

PR MULTILINGUAL GLOSSARY		
ENGLISH	AFRIKAANS	ISIXHOSA
Accreditation - The professional designation awarded to public relations practitioner. The PRISA Registration System is based on academic qualifications and experience.	Akkreditasie – Die professionele toewysing wat aan 'n openbare betrekkinge praktisyn toegeken word. Die PRISA Registrasiesistelsel is gegrond op akademiese kwalifikasies en ervaring.	Isiqinisekiso - Indlela eqinisekisiweyo aziwa ngayo oqeqeshelwe ukunxibelelana noluntu. Indlela yobhaliso kwiPRISA isekelwe kwisiqinisekiso semfundo kwakunye namava
Advertising - Paid non-personal communication through various media by business firms, non-profit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.	Reklame - Betaalde nie-persoonlike kommunikasie deur verskeie media deur sakeondernemings, organisasies sonder winsoogmerk en individue wat op 'n manier in die reklameboodskap geïdentifiseer word en wat hoop om lede van 'n bepaalde gehoor in te lig of te oorreed.	Ukwazisa - Unxibelelwano olungabhekisi mntwini uthile olubhatalwayo olwenzeka ngezinto ezininzi zokusasaza iindaba lusenziwa ziifemi zoosomashishini, imibutho engagonganga nzuzo yamali, kunye nabantu abathile aba abachaphazelekayo kumyalezo wokwazisa baye bethemba ukwazisa okanye ukucenga abantu abathile..
Advertorial - Advertising on controversial issues or joint advertising/public relations features to promote a product in a journal.	Promosieartikel - Reklame oor omstrede vraagstukke of gesamentlike reklame/openbare betrekkinge artikels om 'n produk in 'n tydskrif te adverteer.	Eyazisekayo - Ukwazisa ngemiba enokudala impikiswano noxambuliswano okanye ukwazisa okuhlanganyelweyo okanye iimpawu zobudlelwane noluntu ukuzama ukukhuthaza isiveliso kwijenali.
Annual report - A comprehensive review of an organizations activities and financial standing undertaken annually by a team of internal and external auditors.	Jaarverslag - 'n Omvattende oorsig van 'n organisasie se aktiwiteite en finansiële posisie wat jaarliks deur 'n span interne en eksterne ouditeurs onderneem word	Ingxelo yonyaka - Uhlaziyo ngokubanzi imisetyenzana yombutho kwakunye nobume bezemali obenziwa minyaka le liqela labaphicothi-zincwadi langaphakathi

		nelisuka ngaphandle.
Attitude survey - It can measure feelings about a range of subjects or zoom in on a specific topic, such as benefits.	Gesindheidsopname - Dit kan gevoelens meet oor 'n verskeidenheid onderwerpe of fokus op 'n spesifieke onderwerp, soos voordele.	Uvavanyo lwezimvo - Lungajonga umlinganiselo woluvo ngemiba emininzi okanye lungenelele kumcimbi othile onjengamancedo afumanekayo.
Audio-visual - Sound and visual device such as synchronized slide presentation with audio cassette, compact disc interactive (CDI), or video cassette.	Oudiovisueel - Klank en visuele toestel soos gesinkroniseerde skyfie-aanbieding met oudiokasset, interaktiewe kompakskyf (CDI) of videokasset.	Okuvakalayo nokubonwayo - Isixhobo esinesandi esivakalayo nesikwabonakala, esinjengomboniso owenzeka ngaxesha nye njengokufakwa kumatshini uboniswe eludongeni, onesingxobo setheyiphu esiphulaphulwayo, idiski ebumbeneyo nesebenzisekayo okanye ikhasethi ebonwa ngamehlo.
Awareness survey - Similar to attitude survey and opinion poll, method of researching familiarity with subject, including increased awareness as a result of public relations activity.	Bewustheidsopname - Soortgelyk aan gesindheidsopname en meningspeiling, manier om vertrouwdheid met onderwerp na te vors, insluitend groter bewustheid as gevolg van openbare betrekkinge-aktiwiteite.	Uvavanyo lokuqonda - Luyelele kuvavanyo kwezimvo, indlela yokuphanda ngokuqhelana nomcimbi , oku kuquka ukuqonda okuthe kratya ngenxa yomsebenzi wobudlelwane noluntu.
Blog - A Website on which someone writes about personal opinions, activities, and experiences	Weblog - 'n Webwerf waarop iemand skryf oor persoonlike menings, aktiwiteite en ervarings.	Iblogu - Iwebsayithi apho umntu abhala ngezimvo zakhe, imisetyenzana kwakunye namava.
Conference - Defined as a meeting of any organization for consultation. It is intended to stimulate an exchange of	Konferensie - Omskryf as 'n vergadering van enige organisasie vir oorlegpleging. Dit is bedoel om 'n uitruil van idees tussen	Inkomfa - Ichazwa njengentlanganisayo yawo nawuphi na umbutho ngenjongo yothethathethwano. Yenzelwe

