

**Writing Assignment One: Job Advertisement**

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Job advertisements have long served as a primary medium through which organizations communicate employment opportunities for specific positions. This practice became widespread in the late nineteenth century, when employers began placing advertisements in newspapers and within retail establishments. Over time, this approach evolved into the posting of job openings online as technological advancements transformed recruitment practices. As the demand for employment continues to rise, it is essential for applicants to critically evaluate job postings to determine their suitability for a given position and for employers to identify candidates who align with organizational needs. This paper employs the content analysis research method to examine key elements of job advertisements that hold particular relevance to the field of cybersecurity.

The first company that captured my interest was Honeywell Inc., for the position of *Senior Integrity and Compliance Specialist*. Honeywell Inc., founded in 1906 by Mark Honeywell, is a multinational corporation whose mission is to develop innovative products and technologies in the fields of aerospace, building automation, and industrial automation, with a focus on providing sustainable solutions for other businesses. This position falls within the domain of law and compliance. The role reports to Honeywell's Regional Director for Integrity and Compliance focuses on risk assessment and training initiatives within the Asia-Pacific region, where the company maintains extensive business operations. The responsibilities include monitoring compliance with Honeywell's anti-corruption and other key policies, evaluating internal and external integrity and compliance trends, and developing and implementing strategies for integrity and compliance training for both employees and external partners.

The second company that interests me is a Computer Network Defense Analyst found at USA Jobs. This job position is part of the National Security Agency and Central Security Service. The purpose of a computer network defense analyst is to find vulnerabilities in

computer systems, manufacture cybersecurity products, and inform customers of prevention measures to protect systems from threats. The main responsibilities for an employee to work here are to provide network defense measures, monitor and evaluate potential risks, and apply technical analysis to issues for the United States.

The content analysis methodology is a research method that involves systematically examining documents and/or communication artifacts to see the frequency of certain words, themes, and/or concepts to make a conclusion about the source. In the article conducted by authors Lipovac & Babac, they mentioned, "The research method uses variables to represent the counts and proportions of keywords encountered in the records of the text (Lipovac & Babac, 2021)." For instance, for the first company I discussed in this paper, the most common words used are "compliance," "integrity," "work," "regional," and "make," ranging from four to thirteen times. The word "compliance" was the most used word in the job advertisement. The article also explains the four key parts of content analysis for job advertisements, which are job title, company, job description, and salary, which you can input into tools such as the Voyant tool that highlights the most common words in the advertisement.

My main objective for this paper is to understand how job ads linguistically construct an ideal candidate, or if they do. From what I learned about content analysis, I think the methodology's main objective is to understand the purpose of the job advertisements, such as the main qualification(s) the employer is searching for in an applicant, and the importance of communication content in the business world, which I believe is to ensure that employers, employees, and third parties agree on conditions and terms of the business and to have a clear understanding of the operation of the business.

It's important to have a research process regarding the content analysis in order to understand the necessary application to find a concise conclusion. The first step is collecting documents based on your research question. The job advertisements I selected are for a senior integrity and compliance specialist at Honeywell and a computer network defense analyst. The next step is to code information from the sources. Authors Lipovac & Babac highlighted code as a method to organize information in categories to analyze. As stated above, my first advertisement used terms such as "integrity" and "compliance" frequently. As for my second advertisement, I recognized "service," "security," "window," "new," and "experience" were often used. To add, the Voyant tool is useful in analyzing trends to help me interpret if my findings show my research question to be true or not.

For my first job advertisement, there was a lack of verb terminology. The words "compliance" and "integrity" are noun words. There are a few words, such as "make" and "work," that are considered to be both nouns and verbs. In the key responsibility for Honeywell Inc., I noticed there were more verb words than noun words. For my second advertisement, there was a lack of verbs when I input the information in the Voyant tool. The second job did not break down key responsibilities like Honeywell Inc. did. The job position for USA Jobs stated security background investigations are vital for employment. The applicant must also have a degree in technology fields and have experience.

It's important how employers format ad text and organize information so viewers can easily understand what the job position entails. For the senior integrity and compliance specialist, the information was organized in sections. For instance, the ad had sections for requirements and information about the company. The second ad was similar. The way employers format information on the ad can assist in analyzing candidates that employers are looking for. In the

second ad, applicants can clearly understand the type of person the employer wants. As mentioned before, the ad highlighted that an applicant must have these requirements; specifically, in the second ad, there is a section for technical proficiencies that must be obtained, such as network administration and incident response, which provides evidence regarding my research question.

It seemed that the job position at Honeywell Inc. had a mix of company branding and listing key responsibilities in the description of the job section. The advertisement initially started discussing Honeywell Inc., particularly how the business strives to create an environment where workers collaborate with a diverse group of innovators and thinkers to change the future, and reward the performance of workers. After the introduction of Honeywell Inc., the advertisement discussed the key responsibilities of applicants. In the article, the authors discussed that employers require applicants to have a wide range of skills. The article also discussed that these applicants can recognize the employer's requirement from the number of verbs used because verbs are usually used for describing duties (Lipovac & Babac, 2021). Therefore, this ad focuses more on skill sets than branding.

As the company Honeywell focuses on skills, the advertisement from usajobs focuses on company branding than skills because the vocabulary most common in the article was not verbs, such as experience, window, in the context of the ad, and security. Authors Lipovac and Babac specify how “the types of words employers use in the Job Description section can reflect whether employers focus on the duties of the candidates, or they prefer to list the required skills”. For this job position, I noticed there was no preference for verbs used when describing duties, but a requirement for ensuring the applicant has knowledge of these specific topics and has obtained

the necessary degrees for the position. In this ad, soft skills were not represented as much. I saw a pattern of requiring technical skills.

There were similarities in Lipovac and Babac with the findings I found while analyzing both of my job advertisements. A similar finding was that “employers require a certain level of education to be eligible to work in the profession (Lipovac and Babac, 2021). This was evident in my second ad due to the fact that employers listed qualifications for the job. Depending on the level, employers expect higher qualifications for candidates. For my first ad, there was also a requirement that the company was looking for, such as experience in law and compliance, a juris doctor or non-US law degree, and training. Another similar finding that I found in the article is the soft skills a job requires. The article argued that “skills such as verbal and written communication, teamwork skills, and problem-solving skills are ultimate skills that are demanded no matter the occupation (Lipovac and Babac, 2021). I find that mostly in my first ad, where it discussed employees “collaborate with top minds” and have excellent skills in management and problem-solving.”

I learned about the importance of soft skills and hard skills. The article conducted by Zhang demonstrated the soft skill sets that Information Technology employers look for in an applicant. According to the article, some skill sets are teamwork, communication, and adaptability (Zhang, 2012), which are skill sets that the second advertisement did not present as much, but were evident in my first ad. In addition, I learned from Ferraresi et al. that formal education requirements are what most employers look for in employees, but also discussed general tasks that a lot of jobs perform, like teamwork and customer service, which were a major percentage for most job tasks (Ferraresi et al., 2021).

The main objective was to demonstrate how the content analysis method assists in organizing key information about job advertisements relating to my major in cybersecurity and law. In this article, I evaluate two job positions to understand if my research question was valid from the information gathered. I can conclude that job advertisements construct an ideal candidate that can be found in the key responsibilities section because it discusses the soft skills an applicant should embody and the hard skills they should learn before applying for the position. To conclude, I learned how the content analysis method helps organize qualitative information from authors Gardiner et al. The authors explained the in-depth information that can be gathered from a content analysis when evaluating a document or communication artifact (Gardiner et al., 2017).

## Reference Page

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