

Aktiver Wortschatz

Name:

Klasse:

Datum:

Topic 1 – The media

Unit 1: Mass media and social media

Words in context

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the news	[ˈnjuːz]	die Nachrichten	The news is on TV at 8 p.m.
latest	[ˈleɪtɪst]	neueste/r/s	My brother always buys the latest technology.
news coverage	[ˈnjuːz kʌvərɪdʒ]	Berichterstattung	The World Cup always receives a lot of news coverage.
breaking news	[ˌbreɪkɪŋ ˈnjuːz]	Eilmeldung	Here you can find the latest breaking news stories.
to keep sb. up to date	[ˌʌp tə ˈdeɪt]	jdn. auf dem Laufenden halten	Please keep me up to date on the latest developments.
latest event	[ˌleɪtəst ɪˈvent]	aktuelles Ereignis	A severe landslide was the latest event in the recent flooding.
in-depth coverage	[ɪn ˈdepθ kʌvərɪdʒ]	ausführliche Berichterstattung, Hintergrundreportage	There has been in-depth coverage of the pandemic.
current affairs pl	[ˌkʌrənt əˈfeəz]	Tagespolitik, aktuelle Ereignisse	I keep up with current affairs by watching the news.
journalism	[ˈdʒɜːnəlɪzəm]	Journalismus	If you are interested in language, how about a career in journalism?
high-pressure	[ˌhaɪ ˈpreʃə]	Hochdruck-	This is a high-pressure job involving long working hours.
media professional	[ˈmiːdiə prəfeʃənəl]	Medienschaffende/r	A media professional needs good communication skills.
24-hour news cycle	[ˈsaɪkl]	24-Stunden-Nachrichtenzyklus	The 24-hour news cycle requires regular updates round the clock.
to investigate	[ɪnˈvestɪgeɪt]	untersuchen, ermitteln	We must investigate. We need to find out what is wrong.
photographer	[fəˈtɒɡrəfə]	FotografIn	This photo was taken by a professional photographer.
camera people pl	[ˈkæməərə piːpl]	Kameralleute	Journalists who travel to news scenes are often accompanied by camera people.
sound recordist	[ˌsaʊnd rɪˈkɔːdɪst]	TontechnikerIn	A sound recordist has to check that there is not too much background noise.
editor	[ˈedɪtə]	RedakteurIn, HerausgeberIn	She is the chief editor of a famous fashion magazine.
foreign correspondent	[ˌfɒrən ˌkɒrəˈspɒndənt]	AuslandskorrespondentIn	We'll now hear from our foreign correspondent based in Cuba about the current situation.
eyewitness	[ˈaɪwɪtnəs]	Augenzeuge/-zeugin	An eyewitness reported seeing someone place a large box in a rubbish bin.
anchorperson	[ˈæŋkəpɜːsn]	ModeratorIn (<i>einer Nachrichtensendung</i>)	An anchorperson works in a TV news studio.
news agency	[ˈnjuːz eɪdʒənsi]	Nachrichtenagentur	The local news agency reported on the vandalism in the town centre.