ideas between delegates with similar interest in a particular topic.	afgevaardigdes met soortgelyke belang in 'n bepaalde onderwerp te stimuleer.	ukukhuthaza utshintshiselwano ngezimvo phakathi kwabathunywa abanomdla ofanayo kumba othile.
Congress - Defined as a normal meeting of delegates for discussion. It would be directed at fairly specific interest groups, such as particular professional or business bodies.	Kongres - Omskryf as 'n normale vergadering afgevaardigdes vir bespreking. Dit sal gerig wees op redelik spesifieke belangegroepes, soos 'n bepaalde beroeps- of sakeliggaam.	Inggungquthela, inkongolo - Ichazwa njengentlanganiso nje eqhelekileyo yabathunywa eyenzelwa ukuxoxa. Ijolisa kumaqela abonakalisa umdla kumba othile, anjengemibutho ethile yamachule okanye oshishino.
Corporate communication - The process by which the identity of an organization translated into an image. Its exclusive aim is to project the image and identity of the organization.	Maatskappykommunikasie - Die proses waardeur die identiteit van 'n organisasie in 'n beeld weergegee word. Die uitsluitlike oogmerk is om die beeld en identiteit van die organisasie na vore te bring.	Ukwazisa umbutho ngokusebenzisa umfanekiso - Inkqubo ekuthi ngayo ukuba yintoni kombutho kuboniswe ngomfanekiso. Injongo yayo eyodwa kukubonisa umfanekiso nokuba yintoni ngombutho lowo.
Corporate culture - An organizations common values, convictions, and behaviour. It provides guidelines for the behaviour of employees within the organization.	Maatskappykultuur - 'n Organisasie se gedeelde waardes, oortuigings en gedrag. Dit bied riglyne vir die gedrag van werknemers in die organisasie.	Imbumba yesimo - Izinto ezifanayo nezingundoqo zombutho, ukuqiniseka nokuziphatha. Inika izikhokhelo zokuziphatha kwabasebenzi embuthweni.
Corporate identity - Visible and physical representation of an organization using logo, house colour, typography, clothing, livery etc.	Maatskappy-identiteit - Sigbare en fisiese uitbeelding van 'n organisasie met behulp van logo, huiskleur, tipografie, klere, mondering, ens.	Ukwazisa umbutho- Ukuzibonakalisa nokuziveza okuphathekayo kombutho usebenzisa i-logo, indlu, umbala, umzobo wento eshicilelweyo, impahla, isambatho njalo njalo.
Corporate image - Mental impression or received image of an organization based on knowledge and experience.	Maatskappybeeld - Sielkundige indruk of ontvangde beeld van 'n organisasie gegrond op kennis en ervaring.	Umfanekiso wombutho osengqondweni - Umfanekiso osengqondweni okanye umfanekiso wombutho ngokolwazi namava.

<p>Corporate social investment - Funding by the private sector in socio-economic upliftment it normally divided into internal and external contributions.</p>	<p>Korporatiewe maatskaplike belegging - Befondsing in sosio-ekonomiese opheffing deur die privaatsektor wat normaalweg in interne en eksterne bydraes verdeel word.</p>	<p>Inkxaso-mali yoluntu - Ukukhutshwa kwemali licandelo langasese ukuzama ukuphakamisa izinga lemicimbi yezoluntu noqoqosho. Kudla ngokwahlulwa kube ngamancedo avela ngaphakathi naphandle.</p>
<p>Crisis public relations - Organization of a small crisis management team which has manual of instructions and conducts rehearsals, in readiness to deal with any crisis should one occur, especially in handling the media.</p>	<p>Krisis openbare betrekkinge - Organisasie van 'n klein krisisbestuurspan wat 'n instruksiehandleiding het en repeteer ten einde gereed te wees om enige krisis te hanteer sou een opduik, veral in hantering van die media.</p>	<p>Ingxaki nokunxibelelana noluntu - Umbutho weqela elilawulayo nelijongene neengxaki ezincinci, elinencwadana yemiyalelo kunye nokuhlaziywa kokuziphatha. Oku kukulungiselela ukujongana nayiphi na ingxaki enokuhla, ngokukodwa ekusebenzisaneni nabasasaza iindaba.</p>
<p>Customer relations - Public relations activity directed at customers such as external house journals, works visits, questionnaires, after sales services.</p>	<p>Kliëntebetrekkinge - Openbare betrekkinge-aktiwiteit wat gerig is op kliënte, soos eksterne huistydskrifte, werksbesoeke, vraelyste, na-verkopediens.</p>	<p>Ubudlelwane nabaxhasi - Ubudlelwane noluntu obujoliswe kubaxhasi abanjengejenali zangaphandle, uhambelo ngezomsebenzi, amaphepha emibuzo, iinkonzo ezilandela iintengiso.</p>
<p>Dealer magazine - External house-journal addressed to distributors/dealers.</p>	<p>Handerlaarstydskrif - Eksterne huistydskrif wat op verspreiders/handelaars gemik is.</p>	<p>Imagazini yabarhwebi - Ijenali yangaphandle eyenzelwe ababeli okanye abarhwebi.</p>

<p>Desk-top publishing - Use of computer hardware such as Apple Mac and software such as PageMaker and Quark Express, which enable editor to set, lay out and record on disk publications which can be sent or transmitted direct to the printer.</p>	<p>Tafelpublisering - Gebruik van rekenaarhardeware soos Apple Mac en sagteware soos PageMaker en Quark Express, wat die redakteur in staat stel om publikasies te set, uit te lê en op disket vas te lê, wat dan gestuur of direk na die drukker oorgedra kan word.</p>	<p>Upapasho ngekhompyutha - Ukusebenzisa izixhobo zekhompyutha ezinjenge- Apple Mac kunye noluhlu lwenkqubo olunjenge- Page Marker ne-Quark Express ezenza ukuba umhleli abe nako ukulungelanisa, ukucwangcisa, kunye nokufaka ediskini konke okubhaliweyo okunokuthunyelwa okanye kugqithiselwe kubashicileli.</p>
<p>Direct mail - It is regarded as the most direct and efficient means of reaching individual customers or clients by mail order.</p>	<p>Direkte pos - Word geag as die direkste en doeltreffendste manier om individuele klante of kliënte per posbestelling te bereik.</p>	<p>Ukuthumela ngqo ngeposi - Kuthathwa njengeyona ndlela itha ngqo nenobuchule obunempumelelo yokuzama ukufikelela kubaxhasi okanye abaxumi ngabanye kusetyenziswa i-odolo ngeposi.</p>
<p>Electronic mail - Delivery of messages, including public relations staff information, via personal computers and hard copy printers.</p>	<p>Elektroniese pos - Aflewering van boodskappe, insluitend openbare betrekkinge personeelinligting, via persoonlike rekenaars en gedrukte kopie drukkers.</p>	<p>Ukuthumela ngezombane - Ukuhambisa imiyalezo, okuquka ulwazi ngabasebenzi bezobudlelwane noluntu, kusetyenziswa ezizezabo iikhompyutha kunye nezishicileli ezikhupha okubhalwe phantsi nokuphathekayo.</p>
<p>Electronic media - Newscaster, radio, television, VCR, and via internet</p>	<p>Elektroniese media - Nuusleser, radio, televisie, videokasset-opnemer, en via die Internet.</p>	<p>Usasazondaba ngezombane - Umsasazi-zindaba, unomathotholo, umabonakude, i-VCR kunye nange-inthanethi.</p>
<p>Embargo - Request to editor not to print a story before a stated date and time. Acceptable when international time differences need to be observed. Should</p>	<p>Embargo - Versoek aan redakteur om nie 'n storie te druk voor 'n vermelde datum en tyd nie. Aanvaarbaar wanneer aan internasionale tydsverskille voldoen moet</p>	<p>Uthintelo - Isicelo esiya kumhleli sokungashicileli bali phambi komhla nexesha elibekiweyo. Kuvumelekile xa ukungadibani kwamaxesha kumazwe</p>

