsmann and Kraft, 2018).
- A study on language choice in multilingual encounters in transnational workplaces found that language policy in multilingual workplaces can affect the communication and power relations between employees from different linguistic and cultural backgrounds (Kingsley, 2013).

3.8.2 Elements of Job Advertisements

Figure 2: Elements of job advertisements
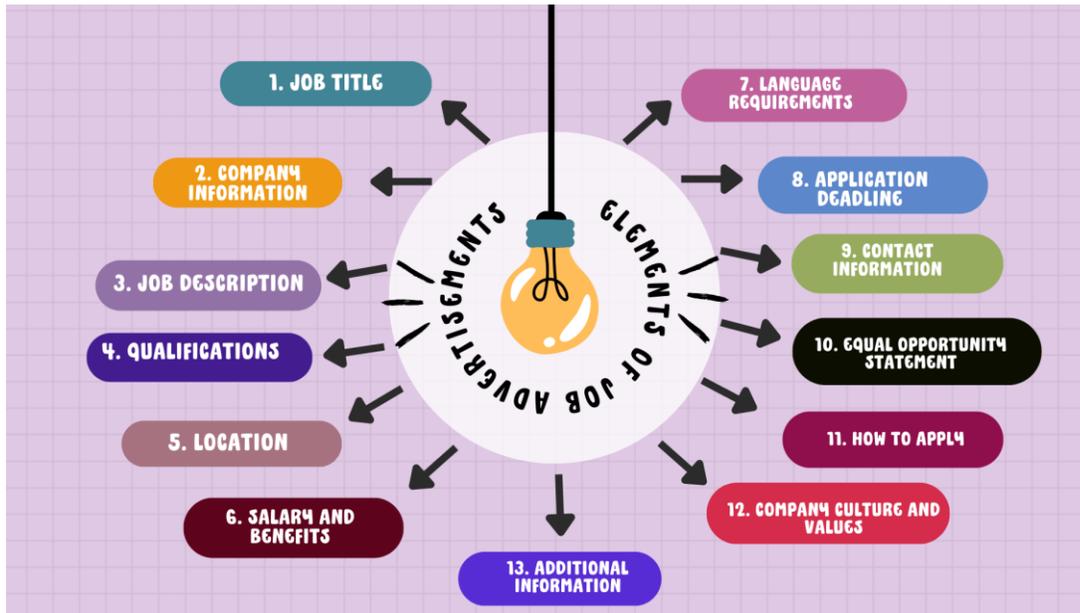
Source: Own work

Job advertisements are the first point of contact between an organization and potential candidates. They serve as the gateway to attracting talent and are critical in shaping recruitment. The elements of job advertisements vary depending on the specific job and the company, but some common elements are included in most job advertisements. These elements include (Figure 2):

- Job Title: The job title is often the first element job seekers notice. It should be clear and accurately represent the position. A well-crafted job title can attract the right candidates and set expectations for the role (Pudelko, 2019).
- Company Information: Providing information about the company, such as its name, industry, and a brief description, helps job seekers understand the context in which they would be working (Gunnarsson, 2014).
- Job Description: A detailed job description should outline the role's responsibilities, duties, and expectations. It sets the foundation for candidate expectations and helps them determine their suitability for the position.

- Qualifications: This section specifies the qualifications, skills, and experience required for the job. It is important to distinguish between "must-have" and "nice-to-have" qualifications to attract diverse applicants (Edwards, 2004).

- Location: Mentioning the job location is crucial, as it impacts candidates' decisions to apply. Specifying the work location in a global city like Prague can be particularly important.

- Salary and Benefits: Including information about the salary range, benefits, and perks can attract candidates who align with the organization's compensation and rewards structure (Bryant, 2021).

- Language Requirements: In multilingual environments, specifying language requirements is essential. Companies in Prague should clearly state the languages expected for the role, as this can influence applicants' decisions (Pudelko, 2019).

- Application Deadline: A deadline for applying provides a sense of urgency. It is essential to communicate this clearly to encourage timely applications.

- Contact Information: Providing contact details for inquiries and applications is vital. It is an opportunity for candidates to seek clarification or address concerns (Gunnarsson, 2014).

- Equal Opportunity Statement: A statement that the organization is an equal opportunity employer emphasizes inclusivity and diversity. This can attract a broader range of candidates.

- How to Apply: Clear instructions on how to apply, including any required documents or forms, ensure that applications are well-organized and reach the right channels.

- Company Culture and Values: Some job advertisements include information about the company's culture and values. This can appeal to candidates who resonate with the organization's ethos.

- Additional Information: Any other relevant information, such as travel requirements, flexible work arrangements, or reporting structures, should be included.

3.8.3 Economic Effects of English Job Advertisements

English as a dominant language for job advertisements holds a significant impact on the economy, particularly in regions like Prague and other multilingual areas. While leveraging English in recruitment can contribute significantly to a region's economy, it also presents certain challenges.

Advantages:

- Global Talent Pool: One of the most significant advantages of using English in job advertisements is the ability to tap into a global talent pool. English is the lingua franca of international business and using it in advertisements allows companies to attract professionals from diverse linguistic backgrounds worldwide (Zanola, 2012).

- Enhanced International Image: English job advertisements signal that a company or region is open to international professionals. This can enhance the international image of a city or country, attracting foreign investments and tourists, and fostering economic collaborations (Jenkins, 2013).
- Cross-Border Business Opportunities: Using English in job advertisements facilitates cross-border business opportunities. It indicates an organization's readiness to engage with international partners and clients, strengthening economic ties between regions and countries (Gunnarsson, 2014).
- Cultural Diversity: English advertisements celebrate cultural diversity and inclusivity. This can lead to a vibrant workplace environment, enhancing creativity and teamwork (Jenkins, 2013).

