Session 6
جلسه ششم

1. Specialized Language for Public Relations Book
2. English for students of IT & Computer Book
CHAPTER ONE
LESSON 4

Topic: How to fix a bad decision

Section one

Read the following texts and then, answer the questions.

Passage 1

A bad decision in our planning and <u>execution</u> of communication activity is something all communicators <u>dread</u>. But how do we <u>recognize</u> when we have made a bad decision and what do we do when we <u>realize</u> it?

<u>Obviously</u> some decisions are more important than others. Minor poor decisions can easily be corrected and major poor decisions need more attention because they could <u>derail</u> a project. The <u>viability</u> of key decisions can also <u>affect</u> our <u>credibility</u> with others such as senior management, peers, staff and customers.

دانشجویان گرامی لطفا متن بالا را بخوانید، و پس از درک آن به سوالات زیر پاسخ دهید.

Comprehension exercise

Select the best answer

1. How do we recognize when we have made a bad decision?

a. Minor poor decisions cannot easily be corrected

b. **major poor decisions need little attention**

C. **Minor poor decisions can easily be corrected and major poor decisions need more attention**

2. Why some decisions are more important than others?

a. **because they could derail a project.**

b. **because they affect our credibility**

c. **because they affect our credibility and could derail a project**

Write the equivalent of the following words into the Persian?

3. Credibility …………………………

4. Derail …………………………..

5. Dread…………………………..

6. Execution……………………..

7. Viability………………………

8. Obviously………………………..

9. Realize…………………………..

10. Affect……………………………

Integrated Information System with today's sophisticated hardware, software, and communications technologies, it is often difficult to classify a system as belonging uniquely to one specific application program. Organizations increasingly are consolidating their information needs into a single, integrated information system. One example is SAP, a German software package that runs on mainframe computers and provides an enterprise- wide solution for information technologies.

Good luck