

EXAM PAPERS PUBLIC RELATIONS 2012 N6

Study Guide

exam papers public relations 2012 n6 is a crucial resource for students and educators preparing for the National Certificate (N6) in Public Relations. This set of exam papers offers valuable insight into the types of questions, exam structure, and key topics covered in the 2012 examination. Accessing and understanding these papers can significantly enhance students' revision strategies, boost confidence, and improve overall performance in the subject. In this article, we delve into the details of the 2012 N6 Public Relations exam papers, explore their significance, and provide tips on how to effectively utilize them for exam preparation.

Understanding the N6 Public Relations Exam Paper 2012

Overview of the 2012 Exam Papers

The 2012 N6 Public Relations exam papers encompass a comprehensive assessment of students' knowledge, skills, and understanding of core public relations concepts. These papers typically include sections on theory, practical applications, and case studies, testing a broad spectrum of competencies.

Key features of the 2012 exam papers include:

- Multiple sections covering different aspects of public relations.
- A variety of question types such as multiple-choice, short-answer, and essay questions.
- Emphasis on real-world application of public relations principles.
- Time management considerations for candidates.

Content Areas Covered in the 2012 Exam Papers

The 2012 papers focus on several core topics within the public relations discipline, including:

- Public Relations Principles and Theories
- Media Relations and Communication Strategies
- Public Relations Campaign Planning and Implementation
- Crisis Management and Ethical Considerations
- Research Methods in Public Relations

- Stakeholder Analysis and Engagement
- Writing Skills for Public Relations (press releases, speeches, newsletters)

Understanding these content areas helps students identify key areas to focus on during their revision.

Importance of the 2012 N6 Public Relations Exam Papers for Students

Benefits of Using Past Exam Papers

Utilizing past exam papers like the 2012 N6 Public Relations papers offers multiple advantages:

- Familiarity with the exam format and question styles.
- Practice under timed conditions to improve time management.
- Identification of common themes and frequently tested topics.
- Enhancing critical thinking and application skills.
- Building confidence through repeated practice.

Analyzing the 2012 Papers for Effective Preparation

To maximize the benefit of these papers, students should:

- Carefully review the questions and model answers if available.
- Highlight recurring questions or topics that appear repeatedly.
- Practice answering questions within the allocated time.
- Review feedback or marking schemes to understand what examiners look for.
- Create a revision checklist based on missed questions or difficult topics.

Strategic Approach to Preparing Using the 2012 N6 Public Relations Exam Papers

Step-by-Step Study Plan

Implementing a structured approach can improve exam readiness:

- Gather all relevant materials: Past papers, syllabi, textbooks, and notes.
- Initial review: Skim through the 2012 papers to identify key themes.
- Topic-wise practice: Focus on one content area at a time, practicing related questions.

- Simulate exam conditions: Time yourself while answering questions to build stamina.
- Review and analyze: Check your answers against model solutions or marking guides.
- Identify weaknesses: Focus additional revision on areas of difficulty.
- Repeat the process: Regularly practice past papers to reinforce learning.

Key Tips for Success

- Start early and plan your study schedule around these papers.
- Focus on understanding concepts rather than rote memorization.
- Practice writing clear, concise, and well-structured responses.
- Remember to review examiner reports or examiner comments if available.
- Join study groups to discuss and clarify difficult topics.

Where to Access the 2012 N6 Public Relations Exam Papers

Sources for Past Exam Papers

Students seeking the 2012 N6 Public Relations papers can access them from various reliable sources:

- Official education department websites.
- Educational resource centers and libraries.
- Online platforms specializing in South African N6 exam papers.
- Study groups and educational forums.

Tips for Downloading and Using Exam Papers

- Ensure the files are from credible sources to avoid outdated or incorrect materials.
- Save copies for offline practice.
- Use the papers in conjunction with current syllabi to ensure relevance.
- Keep track of which papers you've completed to avoid repetition.

Additional Resources to Complement the 2012 Public Relations Exam Papers

Recommended Study Materials

- Public Relations textbooks and guides.
- Lecture notes and handouts from classes.
- Sample answers and examiner reports.
- Online tutorials and webinars focusing on public relations topics.