Disadvantages:
- Linguistic Proficiency Bias: English job advertisements may unintentionally promote a bias toward candidates with higher English proficiency, overshadowing other essential qualifications. This can lead to the exclusion of highly competent professionals with linguistic barriers (Heikkilä and Smale, 2011).
- Exclusion of Local Talent: Overemphasis on English can create a two-tiered job market, where non-English-speaking positions are perceived as less prestigious. This can lead to the exclusion of local talent who may not be proficient in English but are highly qualified for the positions (Heikkilä and Smale, 2011).
- Complex Evaluation Process: Evaluating candidates' English proficiency can be a complex process, potentially leading to biased hiring decisions (Newell, 2005).
- Language Barriers: English job advertisements may pose a language barrier for non-native speakers, discouraging them from applying. This can limit opportunities and hinder their ability to compete in the job market (Pudelko and Tenzer, 2019).
- Cultural Insensitivity: The exclusive use of English can be perceived as culturally insensitive in regions where English is not the primary language. It may alienate job seekers and fail to resonate with the local culture (Hopkyns, 2017).

3.8.4 Benefits of English Job Advertisements in Prague

The use of English in job postings in Prague has significant benefits that go well beyond linguistic preference. A dynamic centre for global commerce, cultural variety, and a strong employment market, Prague is a lively and cosmopolitan city that has made employers realise the advantages of adopting English when posting job openings. This decision might revolutionise hiring practices, boost the city's economy, and reflect the diverse, international nature of this vast area (Bryant, 2021).

- Global Candidate Attraction: English is a lingua franca in the international job market. Using English in job advertisements, employers in Prague can attract candidates from diverse linguistic backgrounds worldwide. This access to a global talent pool means companies can tap into a wider range of skills and expertise (Koller, 2018).

- Highly Skilled Workforce: English proficiency is often associated with higher education and professional skills. Prague is home to numerous industries that require specialized knowledge and competencies. English job advertisements attract candidates with the necessary expertise, which can be invaluable for companies in sectors like IT, finance, and research.

- Global Business Environment: Prague is a prominent location for international businesses and organizations. Using English in job ads aligns with the global nature of the city's job market. Companies seeking candidates familiar with international practices and who have experience working in diverse settings can benefit from English advertisements.

- Easier Communication: The use of English in job advertisements simplifies the communication process between employers and applicants. Many professionals in Prague have various levels of proficiency in the Czech language. By providing job ads in English, companies can ensure that language proficiency does not act as a barrier to applying for positions.

- Cross-Cultural Collaboration: Many multinational companies have a presence in Prague. Using English in job ads is often preferred in such organizations to facilitate cross-cultural collaboration. This aligns with the city's diverse work environment, enabling employees from different backgrounds to work seamlessly together.

- Inclusivity: English job advertisements are inclusive by nature. They attract candidates from all linguistic backgrounds, sending a message of openness and welcome to potential employees. In a multicultural city like Prague, inclusivity is highly valued and contributes to a harmonious work environment.

- Networking Opportunities: Professionals who can communicate effectively in English often have broader international networks. Hiring such candidates can open up networking opportunities for organizations. These candidates may bring valuable connections and insights into international markets, enhancing the organization's global reach (Koller, 2018).

- Enhanced International Image: English job advertisements enhance the international image of a company. They communicate an openness to global talent and align with the international character of Prague. This can make the organization more appealing to both local and international professionals, enhancing its reputation.

- Efficient Recruitment: The use of English can streamline the recruitment process. It reduces language-related barriers that can complicate hiring. Both employers and candidates can benefit from a smoother, more efficient recruitment process, saving time and resources.
- Legal and Regulatory Compliance: In certain industries and roles, English may be the designated language for job advertisements to ensure legal and regulatory compliance. Using English job advertisements ensures that companies meet these requirements, reducing the risk of legal issues.
- Effective Competition: In a competitive job market like Prague, English job advertisements can help companies stand out. They appeal to a wider audience and attract the best-fit candidates from various regions, giving organizations a competitive edge in attracting top talent.
- Language Neutrality: English is often viewed as a neutral language, particularly in multilingual settings like Prague. Using English avoids preferring any specific linguistic group while attracting a diverse talent pool (Koller, 2018).

3.9 Human Resource Impacts on English Job Advertisements

Human resource management (HRM) is the strategic and coherent approach to managing an organization's workforce. HRM involves coordinating, managing, and allocating human capital, or employees, in ways that move an organization's goals forward. HRM focuses on investing in employees, ensuring their safety, and managing all aspects of staffing from hiring to compensation and development (Martín et al., 2013).

The human resource department is responsible for managing an organization's workforce and ensuring that the organization has the right people with the right skills to achieve its goals. The functions of human resource management can vary depending on industry, business size, and the types of workers employed. In most cases, the primary objectives are to acquire and cultivate talent and improve communication and cooperation among workforce members. Other key human resource management functions include job analysis, determining the skills and experience necessary to perform a job well, which may make it easier to hire the right people, determine appropriate compensation, and create training programs (Martín et al., 2013).

In the context of job advertisements and language selection, HR professionals wield significant influence. Their primary involvement revolves around defining job language requirements, crafting the content of job ads, assessing candidates' language skills, promoting diversity and inclusion, and developing global talent acquisition strategies. The decisions made by HR directly impact the choice of language in job advertisements, and they play a pivotal role in ensuring that the organization's values and goals align with its recruitment practices (Argirova, 2021).

