



مرکز آموزش علمی-کاربردی فرهنگ و هنر واحد ۴۹

مقطع تحصیلی: کاردانی ■ کارشناسی □ رشته : **کاردانی حرفه ای روابط عمومی** ترم: ۲

نیمسال دوم تحصیلی: ۱۳۹۸-۱۳۹۹

نام درس: **متون تخصصی** نام و نام خانوادگی **مدرس: سیده فاطمه صالح**

آدرس ایمیل مدرس: fatemeh.saleh2012@yahoo.com

جزوه درس: **متون تخصصی**

مربوط به هفته : اول □ دوم □ سوم □ چهارم □ پنجم □ ششم ■
Text: دارد ■ ندارد □ **Voice:** دارد □ ندارد ■ **Power Point:** دارد □ ندارد ■
 روز و تاریخ شروع کلاس: **دوشنبه ۹۹/۱/۱۸** ساعت شروع کلاس: **۱۶-۱۸ و ۱۸-۲۰**

Session 6

جلسه ششم

Public relations and Advertising book

Lesson 3

What is information technology?

Words	Synonyms	معادل فارسی لغات
Applied	Used	بکار برده - کاربردی
Transmitting	Sending out	انتقال - مخابره کردن - ارسال
Tangible	Can be seen	محسوس - قابل لمس - قابل رویت
Uncertainly	When you feel doubt	تردید - شک
Predicting	Saying sth beforehand	پیش بینی کردن
Derived	Originated	مشتق - نشأت گرفته
Reduce	Decrease	کاهش
Primarily	First- mainly, basically	اول - نخستین

با یادگیری معانی لغات ، تلاش کنید متن زیر را درک کنید.



Performing	Doing- acting-carry out	انجام دادن - پیش بردن
Budget	Money	پول - بودجه
originate	Come from	منشا- ناشی شدن
Supplier	Producer	تولیدکننده- عرضه کننده
A great deal of	A great amount of	مقدار زیادی از
Client	Customer	مشتری
Capability	Ability	توانایی
Through	by	از طریق
Linkage	Connection	اتصال - پیوند

Passage 1

Read the following text and answer the required questions.

Information technology refers to all forms of technology **applied** to processing, storing and **transmitting** information in electronic form. We define information as a **tangible** or intangible entity that serves to reduce **uncertainly** about state or event. As an example, consider a weather forecast **predicting** clear and sunny skies tomorrow, this information reduces our uncertainly about whether an event such as a baseball game will be held.

Information **derived** from processing transactions **reduces** uncertainty about a firm's order backlog or financial position.



Information used **primarily** for control in the organization reduces uncertainty about whether the firm is **performing** according to plan and **budget**.

دانشجویان گرامی متن بالا را بخوانید، و به سوالات زیر پاسخ دهید.

Comprehension exercise

Select the best answer

بهترین پاسخ را با تیک زدن مشخص کنید

1. How can we define information?
 - a) We define information as a tangible entity that serves to reduce uncertainty.
 - b) We define information as an intangible entity that serves to reduce uncertainty.
 - c) We define information as a tangible or an intangible entity that serves to reduce uncertainty.

Passage 2

Information can **originate** from the internal operation of the firm and from external entities such as **suppliers** or customers. Information also comes from external databases and services, for example organizations purchase **a great deal of** marketing and competitive information. Brokerage firms provide a variety of research on different companies to **clients**.



Select the best answer

بهترین پاسخ را با تیک زدن مشخص کنید

2. Where does the information technology come from?

- a. from the internal operation of the firm
- b. from the internal operation of the firm and external
- c. from the external entities

passage 3

Information technology, however, extends far beyond the computational capabilities of computers. Today computers are used extensively for communications as well as their traditional roles of data storage and computation. Through a network, individuals and organizations are linked together, and these linkages are changing the way we think about doing business.

Select the best answer

بهترین پاسخ را با تیک زدن مشخص کنید

3. By information technology, we can

- a. just do computational works
- b. just communicate
- c. do computational works and communicate

دانشجویان گرامی برای دانستن معانی لغات غیر مارک شده متن، لطفاً به کتاب مراجعه نمایید.

Good luck