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to syndicate	[ˈsɪndɪkət]	Nachricht an mehrere Zeitungen/Agenturen verkaufen	News agencies earn money by syndicating news stories.
news outlet	[ˈnju:z aʊtlet]	Nachrichtenkanal	She is an editor at a major news outlet in New York City.
print media pl	[ˌprɪnt ˈmi:diə]	Printmedien	The demand for print media, for example newspapers, is much lower than in the past.
to survive	[səˈvaɪv]	überleben	Many businesses did not survive the shutdowns during the pandemic.
tabloid (newspaper)	[ˈtæbloɪd]	Boulevardzeitung	You often find stories about celebrities in tabloid newspapers.
quality newspaper	[ˈkwɒləti nju:zpeɪpə]	Qualitätszeitung	The Times is a quality newspaper.
current affairs magazine	[ˌkʌrənt əˈfeəz mæɡezi:n]	Nachrichtenmagazin	I read a good article about the economic crisis in a current affairs magazine.
print edition	[ˈprɪnt ɪdɪʃn]	Druckausgabe	Have you seen today's print edition of The Daily Planet?
publisher	[ˈpʌblɪʃə]	VerlegerIn, Verlag	The author sent the manuscript of his novel to her publisher.
online edition	[ɒnˈlaɪn ɪdɪʃn]	Onlineausgabe	Many people read the online edition of their favourite newspaper.
to come to light	[ˌkʌm tə ˈlaɪt]	ans Licht kommen	New evidence has come to light that suggests no crime was committed.
front page news	[ˈfrʌnt peɪdʒ nju:z]	Nachricht(en) auf der Titelseite, beherrschende Nachrichten	The flood catastrophe made front page news for several days.
'clickbait' headline	[ˈklɪkbəɪt hedlaɪn]	„Clickbait“-Schlagzeile, Klickfang	The aim of a 'clickbait' headline is to attract readers' attention.
to arouse the reader's curiosity	[əˈraʊz, ˌkjʊəriˈɒsəti]	die Neugier des Lesers oder der Leserin wecken	Newspapers increase their sales by arousing readers' curiosity.
broadcast media pl./sg.	[ˌbrɒːdkɑ:st ˈmi:diə]	Rundfunkmedien	Broadcast media include radio and TV.
news bulletin	[ˈbʊlətɪn]	Nachrichtenbulletin	The shooting was reported in an extra news bulletin.
streaming video and audio	[ˈstri:mɪŋ]	Video- und Audiostreaming	I've just downloaded a new app for streaming video and audio.
embedded	[ɪmˈbedɪd]	eingebettet	Many news websites contain embedded videos.
online media pl./sg.	[ˌɒnˈlaɪn mi:diə]	Online-Medien	Online media has resulted in a dramatic decrease in print media sales.
citizen journalist	[ˈsɪtɪzn dʒɜ:nəlist]	BürgerreporterIn	Citizen journalists play an important role in today's news coverage.
photojournalist	[ˌfəʊtəʊˈdʒɜ:nəlist]	FotojournalistIn	I would love to be a photojournalist. You can travel all over the world taking pictures of important events.
below the line	[bɪˌləʊ ðə ˈlaɪn]	unter dem Strich, unter der Linie	If you feel so strongly about this article, add a comment below the line.
scene	[si:n]	Szene, Ort (des Geschehens)	There were many reporters at the scene of the accident.

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A The evolving media**Seite 14**

move	[mu:v]	Umzug	A move is a chance to throw away things you no longer need.
to build up	[ˌbɪld ˈʌp]	aufbauen	Over the years, Jack has built up a large collection of history books.
file	[faɪl]	Datei	I'll check all the documents and then email you the file.

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album	[ˈælbəm]	Album, Platte	My dad has all of his favourite band's albums.
to predict	[prɪˈdɪkt]	voraussagen, vorhersagen	Experts in the music business predicted the young singer's success after her first TV appearance.
album cover	[ˈælbəm kʌvə]	Plattencover	I love the photo of the singer on this album cover.
recording	[rɪˈkɔ:dɪŋ]	Aufnahme, Aufzeichnung	This recording was made at a studio in London.
not ... any longer	[eni ˈlɒŋgə]	nicht mehr, nicht länger	I don't listen to the radio any longer.
impossible	[ɪmˈpɒsəbl]	unmöglich	It's impossible to keep up with all the technological developments.

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to tidy (up)	[ˈtaɪdɪ]	säubern, aufräumen	Gianna only tidied her room after her mother told her to twice.
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B Your digital footprint**Seite 18**

to be used to (+-ing)	[bi ˈju:s tə]	gewöhnt sein an	I don't need an alarm – I'm used to getting up early.
job application	[ˌdʒɒb æplɪˈkeɪʃn]	Bewerbung	Please send your application by 20 June.

Seite 18 Transkript

likely	[ˈlaɪkli]	wahrscheinlich	I'm not very likely to get this job.
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criminal	[ˈkrɪmɪnl]	VerbrecherIn, Kriminelle/r	I told him to pass the information to the police so they could catch the criminals.
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Aktiver Wortschatz

Business pages

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letter of enquiry	[ˌleɪtə əv ɪnˈkwæəri]	Anfrageschreiben	After the trade fair, we sent the firm a letter of enquiry.
importer	[ɪmˈpɔːtə]	Importeur	My brother has started a business as an importer of nuts and dried fruit.
trial order	[ˈtraɪəl ɔːdə]	Probebestellung	If you are unsure about a new product, you can usually place a trial order.
to quote	[kwəʊt]	nennen, anbieten	We asked them to quote us a price for 100 and 500 articles.
DDP (delivery duty paid)	[ˌdiː diː ˈpiː, dɪˌlɪvəri djuːti ˈpeɪd]	frei verzollt, geliefert Zoll bezahlt (<i>Incoterm</i>)	When you send an offer, please quote DDP our factory in Innsbruck.
premises <i>pl</i>	[ˈpremɪsɪz]	Betrieb(sräume), Geschäft(sräume), (Betriebs-)Gelände	My firm has moved to cheaper premises out of town.
big seller	[ˌbɪɡ ˈselə]	Verkaufsschlager, Renner	This new gadget is a big seller – sales in the first three months were amazing.
proprietary	[prəˈpraɪətəri]	proprietär, firmeneigen	A proprietary limited company is a business form found in Australia.
equivalent	[ɪˈkwɪvələnt]	Entsprechung	Sometimes there is not a one-to-one equivalent of a word or an expression in another language.
form	[fɔːm]	Form, Art	This form of working is very popular among young people.