Here are some of the ways that human resource management has impacted the use of English in job advertisements:

- Defining Language Requirements: HR professionals work closely with hiring managers and department heads to define the language requirements for specific job positions. They consider factors like the job's nature, the team's linguistic composition, and the company's global or local objectives. In some cases, English may be designated as a job requirement, especially if it is essential for collaboration or communication with international clients or partners.

- Avoiding discrimination: Human resource departments must ensure that job advertisements do not discriminate against candidates with particular backgrounds. For example, job ads that require "native" or "near-native" English speakers can be discriminatory and exclude qualified candidates based on their nationality or language background. In job advertisements, human resource departments must ensure that qualified candidates are not excluded based on their language skills for roles that are not English required.

- Job Ad Content Creation: HR teams are typically responsible for crafting job advertisements. When English is chosen as the medium, HR professionals ensure that the content is clear, concise, and accurately reflects the language skills needed. They are also responsible for avoiding jargon or excessive technical language that might deter potential candidates.

- Assessment of Language Skills: In cases where English proficiency is a requirement, HR plays a significant role in assessing the language skills of applicants. This may involve conducting language proficiency tests or interviews to determine a candidate's ability to communicate effectively in English (Argirova, 2021).

- Promoting Diversity and Inclusion: Human resource management often champions diversity and inclusion initiatives. When English is used in job advertisements, it signals an openness to a diverse talent pool. HR professionals ensure that these values are upheld throughout the recruitment process, fostering a culture of inclusivity.

- Onboarding and Integration: Once candidates are hired through English job advertisements, HR plays a vital role in their onboarding and integration. HR teams are responsible for making sure that employees from diverse linguistic backgrounds feel comfortable, supported, and integrated into the workplace.

- Language Policies: HR professionals often have a hand in developing and implementing language policies within the organization. The decision to use English in job advertisements may influence these policies. HR creates guidelines that facilitate multilingual communication and respect linguistic diversity within the workplace.

- Employer Branding: HR plays a critical role in shaping the employer's brand. The use of English in job advertisements influences how the company is perceived by potential candidates. HR practices emphasize the organization as an inclusive and globally-minded employer, which can enhance the company's attractiveness to top talents (Argirova, 2021).
- Legal Compliance: Depending on the location of the company, there may be legal regulations regarding language use in job advertisements. HR professionals ensure that job ads adhere to these legal requirements to prevent potential legal issues.

4. Practical Part

4.1 Why Prague

Prague is a city with a large multilingual population. In 2021, the population of Prague was over 1.3 million, and of those, over 200,000 were foreign nationals; this presents a unique and illustrative context to explore the intricate dynamics of non-English speaking regions adapting to English in job advertising (Argirova, 2021). Here are key reasons for selecting Prague as a case study:

- Non-Native English Adoption: Prague is an excellent representation of a non-English speaking region where English is increasingly utilized in various aspects of life, including job advertising. The city has witnessed substantial growth in its international job market and a surge in expatriate workers. Therefore, it is a fitting example of a location where non-native speakers grapple with English communication in the job sector.
- Diverse Job Market: Prague's dynamic job market, with a blend of multinational corporations, local businesses, and start-ups, provides an array of contexts where English usage in job advertising is pronounced. This diversity within the job market enables a comprehensive examination of how English is employed in various sectors and its implications.
- Language Policy in Transition: The Czech Republic has experienced shifts in its language policy, particularly concerning the role of English. The country's language policy development and its impact on job advertising can be a valuable focal point for understanding the broader implications of language policy in non-English speaking nations.
- Recruitment Processes: Prague's vibrant job market and increasing internationalization involve complex recruitment processes. By examining English usage in job advertising in Prague, the thesis can delve into employers' recruitment strategies and practices and the language requirements they set, providing insights into the evolving dynamics of global recruitment.
- European Context: Prague's location in Central Europe offers a European perspective, particularly relevant given the free labor movement within the European Union. This position allows for exploring how English is utilized in a European context, where cross-border recruitment and mobility are significant.
- Local and Global Implications: By investigating Prague, the thesis can offer insights into the local ramifications of English adoption in job advertising while shedding light on its global implications. This dual perspective enables a more comprehensive understanding of the multifaceted impacts of English use in non-English medium job advertising.

4.2 An Overview of the Czech Republic's Employment and Unemployment Percentages

Table 1: Czech Republic employment and general unemployment rate

Indicator	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Employment rate (%)	58.7	58.8	57.8	58.4	58.6
General unemployment rate (%)	2.2	2.2	2.6	2.5	2.6
Participation rate (%)	60.0	60.1	59.4	60.0	60.2

Source: Czech Statistical Office (2024)

The above table (Table 1) shows the relationship between the employment and the unemployment rates in the Czech Republic based on 5 Quarters. The unemployment rates were on the rise from 2022 to Q3 2023, seeing their highest percentages in Q1 2023 and Q3 2023. According to the research (Czech Statistical Office, 2024), the Czech Republic economy still has the lowest unemployment rates in the whole of Europe, and this could be a result of the diversity of the country and how economically friendly it is to start a business there.

4.3 Questionnaire Survey

The research design as well as the method of data collection – a questionnaire survey - was closely described in section 2.2 Methodology. The following sections present the results of the questionnaire survey that was conducted among the citizens of Prague. Section 4.3.1 present the results of the survey performed among employees and/or job seekers. Section 4.3.2 presents the results of the survey carried out among employers and recruiting agencies. As was described in section 2.2 Methodology, the questionnaire contained close-ended questions (Appendix 1 – Sample of the Questionnaire) and was distributed by email to 200 randomly selected respondents, of which 150 responded. The return rate was thus 75 %. Of these, 110 were employees and job seekers and the remaining 40 respondents were employers and recruiting agents (section 2.2 Methodology).

