

به نام خداوند جان و خرد

زبان تخصصی رشته روابط عمومی

روابط عمومی الکترونیک

روابط عمومی امور رسانه

روابط عمومی رفتار اجتماعی و افکارسنجی

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تهران

انتشارات ساکو

۱۳۹۵

سرشناسه : رضایی، محمدرضا، ۱۳۴۹.
 Rezaii, MohammadReza
 عنوان و نام پدیدآور : Specialized Language for Public Relations / by MohammadReza Rezaii
 مشخصات نشر : تهران: ساکو، ۱۳۹۵ = ۲۰۱۶ م.
 مشخصات ظاهری : ۱۲۸ ص.: مصور.
 شابک : ۹۷۸-۶۰۰-۸۰۶۲-۵۰-۹
 وضعیت فهرست نویسی : فیبا
 یادداشت : انگلیسی.
 یادداشت : کتابنامه.
 آوانویسی : اسپیشالیز...
 موضوع : زبان انگلیسی - کتاب‌های قرائت - روابط عمومی
 موضوع : English language - Readers - Public relations
 رده‌بندی کنگره : PE۱۱۲۷/۹۶۱۳۹۵
 رده‌بندی دی‌جی : ۴۲۸/۶۴
 شماره کتابشناسی ملی : ۴۳۴۷۶

تلفن مرکز پخش: ۰۲۱-۶۶۵۷۲۶۹۲-۶۶۴۹۴۵۰۴

www.resaco.ir



انتشارات ساکو

نام کتاب : Specialized Language for Public Relations :
 مؤلف : محمدرضا رضایی
 ناشر : ساکو
 واژه‌نگار : انتشارات ساکو
 طرح جلد : انتشارات ساکو
 لیتوگرافی : طاووس رایانه
 چاپخانه : اصلانی
 سال نشر : ۱۳۹۵
 نوبت چاپ : اول
 شمارگان : ۵۰۰
 قیمت : ۱۰۰۰۰ تومان

ISBN: 978-600-8062-50-9

شابک : ۹۷۸-۶۰۰-۸۰۶۲-۵۰-۹

«مسئولیت مطالب کتاب به عهده مؤلف و حقوق مادی و معنوی این اثر متعلق به انتشارات ساکو است.»

اخطار! هر گونه کپی و تکثیر از نظر شرعی و قانونی مجاز نمی‌باشد و پیگرد قانونی دارد.

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Preface

This book is derived into four main sections which would be suitable for B.A students in Public relations and Cultural affairs studies. The subsections are divided into:

1- General Discussion for Public relations

2- Public relations and Electronics.

3- Public relations and Media relations.

4- Public relations, Social manners and Polling.

As you know, one of the most important challenges for Public relations students is to learn an international language as well as possible. In this book, it has been attempted to consider the needs and features that may confront in daily activities by any expert in these fields.

There are different articles which revised, re-write and some of them summarized for better understanding and using as well. The sub-categories of Public relations here are classified into above. Each part concluded four articles except the first one in which related to all tendencies and categorized into five sections.

At last, it is necessary to say there is no claim to be perfect and certainly may be some problems exist. Therefore, it would be appreciated to present your points of view in order to refine the subjects completely.

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With kindest regards

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August 2016