be used sparingly.	word. Moet spaarsamig gebruik word.	ngamazwe kufuneka kungatyeshelwa. Kufuneka olu thintelo lungafane lusetyenziswe.
Employee newspaper - Internal house-journal often tabloid format, but may be A4 magazine.	Werknemerskoerant - Interne huistydskrif, dikwels in poniekoerantformaat, maar kan A4-tydskrif wees.	Iphephandaba labasebenzi - Ijenali yangaphakathi ekwimo yephephandaba elinemifanekiso emininzi, kodwa esengayimagazini ekulingana nemagazini emlinge wayo uyi- A4.
Employee report - A summary of the annual report in a form that is understandable to employees.	Werknemersverslag - 'n Opsomming van die jaarverslag in 'n vorm wat verstaanbaar is vir werknemers.	Ingxelo eyenzelwe abasebenzi - Isishwankathelo sengxelo yonyaka esikwimo enokuviwa ngabasebenzi
Ethics - Development of professional standards of conduct.	Etiek - Ontwikkeling van professionele gedragstandaarde.	Imigaqo yokuziphatha - Ukuphuhliswa kwemimiselo yokuziphatha.
Eventing - The systematic organization and implementation of a programme of public relations events in order to influence, educate, and inform targeted publics. Includes press conferences, facility visits, dealer seminars, and participation in exhibitions.	Reël van funksies - Die stelselmatige reëling en implementering van 'n program van openbare betrekking-gebeurtenisse ten einde die teikenpubliek te beïnvloed, op te voed en in te lig. Sluit in perskonferensies, sentrumbesoeke, handelaarseminare en deelname aan uitstallings.	Uyilo-siganeko - Ukucwangcisa nokuphumeza inkqubo yonxibelelwano neziganeko zoluntu ukuze kuphembeleleke, kufundiswe, yaye kwaziswe uluntu lonke ekujoliswe kulo. Kuquka iintlanganiso namaphephandaba, utyelelo kwiindawo zamancedo, iiklasi zabarhwebi zokuxoxa okuthile, kunye nokuthatha inxaxheba kwimiboniso
Exhibitions - A special occasion when an organization can promote its range of products and services to a selected target market.	Uitstallings - 'n Spesiale geleentheid waar 'n organisasie sy reeks produkte en dienste aan 'n geselekteerde teikenmark kan adverteer.	Imiboniso - Ixesha elilodwa apho umbutho ungazisa ngeziveliso zawo kunye neenkonzo kuloo ndawo yokuthengisa kujoliswe kuyo.

<p>External house-journals -Those addressed to external readership such as distributors, customers, specifiers, or shareholders.</p>	<p>Eksterne huistydskrifte - Dié wat gerig is op eksterne lesers, soos verspreiders, kliënte, spesifiseerders of aandeelhouers</p>	<p>Ijenali zangaphandle - Ezo zezibhekiswa kubantu bangaphandle abafana nababeli, abaxhasi, abaniki-nkcukhacha, okanye abantu abanezabelo eshishinini.</p>
<p>Financial public relations - Specialized field of public relations which deals with financial affairs of a public limited company, or one about to go public. Covers annual reports, accounts, financial page news, information for investment analysts, take-over bids, and privatization share floatation. It is a specialist form of public relations.</p>	<p>Finansiële openbare betrekkinge - Gespesialiseerde veld van openbare betrekkinge wat te make het met finansiële aangeleenthede van 'n publieke beperkte maatskappy, of een wat binnekort publiek sal gaan. Dek jaarverslae, rekeninge, nuus vir finansiëleblad, inligting vir beleggingsontleders, oorname-aanbiedinge en privatiseringsaandeeluitskrywing. Dit is 'n spesialisvorm van openbare betrekkinge.</p>	<p>Ubudlelwane noluntu ngokubhekisele ezimalini - Icandelo elikhethekileyo lobudlelwane noluntu elisebenzisana nemicimbi yezemali zekhampani yoluntu esencinane, okanye leyo seyilungele ukuphuma yaziwe ngabantu. Iquka iingxelo zonyaka, amatyala,iindaba ngezemali,ulwazi lwencutshe yokucalucalula ngozalisomali, amalinge okuthabatha ikhampani, kunye nokuxhasa ukuqala kweshishini okungokwabelana okungasese. Yindlela ethile ekhethekileyo yobudlelwane noluntu.</p>
<p>Hard news - General news about people and events, as distinct from business or product news which may be legitimately used by feature writers. News agencies deal mostly in hard news.</p>	<p>Harde nuus - Algemene nuus oor mense en gebeure, wat apart staan van sake- of produknuus wat wettiglik deur berigskrywers gebruik kan word. Nuusagentskappe werk meestal met harde nuus.</p>	<p>Iindaba ngabantu neziganeko - Iindaba ngabantu nangeziganeko ezahluke ngokucacileyo kwiindaba ezingamashishini okanye isiveliso ezisengasetyenziswa ngokusemthethweni ngababhali belona nqaku kwiphephandaba. Amaziko eendaba asebenza ngakumbi kwiindaba zabantu.</p>
<p>House journal - Also known as house organ or company newspaper. Private journal either internal for staff or external for outside readers.</p>	<p>Huistydskrif - Ook bekend as 'n huisblad of maatskappykoerant. Privaat tydskrif, hetsy intern vir personeel of ekstern vir eksterne lesers.</p>	<p>Ijenali yekhampani - Ikwaziwa njengecandelo lezasekhaya okanye iphephandaba lekhampani . Yijenali yangasese yabasebenzi abangaphakathi okanye abantu abangaphandle</p>