4.3.1 Employee and job seekers survey

As explained in section 4.3 of the thesis, the researcher created and distributed the online survey to university students plus other employed/unemployed participants living in the country. The employee and job seeker survey had the same approach as the recruiter survey. Out of the 200 questionnaires that were

randomly distributed, 150 responses came out positive and 110 participants were allocated for Employees and job seekers. The researcher believed this should be a representative sampling of the population and fit for the research purpose. The following were their responses:

Graph 1: Respondents age categories
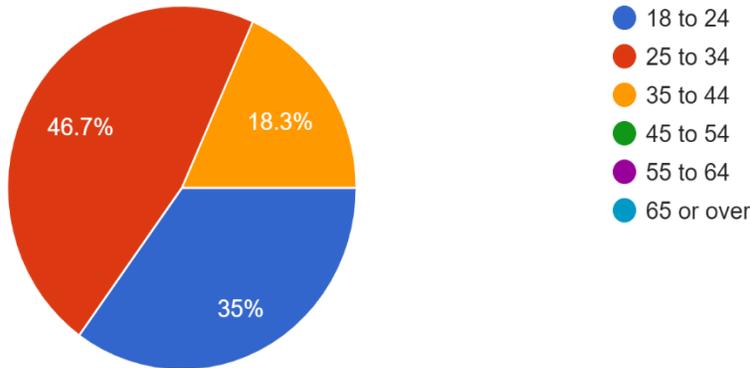
Source: Own work

The age distribution of survey participants was visually represented in the accompanying pie chart, and it was majorly distributed among university students. Graph 1 presents a quick overview of the key demographics related to the survey by grouping respondents into three main age categories.

The largest group, including 46.7% of participants, is comprised of those aged 25 to 34. This group is important because it makes up a sizable section of the labour force in Prague and is probably going to have a big impact on how people see and interact with the usage of English in non-English job advertisements. The age group of 18 to 24 years old accounts for 35% of the respondents, who follow closely behind. This group, which reflects Prague's younger workforce, is essential to comprehending how millennials view the significance of language used in job postings. Their viewpoints can be a reflection of the changing tastes and trends in the city's employment economy.

With a proportion of 18.3%, the 35 to 44-year-old age group reflects a more seasoned workforce segment. As people in this age range may have seen changes in language patterns throughout their careers, examining their points of view can shed light on the possible endurance and flexibility of language practices in job advertisements.

Graph 2: Respondents resident status
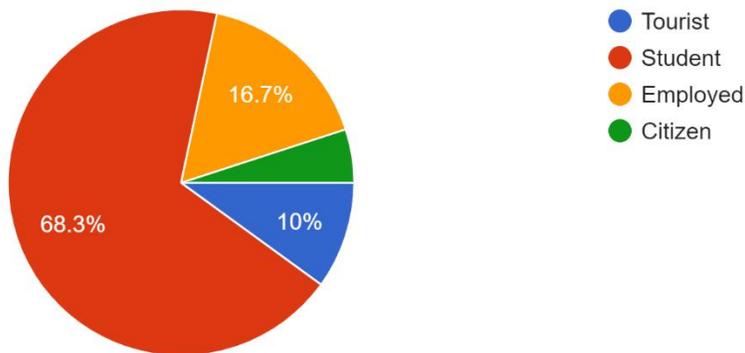
Source: Own work

Graph 2 presents the resident status of the research participants. The survey was created to cater for tourists, students, employees, and citizens of the country. Looking at Resident Status, most respondents (68.3%) describe themselves as students. This cohort constitutes a noteworthy segment of the research participants and is expected to provide valuable insights into the viewpoints of youthful, aspirational professionals joining the workforce. Consistent with the age distribution, this student population is critical for understanding how language selections in job postings are perceived by those who are actively looking for work.

Additionally, 16.7% of participants disclose their employment status. This section provides insightful commentary from people who are actively employed, which may help to clarify the ways in which language usage in job advertisements affects those who are presently employed.

The Resident Status chart highlights the many responsibilities played by Prague's inhabitants, adding another level of complexity to the age statistics. The inclusion of tourists, who made up 10% of the sample, adds an intriguing component to the research, indicating that views from both residents and those who are visiting Prague briefly are included in the study.

Graph 3: Percentage of respondents who believed there was an increase in English job ads in Prague
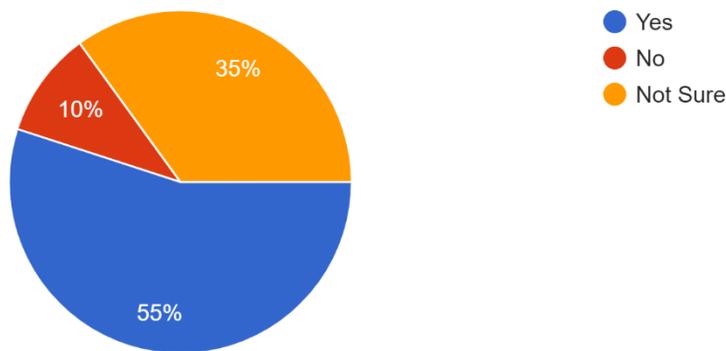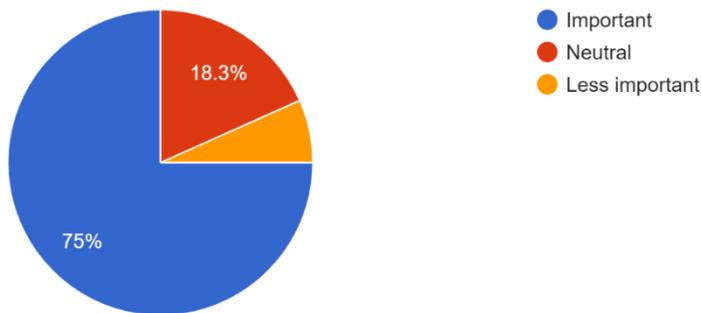