Practice Exercises and Case Studies

Engage with real-world case studies to apply theoretical knowledge practically. These exercises help in:

- Developing problem-solving skills.
- Understanding the application of public relations strategies.
- Preparing for scenario-based questions in exams.

Conclusion: Maximizing Your Success with the 2012 N6 Public Relations Exam Papers

The 2012 N6 Public Relations exam papers are an invaluable asset for students aiming to excel in their assessments. By systematically studying these papers, understanding the question patterns, and practicing relevant questions, students can build confidence and improve their chances of achieving high marks. Remember to incorporate these papers into a broader study plan that includes theory review, practical exercises, and feedback analysis. With dedication and strategic preparation, leveraging the 2012 exam papers can be a decisive step toward mastering public relations at the N6 level and beyond.

Final Tips for Public Relations N6 Exam Preparation

- Consistently review and practice past papers.
- Focus on understanding concepts thoroughly.
- Develop strong writing and communication skills.
- Stay updated with current trends and examples in public relations.
- Seek feedback from teachers or mentors.

Preparing well for the Public Relations N6 exam, especially with resources like the 2012 exam papers, positions students to succeed and build a solid foundation for a future career in communication and public relations.

Exam Papers Public Relations 2012 N6: A Comprehensive Analysis and Study Guide

Public relations (PR) is a vital discipline in the communication landscape, serving as the bridge between organizations and their publics. For students pursuing a National Diploma (N6) in Public Relations, the 2012 exam papers offer a valuable window into the skills, knowledge, and competencies expected at this advanced level. In this detailed guide, we'll dissect the exam papers Public Relations 2012 N6, highlighting key themes, question structures, and strategies to excel. Whether you're revising for your exams or seeking to deepen your understanding, this article aims to serve as an in-depth resource.

Understanding the Context of the 2012 N6 Public Relations Exam Papers

Before delving into specific questions, it's important to appreciate the context in which the 2012 exam papers were set. The N6 level in Public Relations emphasizes not only theoretical knowledge but also practical application, strategic thinking, and ethical considerations.

Key Objectives of the N6 Public Relations Course

- Develop comprehensive understanding of PR principles
- Apply communication theories and models in real-world scenarios
- Craft effective communication strategies
- Manage media relations and stakeholder engagement
- Uphold ethical standards in public relations practice

The 2012 papers reflect these objectives through a mix of theoretical questions, case studies, and practical tasks.

Structure of the 2012 Public Relations N6 Exam Papers

The exam papers typically consist of two main sections:

Section A: Theory and Short Questions

- Multiple-choice, true/false, and short-answer questions
- Focus on definitions, principles, and concepts
- Usually covers foundational knowledge

Section B: Practical and Essay Questions

- Scenario-based questions requiring strategic planning

- Essay-style questions demanding detailed responses
- Application of PR theories to real or simulated situations

Understanding this structure helps candidates allocate their time effectively and prepare for the different types of questions they may encounter.

Common Themes and Topics Covered in the 2012 Exam Papers

Analyzing the 2012 papers reveals recurring themes:

- Public Relations Theories and Models
 - Two-way symmetrical and asymmetrical communication
 - Situational theory of publics
 - Excellence in public relations model
- Media Relations and Communication Strategies
 - Writing press releases and media advisories
 - Organizing press conferences
 - Managing media crises
- Stakeholder Engagement and Community Relations
 - Identifying and segmenting publics
 - Building and maintaining relationships
 - Corporate social responsibility (CSR)
- Ethical and Legal Considerations
 - Ethical dilemmas in PR
 - Legal frameworks governing media and communication

- Campaign Planning and Evaluation
- Developing PR campaigns
- Setting objectives and measuring effectiveness
- Budgeting and resource allocation

Detailed Breakdown of Sample Questions and How to Approach Them

Section A: Short Answer and Conceptual Questions

Example Question:

Define two-way symmetrical communication and explain its importance in public relations.

Approach:

- Provide clear definitions with examples.
- Highlight its role in building mutual understanding and trust.
- Connect to broader PR goals like relationship management.

Sample Answer:

Two-way symmetrical communication is a model where organizations and publics engage in balanced, mutual dialogue, aiming to influence each other's attitudes and behaviors. It fosters trust, transparency, and long-term relationships, making it essential for ethical and effective public relations.

