
Job-hunting in Italy: Building a glossary of “English-inspired” job titles

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Abstract

This paper reports on a study of “English-inspired” job titles retrieved from a specialized corpus of job advertisements posted on Italian web pages. This corpus was created using the WebBootCat tool in the Sketch Engine, following the methodology described by Baroni and Bernardini (2004) and Baroni et al. (2006). The aim is to build a glossary of English job titles to be published online as a tool for prospective job applicants. Checking their status in English and Italian dictionaries, we will establish whether the titles collected are current English terms, false Anglicisms, or “English-inspired” creations. The preliminary findings consist of a list of 30 job titles which are analyzed in terms of form and meaning, and grouped into categories depending on whether an Italian equivalent is available or not. The corpus of job postings is used to analyze the lexical profile of job titles, their meaning and/or possible covert manipulative intent. In fact, data shows that some English job titles may be preferred to Italian equivalents to attribute greater status to the actual job designation and description. Moreover, some job titles are characterized by complex pre-modification which may confuse the ultimate users, i.e. job hunters themselves.

Keywords: job title; Anglicism; Anglicization

1 Introduction and research aims

Owing to the process of internationalization and globalization of business and trade, the job market is one of the many areas in which the influence of the English language is quite strong. A growing number of multinational companies have adopted English as a company language and most of them use English as a lingua franca on a regular basis for business communication. An emblematic case is the recent transformation of the historic Turin-based FIAT car company into a multinational through the merger with the American Chrysler and its adoption of a new “non-Italian” name – FCA – which stands for Fiat-Chrysler Automobiles. By the same token, small and medium-sized enterprises, even though operating domestically but aspiring to expand beyond national borders, also find it advisable to take on an international profile by using English for branding and product advertising. Today a

1 * Both authors are responsible for the overall planning of this research. V. Pulcini drafted sections 1, 2, 3, and 4. A. Andreani drafted sections 3.1 (3.1.1, 3.1.2, 3.1.3), 3.2, 3.3 (3.3.1, 3.3.2).

good level of competence in English is an indispensable asset to hold a high-level job in the world of business. A working knowledge of spoken and written English is normally requested also for lower level occupations such as technical and clerical jobs, as emerges from advertisements in the national and international job market.

The key role of English in professional settings has greatly enhanced its desirability as a foreign language to learn. As a result, today there are more learners of English and competent non-native speakers of English than ever before, and the vocabularies of many languages have adopted a large stock of English words and terms, especially in specialized domains (Furiassi et al. 2012). The use of English is dictated primarily by practical reasons but also because non-native speakers have a favourable perception of it. As pointed out by Pulcini:

What is crucial in favouring the adoption of English loanwords are speakers' positive attitudes towards Anglicisms [...]. For better or for worse, the English language enjoys status and prestige, and Anglicisms are perceived by most speakers as modern, dynamic, fashionable and are thought to convey a higher level of competence and professionalism. (Pulcini et al. 2012: 16)

This study focuses on the influence of English on the designation and description of job titles in Italy, which appears to be a widespread and growing phenomenon in all non-English-speaking countries. Previous research carried out by Van Meurs et al. (2006; 2011) on job advertisements in the Netherlands has highlighted and described by means of quantitative data several particular aspects of the presence of English in Dutch job postings. For example, the use of English is greater in adverts posted by multinational companies and organizations than by domestic ones. English is more pervasive in ads for higher-level and academic jobs rather than medium-level vacancies and more frequent in specific domains such as transport, storage, communications and commerce as compared to, for example, the financial sector. Van Meurs et al. (2014) have also studied the perception of English loanwords with respect to Dutch equivalents in job advertisements, showing that English and Dutch terms have different associative meanings in the minds of the users. Another study carried out by Taavitsainen and Pahta (2003) points out that English is mandatory for recruitment in Finnish companies, and many Nordic companies have chosen English as their official language, abandoning their domestic names in favour of "English-inspired" ones in order to favour internationalization and, at the same time, sound young, modern and trendy. As for job postings, sometimes they are written entirely in English, and the use of English is quite frequent in vacancies for Scandinavian and Finnish companies, as well as for Swiss ones, as pointed out by Watts (2002). Taavitsainen and Pahta mention a recent campaign at the University of Helsinki against the use of "this odd form of business jargon", arguing that English job titles "blur the job description and unnecessarily mystify functions in the business world." (Taavitsainen & Pahta 2003: 8)

The research study illustrated in this paper is part of a wider project focussed on the influence of the English language in Italy², including its impact on the world of business. The focus is on the use of English or “English-inspired” job titles retrieved from a corpus of job advertisements posted on Italian web pages. The aim of this research is to build a glossary of English-looking job titles to be published online as a tool for job hunters in Italy. Using dictionaries and corpora in order to observe the lexical profile of these job titles, we will try and establish which of these are current Anglicisms, false Anglicisms, or “English-inspired” creations. We will argue that some terms are rather opaque to the Italian user and their adoption is motivated by the intention to give “higher status” to a particular job or to camouflage its real nature and thus confuse or deceive the prospective applicant.