Source: Own work

The above chart data (Graph 3) delves into employed and unemployed university students' perspectives on a possible change in language patterns in Prague job advertisements. As earlier mentioned, these participants were mainly employed and unemployed university students. According to an analysis of the responses, 55% of participants say that there is a rise in English employment advertisements in Prague. This majority view is consistent with the data on age and residency status, indicating that a sizable segment of the labour force—especially the younger generation and students—perceives a discernible increase in the use of English in job adverts.

In contrast, 35% indicate that they are unsure whether there has been an increase by marking the option as "Not Sure." This category adds a layer of ambiguity by highlighting a subset of respondents who could be less aware of linguistic patterns in job advertisements or who are hesitant to make firm judgements. To find out what is causing this subset of respondents' lack of clarity, this uncertainty can be investigated further. The 10% who categorically reject the idea that there has been an increase in English job adverts offer an alternative viewpoint to the majority. This minority viewpoint presents a wide range of perspectives within the study, implying that there are disagreeing voices that observe no meaningful change despite the majority's perception of a trend. Examining the causes of this disagreement could provide important new perspectives on the diverse viewpoints and experiences of Prague's labour force.

Graph 4: The importance of English in the workplace when considering employment in Prague

Source: Own work

Graph 4 explores the perceived importance of English language proficiency among job candidates in Prague. The job candidate is a category that includes both employed and unemployed university students in the country. From the survey responses, Seventy-five percent of respondents, or a significant majority, agree that English is crucial in the job. This finding indicates, even more, how important it is to speak English to successfully navigate Prague's labour market, especially for younger people and job seekers.

However, 18.3% of respondents take a neutral position, suggesting that this group does not aggressively emphasise or downplay the significance of English in the workplace. The group "Less Important," which has fewer than 7% of responses, reflects a minority viewpoint that claims English has a lower status in the workplace. This point of view presents a range of perspectives within the research, emphasising the presence of people who do not consider English language competency to be very important when assessing job prospects in Prague.

4.3.2 Recruiter Agencies and Employer Survey

The researcher created another questionnaire survey that was separately distributed to Prague recruiters. The recruiter and employer survey had the same approach as the jobseeker survey. Out of the 200 questionnaires that were randomly distributed, 40 were targeted at recruitment agencies. The researcher believed that the 40 random samples chosen would be sufficient for its purpose since recruitment agencies have large records of jobseekers. It is a representative sampling.

The following were their responses:

Graph 5: Recruiter agency and employer reasons for incorporating English in job ads
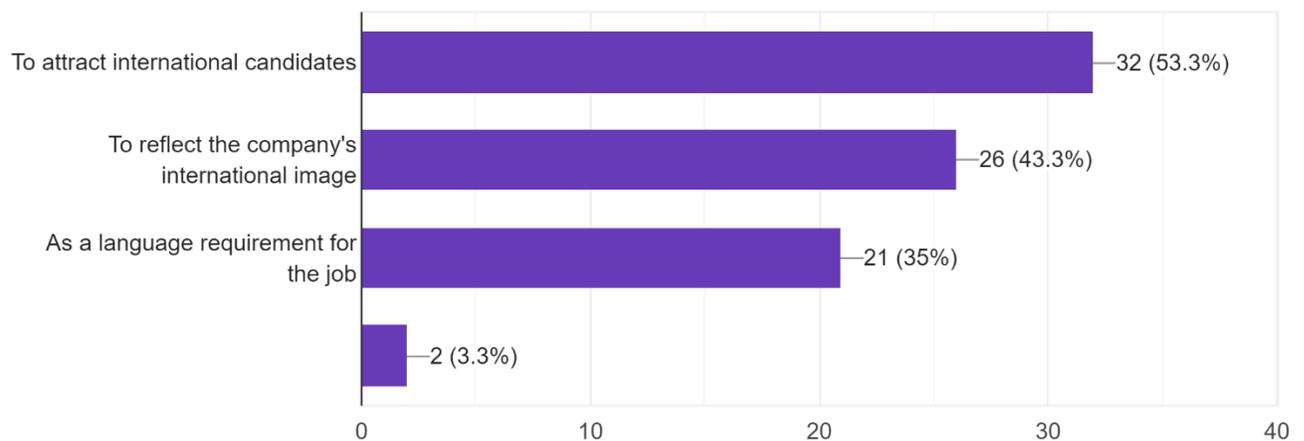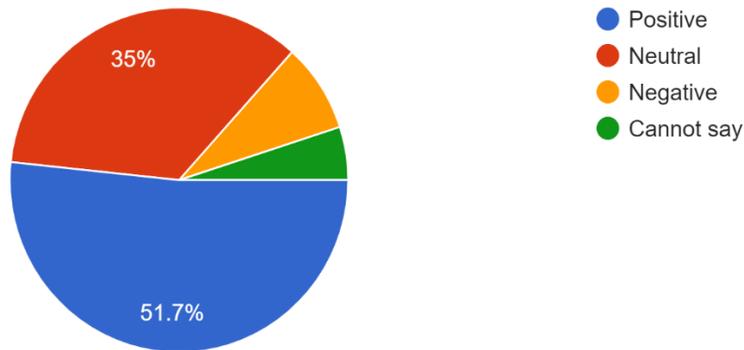

Source: Own work

Graph 5 shows the companies' justifications for using English in job advertisements and offers important insights into the motivations behind this language choice:

In order to draw in foreign applicants (53.3%): Most businesses state unequivocally that they want to attract the interest of a global applicant pool. This is in line with Prague's larger background as a multicultural and international city, highlighting the importance of drawing talent from across national borders.