		kweshishini okanye ikhampani abanomdla wokuyifunda.
House style - Part of corporate identity, uniform design, typography. Usually set out in manual for printing, decorating	Huisstyl (House style): Deel van korporatiewe identiteit, eenvormige ontwerp, tipografie. Gewoonlik uitgelê in handleiding vir druk-, versierings- en advertensieagente om te volg.	Isimbo sokubhala esisetyenziswa ngaphakathi- Yinxalenye yokuba yintoni kombutho okubonakalayo, ukucwangcisa nokwenza izinto ngokufanayo, Ithanda ukubonakaliswa yandlalwe kwincwadana yokufundisa kusenzelwa ukushicilelwa, ukuhombisa nokuba bayilandele lula abayazisayo.
IBA - Independent Broadcasting Authority. Its primary function is to promote the development of public, private, and community broadcasting services which are responsive to the needs of the public. It is now part of the Independent Communications Authority of South Africa (ICASA).	OUO - Onafhanklike Uitsaaierowerheid. Die primêre funksie is om die ontwikkeling van openbare-, privaat- en gemeenskapsuitsaaidienste te bevorder wat reageer op die behoeftes van die publiek. Dit is nou deel van die Onafhanklike Kommunikasieowerheid van Suid-Afrika (Okosa).	IBA Igunya elizimeleyo losasazo - Igunya eliZimeleyo loSasazo. Owona msebenzi walo ungunoqo kukukhulisa nokwandisa uphuhliso lwabantu bonke, iinkonzo zosasazo zangasese nezabahlali ezizibonelelayo nezizimamelayo iimfuno zabantu. I- IBA ngoku iyinxalenye yeGunya eliZimeleyo loNxibelelwano eMzantsi Afrika, I- ICASA.
Image - In public relations, correct impression of organization, its policy, people, products, or services.	Beeld - In openbare betrekkinge, regte indruk van organisasie, sy beleid, mense, produkte of dienste.	Isimo - Kubudlelwane noluntu, ukuwucingela kakuhle umbutho, inkqubo yawo elandelwayo, abantu, iziveliso okanye iinkonzo ezinikezwayo.
Industrial relations - An interdisciplinary field that encompasses the study of all aspects of people at work.	Arbeidsbetrekkinge - 'n Interdissiplinêre rigting wat die studie van alle aspekte van mense by die werk behels.	Ubudlelwane bamashishini - Icandelo lezifundo ezithungelelanayo eliquka ukufunda ngemiba yonke ngabantu emsebenzini.

<p>Issues advertising - Advocacy advertising which presents an organizations point of view on current issues such as the environment or government policy.</p>	<p>Vraagstukreklame - Voorspraakreklame wat 'n organisasie se sienswyse oor huidige vraagstukke soos die omgewing of staatsbeleid verteenwoordig.</p>	<p>Ukwaziswa kwemicimbi - Ulwaziso lothethelelo olubeka indlela obona ngayo izinto umbutho kwimicimbi yangoku enjengomgaqo wezinto ezisingqongileyo kunye neenkqubo ezilandelwa ngurhulumente.</p>
<p>Lobbyists - Lobbyists represent pressure groups and will endeavour to inform MR's Ministers, and civil servants of their causes often drawn from legal profession.</p>	<p>Invloedwerwers - Invloedwerwers verteenwoordig drukgroepe en sal poog om MR's, Ministers en staatsamptenare te verwittig van hul sake; dikwels uit die regsberoep.</p>	<p>Abaphembeleli abangabameli - Abaphembeleli bamela amaqela axinzelelayo baye besiya kuzama ukwazisa abaphathiswa be-MR, kunye nabasebenzi bakarhulumente ngemicimbi yabo ethathwa ikakhulu kwezomthetho.</p>
<p>Marketing - Marketing is the management process responsible for identifying, anticipating, and satisfying customers' requirements profitably. This goes beyond selling what you have to sell, to selling what you believe people will buy, and to make a profit on doing so. This also goes beyond a mere exchange process.</p>	<p>Bemarking - Bemarking is die bestuursproses wat verantwoordelik is vir die identifisering, vooruitskatting en bevrediging van klante se behoeftes op winsgewende wyse. Dit strek verder as om te verkoop wat jy te koop het, na om iets te verkoop wat jy glo mense sal koop en om sodoende 'n wins te maak. Dit strek ook verder as 'n blote uitruilproses.</p>	<p>Urhwebo nokuzithengisa Ukurhweba nokuzithengisa yindlela yokuphatha nokulawula ejongene nokuchonga kukhethwe, kucingelwe, yaye kukholiswe abathengi. Oku kudlula ukuthengisa ekufuneka ukuthengisile, kuye ekuthengiseni oko ukholelwa ukuba abantu baya kukuthenga, kwaye wenze inzuzo ekwenzeni oko. Kwakhona oku kudlula indlela yokutshintshiselana nje.</p>
<p>Marketing communications - All the elements and techniques necessary to communicate with the market ranging from business cards, labels, and packaging to advertising, public relations and after-sales services.</p>	<p>Bemarkingskommunikasies - Al die elemente en tegnieke wat nodig is om met die mark te kommunikeer, wat strek van visitekaartjies, etikette en verpakking tot by reklame, openbare betrekkinge en naverkopedienste.</p>	<p>Unxibelelwano ngezorhwebo nentengiso. Zonke izinto ezingamandla kwanobuchule obufunekayo ukuzama ukunxibelelana nezorhwebo ukuqalela kumakhadi amashishini azisa ubani, iileyibheli, ukwenziwa kweepakethe nemiqulu</p>