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attention line	[əˈtenʃn laɪn]	<i>Hinweis:</i> „zu Händen“	If you want to make sure your letter reaches the right person, add his or her name to the attention line.
body	[ˈbɒdi]	Hauptteil (<i>eines Textes</i>)	You should divide the body of a letter into paragraphs.
complimentary close	[ˌkɒmplɪˌmentri ˈkləʊz]	Grußformel	The complimentary close you choose depends on how well you know the person you are writing to.
inside address	[ˌɪnsaɪd əˈdres]	Empfängeranschrift, Innenadresse	The inside address is the address of the person you are writing to.
reference initials <i>pl</i>	[ˌrefərəns ɪˈniʃlɪz]	Bezugsinitialen	The reference initials are helpful if you need to trace correspondence.
salutation	[ˌsæljuˈteɪʃn]	Anrede	The correct salutation depends on how well you know the person you are writing to.
subject line	[ˈsʌbdʒɪkt laɪn]	Betreffzeile	The subject line is important in an email as it helps identify the topic matter quickly.
to address sth. to sb.	[əˈdres]	etw. an jdn. richten, adressieren	I addressed my letter of complaint to the manager.
sender	[ˈsendə]	AbsenderIn	In many countries, it is common to write the name of the sender on the back of the envelope.
Yours faithfully <i>BE, fml</i>	[ˌjɔːz ˈfeɪθfəli]	Mit freundlichen Grüßen	‘Yours faithfully’ is a very formal complimentary close.
favourable	[ˈfeɪvərəbl]	günstig, vorteilhaft	The conditions in this contract are favourable to both parties.
to grant	[ɡrɑːnt]	gewähren, einräumen	We can grant a discount on large orders.

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attachment	[ə'tætʃmənt]	Anlage, Anhang	When you send an email, you sometimes add an attachment, for example a PDF.
Best regards	[.best rɪ'gɑ:dz]	Mit besten Grüßen	'Best regards' is a neutral complimentary close.
we are pleased to quote you	[.pli:zd tə 'kwəʊt]	wir bieten Ihnen gern an	We are pleased to quote you an offer for our new range of skin products.
as requested	[əz rɪ'kwɛstɪd]	wie gewünscht, wie angefordert	As requested, we are attaching our latest price list.
in full	[ɪn 'fʊl]	vollständig	In formal correspondence, it is common to write your name in full under your signature.
to submit	[səb'mɪt]	einreichen	Marc submitted his university application one day before the deadline.
initial order	[ɪ.nɪl 'ɔ:də]	Erstauftrag, Erstbestellung	Our initial order was only for 50 items, but they sold out immediately.
to place an order	[.pleɪs ən 'ɔ:də]	einen Auftrag erteilen, eine Bestellung aufgeben	After the trial order, we placed an order for 300 items.
CWO (cash with order)	[.si: dʌblju: 'əʊ, 'kæʃ wɪð 'ɔ:də]	Vorauskasse, (Bar-)Zahlung bei Auftragserteilung	Terms of payment are CWO by bank transfer.
bank transfer	['bæŋk trænsfɜ:]	Überweisung	A bank transfer is a very common form of payment.
dated	['deɪtɪd]	mit Datum, datiert	Thank you for your email dated 1 June 20..
open account	[.əʊpən ə 'kaʊnt]	offenes Zahlungsziel	Once a business relationship has been established, many firms offer open account terms.

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purchasing department	['pɜ:tʃəsɪŋ dɪpɑ:tmənt]	Einkauf(sabteilung)	The purchasing department is responsible for ordering all the necessary raw materials.
purchasing manager	['pɜ:tʃəsɪŋ mænɪdʒə]	EinkaufsleiterIn	The head of the purchasing department is the purchasing manager.

Seite 23 Transkript

extension	[ɪk'stenʃn]	Durchwahl (<i>Telefon</i>)	In a large company, each person has his or her own extension number.
in total	[ɪn 'təʊtl]	insgesamt	In total, we order goods to the value of €40,000.