To portray the company's global image (43.3%): Almost 50% of recruiters and employers believe that using English in job advertisements helps to represent their business globally.

One of the job's language requirements (35%) is: English language competency is seen by a large percentage of hiring companies and agencies as an essential requirement for employment. While a minority of recruiters and employers provide explanations that fall outside of the predetermined categories, suggesting a wide variety of reasons.

35

Graph 6: The importance of English in workplace inclusivity in Prague from recruiting agencies and employers' view

Source: Own work

Graph 6 shows the recruiter survey's pie chart on the importance of English in workplace inclusivity in Prague, and the outcome reflects varied perspectives. 51.7% of recruiters are largely in favour of English's role in creating an inclusive work environment. 35%, on the other hand, take a neutral position, indicating a group that recognises the importance of English in the workplace but does not firmly link it to inclusivity. Conversely, 12% hold a negative attitude, suggesting a portion of recruiters who believe that English can make inclusion more difficult. Less than 9% mention other viewpoints, highlighting the complex terrain of recruiter attitudes.

*Graph 7: Ways diversity and inclusion could be fostered in employment practices*
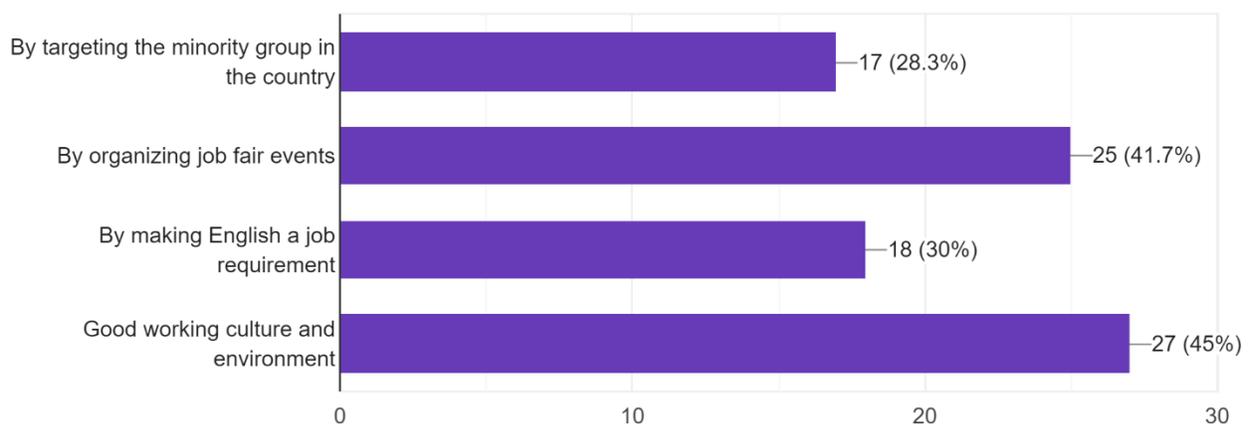
Source: Own work

The employer survey's bar chart (Graph 7) on fostering diversity and inclusion in employment practices reveals diverse strategies. Targeting minority communities in the nation is something that about 28.3% of

36

employers think is a good way to promote diversity. A sizable 41.7% think that putting on job fairs can promote inclusivity. However, thirty percent see hiring people who speak English as a prerequisite as a possible tactic, emphasising the link between linguistic proficiency and diversity concerns. Remarkably, 45% of respondents say that creating a positive work culture and atmosphere is essential to promoting diversity and inclusion. Together, these comments highlight how varied the strategies that companies might use to improve inclusivity and diversity in their hiring practices are.

Graph 8: Prague's future of English job role in coming years
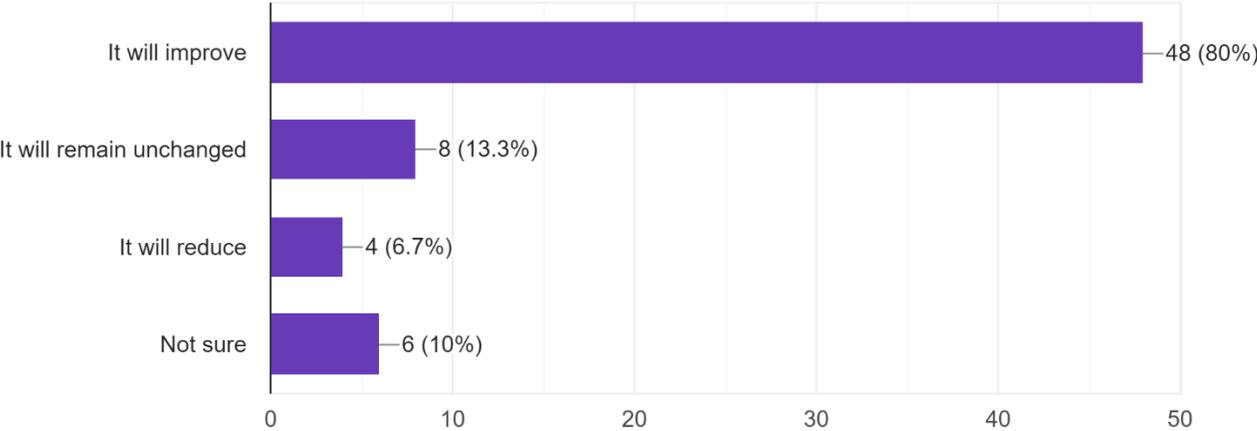
Source: Own work