Section B: Scenario-Based and Essay Questions

Example Scenario:

You are the PR manager for a company facing a product recall due to safety concerns. Develop a step-by-step crisis communication plan.

Approach:

- Analyze the scenario: identify key issues and publics.
- Outline immediate actions: press releases, media briefings, stakeholder communication.

- Emphasize transparency, empathy, and accuracy.
- Include post-crisis evaluation and reputation management strategies.

Sample Key Points:

- Rapid response with factual information
- Designated spokesperson and media liaison
- Monitoring media and public sentiment
- Ongoing engagement and rebuilding trust

Effective Strategies for Studying the 2012 Public Relations N6 Exam Papers

- Understand Core Concepts Deeply

Don't just memorize definitions; grasp their applications. Use real-world examples to solidify understanding.

- Practice Past Papers Thoroughly

Simulate exam conditions to improve time management and confidence. Focus on both multiple-choice and essay questions.

- Develop Critical Thinking Skills

Analyze case studies critically, considering multiple perspectives and ethical implications.

- Master Communication Writing Skills

Practice writing clear, concise, and professional communication materials like press releases and memos.

- Stay Updated on PR Trends

While the 2012 papers are historical, understanding current trends enhances your ability to connect theory and practice.

Key Tips for Exam Success

- Read questions carefully to understand what is being asked.
- Allocate time wisely, ensuring ample time for both sections.
- Use relevant examples to demonstrate applied knowledge.
- Structure your answers logically, with clear introductions, bodies, and conclusions.
- Review your work if time permits, checking for clarity and accuracy.

Final Thoughts: Preparing for Your Public Relations N6 Exam

The exam papers Public Relations 2012 N6 serve as a benchmark for the depth and breadth of knowledge expected at this level. By carefully analyzing past questions, understanding core themes, and practicing strategic application, you position yourself for success. Remember, public relations is both an art and a science, balancing creativity with strategic thinking. Approach your studies with curiosity, ethical awareness, and a focus on real-world relevance.

Good luck with your preparations, and may your understanding of public relations deepen as you navigate through the challenges of your N6 exams!

Question What are the main topics covered in the 2012 N6 Public Relations exam paper? The 2012 N6 Public Relations exam paper primarily covers topics such as communication theories, public relations planning, media relations, crisis management, ethics in PR, and research methods. **Answer** How can I effectively prepare for the 2012 N6 Public Relations exam? Effective preparation involves reviewing past exam papers, understanding key concepts, practicing case studies, and staying updated on current PR trends relevant to 2012. Creating summaries and discussing topics with peers can also enhance understanding. Are there any specific case studies included in the 2012 N6 Public Relations exam paper? Yes, the 2012 exam includes case studies that analyze real-world PR scenarios, focusing on strategies used, challenges faced, and solutions implemented, which are essential for answering application-based questions. What is the significance of ethics in the 2012 N6 Public Relations exam? Ethics are crucial in PR as highlighted in the 2012 exam, emphasizing the importance of honesty, transparency, and integrity in maintaining public trust and professional standards. How are practical skills assessed in the 2012 N6 Public Relations exam? Practical skills are assessed through case analysis, planning exercises, and scenario-based questions that test your ability to develop communication strategies and handle PR challenges effectively. Which communication models are emphasized in the 2012 N6 Public Relations exam? The exam emphasizes models such as Shannon and Weaver's communication model, Lasswell's model, and the Two-Way Symmetrical model, focusing on their application in PR practices. Can I find sample answers or marking schemes for the 2012 N6 Public Relations exam? Yes, many study guides and resource centers provide sample answers and marking schemes for the 2012 exam to help students understand the expected response quality and improve their answers. What are common mistakes

students make when answering questions on the 2012 N6 Public Relations exam? Common mistakes include lack of depth in responses, failure to apply theoretical concepts to practical scenarios, and not providing sufficient examples or evidence to support answers. How important is understanding the exam format for the 2012 N6 Public Relations paper? Understanding the exam format is vital, as it helps you allocate time effectively, identify question requirements, and practice answering in the expected style, ultimately improving your performance. Where can I access past papers and study resources for the 2012 N6 Public Relations exam? Past papers and study resources are available on official education portals, college libraries, and online forums dedicated to N6 Public Relations students, providing valuable practice material.

