

WELCOME

UNIVERSITY MEDIA
BETWEEN REALITY AND AMBITION

PRESENTED BY:

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Reality

THE PROBLEM OF MEDIA AND PUBLIC RELATIONS WITH ENGLISH LANGUAGE

Cihan University is at the footstep of gaining ISO through **Bologna Process**. That is why not only curricular systems must follow this process, but also all the admin sections in the university. Unfortunately, if not all, almost all the posters, slogans, logos and signs written in English affiliated to or issued in the name of Cihan University-Erbil suffer from significant mistakes in spellings, grammar, choice of words, etc. These are front pages of the university to the guests and public as well.

Let's have a look at some of these prints made in the name of Cihan University:

POSTERS

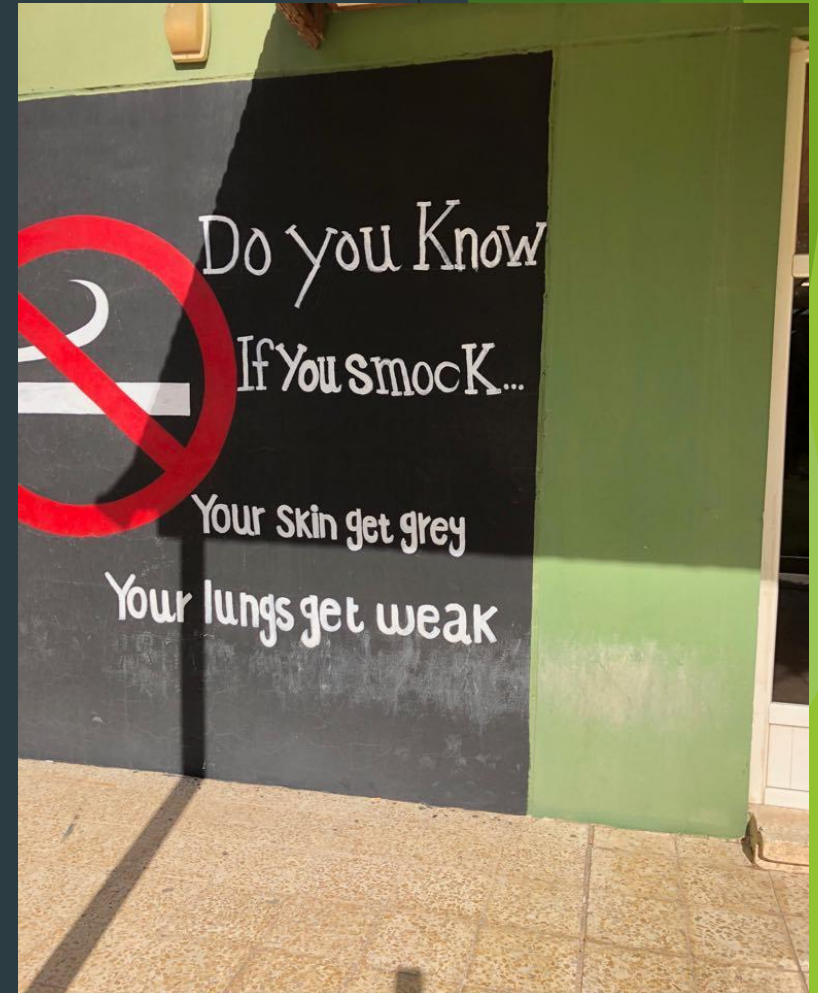
Look at this so called “SENTENCE”, please.

- ▶ It says: “Before you smoke.....Think about it’s result”.
- ▶ It begins with a time clause “Before you smoke....”. Here the word “smoke” is a verb, but the main clause refers to “It’s” with an apostrophe meaning ‘It is’ not the possessive “Its”, and then “Think about it’s result”, whose result? Using “it” means a pronoun being used for an aforesaid noun, but there isn’t any noun in the time clause. So we have a very poor subordinated sentence with two irrelevant clauses. They don’t match neither in meaning nor in structure.