2 Methodology

The collection of English-looking job titles began with a preliminary survey of the websites of some Italian online job finding agencies³ and of the websites of the Italian branch of some multinational human resource consulting companies.⁴ On the websites, the user can select, among other options, a professional category (*categoria professionale* or *funzione aziendale*, e.g. retail, HR, banking), an industry sector (*settore*), and, in some instances, a specific role or job position (*mansione* or *funzione aziendale*, e.g. receptionist). The dropdown menus often include, alongside Italian ones, professional categories and functions already in English, which formed our preliminary list of English job titles.⁵

This was then expanded by querying a domain-specific corpus of Italian job advertisements, which we built using the WebBootCat tool in the Sketch Engine (Kilgarriff et al. 2004). Drawing on the methodology described in Baroni and Bernardini (2004) and Baroni et al. (2006), we selected a number of seedwords from among the most frequent terms and phrases in job postings: *annunci di lavoro; offerte di lavoro; si offre; si propone; si richiede; annuncio; lavoro; azienda; contratto; candidato; settore; profilo; esperienza; competenze*.⁶ The corpus was then compiled using the TreeTagger for Italian (Baroni’s model) and opened in the Sketch Engine to compare it with the itTenTen10 corpus and extract further key terms to be used as seeds. The procedure was iterated twice, and then repeated at approximately three

2 The project is “The English language in Italy: linguistic, educational and professional challenges”, promoted by the University of Turin in conjunction with the *Compagnia di San Paolo* (2013-2015) and coordinated by Virginia Pulcini. www.englishinitaly.wordpress.com

3 Accessed at <http://www.adhr.it>; <http://www.alispa.it>; <http://www.carrieraefuturo.com>; <http://www.euroin-terim.it>; <http://www.gigroup.it>; <http://www.humangest.it>; <http://www.obiettivolavoro.it>; <http://www.orienta.net>; <http://it.quanta.com>; <http://www.umana.it/it-IT/home-page> [13/10/2013]

4 Accessed at <http://www.adecco.it>; <http://www.manpower.it>; <http://www.randstad.it>; <http://www.synergie-italia.it> [13/10/2013]

5 Data entry, development engineer, hostess, order entry, promoter, receptionist, telemarketer, visual merchandiser, web designer.

6 The total number of seeds, 14, was set following Baroni and Bernardini: “For well-defined specialized domains, a small list of seeds (in the 5-to-15 range) is typically sufficient” (2004: 1314). The additional parameters (tuple size, minimal and maximal file size, max URLs per query, etc.) were set according to the default settings of the WebBootCat in the Sketch Engine.

weeks' distance, obtaining a final corpus of 241,021 tokens.⁷ The corpus was queried to retrieve additional English or English-looking job titles in context.

3 Preliminary Findings

The preliminary findings consist of a list of 30 job titles which are analyzed in terms of form, meaning and Italian equivalents in English and Italian general and specialized dictionaries and in our corpus. The English dictionaries considered are the *Collins English Dictionary* online (CED) and the *Cambridge Business English Dictionary* online (CBED); the Italian dictionaries are *Zingarelli 2014* (ZING) and the bilingual encyclopaedic dictionary *Economics&Business* (Picchi 2011, henceforth E&B).

Table 1 shows the attestation of the terms in the reference dictionaries. The cells highlighted in grey indicate Anglicisms with a current Italian equivalent. Items in italics are dictionary headwords that slightly diverge in form from our listed titles though they retain the same expected meaning.

As several terms were not recorded in dictionaries, we also browsed through the specialised glossary of job types published by the UK job finding website *Prospects*,⁸ and through the International Standard Classification of Occupations elaborated by the International Labour Organization (ISCO08).⁹ Also available online are the *Classificazione delle Professioni* (Classification of Occupations) produced by the Italian National Institute for Statistics (ISTAT CP2011) and the ISCO-ISTAT table of correspondences, the *Raccordo* ISCO08-CP2011, issued by the same Institute.¹⁰ In order to account for the currency of Anglicisms in Italian we referred to the online historical archives of the Italian newspapers *La Stampa* (1867-2000) and *la Repubblica* (1984-present).¹¹

7 In order to increase visibility, a single job advertisement is normally posted on several websites; therefore, queries run within a short time span from one another will tend to retrieve many duplicates.