		yokwazisa, ubudlelwane noluntu kunye neenkonzo zasemva kwentengiso.
<p>Marketing mix - All the elements contained in the marketing strategy, but taking in many more elements than the original set, and preferably considered on chronological order of application rather than in the narrow Four Ps concept of product, price, place, and promotion. Public relations are not a separate part of the marketing mix, as advertising is, because there is public relations aspect to most elements of the mix.</p>	<p>Bemarkingsamestelling - Al die elemente wat in die bemarkingstrategie vervat is, maar behels baie meer elemente as die oorspronklike stel, en word verkieslik oorweeg in chronologiese toepassingsvolgorde eerder as in die eng Vier P's konsep van produk, prys, plek en promosie. Openbare betrekkinge is nie 'n aparte deel van die bemarkingsamestelling, soos reklame, nie, want daar is 'n openbare betrekkinge-aspek aan die meeste elemente van die samestelling.</p>	<p>Ukuxubana kwezorhwebo. - Zonke izicuku ezingamandla ezifumaneka kubuchule bokwenza urhwebo, kodwa zibe zisamkela ngakumbi ezinye iimpawu ezingamandla nezingaphezulu kwezo bezibekwe kuqala, nezithathwa ngokukhethekileyo ngokulandelelana kwazo xa zisenzeka, kunengcinga emxinwa ye 'four Ps' yesiveliso, ixabiso, indawo, nokukhuthaza. Ubudlelwane noluntu <u>asinto yahlukileyo</u> kuxubano nodibano kwezorhwebo njengoko</p>
<p>Marketing research - Is the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the</p>	<p>Bemarkingsnavorsing - Die proses of stel prosesse wat die verbruikers, klante en eindverbruikers met die bemarking in verbinding bring deur inligting – inligting wat gebruik word om bemarkingsgeleenthede en probleme te identifiseer en te omskryf; genereer, verfyn en evalueer bemarkingsaksies; monitor bemarkingsprestasie; en verbeter begrip van bemarking as 'n proses. Bemarkingsnavorsing spesifiseer die inligting wat benodig word om hierdie vraagstukke aan te spreek; ontwerp die</p>	<p>Uphando nophengululo lwentengiso - Yinkqubo okanye iinkqubo ezidibanisa abathengi nabaxhasi kunye nabaxhamli zibadibanisa nomrhwebi ngolwazi – ulwazi olusetyenziselwa ukuchonga nokuchaza amathuba entengiso neengxaki, ukudala uvelisa, ukucokisa nokuvavanya okwenzeka kwintengiso; ukujonga uqaphela ukuba iqhuba njani na intengiso; nokuphucula ukwazi nokuyiqonda intengiso njengenqubo. Uphando nophengululo lwentengiso lucacisa ngokukodwa ulwazi olufunekayo</p>

<p>data collection process, analyzes the results, and communicates the findings and their implications.</p>	<p>manier waarop inligting ingewin word; stel die dataversamelingsproses in werking en bestuur dit; ontleed die resultate; en kommunikeer die bevindinge en hul implikasies</p>	<p>ukuzama ukulungisa ezi zinto, ukuyila indlela yokuqokelela ulwazi, ukulawula nokwenza inkqubo yokuqokelela iinkcukhacha, ukuhlahlela iziphumo nokuxela oko kufumanekisekileyo kunyento okuyithethayo.</p>
<p>Mass media - Media such as press. Radio, television, and cinema which reach large numbers of people as distinct from some private or created public relations media used to reach specific publics.</p>	<p>Massamedia - Media soos die pers, radio, televisie en teater wat groot getallemense bereik, wat anders is as sekere privaat media of openbare betrekkingemedie wat gebruik word om spesifieke gehore te bereik.</p>	<p>Izinto zokusasaza iindaba ezimbaxa - Izinto zokusasaza ezinjengamaphephandaba, iirediyo, umabonakude, izindlu zemiboniso – bhanyabhanya ezifikelela kubantu abaninzi ezahlukileyo kwezangasese okanye izinto zokusasaza ezenzelwe ubudlelwane noluntu nokufikelela kubantu abathile.</p>
<p>Media explosion - The development of new media such as cable and satellite television, video, interactive compact discs, teletext, and so on.</p>	<p>Media-ontploffing - Die ontwikkeling van nuwe media soos kabel- en satelliettelevisie, video, interaktiewe kompaktskywe, teleteks, en so voorts.</p>	<p>Ukwanda ngephanyazo kwezinto zokusasaza - Ukuvela nokukhula kwezinto zokusasaza ezintsha ezinjengocingoluhamba phantsi komhlaba oluyikheyibhile, nomabonakude oyisathelayithi, ividiyo, idiski ebumbeneyo nesebenziseka lula, inkonzo enikezela ngeendaba ezibhaliweyo kunye nolwazi, isebenzisa umabonakude, njalo njalo.</p>
<p>Meetings - Defined as an organized assembly for transaction of business.</p>	<p>Vergaderings - Omskryf as 'n georganiseerde samekoms om besigheid</p>	<p>Iintlanganiso - Ichazwa njengentlangano okanye indibano eququzelelweyo ukuze</p>

