



مرکز آموزش علمی-کاربردی فرهنگ و هنر واحد ۴۹

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

نیمسال دوم تحصیلی: ۱۳۹۸ - ۱۳۹۹

نام درس: زبان تخصصی نام و نام 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  هفتم  هشتم  نهم  دهم  یازدهم  دوازدهم

Text: دارد  ندارد  Voice: دارد  ندارد  Power Point: دارد  ندارد

روز و تاریخ شروع کلاس: سه شنبه ۹۹/۲/۳۰ ساعت شروع کلاس: (۱۱-۱۳) (۱۳-۱۵)

### جلسه دوازدهم

#### دنباله درس

**What is the relationship between advertising and public relations?**

**Integrating advertising and PR media planning**

ارتباط میان تبلیغات و روابط عمومی چیست ؟

یکپارچه سازی تبلیغات و برنامه ریزی رسانه های ارتباطات عمومی

In the IMC program at Medill, we define integrated media planning as coordinated research, planning, securing and evaluation of all **purchased** and earned media. Earned media is used by marketing and PR practitioners to differentiate paid media about a product, service, or company (advertising, promotions, direct mail, Web ads, etc.) from positive or negative broadcast, print, and internet media articles.

اکنون به سوال زیر پاسخ دهید : و گزینه درست را انتخاب کنید.

**Choose the best answer**

**2. According to the passage,**

**earned media is used by marketing and PR practitioners**

- a. To differentiate paid media from other ones. ✓
- b. To show their similarities.
- c. To compare them.



**B: Choose the best answer.**

The word to differentiate in line 3 means.....

- a. To recognize ✓    b. to receive    c. to correct

All purchased and earned media is used by marketing and PR practitioners.

The word purchased means.....

- a. Buy    b. buying    c. bought ✓

**C: Match the word in left column with their synonyms in right column.**

- |                |                                   |
|----------------|-----------------------------------|
| 1. Earned      | a. advantage                      |
| 2. Accurately  | b. convince                       |
| 3. Publication | c. the process of printing a book |
| 4. Persuade    | d. correctly                      |
| 5. benefit     | e. recognize                      |

پاسخ های صحیح

1. received
2. correctly
3. the process of printing a book
4. convince
5. advantage



The term earned is used to avoid the term free, which accurately suggests the company does not pay the media for the placement, but it does not address the fact that the publication of such stories requires hours of effort or years of experience by PR professionals to persuade journalists to cover the product, service, or company for the benefit of their readers or viewers. Just as selecting media for advertising has become a science and management art, the field of selection and analysis of earned media for public relations is now more of a science.

اکنون به سوال زیر پاسخ دهید : و گزینه درست را انتخاب کنید

**3. Why does the author use the term “Earned media”?**

- a. in order to show that it's free.
- b. in order to show that it may be free.
- c. In order to show that it's not free. ✓

با سلام و درود بر دانشجویان گرامی ، چیزی به پایان ترم نمانده ، لطفا جزوه های هر جلسه را مطالعه بفرمایید،

سوالات امتحانی از میان جزوه ها انتخاب میشود . با تشکر