8 www.prospects.ac.uk

9 www.ilo.org/public/english/bureau/stat/isco/isco08/index.htm

10 <http://www.istat.it/it/archivio/18132>

11 <http://www.archiviolaStampa.it/>; <http://ricerca.repubblica.it/>

	CED	CBED	ZING	E&B
accountant	accountant	accountant		accountant
area manager	area manager		area manager	area manager
baby sitter	baby-sitter	babysitter	baby-sitter	
barman	barman	barman	barman	
beauty sales agent	agent	agent	agent	sales agent
data entry		(other meaning)	(other meaning)	
deejay	deejay	deejay	deejay	
development engineer	engineer		mod+engineer	mod+engineer
electrical practical instructor	instructor	instructor		
export area manager	export manager			export manager
(financial) controller	(financial) controller	(financial) controller	controller	controller
first article inspector	inspector	inspector		
hostess	hostess	hostess	hostess	
instrument practical instructor	instructor	instructor		
mystery shopper	mystery shopper	mystery shopper		
order entry				
(junior) programmer	programmer	programmer		
project manager	project manager	project manager	project manager	project manager
promoter	promoter	promoter	promoter	promoter
receptionist (junior)	receptionist	receptionist	receptionist	
retail sales manager		retail manager		
runner	runner		(other meaning)	
sales account		(other meaning)		(other meaning)
sales manager	sales manager	sales manager	sales manager	sales manager
shop assistant	shop assistant	shop assistant		shop assistant
store manager				store manager
store specialist				
telemarketer	telemarketer	telemarketer		telemarketer
visual merchandiser	merchandiser	merchandiser	merchandiser	merchandiser
web designer	web designer	web designer		

Table 1: Job titles in CED, CBED, ZING and E&B.

Formally, a small group of job titles are polymorphemic one-word items, characterized by endings such as -er, -ist, -or, -ant, -man, that typically realize the {noun agent} morphemic function, i.e. denote the agent of the action indicated by the root element (e.g. promote ® promoter). In fact, most job titles are typically complex words, either solid compounds, like *barman* or 2- or 3-word compounds,

characterized by the modifier+head structure, in which the head element indicates the job function and the left-hand modifying element functions as classifier, i.e. it indicates a sub-class of the head element (e.g. sales manager = a person in charge of a company's sales activities and its sales force, CBED). This word-formation mechanism can trigger even more complex items if further classification of duties or skills need to be specified (e.g. beauty sales agent). However, since Italian is a language that typically modifies on the right of the head element, in complex job titles the order of the elements may be changed, as in *project manager junior* (instead of *junior project manager*): “Stiamo ricercando un *project manager junior* per gestione progetti C++/C#.”

In the following paragraphs, we present a sample of the analysis carried out on the start-list of job titles of our glossary, distinguishing between: a) Anglicisms which coexist with Italian equivalents; b) Anglicisms which do not have Italian equivalents; c) English (inspired) job titles which are not recorded in the selected dictionaries or are recorded with another meaning (false Anglicisms).

3.1 Anglicisms with Italian equivalents

The English job titles with a current Italian equivalent are *accountant*, *area manager*, *baby sitter*, *barman*, (*financial*) *controller*, *programmer*, *project manager*, *sales manager*, *shop assistant* and *telemarketer*. The presence of these terms in Italian and English monolingual and bilingual dictionaries online makes it theoretically viable for job hunters in Italy to check the meaning of unknown or unfamiliar terms.

3.1.1 Area manager and sales manager

The head *manager* of these compounds is recorded as part of the core Italian lexicon in ZING (ultimately from It. *maneggiare* according to the *Oxford English Dictionary*). The first attestation of this Anglicism in Italian is 1895. It coexists alongside Italian *direttore* and *dirigente*, which are recorded as equivalents in E&B. This is a highly productive loanword in Italian, which functions as the head of numerous occupational titles.¹²

E&B defines *area manager* as the title used especially by American businesses and organizations to denote the person responsible for the sales force and for the marketing and distribution of products within a specific geographical area. The Italian equivalent proposed is *direttore di zona*. The ZING definition is consistent with E&B, but the recorded equivalent is the Italian *capoarea*. There are no occurrences of the Italian *direttore di zona* in our corpus, which contains instead 9 occurrences of the Anglicism and 3 occurrences of *capoarea*. The examples below show the use of this Anglicism in context:

- (1) Per piccola e solida azienda di prodotti per l'edilizia ricerchiamo 1 *Area Manager* Italia. La figura si interfacerà con la proprietà per seguire e consolidare i clienti acquisiti e espandere il pacchetto clienti. Viaggerà spesso e farà da referente per la rete agenti su tutto il territorio nazionale.