Graph 8presents an overall positive outlook regarding Prague's English-speaking job positions. Most, 80%, are optimistic about the city's changing job scene and believe that the number of English-speaking jobs will increase in the upcoming years. On the other hand, a minority of respondents, or 13.3%, anticipate that nothing will change, indicating some degree of stability in the current dynamics. Merely 6.7% of respondents anticipate a decrease in English-language work positions, suggesting a rather small group with a less sanguine outlook. Furthermore, 10% of respondents say they are unsure about the future, indicating some degree of doubt regarding the trajectory of English work roles in Prague.

5. Discussion of Results and Recommendations

5.1 Discussion of the Results

The thorough examination of the survey data on English in non-English-medium job advertisements in Prague provides insightful information on the complex factors influencing the employment market in the area. This discussion focused on the key findings from the age distribution, resident status, perception of language trends, perceived importance of English, justifications for language choices, inclusivity considerations, diversity-fostering strategies, and future expectations regarding English job roles.

The pie chart's representation of the age distribution identifies three key age groups with different implications. The age group of 25 to 34, which makes up 46.7% of the respondents, is the most prevalent, which highlights how important it is in shaping how people view and engage with English in job adverts. This group, which makes up a sizable portion of Prague's labour market, probably has a big influence on linguistic development. Additional levels of information are provided by the perspectives of the 18 to 24 age group (35%) and the 35 to 44 age group (18.3%), which shed light on the persistent habits and changing preferences within Prague's employment sector.

The age figures are further complicated by resident status, as 68.3% of respondents identify as students, 16.7% as workers, and 10% as visitors. The significance of students highlights how important it is to comprehend the perspectives of aspiring professionals who are actively looking for work. By including both tourists and working people, the study becomes more diverse and includes viewpoints from both groups—those who are temporarily visiting Prague and those who are employed.

When language trends are examined, most people (55%) who see a rise in English job ads do so in a way that is consistent with the influence of the younger generation and the multicultural character of the city. The "Not Sure" category (35%) adds another degree of ambiguity, though, and calls for more research into the variables influencing respondents' confusion. The 10% who said "No" unequivocally draws attention to opposing viewpoints and offers a way to investigate them among Prague's workforces.

75% of respondents indicated that they thought English was important for the workplace, which emphasises how important language skills are for navigating Prague's labour market. There is a range of opinions evident in the neutral position held by 18.3% of respondents and the minority that believes English to be "Less Important" (<7%). It is possible to gain insight into the subtle differences in the ways that people

evaluate a candidate's language proficiency by knowing the motivations behind the neutral and disagreeing viewpoints.

Recruiters' reasons for using English in job advertisements are further explained by these justifications. Attracting international candidates (53.3%) aligns with Prague's global appeal while reflecting a company's international image (43.3%) emphasizes strategic branding. The fact that 35% of recruiters require English proficiency demonstrates the pragmatic factors that influence language selection. Additional incentives are introduced in the "Others" category (<4%), which emphasises the variety of reasons driving language choices in job advertisements.

English plays a good influence in promoting workplace inclusion, as noted by 51.7% of respondents. An understanding of recruiter attitudes toward English's impact on inclusivity is more nuanced when looking at the neutral position (35%) and the negative perspective (12%). The fact that "Others" (<9%) are included highlights how complicated employer perspectives are and how language dynamics require a nuanced approach.

Targeting minority groups (28.3%), holding job fairs (41.7%), requiring proficiency in English for employment (30%), and highlighting a healthy work culture (45%) are some of the techniques used to promote diversity. These many strategies demonstrate the complexity of inclusion considerations in Prague's hiring procedures.

The majority 80% of respondents are positive about Prague's future English work positions, whereas the minority 13.3% or 6.7% reduction are more pessimistic. The 10% uncertainty indicates a degree of unpredictability, indicating the need for continued research to monitor changing linguistic patterns in the city's labour market.

5.2 Recommendations for Human Resources Practitioners

Based on what had been discussed, one could tell that diversity and inclusion play major roles in all organization. It is highly recommended for HR practitioners to consider this fact when carrying out their recruitment exercises. One way a company could been seen diverse or inclusion oriented is through the English language in a non-English speaking country. Just as we have experienced it in our thesis, companies could increase their corporate image and possibly drive revenue growth in a more inclusive and diverse work environments. Employees with different culture, experiences and perspectives can bring fresh ideas and innovative solutions to the table which, in turn, benefit the entire organization. Not only could HR

personnels bring in diversity through language policies, but it could also happen through organizing mentorship programs. Offering mentorship programs can help an organization connect employees from all kinds of cultural backgrounds and levels, which foster growth. Another way diversity could be promoted in an organization is when biases are removed in the hiring process. The hiring should be built in a way that helps the company find the best fit for the job – not the other way around.