Related keywords: public relations exam paper, 2012 N6, PR exam questions, public relations exam 2012, N6 PR papers, PR coursework 2012, public relations N6 exam, PR study guide 2012, exam paper N6 public relations, PR assessment 2012

Understanding Employment Relations

Understanding Employment Relations

Understanding employment relations is essential for fostering a productive, harmonious, and compliant workplace environment. Employment relations encompass the dynamic interactions between employers, employees, and the broader organizational structures that influence how work is arranged, managed, and evaluated. This field of study and practice is vital for ensuring that both organizational goals and employee rights are balanced effectively, leading to sustainable business success and employee satisfaction.

In this comprehensive guide, we will explore the fundamental concepts of employment relations, its key components, the legal framework involved, and the strategies organizations can employ to cultivate positive employment relationships.

What Are Employment Relations?

Definition of Employment Relations

Employment relations refer to the relationship between employers and employees, encompassing the formal and informal interactions that influence work conditions, employment terms, and workplace behavior. It includes the negotiation, communication, and management of employment terms, as well as the resolution of disputes and the promotion of fair practices.

Importance of Employment Relations

Good employment relations are crucial for:

- Enhancing employee motivation and commitment
- Increasing organizational productivity
- Ensuring legal compliance
- Reducing workplace conflicts and disputes
- Promoting a positive organizational culture

Key Components of Employment Relations

- Employment Contracts

Employment contracts are legally binding agreements that specify the terms and conditions of employment, including:

- Job responsibilities
- Salary and benefits
- Working hours
- Leave entitlements
- Termination procedures

- Collective Bargaining

Collective bargaining involves negotiations between employers and employee representatives (such as trade unions) to determine wages, working conditions, and other employment terms.

- Workplace Communication

Effective channels of communication facilitate transparent interactions, enabling feedback, grievance handling, and clarification of policies.

- Conflict Resolution

Disputes can arise due to misunderstandings, unmet expectations, or violations of employment terms. Resolution mechanisms include:

- Negotiation
 - Mediation
 - Arbitration
 - Grievance procedures
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- Employee Rights and Responsibilities

Employees have rights such as fair treatment, safe working conditions, and nondiscrimination. Employers are responsible for upholding these rights and ensuring legal compliance.

Legal Framework Governing Employment Relations

Major Employment Laws and Regulations

Legal frameworks provide the foundation for employment relations by establishing rights, obligations, and procedures. Commonly involved laws include:

- Employment Rights Acts
- Occupational Health and Safety Acts
- Equal Employment Opportunity Laws
- Labour Relations Acts
- Data Protection Regulations

Roles of Regulatory Bodies

Organizations such as labor boards, employment tribunals, and human rights commissions oversee compliance and handle disputes.

Impact of Legislation on Employment Relations

Legal standards influence:

- Contract formation
- Dispute resolution processes

- Workplace policies
- Employer obligations regarding fair treatment and safety

Strategies for Effective Employment Relations

- Open and Transparent Communication

Encouraging honest dialogue helps build trust and reduces misunderstandings. Strategies include:

- Regular meetings
- Feedback systems
- Clear policies and procedures

- Employee Participation and Involvement

Involving employees in decision-making processes fosters a sense of ownership and commitment.

- Fair and Consistent Management Practices

Applying policies uniformly and fairly enhances perceptions of justice and fairness.

- Training and Development

Providing training on workplace rights, conflict resolution, and communication skills strengthens employment relations.

- Recognizing and Rewarding Performance

Acknowledging employee contributions boosts morale and motivation.

Challenges in Employment Relations

Common Issues Faced by Organizations

- Workplace conflicts
- Resistance to change
- Discrimination or harassment
- Unfair dismissal claims
- Managing diverse workforce needs

Addressing Challenges Effectively

- Implementing clear policies
- Providing training on diversity and inclusion
- Ensuring accessible grievance procedures
- Maintaining consistent application of rules

The Role of Human Resource Management in Employment Relations

HR Functions Supporting Employment Relations

- Recruitment and onboarding
- Performance management
- Compensation and benefits management
- Employee engagement initiatives
- Legal compliance and policy development

Building a Positive Organizational Culture

HR plays a vital role in fostering an environment of respect, inclusiveness, and fairness, which directly impacts employment relations.