¹² Other titles recorded in the selected Italian dictionaries are account manager, office manager, risk manager, and property manager.

- (2) La risorsa sarà inserita come *Area Manager* per il Mercato Italia e si occuperà del contatto e gestione degli agenti e dei clienti; della ricerca e sviluppo di nuovi contatti; studi di settore; redazione di offerte commerciali e partecipazione a fiere di settore.
- (3) La posizione, che riporta all'*Area Manager* della zona di competenza, ha la funzione di presidiare dei punti vendita specializzati del canale di riferimento, garantendo il raggiungimento degli obiettivi qualitativi e quantitativi stabiliti.

Examples (1) and (2) are extracts of job ads for *area managers*, which provide a general description of the tasks required by the position, such as maintaining contacts with existing customers and acquiring new ones, liaising with other agents and representatives on the assigned territory, creating proposal documents and representing the company at trade exhibitions. Example (3) is the extract of a job vacancy for a *commercial hostess*, whose tasks will include “reporting to the area manager of the assigned (geographical) area.”

In the Standard Classification of Occupations “managers responsible for specialized functions within a specific geographic area” are clearly distinguished from “managing directors and chief executives.” (ISCO08: 15). The Italian *direttore o dirigente di dipartimento* are provided in the EN-IT table as the standard equivalents of area manager-level occupational titles (irrespective of the department and specialization, e.g. sales or HR).¹³

With the exception of one occurrence of HR area manager, all instances of the Anglicism in our corpus refer to sales department area managers. The second compound analysed here is, in fact, *sales manager*, translated by both E&B and ZING as *direttore delle vendite*. E&B also records *direttore commerciale*. While this Anglicism is found 5 times in our corpus, *direttore commerciale* and *direttore vendite* also occur 7 times each. These job titles are shown in context in the examples below:

- (4) Nell’ambito del potenziamento dell’organico della filiale Svizzera in Ticino di multinazionale americana in costante crescita ricerchiamo *Sales Manager / Sales Account* da inserire all’interno della nostra struttura. Dimestichezza ed interesse per la tecnologia. Requisiti richiesti: -residenza a 25-30 km dal confine svizzero -età compresa tra 25 e 35 anni -esperienza di vendita o simile in servizi business to business di 2 anni -conoscenza lingua inglese.
- (5) In un’ottica di potenziamento della rete commerciale, il Gruppo ricerca nuove risorse per il ruolo di *Sales Manager*, da inserire all’interno della filiale di Milano. La funzione prevede lo sviluppo del portafoglio clienti corporate [...].
- (6) Importante gruppo tedesco, attivo nella commercializzazione di materiale elettrico e sistemi di fissaggio per il settore fotovoltaico, in un’ottica di forte sviluppo, ricerca un/una *sales manager*.

Example (4) seems to suggest that *sales manager* and *sales account* might be treated as equivalent roles; a more detailed discussion of this pair is provided in section 3.3 below. All job advertisements point to

13 At a higher level of a company structure we find *direttore generale, imprenditore, dirigente e amministratore* as the standard Italian equivalents to Chief executives or managing directors.

the commercial development of the company through the expansion of its customer base as one of the key responsibilities of the position.

3.1.2 Accountant and (financial) controller

(7) *Accountant / Financial controller* </p> <p> Veneto, Veneto / Permanenti </p><p> Per nostra azienda cliente, realtà multinazionale, ricerchiamo un *Accountant / Financial Controller* per la loro sede in Pennsylvania (USA). Il candidato si dovrà occupare di tutta la gestione contabile, fiscale, tesoreria, crediti, liquidità.

Example (7) shows the only occurrence of the Anglicism *accountant*, which, in our corpus, has been superseded by its Italian equivalent *contabile*, with 14 occurrences. The choice of the Anglicism might, in fact, depend on the type of company advertising the vacancy, e.g. the American branch of a multinational corporation. *Accountant* appears to be regarded as a synonym for *financial controller* in the posting, although the two denote different level positions in English: “an executive who is the head of a company’s finance or accounts department” the former, and “a person or company whose job is preparing the financial records of people, companies, or organizations” the latter (CBED). The CBED lists *controller* and *comptroller* as alternative forms of this compound. These are also recorded in ZING, which marks them as business terms, and E&B, in which *controller* and Italian *controllore della gestione* are recorded as current equivalents. There are no occurrences of *controllore della gestione* in our corpus, which contains instead 1 occurrence of *controller* alongside the Italian *responsabile amministrativo*:

(8) *Controller* Filiale Svizzera. Dinamico gruppo metalmeccanico italiano ci ha incaricato di selezionare un responsabile amministrativo-*controller* per la sede svizzera di un’azienda.