5.3   Recommendations for Job Seekers

When it comes to job seekers, it is strongly recommended to at least learn the country's language where one is seeking for employment. Yes, English is an international and business language. However, for one to be fully integrated into the society, understanding of the local language is recommended. It would open more job opportunities for the job seeker. As we already know that employees with different cultural background and perspectives can bring fresh ideas and innovative solutions to the table which, in turn, benefit the entire organization.

5.4 Recommendations for Future Studies

Future studies ought to examine the rationale for the opposing and neutral viewpoints regarding the significance of English proficiency as the job market in Prague changes. Furthermore, delving into the precisions of how language restrictions affect job applicants from various age brackets, residency statuses, and language origins can offer a more detailed comprehension of the consequences for varied workforce sectors. Prague's employment dynamics and language preferences will become more dynamically understood with the use of longitudinal studies that monitor changes in language patterns over time.

6. Conclusion

This chapter draws a conclusion from the result and discussion category and answered the research questions. The primary objective of this thesis is to comprehensively investigate the use of English in non-English medium job advertising and to elucidate its multifaceted implications for recruitment processes and language policy. During the cause of the research, the following questions were asked:

- What is the extent of English language requirements in non-English-medium job advertisements in Prague?
- What are the primary motivations driving Prague recruiters and organizations to incorporate English language requirements in their job advertisements?
- How do English language requirements in job advertisements impact job seekers' opportunities, perceptions, and employment prospects in Prague?

To answer the first question, English language has always been part of any job requirements in Prague especially when it comes to international organizations. However, one must not forget that local businesses in the country still strongly require the Czech language before one could be considered.

The answer to the next research question is simply diversity and inclusion. The researcher believes that jobs that are advertised in English tends to increase the brand image of the company and makes it well-positioned in the market.

Finally, the answer to the last question regarding job seekers' impact when they come across English job positions are usually positive. It usually gives job seekers self-belonging spirit as well as an increased opportunity. Perceptions of language trends reveal a growing trend toward English proficiency, aligning with Prague's cosmopolitan nature. The perceived importance of English in the workplace, acknowledged by 75% of respondents, underscores its significance in the country's job prospects.

Motivations for incorporating English in job advertisements emerge from the desire to attract international candidates, project a global image, and fulfill practical job requirements. These motivations underscore the strategic, branding, and practical considerations that guide recruiters in shaping language choices in job advertising.

The impact on job seekers is profound, with English proficiency perceived as a crucial factor in employment opportunities in Prague. But this cannot be said for the whole country. Furthermore, the extent of English

language requirements is substantial, particularly in job ads targeting the younger demographic. Primary motivations include attracting international candidates, projecting a global image, and recognizing English as a practical job requirement.

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8. List of Figures, Tables, and Graphs

8.1 List of Figures

8.2 List of Tables

8.3 List of Graphs

Appendices

Appendix 1 – Sample of the Questionnaire

Jobseekers and Recruitment Agency Surveys

Q1 Age:

Q2 Gender:

1 Male
2 Female
3 Other

Q3 Resident Status in the Czech Republic:

1 Tourist
2 Student
3 Employed
4 Citizen

Q4 How frequently do you search for job opportunities?

1 Daily
2 Weekly
3 Monthly
4 Rarely
5 Never

Q5 Which job advertising platforms do you primarily use? (You can select multiple options.)

1 Prace.cz
2 Jobs.cz
3 Profesia.cz
4 Monster.cz
5 Other

Q6 Have you noticed an increase in the use of English in job advertisements?

1 Yes
2 No
3 Not sure

Q7 In your opinion, why do employers use English in job advertisements? (You can select multiple options)

1 To attract international candidates
2 To reflect the company's international image
3 As a language requirement for the job
4 Other

Q8 How comfortable are you with job advertisements in English?

1 Very comfortable
2 Somewhat comfortable
3 Neutral
4 Somewhat uncomfortable
5 Very uncomfortable

Q9 Have you applied for jobs with English job advertisements in Czechia?

1 Yes
2 No

Q10 Did you face any language-related challenges during the application or interview process for English job advertisements?

1 Yes
2 No

Q11 How important is English in workplace inclusivity in Prague?

1 Positive
2 Neutral
3 Negative
4 Cannot say

Q12 How would you rate your proficiency in English?

1 Fair
2 Good
3 Advance
4 Native

Q13 When searching for job opportunities in Prague, do you prefer job advertisements in English, Czech, or a combination of both?

1 English
2 Czech
3 Both

Q14 Have you ever decided not to apply for a job in Prague due to the language used in the job advertisement?

1 Yes
2 No

Q15 What language(s) do you consider essential for job advertisements in Prague?

1 English
2 Czech

Q16 In your opinion, how can organizations in Prague foster diversity and inclusion in their recruitment practices?

1 By targeting the minority group in the country
2 By organizing job fair events
3 By making English a job requirement
4 Good working culture and environment

Q17 Would you prefer a job in Prague that primarily uses English as the language of communication, or one that primarily uses Czech?

1 English
2 Czech
3 Both

Q18 How important is the language of communication within the workplace when considering a job in Prague?

1 Important
2 Neutral
3 Less important
4 Other

Q19 To what extent do you think the language used in job advertisements reflects the cultural values of the organization?

1 It reflects well
2 Averagely reflect
3 Does not reflect
4 Not sure

Q20 In your opinion, do job advertisements that use English tend to attract different types of candidates in Prague?

1 Yes
2 No

Q21 How long have you been living or working in Prague?

1 Less than 2 year
2 2-10 years
2 More than 10 years

Q22 In your opinion, how do you foresee the role of English in job advertising evolving in Prague in the coming years?

1 It will improve
2 It will remain unchanged
3 It will reduce
4 Not sure