The Impact of Technology on Employment Relations

Digital Communication Tools

Platforms like emails, intranets, and collaboration software enhance communication but require guidelines to prevent misinterpretations.

Remote Work and Flexibility

The rise of remote working arrangements demands new policies and management approaches to maintain effective employment relations.

Data Privacy and Security

Handling employee data responsibly is essential to maintain trust and comply with legal standards.

Future Trends in Employment Relations

Emphasis on Employee Well-being

Organizations increasingly recognize mental health, work-life balance, and overall well-being as priorities.

Automation and AI

Automation affects job roles and requires re-skilling, impacting employment relations dynamics.

Legal and Regulatory Changes

Evolving legislation around gig work, minimum wages, and workplace safety influences employment practices.

Embracing Diversity and Inclusion

Fostering diverse workplaces enhances innovation but requires proactive policies and cultural shifts.

Conclusion

Understanding employment relations is fundamental for creating harmonious, lawful, and productive workplaces. By recognizing the key components, legal frameworks, and strategies for effective management, organizations can foster positive relationships that benefit both employees and the business. As workplaces evolve with technological advancements and societal changes, ongoing attention to employment relations remains crucial for sustainable success.

References

(Note: In an actual article, this section would list credible sources, legal documents, and further reading materials.)

Understanding Employment Relations: A Comprehensive Guide

In the complex world of modern workplaces, employment relations stand as a fundamental pillar that shapes the interactions between employers, employees, and their broader organizational

environment. Grasping the nuances of employment relations is essential not only for HR professionals and managers but also for employees seeking to understand their rights and responsibilities within their organizations. This guide aims to provide a detailed exploration of what employment relations entail, their importance, key components, and the factors influencing them, enabling readers to navigate and foster healthier workplace relationships effectively.

What Are Employment Relations?

Employment relations refer to the dynamic interactions, agreements, and overall relationship between employers and employees within a workplace or organization. It encompasses the formal and informal processes through which both parties communicate, negotiate, and collaborate to achieve organizational goals while safeguarding individual rights and promoting fair employment practices.

At its core, employment relations are about balancing the interests of employers—who seek productivity and profitability—with those of employees—who desire fair treatment, job security, and meaningful work. These relations influence organizational culture, employee motivation, satisfaction, and overall performance.

The Significance of Employment Relations

Understanding employment relations is vital for several reasons:

- Promotes Workplace Harmony: Good employment relations reduce conflicts and misunderstandings, fostering a positive working environment.
- Enhances Productivity: Satisfied employees tend to be more engaged and productive, benefiting organizational success.
- Ensures Legal Compliance: Clear employment relations help organizations adhere to labor laws and regulations, avoiding legal disputes.
- Builds Trust and Loyalty: Strong relationships contribute to employee retention and loyalty, reducing turnover costs.
- Facilitates Change Management: Effective communication channels enable smoother transitions during organizational changes.

Key Components of Employment Relations

- Employees and Employers

At the foundation of employment relations are the individuals and entities involved:

- Employees: Workers who provide labor and skills in exchange for compensation.
- Employers: Organizations or individuals who hire and manage employees to achieve business objectives.

- Employment Contracts

Legal agreements outlining the terms and conditions of employment, including:

- Job roles and responsibilities
- Compensation and benefits
- Working hours and leave policies
- Dispute resolution mechanisms

- Communication and Negotiation

Open and transparent dialogue is essential for:

- Clarifying expectations
- Addressing grievances
- Negotiating wages, benefits, and working conditions

- Collective Bargaining and Trade Unions

Many employment relations involve organized collective negotiations:

- Trade Unions: Represent workers' interests and negotiate on their behalf.
- Collective Agreements: Contracts that specify conditions agreed upon between unions and management.

- Dispute Resolution Mechanisms

Processes to resolve conflicts, such as:

- Internal grievance procedures
 - Mediation and arbitration
 - Legal proceedings
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- Employment Policies and Practices

Organizations develop policies to govern employment relations, including anti-discrimination policies, health and safety standards, and performance management systems.

Types of Employment Relations

Understanding the different frameworks helps in assessing organizational dynamics:

- Industrial Relations

Focuses on the relationship between employers, employees, and their representatives (like trade unions), often involving collective bargaining and labor laws.