In fact, the lack of further information in the job advertisement makes it difficult to ascertain whether the position advertised in example (8) is exactly the same as the one described in example (7).

3.1.3 Baby-sitter, barman, telemarketer and programmer

The Anglicism *baby-sitter*, borrowed in the mid-20th century (1950 according to ZING), occurs 20 times in the corpus vs. 2 occurrences of its Italian equivalent *tata*. No occurrences are found for the other Italian equivalent *bambinaia*, which has registered a steady decline in use since the second half of the 20th century (*La Stampa*):

(9) [...] ricerca urgentemente una *babysitter* per attività didattiche e ludiche con bimbo di 6 anni. Si richiede: -Esperienza pregressa nella mansione -Preferibile titolo di studio ed esperienze in pedagogia -Ottima conoscenza lingua inglese o madrelingua inglese

Barman and *barista* are both attested in our corpus, where the false Anglicism *barlady* is also found for the feminine form instead of English *barmaid*, or the gender-neutral form *bartender*.¹⁴

(10) [...] ricerca per noto locale del fossanese un/a *barman /barlady* con esperienza documentabile nella mansione per inserimento con contratto di somministrazione.

14 Furiassi records the false Anglicism *barwoman* (2010: 110-11, 145).

The Italian equivalent *barista* may denote both the person serving drinks in a bar and a bar owner (ZING). The polysemy of the Italian term might obscure the intended meaning of such a job vacancy as the one offered in example (11), where the job requirements: “experience of at least 5 years in the management of bar activities”, are generic, and could be read as experience in serving and dealing with customers as well as experience in the actual management of a bar:

(11) Agenzia per il lavoro [...] ricerca per importante bar un barista / *barman*. Requisiti richiesti: esperienza di almeno 5 anni nella gestione delle attività di bar.

Telemarketer is rare in Italian, quoted in the *la Repubblica* daily newspaper 3 times from 2003 but recorded in E&B and translated as *televenditore*. The term *telemarketer* appears in the menu of one of the job finding agencies considered. In our corpus it appears as *telemarketing* preceded by the Italian nouns *operatori*, *operatrici*, *risorse* or *addetti* (equivalent to the English worker/s, workforce) and produces the hybrid compounds *operatrici telemarketing*, *risorse di telemarketing* and *addetto telemarketing*:

(12) Ricerchiamo Operatori *telemarketing* per fissaggio appuntamenti telefonici per conto di Consulente certificato Telecom/Tim. Il lavoro potrà essere svolto da casa.

Finally, an anomalous case in this first group is represented by the Anglicism *programmer*. *Programmatore*, derived from the Italian verb *programmare*, is well established in Italian, occurring in our corpus 57 times vs. a single instance of *programmer*. In fact, as shown in example (13), the job posting in which *programmer* occurs features an unusually high frequency of Anglicisms, italicized below:

(13) Job Title: Stage - Junior Programmer Job ID: 143142 Location: Milano Organization: Siemens S.p.A. Mode of Employment: Stage, Full time. Per il nostro ufficio *Energy Automation Solution Operation* del settore *Infrastructures & Cities* di Siemens Italia, nella sede di Milano (Vipiteno) cerchiamo un *Junior Programmer*. Scopo formativo dello stage è l'affiancamento al nostro personale che si occupa dello sviluppo di sistemi informatici per la gestione di reti di pubblica utilità con l'obiettivo di acquisire la conoscenza per sviluppare applicazioni relative ai sistemi e alle soluzioni progettate nella divisione *Smart Grid*.

3.2 Anglicisms with no Italian equivalent

This group includes *deejay*, *hostess*, *mystery shopper*, *promoter*, *receptionist*, *runner* and *web designer*. *Deejay* is a well-established loan, first attested in Italian in 1987. More recent is the Anglicism *mystery shopper* (CED= “a person who is employed, often by the owners, to visit shops, hotels, etc, incognito, and assess the quality of the service offered”), not recorded in Italian dictionaries but quoted in the *la Repubblica* newspaper (single instance in 1994, then occasionally from 2001 both in its English spelling and with <y> graphically adapted to <i>). Alongside the job details, the advertisement in the corpus also provides a definition of this Anglicism:

(14) Cerchiamo urgentemente una *mystery shopper* per veloce lavoro nel mese di settembre [...] Il *mystery shopper* è il cosiddetto cliente misterioso ossia una persona che fingendosi cliente effettua una visita presso un punto vendita.