<p>These may be general weekly or monthly meetings, extraordinary meetings or annual general meetings (AMGs)</p>	<p>te doen. Dit kan algemene weeklikse of maandelikse vergaderings, spesiale vergaderings of algemene jaarvergaderings (AJV's) wees.</p>	<p>kuxoxwe ngemicimbi. Ezi ntlanganiso zingakho nje ngeveki okanye ngenyanga, iintlanganiso zemiba eyodwa engxamisekileyo, okanye zonyaka zesiqhelo.</p>
<p>News agencies - Those operating in South Africa include Agence France Presse, Associated Press, Deutshce Presse Agentur, Reuters, and United Press International.</p>	<p>Nuusagentskappe - Dié wat in Suid-Afrika sake doen, sluit in <i>Agence France Presse, Associated Press, Deutshce Presse Agentur, Reuters, en United Press International.</i></p>	<p>Amaziko eendaba - Lawo asebenza eMzantsi-Afrika aquka i- Agence France Presse, i-Associated Press, Deutshce Presse Agentur, Reuters ne-United Press International.</p>
<p>News desk - Part of the newspaper office which receives news from various sources such as reporters, wire services, public relations practitioners, and so on.</p>	<p>Nuuskantoor - Deel van die koerantkantoor wat nuus van verskeie bronne ontvang, soos verslaggewers, nuusagentskappe, openbare betrekkingepraktisyns, en so voorts.</p>	<p>Iofifi yokwamkela iindaba - Yinxalenye yeofisi yamaphephandaba eyamkela iindaba ezivela kwimithombo ngemithombo enjengeentatheli, iinkonzo ezisebenza ngocingo, abantu abajongene nobudlelwane noluntu, njalo,njalo.</p>
<p>News release: News story supplied to the media by a public relations source should resemble a news report as printed in the press. Subject should be in first few words. Opening paragraph should summarize whole story and should be</p>	<p>Nuusvrystelling -Nuusstorie wat aan die media verskaf word deur 'n openbare betrekkingebron; moet soos 'n nuusberig lyk aangesien dit in die pers gedruk word. Die onderwerp moet in die eerste paar woorde verskyn. Die openingsparagraaf</p>	<p>Ukukhutshwa kweendaba - Iindaba ezinikwa izinto zokusasaza zinikwa liziko lezobudlelwane noluntu, kufuneka zifane nqwa nengxelo yeendaba njengoko ishicilelwe kumaphephandaba. Umcimbi okuthethwa ngawo kufuneka uvele</p>

capable of telling basic story even if nothing else is printed.	moet die hele storie opsom en moet die basiese storie kan vertel, selfs al word niks anders gedruk nie.	kumagama okuqala ambalwa. Umhlathi wokuvula kufuneka ushwankathele lonke ibali kwaye ukwazi ukuxela umongo webali noba akukho nto iyenye ebhaliweyo.
Organizational climate - The dominant philosophy that applies within the organization and is responsible for the nature of the relationships within it.	Organisatoriese klimaat - Die dominante filosofie wat van toepassing is in die organisasie en wat verantwoordelik is vir die aard van die verhoudinge in die organisasie.	Imo yokuphefumlelana ngaphakathi embuthweni - Ifilosofi elawulayo negqubayo eqhubekayo ngaphakathi embuthweni nenoxanduva lokujongana neendlela ekunxityelelwana ngazo apha ngaphakathi.
Photo agency - Supplier of news photos to press or other users. Newspapers receive pictures by computer.	Fotoagentskap (Photo agency): Verskaffer van nuusfoto's aan die pers of ander gebruikers. Koerante ontvang foto's per rekenaar.	Iziko leefoto zeendaba - Ngumnikezeli weefoto zeendaba kumaphephandaba nakwabanye abasebenzisi bazo. Amaphephandaba afumana imifanekiso ngekhompyutha.
Print Media Association - Umbrella body representing different media bodies.	Gedrukte Mediavereniging - Sambreelligaam wat verskillende mediahuise verteenwoordig.	Umbutho wezinto zokusasaza ezibhaliweyo - Umbutho owongameleyo omele imibutho eyahlukeneyo yezinto zokusasaza iindaba.
Press conference - An informal media briefing at which journalists are given a statement.	Perskonferensie - 'n Informele media-inligtingsessie waartydens joernaliste van 'n verklaring voorsien word.	Intlanganiso yabacholacholi -zindaba Intlanganiso engenamatiletile yonikezelwano-lwazi apho iintatheli

		zinikwa intetho.
Press kit or pack - Means of assembling press information for use at a press event. Should be convenient to carry and contain only essential material.	Perspakkiet - Manier waarop persinligting bymekaargesit is vir gebruik by 'n persfunksie. Moet gerieflik wees om te dra en slegs noodsaaklike materiaal bevat	Izixhobo ezifunwa nezisetyenziswa ngabachola choli-zindaba - Izixhobo eziyindlela yokuqokelela nokudibanisa ulwazi ngochola-cholo zindaba olunokusebenziseka kwimicimbi yeendaba. Kufuneka zikwazeke ukuthwaleka zibe nezi zinto zingundoqo zifunekayo.
Press officer - Member of the public relations team, usually an ex-journalist, who specializes in press relations.	Persbeampte - Lid van die openbare betrekkingespan, gewoonlik 'n voormalige joernalis wat in persverhoudinge spesialiseer.	Igosa elijongene nocholacholo-zindaba -llungu leqela lobudlelwane noluntu, lidla ngokuba yintatheli encutsheza kwezobudlelwane namaphephandaba.
Press relations - Better described as "media relations", the part of public relations which has to do with supplying news material to the media, including handling press enquiries. A very important part of all public relations practitioners work.	Persverhoudinge - Beter beskryf as "mediaverhoudinge"; die deel van openbare betrekkinge wat gemoeid is om nuusmateriaal aan die media te verskaf, insluitend die hantering van persnavrae. 'n Baie belangrike deel van alle openbare betrekkingepraktisyns se werk.	Ubudlelwane nabacholacholi-zindaba - Buchazwa bhetele njengobudlelwane nezinto zokusasaza, inxalenye yobudlelwane noluntu enento eyidibanisa kakhulu nokukhupha iindaba izisa kubasasazi beendaba, oku kuquka nokusebenza ngemibuzwana engokucholachola iindaba. Le yeyona nto ibaluleke kakhulu kumsebenzi womntu oqeshelwe ubudlelwane noluntu.
Press office - At an exhibition, the place where journalists are supplied with media and product information.	Perskantoor - By 'n uitstalling, die plek waar joernaliste van media- en produklinligting voorsien word.	I-ofisi yabachola-choli zindaba Kumboniso, indawo apho iintatheli zinikwa ulwazi ngokusasaza iindaba nangesiveliso.
PRISA - The Public Relations Institute of	PRISA - Die Instituut vir Openbare	IPRISA - Le yi-Public Relations Institute of