- Employee Relations

Emphasizes individual employment relationships, focusing on employee engagement, motivation, and well-being.

- Psychological Contracts

Unwritten expectations and perceptions between employees and employers that influence behavior and commitment.

Factors Influencing Employment Relations

Several internal and external factors can impact employment relations:

Internal Factors

- Organizational culture
- Leadership style

- Management practices
- Employee participation in decision-making

External Factors

- Labor laws and regulations
- Economic conditions
- Industry standards
- Societal values and norms

Technological Changes

Advancements in technology can alter work practices, communication channels, and job roles, influencing employment relations.

Challenges in Employment Relations

Despite best efforts, organizations often face hurdles such as:

- Workplace Conflicts: Disagreements over pay, workload, or treatment.
- Change Resistance: Employees may resist organizational restructuring or technological adoption.
- Legal and Regulatory Compliance: Navigating complex labor laws can be challenging.
- Diverse Workforce: Managing cultural, generational, and gender diversity requires inclusive policies.
- Globalization: International operations introduce cross-cultural and legal complexities.

Best Practices for Fostering Healthy Employment Relations

To cultivate positive employment relations, organizations should consider:

- Effective Communication: Maintain open, honest, and two-way communication channels.
- Participation and Consultation: Involve employees in decision-making processes.
- Fair Treatment and Equity: Ensure nondiscriminatory practices and equal opportunities.
- Recognition and Reward: Acknowledge employee contributions appropriately.
- Training and Development: Invest in continuous learning to enhance skills.
- Robust Grievance Procedures: Provide accessible mechanisms for raising concerns.
- Compliance and Ethical Standards: Uphold legal requirements and ethical conduct.

The Future of Employment Relations

As workplaces evolve due to technological innovations, demographic shifts, and changing societal expectations, employment relations are also transforming. Emerging trends include:

- Remote and Flexible Work: Adjusting traditional relations to accommodate telecommuting.
- Gig and Platform Work: Redefining employment status and rights.
- Focus on Diversity and Inclusion: Creating equitable environments for all.
- Automation and AI: Impacting job security and skill requirements.
- Employee Well-being: Prioritizing mental health and work-life balance.

Organizations that proactively adapt their employment relations strategies will be better positioned to attract, retain, and motivate their workforce in this dynamic landscape.

Conclusion

Understanding employment relations is fundamental to fostering a productive, fair, and harmonious workplace. It involves a complex interplay of contractual agreements, communication practices, organizational policies, and external influences. By appreciating the key components, recognizing the challenges, and adopting best practices, organizations can build strong employment relations that contribute to sustained success. As the modern work environment continues to evolve, staying informed and adaptable will be crucial for managing employment relations effectively and ethically.

Question What is the significance of understanding employment relations in the workplace? Understanding employment relations is crucial for fostering a positive work environment, ensuring effective communication between employers and employees, and promoting productivity and job satisfaction. It helps in managing conflicts, complying with legal standards, and building strong organizational culture. How do employment relations impact organizational performance? Effective employment relations can lead to increased employee engagement, reduced turnover, and better collaboration, all of which contribute to improved organizational performance. Conversely, poor relations may result in conflicts, absenteeism, and decreased productivity. What are the key components of employment relations? Key components include communication between management and staff, employee rights and responsibilities, collective bargaining, conflict resolution mechanisms, and compliance with employment laws and policies. How has the rise of remote work affected employment relations? Remote work has shifted traditional employment relations by emphasizing digital communication, changing management practices, and raising new challenges related to monitoring, trust, and employee well-being. It requires organizations to adapt their policies to maintain engagement and effective relations. What role do trade unions play in employment relations? Trade unions represent employees' interests, negotiate wages and working conditions, and serve as a voice for workers. They play a vital role in balancing power dynamics between

employers and employees and ensuring fair labor practices. What are current trends influencing employment relations today? Current trends include the increasing importance of diversity and inclusion, flexible working arrangements, technological advancements, gig and freelance work, and a focus on employee well-being and mental health. These trends are reshaping traditional employment relations models.

Related keywords: workplace dynamics, employee rights, labor laws, industrial relations, collective bargaining, conflict resolution, organizational culture, employee engagement, HR management, workplace communication

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