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Session 4

What Public Relations is not?

Please read the following article and translate it into Persian.

One of the greatest problems which public relations have had over the years has been that of credibility_ developing from society's wrong perception of what a public relations person actually does. Worse still is the fact that lots of practitioners themselves do not have a clear idea of what public relations actually is. For this reason, many come into the profession with the wrong motives, intentions, and perceptions.

Ikeheekwu Nous (1997) identified some of these misconceptions:

1. One of the problems concerning public relations is that
 - a) Everybody knows what public relation is.
 - b) Lots of practitioners do not know what public relation is.
 - c) Nobody knows what public relation is.



- A.** Public relation is not about lying and selling falsehood about your product and organization. It is not about denying every statement that does not favor your organization. It is not about telling the truth all the time.
- B.** Public relations came to the fore recently when a Nigerian minister of education excused his action of bribing the executive arm of government to increase his ministers' budget allocation as public relations.
- 2.** It can be identified from the passage that :
- a.** Public relations deals with bribe giving.
 - b.** Public relations doesn't deal with bribe giving.
 - c.** Public relations may deal with bribe giving.
- C.** Public relations is based on moral principles and as such it is not arranging pretty ladies for international visitors to government houses or to chief executives of companies, clients, board members, etc. if there is any profession where morality should be held in high regards, it is public relations because it enhances Public confidence in the profession.



D. Public relations is not magic, enhancement or paranormal. For this reason all its activities are based on scientifically provable and empirical methods.

Public relations is based on high performance, quality performance, quality and credibility in terms of products, service, policies and practice.

2. According to the passage, quality and credibility in public relations:

a. Concern with products, service, policies and practice.

b. Do not concern with products and service.

c. Concern just with products and policies.

E. The word public relations is not about organizing parties and other social events.

F. The word public relations is not about employing pretty ladies in morals.

G. It is not about being a yes-boy or a bag carrier for your boss.

Rather it is a dignified and noble profession that attracts self-confidence.



All practitioners agree that public relations aim at creating mutual understanding between an organization and its publics.

- 4.** As the author implies, the word public relations :
- a.** Is about employing pretty ladies lacking in morals.
 - b.** Is just about organizing parties and other social events.
 - c.** It is a dignified and noble profession.

Public relations is the practice of deliberately managing the spread of information between an individual or an organization and the public. It may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.



Words	Meanings in Persian
Actually	واقعا
Bribe	رشوه
Budget	بودجه
Doubt	شک
Intelligent	باهوش - هوشمند
lack	فقدان - عدم
Lying	دروغ گویی
Profession	حرفه
Relative	خویشاوند - فامیلی
Rather	نسبتا
Self-confidence	اعتماد به نفس
Dignified	بلندمرتبه - موقر - عالی مقام
mutual	متقابل - دوجانبه
Perform	اجرا کردن
Quality	کیفیت
Enhancement	افزایش - بالا بردن
Gradually	به تدریج
Credibility	اعتبار - باور کردن
Identified	شناخته شده
Denying	انکار کردن
Allocation	تخصیص
client	مشتری
Magic	جادو - سحر

توجه: دانشجویان گرامی ، لطفا پس از خواندن متن فوق ، آنرا ترجمه کرده و به آدرس ایمیل من ارسال بفرمایید. با تشکر

goodluck