<p>Southern Africa. The body representing the interests of public relations practitioners throughout Southern Africa. It publishes Communika on a quarterly basis.</p>	<p>Betrekkinge van Suid-Afrika. Die liggaam wat die belange van openbare betrekkingepraktisyns regdeur Suider-Afrika verteenwoordig. Dit gee die Communika kwartaalliks uit.</p>	<p>Southern Africa. Iqumrhu elimele ezabasebenzi kwimiba yobudlelwane noluntu kuMazantsi eAfrika. Ishicilela ipapashe i-Communika qho ngeenyanga ezintathu.</p>
<p>Propaganda - Biased information used to gain support for an opinion, cause, or belief. Not to be confused with public relations.</p>	<p>Propaganda - Bevoordeelde inligting wat gebruik word om steun te werf vir 'n mening, saak of oortuiging. Moet nie verwar word met openbare betrekkinge nie.</p>	<p>Iindaba ezingabubuxoki okanye ezibabazwayo - Ulwazi oluthambekele calanye olusetyenziselwa ukufumana inkxaso yoluvo oluthile, umcimbi, okanye inkolo. Oku makungabhidaniswa nobudlelwane noluntu.</p>
<p>Protocol - The international code of social conduct.</p>	<p>Protokol - Die internasionale kode van sosiale gedrag.</p>	<p>Isibhalo sokuqala somnqophiso - Isibhalo sokuqala somnqophiso phakathi kwamazwe ngemithetho nendlela yokuziphatha koluntu.</p>
<p>Public affairs - Mainly an American idea, those aspects of public relations which deal with corporate rather than product matters considered by some to be an artificial division.</p>	<p>Openbare sake - Hoofsaaklik 'n Amerikaanse idee; daardie aspekte van openbare betrekkinge wat eerder te make het met korporatiewe as produkaangeleenthede wat deur party mense geag word 'n kunsmatige verdeling te wees.</p>	<p>Imicimbi yoluntu - Ikakhulu yingcamango ethatyathwe eMelika, ezo nkcukhacha nezo zinto zichaphazela ubudlelwane noluntu ezijongene nemiba yezembumba ngaphezu kweyesiveliso ebonwa ngabanye abantu ngathi zizinto nje zokwahlulwahlula ezingenabunzulu.</p>

<p>Public relations - As defined by PRISA, “Public relations practice is the management, through communication, of perceptions and strategic relationships between an organization and its internal and external stakeholders.”</p>	<p>Openbare betrekkinge - Soos omskryf deur PRISA, is openbare betrekkingepraktyk die bestuur, deur kommunikasie, van persepsies en strategiese verhoudings tussen ’n organisasie en sy interne en eksterne belanghebbendes.</p>	<p>Ubudlelwane noluntu - Njengoko ichaziwe yi-PRISA, ubudlelwane noluntu lulawulo, kusetyenziswa unxibelelwano, lwezinto ezicingelwayo kunye nobudlelwane obunobuchule phakathi kombutho kunye nabanebango abangaphakathi nabangaphandle.</p>
<p>Publicity - Good or bad result of something being made public.</p>	<p>Publisiteit - Goeie of slegte gevolg van iets wat openbaargemaak word.</p>	<p>Ukwazisa uwonke-wonke - Ziziphumo ezihle nezibi zento ethile evezwa esidlangalaleni ukuba ibonwe nguwonke-wonke.</p>
<p>Publics - Groups of people with which an organization communicates, for example neighbours, suppliers, employees etc.</p>	<p>Gehore - Groepe mense waarmee ’n organisasie kommunikeer, byvoorbeeld bure, verskaffers, werknemers, ens.</p>	<p>Abantu ekunxityelelwana nabo - Amaqela abantu kwalapha phakathi embuthweni ayanxibelelana, umzekelo ngabamelwane, abaxhobisi, abasebenzi njalo njalo.</p>
<p>Readership survey - Carried out normally every two years to ascertain employees’ opinions about the content, style and level of interest in a company’s house journal or newsletter.</p>	<p>Lesersopname - Normaalweg elke twee jaar uitgevoer om werknemers se menings te bepaal oor inhoud, styl en vlak van belangstelling in ’n maatskappy se huistydskrif of nuusbrief.</p>	<p>Uvavanyo lwabantu abafunda okubhaliweyo Iqhutywa njengesiqhelo kanye ngeminyaka emibini ukuqinisekisa izimvo zabasebenzi ngesiqulatho, isimbo sokubhala, kunye nezinga lomdla kwincwadana yangaphakathi yekhampani okanye incwadana yeendaba</p>
<p>Retainer - Term often used wrongly to</p>	<p>Besprekingshonorarium - Begrip wat</p>	<p>Imali ehlawulwa umntu ukuqinisekisa</p>

