# **AD ANALYSIS**

🡪 **Find yourself an interesting ad. Analyse the structure.**

🡪 Mostly ads consist of **6 items**:

1. **TITLE**  (can be misleading!)
2. **INFORMATION ABOUT THE COMPANY**
   * ! superlatives (e.g. ‘market leader’, ‘expanding’)
   * = allows you to get a picture of the C° style
   * ??? anonymous ads? (e.g. ‘important computer C°’)

some companies use this to avoid applicants who apply at random or to

avoid offending the current employee in the position

1. **NAME OF THE FUNCTION**
   * sometimes also the required qualifications
2. **DESCRIPTION OF THE FUNCTION** 
   * = **actual** job content + requirements
   * = often quite vague on purpose: to reach as many potential candidates as possible 🡺 read between the lines
   * + don’t be put off: companies often deliberately aim higher than necessary, hoping to attract the perfect candidate
3. **OFFER** (e.g. wages, company car, training…)
   * = to rouse the applicants’ interest + keep up the reputation of the C°
4. **PRACTICAL INFO:** how to apply