



مرکز آموزش علمی-کاربردی فرهنگ و هنر واحد ۴۹

مقطع تحصیلی: کاردانی کارشناسی رشته: کارشناسی حرفه ای روابط عمومی - الکترونیک

ترم: ۲

نیمسال دوم تحصیلی: ۱۳۹۸-۱۳۹۹

نام درس: زبان تخصصی نام ونام خانوادگی مدرس: سیده فاطمه صالح

آدرس ایمیل مدرس: fatemeh.saleh2012@yahoo.com

جزوه درس: زبان 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: سه شنبه ۹۹/۱/۱۹ ساعت شروع کلاس: (۱۱-۱۳) (۱۳-۱۵)

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 execution of communication activity is something all communicators dread. But how do we recognize when we have made a bad decision and what do we do when we realize it?

Obviously some decisions are more important than others. Minor poor decisions can easily be corrected and major poor decisions need more attention because they could derail a project. The viability of key decisions can also affect our credibility 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

بهترین پاسخ را با تیک زدن مشخص کنید

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

معادل فارسی لغات زیر را بنویسید

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.....



Section two: Translation Practice

Translate the following passage into Persian.

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