Also *web designer*, though unrecorded in Italian dictionaries, appears to be quite transparent in meaning for the Italian user, as clearly denoting “someone whose job is to design websites” (CBED). In some advertisements it appears that the role is treated as an equivalent to the Italian *grafico* (graphic designer) omitting the website-specific function of the role, as in the following example:

(15) Si richiede esperienza consolidata nella mansione di grafico e/o *web designer*. Il candidato ideale è in possesso di conoscenza approfondita dei principali applicativi di grafica (Flash, Illustrator, Coreldraw, DreamWeaver, ecc).

The meanings and lexical profile of the remaining titles are more complex. Beginning with *receptionist*, the examples retrieved from the corpus indicate that the term might also be used as an equivalent of the Italian *centralinista* (telephone operator), or even of *telemarketer*:

(16) Per azienda nel settore moda ricerchiamo centralinista/ *receptionist* che abbia già maturato esperienza di almeno 2 anni presso aziende strutturate e modernamente organizzate.

(17) Centro Fitness vicino a Padova, cerca una *Receptionist* con mansioni di vendita interna abbonamenti, gestione clienti acquisiti, utilizzo del telefono (*telemarketing* in e out).

Another interesting example in this second group is *runner*, defined in the CED as “a messenger for a bank or brokerage firm” (meaning 2) or “a person who operates, manages, or controls something” (meaning 7). The synonyms proposed are “messenger, courier, errand boy, dispatch bearer”, thus describing an unskilled, entry-level position and a possible equivalent of the Italian *fattorino*, *addetto allo spostamento merci*.¹⁵ The only occurrence in the corpus describes this position as follows:

(18) Per azienda moda lusso ricerchiamo 1 *runner*. Si richiede esperienza all’interno di negozi di moda e abbigliamento in qualità di venditore e di magazziniere. La risorsa si occuperà del ricevimento merce e preparazione dei prodotti per la vendita e supporterà in caso di necessità i colleghi venditori.

Thus, to some extent, the job description might be deceptive: *runner* is translated as *venditore e magazziniere* (=salesperson and runner, note that *salesperson* occurs first), although the tasks are the reception and preparation of products (*ricevimento merce e preparazione prodotti*) in support, if necessary, of the actual salespersons. The analysis shows that the Anglicism might in fact find a current Italian equivalent in *fattorino*, and thus typically an unskilled job, although the employer – a luxury-fashion house (*azienda moda lusso*) – requires specific experience in fashion and clothing (*si richiede esperienza*). It should also be pointed out that ZING records the Anglicism with different meanings: a) a person who runs, Italian *corridore* and b) strip of linen placed across a table, which has no current Italian equivalent.

Even more complex are the lexical profiles of the Italian *promoter* and *hostess*. The wordsketch of *promoter* indicates that this term might be used to refer to marketing positions, as an equivalent to *salesperson*, sometimes preceded by “sales”, as in “[...] offre la posizione di *Sales Promoter* e un percorso di

15 cf. *OED*: “A person employed to perform various (generally menial or unskilled) tasks, typically involving moving from place to place. Also more generally: an assistant.” (meaning 2d). See also ISCO-08: 543 and 564 “Transport and storage labourers”.

crescita professionale” and as an equivalent to *telemarketer*, as in “Azienda settore Telecomunicazioni seleziona operatori / *promoter* telefonici da casa per servizio di promozione e vendita abbonamenti”. The term *hostess*, borrowed in 1948, is used in Italian to denote a) women flight attendants or b) conference assistants. In the corpus, however, the meanings found referred to either conference assistants and nightclub hostesses, as illustrated in example (19):

(19) Ragazza *hostess* per lavoro di figurante di sala night club [...] Cerchiamo *hostess* da assumere con regolare contratto per il lavoro di figurante di sala per eleganti ed esclusivi night club di alto livello.

3.3 “English-inspired” job titles

The remaining job titles are complex job titles characterized by a modifier+head structure, in which the head element, generally recorded in English dictionaries, indicates the job function. None of these compounds is recorded in Italian or English dictionaries, although they might indeed sound plausible or acceptable both in form and in meaning, especially considering that they are sometimes accompanied by a description of duties and functions in job advertisements. This third group also features the false Anglicisms *data entry*, *order entry* and *sales account*, which will be treated separately in section 3.3.2.

