



مرکز آموزش علمی-کاربردی فرهنگ و هنر واحد 49

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Session 3

جلسه سوم

کارشناسی حرفه ای روابط عمومی – الکترونیک

کتاب زبان تخصصی روابط عمومی

کتابخانه گیشا

CHAPTER ONE

LESSON 2

The three big organizational questions

Read the following passages

Passage1

What is our mission?

Your mission may have changed due to the recession. The mission now may have more to do with surviving than with anything more ambitious. From a communication point of view, your job is to convince addresses of the merits of your organization's mission and goals so those people have confidence in the future of your organization.



## Passage 2

### What is our customer?

At first glance this question may appear to be naive. However, on further reflection, it will be apparent that some customers may have gone out of business and out of your orbit. Other new types of customers may have arrived on the order books, particularly government entities, which are actively entering the marketplace to stimulate economic activity.

## Passage 3

### What does the customer value?

Changed times will bring changes in customer priorities. Your people need to talk with customers to identify the new knowledge you need about them and the changed market. This will help you to become aware of emerging market niches.



## New Words

Mission= duty

Recession = economic reduce

Ambitious= wishful

Glance= look

Naïve=simple

Apparent=obvious, clear

Orbit = path, way

Marketplace= market, bazaar

Emerging= come into view

Niches= places

## Exercises

### A. put the correct word in each blank.

Your .....1..... may have .....2..... due to the recession. The mission now may have more to do with surviving than with anything more ambitious. From a .....3..... point of view, your job is to convince addresses of the merits of your organization's mission and goals so those people have confidence in the future of your organization.



- 1.a. mission                      b. missioned                      c. missioner
2. Change                              b. changed                              c. changing
3. Communicate                      b. communicating                      c. communication

### Comprehension Exercise

**D. Read each statement and decide whether it is True (T) or False (F).**

4. Changed times will bring changes in customer priorities.  
( True\_ False)

5. At first glance this question may NOT appear to be naive.  
(True- False).

6. This won't help you to become aware of emerging market niches (True-False).

با آرزوی موفقیت  
شما عزیزان