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Session 4

جلسه چهارم

CHAPTER ONE

LESSON 3

TOPIC: Two ways to maximize results from your meeting

دو راهکار برای به حداکثر رساندن نتایج جلسه تان

Text Introduction

Holding business meetings is an important and day-to-day task of public relations. Usually the public relations of any organization is responsible for coordinating, scheduling and managing meeting of senior executives and other stakeholders in each organization. In this article, the writer also presents his experiences and problems that may occur at the time of various meetings. The author introduces two essential strategies for optimal meeting management when such meetings occur.

ترجمه این متن در صفحه بعدی



معرفی متن

برگزاری جلسات کاری از وظایف مهم و روزمره روابط عمومی هاست. معمولاً روابط عمومی هر سازمان موظف به هماهنگی، برنامه ریزی و مدیریت جلسات مدیران ارشد و سایر ذی نفعان در هر سازمان می باشد. در این مقاله نویسنده ضمن ارائه تجربیات خود در برگزاری جلسه های مختلف و مشکلاتی که ممکن است در زمان برگزاری ای قبیل نشست ها پیش آید، به معرفی دو راهکار ضروری برای مدیریت بهینه ی جلسات کاری می پردازد.

New Words

commitment

تعهد

negotiate

مذاکره - گفتگو کردن

Agenda

دستور جلسه - موضوع مورد بحث روز

attendee

شرکت کننده

progressive notes

یادداشت های پیوسته

deadline

ضرب الاجل - موعد مقرر

momentum

نیروی حرکتی - میزان حرکت

exploratory

اکتشافی - مشروط - موقتی

follow-up task

پیروی از وظیفه - تکلیف

powerful effect

اثر یا تاثیر قوی



Reading Comprehension

Please read the following texts and then, answer the required questions.

Recently in my work I failed to follow up a couple of important meetings .Both meetings were exploratory with experts in two different fields, and the experts should have written and shared notes to ensure we were on the same wavelength. Now I'm suffering the consequences because I tried to recall all the key points a month later- and couldn't.

This frustration reminded me of some key advice about maximizing the results from meeting (1) meeting notes (2) meeting follow up. Many team leaders and team members from good intentions in a meeting, but lose the momentum afterwards. Expected results don't eventuate.

People often need to intend to their next meeting, which absorbs their attention on other matters. Also, team members depart without being clear on what was agreed upon and the follow up actions. To keep up the momentum achieved in meetings you should promptly (1) email clear and concise **meeting notes** to addressee and (2) **follow up** on the commitments made.



1.meeting notes

You need to write notes from the meeting for later reference.

Otherwise the content from the discussion and the agreed outcomes could be lost. You don't necessarily need to write all the notes on the spot.

Recently in a couple of meeting with just one other person I wanted to keep the discussion flowing without my interrupting to write progressive notes.

So I wrote my notes of the main points later the same day- and was pleasantly surprised at my recall of the key points.

Meeting notes are important. They keep non- attendees informed about what happened and remained attendees of agreements reached. You can use them to keep everyone on the same page and focused on what you all need to get done before you meet next.

Circulate brief, clear notes about the meeting. A single page will usually be enough. You don't need to summarize the discussion itself but should note the key points and the related commitments for each topic, so that non-attendees understand what happened and all have a record of who are responsible for follow-up action.

The notes should outline each topic of discussion and specific actions that



will be taken, by whom, and by when.

Write and circulate the meeting notes as a priority, within 24 hours at the latest. Your memory of each conversation fades further with each passing hour. Circulating the notes within a day also achieves a good sense of urgency.

❖ Comprehension exercises based on the whole passage.

Read the following statements and decide whether they are true or false. Writ "T" before true statements and "F" before false statements.

1. The author is not suffering the consequences because he was tired.....
2. For doing meeting notes you need to write notes from the meeting.....
3. For making brief, a single page won't usually be enough
4. Your memory of each conversation disappears with each passing hour.....
5. You need to summarize the discussion itself but should note the key points.....

Choose the correct word for each blank.

Circulate brief, clear notes about the meeting. A single page will usually be enough. You don't need to6..... the discussion itself but should note the key points and the7..... commitments for each topic, so that non-attendees understand what8..... and all have a.....9..... of who are.....10..... for follow-up action.

صفحه بعد



6. a. summarize b. summarizing c. summarizes
7. a. relating b. relates c. related
8. a. happens b. happened c. happening
9. a. records b. record c. recorded
10. a. responsible b. responsibility c. irresponsible

If you have any further questions please contact me.

با آرزوی سلامتی و تندرستی

Good luck