3.3.1 Complex job titles

This group includes the following titles: *beauty sales agent*, *development engineer*, *electrical practical instructor*, *export area manager*, *first article inspector*, *instrument practical instructor*, *retail sales manager*, *store manager*, *store specialist* and *visual merchandiser*.

The Anglicism *engineer* makes a particularly interesting candidate for our analysis. This is in fact a highly productive head for new job titles, as shown in both Italian and English dictionaries which record a wide variety of occupational titles like *safety engineer*, *civil engineer* and *mechanical engineer*. While Italian *ingegnere* denotes professionals with a University degree, the English *engineer* might also refer to a technician with specialist competence, but not necessarily a graduate, that the Italian would translate as *tecnico*. In the job market, this is a crucial difference with respect to the salary offered to the prospective candidate, and to the perceived prestige of the position. Corpus analysis might help to profile this term and its usage in a larger corpus of job postings.

Our corpus features one posting for a *testing engineer*. In fact, the search for an entry level position is clarified in the actual job description: the job title is repeated in the first lines of the advertisement, preceded by the adjective *giovane* (young), and the job requirements include details pertaining to experience (“even limited”) and level of education (“degree in engineering or other technical qualification”).

(20) Requisiti: - laurea in ingegneria meccanica o altro titolo di studio di formazione tecnica. - esperienza progressa, anche minima, nella mansione maturata all'interno di aziende operanti nell'automotive, su motori a benzina con competenze in particolare su Fuel Injection.

Beauty sales agent might be perceived as more economical and effective than its longer Italian equivalent *agente di vendita (di prodotti) di bellezza*. In fact, even in the job description the Italian standard equivalent of *sales agent, agente di vendita* is avoided and replaced by the euphemism *animatrice commerciale* (commercial performer, entertainer or catalyst). Yet, this is the only occurrence of *sales agent* in our corpus, which tends to prefer *agente di vendita* and to specify by means of the job description the business sector of the position advertised (supplies for coffee makers, real estate business, telephone market, electricity, etc.).

Electrical practical instructor and *instrument practical instructor* are plausible English compounds considering "(practical) instructor" as the head of the compound and "electrical" and "instrument" as modifiers. The current Italian equivalent for the head of the Anglicism would be *istruttore* or *formatore*, and denote an instructor for electrical technicians in the one example, and an instructor for instrument technicians in the other ("Vocational education teachers" in ISCO08: 112). Perhaps a strategic function underlies the creation of the "English-inspired" titles for the job posting, which advertises positions for an international training centre which will require fluency in English:

(21) Stiamo cercando un *Instrument Practical Instructor* per il Training Center ECU di Cortemaggiore. Il nostro cliente è l'Eni Corporate University. Sarà un On the Job Training Indirizzato a Instrument Technician iracheni, quindi il corso sarà tenuto in inglese.

(22) Stiamo cercando un *Electrical Practical Instructor* per il Training Center ECU di Cortemaggiore. Il nostro cliente è l'Eni Corporate University. Sarà un On the Job Training Indirizzato a Electrical Technician iracheni, quindi il corso sarà tenuto in inglese.

3.3.2 False Anglicisms

As a job title, the compound *sales account* seems to be an innovation typical of the Italian job market. The examples in the corpus refer to such activities as fostering business to business commercial transactions and expanding the customer base of a company, as example (23) shows:

(23) Si cerca un *sales account* con esperienza nel settore e predisposizione alle attività commerciali per inserimento in importante azienda che opera nella progettazione e realizzazione di prodotti e macchine speciali. La risorsa, rispondendo al responsabile commerciale si occuperà di attività consulenziale tecnica pre e post vendita e di implementazione del portafoglio clienti

Sales account may be considered as equivalent to *sales manager*, as already pointed out with reference to example (4) above. In English, *sales account* indicates "a record of the total cash or credit sales for a particular period" or "a customer that a business sells its products to" (CBED). It is not present in the CED. In fact, *sales manager*, "a person in charge of a company's sales activities and its sales force" (CBED), and *account manager*, "someone employed by a company to be responsible for one or more of its customers, especially someone in the banking or advertising industry" (CBED), are the best candi-