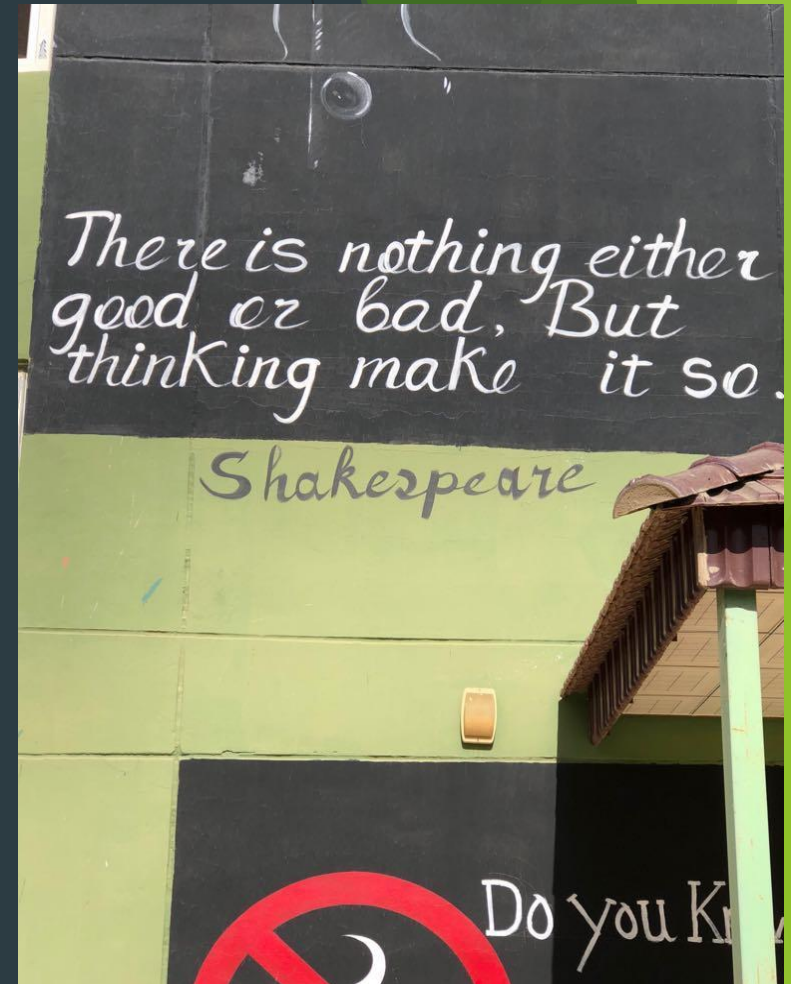
POSTERS

- ▶ Kindly behold this poster!
- ▶ Precisely the spelling of the word “smock”. This word means a loose dress or blouse with circled ornamentation in the upper side.
- ▶ Then we come to a grammatical mistake which is “Your skin get grey”. In early stages of English courses, we teach the students to use **third person singular S** in Present simple Tense. Hence, the verb must be “your skin gets”.



POSTERS

- ▶ It is nice to quote from Shakespeare's *Hamlet*. But if you google it by writing just the initial words of the quotation, you'll find the rest of the sentence: "*There's nothing either good or bad, but thinking makes it so.*" Again we have a problem with the **Third Person Singular S**.
- ▶ Another point is worth mentioning: we do **NOT** use **capital letters** after **commas**. Take a second look at the word "But".



POSTERS

- ▶ We either say: “There’s no incurable disease.....”, or we may say “There are no incurable diseases”, don’t we? So how come that the subject (expletive *there*)“ There are (plural)” is followed by a singular noun “disease” not “diseases”
- ▶ Again it is shown on google. Try to double check it!



BANNERS

- ▶ How many mistakes can we find here?
- ▶ The first one is, again, **Third Person Singular S**. The sentence must be Cihan University-Erbil welcomes, not “welcome”.
- ▶ The second one is in the word “respectful”. **Respectful** means people who respect. **Respectable** is used for positions, properties, statuses, whereas **respected** is used for people whom we respect. So, did these guests come to the graduation ceremony to show respect or to be treated as respected. The word should be “**Respected**”.



SIGNS

This photo is taken on Graduation Day. Please notice the sign affixed on graduates' chair.

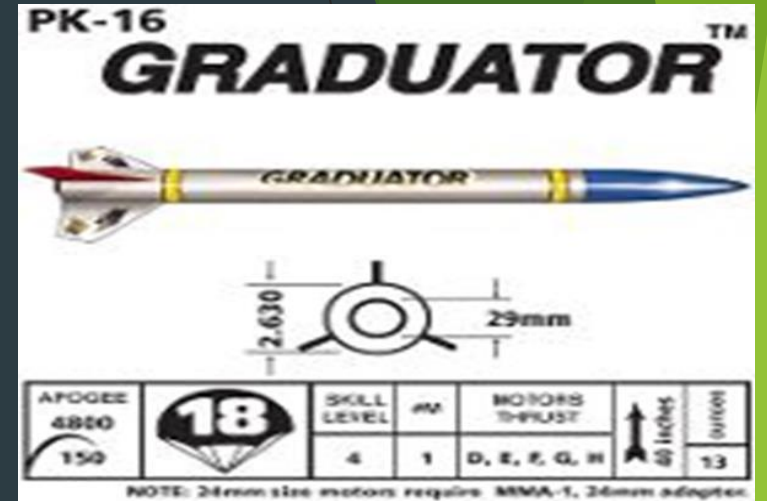
The word “**graduato**r” refers to tools or devices more than it does to students' graduation; then the word should have been “**gra'duates**” rather than **graduato**rs, because “gra'duates is more applicable and generally used worldwide. The meanings of the word are:

1. One who determines or indicates graduation, but it was affixed on students' seats!!!



SIGNS

2. A **graduator** of instruments. An instrument for dividing any line, straight or curved, into smaller regular intervals,



3. An apparatus for diffusing a solution, such as brine or vinegar, over a large surface, for exposure to the air.



Ambition

- ▶ There is one sole suggestion can be presented here.
- ▶ The University may set a supreme board or committee for language integrity. By this---
- ▶ Every slogan, logo, brochure, flyer, poster and every handout or catalogue that are issued by or in the name of the university or any department or admin section affiliated to the university must be scrutinized and approved by the SUPREME COMMITTEE for LANGUAGE INTEGRITY prior to their implementation and materialization.

THANKS FOR YOUR KIND ATTENTION

▶ NOW I'LL BE DELIGHTED TO RECEIVE YOUR REMARKS AND QUESTIONS IF THERE'S ANY. OTHERWISE YOU MAY SEND ME TO

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