<p>mean fee but should refer to ban exclusivity fee should professional services be required from time to time.</p>	<p>dikwels verkeerdelik gebruik word om fooi te beteken maar eerder moet verwys na 'n ekslusiwiteitsfooi sou professionele dienste van tyd tot tyd benodig word.</p>	<p>ukufumaneka kwakhe asebenze xa ethe wafuneka - Igama elisoloko lingasebenziseki ngendlela eyiyo ukuchaza umrhumo. Kodwa kufuneka libhekise ekungasebenzisini mrhumo owodwa xa kuthe kwafuneka iinkonzo zeencutshe amaxesha ngamaxesha.</p>
<p>Reputation management - It is how companies in a variety of industries compete for prestige and achieve celebrity status. It revolves around building and sustaining a good name for a company.</p>	<p>Reputasiebestuur - Dit is hoe maatskappye in 'n verskeidenheid bedrywe meeding vir aansien en om bekendheidstatus te behaal. Dit het te make met die maak en handhawing van 'n goeie naam vir 'n maatskappy.</p>	<p>Ukulawula udumo - Le yindlela ezithi iikhampani kwiindidi ngeendidi zamashishini, zikhuphisane ngenjongo yokuba nesidima ukuze zifumane udumo. Yonke loo nto iphathelele ekuzenzeleni kwekhampani igama nokuligcina.</p>
<p>Sales promotion - Marketing activity whereby a product is given extrinsic value such as a gift or price reduction. Not to be confused with public relations.</p>	<p>Verkoopspromosie - Bemakingsaktiwiteit waardeur 'n produk ekstrinsieke waarde gegee word, soos 'n geskenk of prysverlaging. Moet nie verwar word met openbare betrekkinge nie.</p>	<p>Ukukhuthaza intengiso - Yindlela yokuthengisa apho into ethile ethengiswayo isaziswa ngokunikwa ukuxabiseka okuthile okunjengesipho okanye ukuthotywa kwexabiso. Oku makungabhidaniswa nobudlelwane noluntu.</p>
<p>Seminar - Defined as a conference of specialists. It attracts people with a highly technical interest in a particular subject and has limited interest value to outsiders. It is run on the same line as a conference</p>	<p>Seminaar - Omskryf as 'n konferensie van spesialiste. Dit trek mense met 'n hoogs tegniese belangstelling in 'n spesifieke veldrigting en het beperkte belangstellingswaarde vir buitelanders. Dit word op dieselfde wyse as 'n konferensie gehou.</p>	<p>Isemina - Ichazwa njengenkamfa yeencutshe. Itsala abantu abanobunzulu bomdla kumcimbi othile, yaye umdla wayo nokuxabiseka kuncinci kubantu abangaphandle. Iqhutywa ngendlela efanayo nenkomfa.</p>

<p>Social media - Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.</p>	<p>Sosiale media - Sosiale media is die kollektiewe aanlynkommunikasiekanale wat toegewy is aan gemeenskapsgebaseerde insette, interaksie, deel van inligting en samewerking.</p>	<p>Unxibelelwano ngobuxhakaxhaka beematshini ezincinci nezinkulu - Le yingqokelela yamajelo onxibelelwano asebenzisa iintlobo ngeentlobo zeematshini nolwenzelwe igalelo labahlali, ukuphefumlelana, ukwabelana ngesiqulatho kunye nentsebenziswano.</p>
<p>Upward communication - Communication from staff to management as seen with speak up schemes, quality circles, open door policies, works councils, co-partnerships, and house journals with candid reader comments.</p>	<p>Opwaartse kommunikasie - Kommunikasie van personeel aan bestuur soos gesien uit skemas waar mense hul sê kan sê, gehaltekringe, oopdeurbeleide, werksrade, medevennootskappe en huistydskrifte met eerlike leserkommentaar.</p>	<p>Unxibelelwano ukusuka ezantsi ukuya phezulu kwabaphetheyo - Unxibelelwano ukusuka kubasebenzi ukuya kubalawuli njengakuyilo lokuvakalisa uluvo okanye umakuthethwe, amaqumrhu anembadla, iinkqubo ezivulelekileyo, amabhunga ezomsebenzi, ulwahlulelwano nentsebenziswano kunye neejenali zangaphakathi emsebenzini ezinoluvo oluphandle lwabafundi.</p>

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<p>Video conference - Arrangement by which interested parties can be linked together either by phone or television in order to conduct business.</p> <p>Video news release - Usually offered to television companies rather than distributed like printed news release. Means of providing topical background information for news and other television programmes.</p>	<p>Videokonferensie - Reëling waardeur belangstellende partye met mekaar kan skakel, hetsy per telefoon of televisie, ten einde besigheid te doen.</p> <p>Video-nuusvrystelling - Gewoonlik aan televisiemaatskappye gebied eerder as om soos 'n gedrukte nuusvrystelling versprei te word. Manier om aktuele agtergrondinligting vir nuus- en ander televisieprogramme te bied.</p>	<p>Apho kuxoxwa ngefoni okanye umabonakude - Imeko apho abanomdla bangadityaniswa ngefoni okanye umabonakude ukuze baxoxe umcimbi othile.</p> <p>Ukukhutshwa kweendaba kusetyenziswa ividiyo - Apha iindaba zidla ngokunikwa iikhampani zoomabonakude kunokuba zikhutshwe njengeendaba ezibhaliweyo. Yindlela yokunika imvelaphi yeenkcukacha esisematheni zokusetyenziswa kwiinkqubo zeendaba kunye nezinye iinkqubo zikamabonakude.</p>
<p>Workshop - A combination of a seminar and practical discussion involving the speaker and delegates.</p>	<p>Werkswinkel/Slypskool - 'n Kombinasië tussen 'n seminaar en praktiese besprekings wat die spreker en afgevaardigdes betrek.</p>	<p>Intlangano enengxoxo kusenziwa.lwekshoph Kukudibanisa isemina kunye neengxoxo eziphathekayo kubekho isithethi</p>

		nabathunywa
<p>World Wide Web - Portion of the Internet devoted to the transfer of information via text, illustrations and sound. Public relations firms, media, advertisers and others maintain websites on the web for this purpose.</p>	<p>Wêreldwye Web - 'n Gedeelte van die Internet toegewy aan die oordrag van inligting deur teks, illustrasies en klank. Openbare betrekkingefirmas, media, adverteerders en andere hou webwerwe op die web by vir hierdie doel.</p>	<p>IWebhu yehlabathi liphela - Le yinxalenye ye-Inthanethi eyenzelwe ukukhuphela ulwazi ngokubhaliweyo, ngemizobo nangesandi. lifemi zobudlelwane noluntu, izinto zokusasaza iindaba, abazisi kunye nabanye bagcina iwebsayithi kwiwebhu ukufezekisa le njongo.</p>