dates as quasi-equivalents to Italian *sales account*, which might in fact be an ellipsis of *sales account manager*, or denote a lower – i.e. not managerial – professional level. This third group also includes such false Anglicisms as *data entry* and *order entry* used in the websites of job finding agencies (cf. footnote 4) to refer to the agent rather than to the activity. While *order entry* is not recorded in the selected dictionaries, *data entry* is recorded in ZING to denote the activity, and not as an agent noun. Examples of the use of either *data* or *order entry* as agents were not retrieved in our corpus – which contains instead one occurrence of the correct usage of the Anglicism in the hybrid compound *impiegata data entry* (“data entry clerk”) – though an advanced Google search for the terms in Italian pages published in Italy can easily produce results like “Per importante società multinazionale ricerchiamo un *data entry* con pregressa esperienza nel ruolo da inserire con contratto di somministrazione”, “agenzia per il lavoro ricerca per azienda cliente un *data entry*”, “Per importante azienda cliente ricerchiamo un *order entry*. La risorsa si occuperà dell’inserimento degli ordini esteri.”

4 Conclusion

The Anglicisation of the job market gives the opportunity to linguists to observe language change and lexical innovation and reflect on the underlying mechanisms that trigger the introduction of new job titles. As has emerged from the present corpus-driven research, there is a growing habit of using Anglicisms or English-looking coinages to refer to functions or positions in Italian job postings. As a phenomenon of lexical innovation, the adoption of loanwords is motivated by the need to fill a lexical gap in the recipient language, but, especially in the case of Anglicisms, the main reason is to comply with international terminology in global business, and to express modernity and professionalism.

Our start list contains a few instances of “necessary” Anglicisms, i.e. *deejay*, *hostess*, *mystery shopper*, *promoter*, *receptionist*, *runner* and *web designer*. For these terms there are no competing Italian equivalents. Their success in the recipient language can be ascribed to several characteristics, such as brevity and conciseness for *deejay*, modernity for *web designer*, *promoter* and *baby-sitter* (taking over the old-fashioned *bambinaia* and *balia*, or the childish *tata*). When a domestic equivalent exists, the preference for English is dictated primarily by pragmatic and stylistic reasons, since English terms better answer the need for monoreferentiality and conciseness (e.g. *beauty sales agent* / *agente di vendita di prodotti di bellezza*). However, the coexistence of a foreign term along with a native equivalent can be regarded as a case of multiple terminology (*controller/controllore della gestione*), which violates the terminological principle according to which a term identifies a single concept (Pulcini 2012). As the job market develops giving rise to new jobs or professional profiles, a new term may in fact describe different duties as in the case of *receptionist*, whose tasks consist not only in answering to incoming calls (It. *centralinista*) but to attend to a wider range of services, including telemarketing. Finally, multinational companies may opt for an English job title to comply with the established international profile of the company, as in the case of *accountant/financial controller*, which is advertised by a company based in

Pennsylvania, USA. An example of a term which has been successfully assimilated into Italian and also displays great productivity is *manager*. Although many equivalent terms exist to identify different levels of managerial statuses (*direttore, dirigente, etc.*), *manager* seems to be an “all-purpose” term, lending itself to a variety of pre-modifications to indicate the management area involved (e.g. sales manager, area manager). We may add that *manager* is a long-standing and very productive Anglicism in Italian, ultimately a re-borrowing from Italian *maneggiare*, which is the source of the English term.

On the other hand, several advertised jobs may indeed be deceptive for job seekers. The very productive term *engineer*, for example, which resembles Italian *ingegnere* because of the common classical source, may refer to a technician with specialist competence and not necessarily to a professional with a degree in engineering. The former meaning may slowly be filtering into Italian as well, to attribute greater prestige to the actual job designation.

Among the terms discussed in this paper, some may be deceptive for the prospective applicant for different reasons. For instance, the term *hostess* has extended its meaning from air hostess, which has been replaced by the gender-neutral *assistente di volo* in Italian, to other jobs for which a female assistant or attendant is sought, e.g. in the meeting and event industry. In our data, however, many job positions also referred to nightclub hostesses. For the term *runner*, instead, both job designation and description were obscure, referring to functions as salespersons or storage labourers. Finally, the terms that we labelled as false Anglicisms were possibly derived from the ellipsis of multi-word compounds, e.g. *data entry* for *data entry clerk*.

In conclusion, the adoption of English and “English-inspired” job titles within the context of the Italian job market is a growing phenomenon, partly dictated by the need to name new occupations but especially to comply with the Anglicization of the job market and specialized terminology. Therefore, in this research we aimed to provide the theoretical framework on which to ground the compilation of a glossary of English (or English-looking) job titles – and their potentially misleading nature – to be made publicly available online as a dedicated tool for prospective job hunters in Italy.

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