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Topic 2 – Company forms and profiles

Unit 2: Company forms

Words in context

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sole trader	[ˌsəʊl ˈtreɪdə]	EinzelunternehmerIn	My mother started her business alone as a sole trader.
partnership	[ˈpɑːtnəʃɪp]	Partnerschaft, Personengesellschaft	My best friend and I are thinking of setting up a partnership.
company form	[ˈkʌmpəni fɔːm]	Unternehmensform	Which company form would be most suitable for our idea?
trade	[treɪd]	Handel, Gewerbe	My grandfather learned a trade as soon as he left school. He became an electrician.
household service	[ˈhaʊshəʊld sɜːvɪs]	Dienstleistung(en) im Haushalt, Hausbesorgung	Household services include many different trades.
catering	[ˈkeɪtərɪŋ]	Gastronomie, Catering	We ordered food for the event from a local catering company.
self-employed	[ˌself ɪmˈplɔɪd]	selbstständig, freiberuflich	My dad's self-employed. He has his own small business.
regulation	[ˌregjuːˈleɪʃn]	Vorschrift	A sole trader does not have to follow that many rules and regulations.
legally responsible	[ˌliːɡəli ɪˈspɒnsəbl]	rechtlich verantwortlich	A sole trader is legally responsible for his or her business.
liable	[ˈlaɪəbl]	verantwortlich, haftbar	If you are legally responsible, then you are liable for any debts.
debt	[det]	Schulden	I need to earn more money to pay my debts. I borrowed money to buy a car.
unlimited liability	[ʌnˌlɪmɪtɪd ˌlaɪəˈbɪləti]	unbeschränkte Haftung	Having unlimited liability can be risky.
cooperation	[kəʊˌɒpəˈreɪʃn]	Zusammenarbeit	Many thanks for your cooperation – I enjoyed working with you.
general partnership	[ˌdʒenrəl ˈpɑːtnəʃɪp]	offene Handelsgesellschaft	My cousin and I have a general partnership. That means we own and run the business together.
limited partnership	[ˌlɪmɪtɪd ˈpɑːtnəʃɪp]	Kommanditgesellschaft	In a limited partnership includes general and limited partners.
limited partner	[ˌlɪmɪtɪd ˈpɑːtnə]	beschränkt haftende/r GesellschafterIn	A limited partner is an investor and is not involved in the daily running of the business.
to assume liability	[əˌsjʊːm ˌlaɪəˈbɪləti]	Haftung übernehmen	If you assume liability for a business, you take responsibility for it.
investor	[ɪnˈvestə]	InvestorIn	We need to persuade the investor that product sales will improve.
private limited company (Ltd) UK	[ˈlɪmɪtɪd]	entspricht Gesellschaft mit beschränkter Haftung (GmbH)	The abbreviation of a private limited company is Ltd.
shareholder	[ˈʃeəhəʊldə]	AktionärIn, TeilhaberIn, GesellschafterIn	I am a shareholder in my brother's firm.
share	[ʃeə]	Aktie, Anteil	When Jan's uncle died, he inherited some shares.
loss	[lɒs]	Verlust	The company suffered a slight loss in their first year of business, but sales soon improved.

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to invest (in sth.)	[ɪnˈvest]	(in etw.) investieren	I encourage you to invest in this new start-up company.
limited liability	[ˌlɪmɪtɪd ˌlaɪəˈbɪləti]	beschränkte Haftung	If you have limited liability, you are only responsible for any losses up to the amount you invested.
public	[ˈpʌblɪk]	Öffentlichkeit	The public is very critical of the way the government handled the recent crisis.
public limited company (PLC) UK	[ˌpʌblɪk ˌlɪmɪtɪd ˈkʌmpəni]	Aktiengesellschaft (AG)	The abbreviation of a public limited company is PLC.
stock exchange	[ˈstɒk ɪksʃeɪndʒ]	(Wertpapier-)Börse	The New York Stock Exchange is world famous.
board of directors	[ˌbɔːd əv dəˈrektəz]	Vorstand, Direktorium	The board of directors will meet next Tuesday to discuss the situation.
to raise capital	[ˌreɪz ˈkæpɪtəl]	Kapital beschaffen	If we don't raise enough capital, we will be unable to continue business.
investment	[ɪnˈvestmənt]	Investition, Geldanlage	My sister made a clever investment a few years ago and earned a lot of money.

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to owe	[əʊ]	schulden, verdanken	Many thanks for repairing my car so quickly. How much do I owe you?
to bear the risk (bore, borne)	[beə]	das Risiko tragen	Who bears the risk for any losses?

A Different company forms

Seite 30

to expand	[ɪkˈspænd]	erweitern, (sich) ausweiten	The company has expanded from 15 employees in 2018 to over 200 now.
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Seite 30 Transkript

to program	[ˈprəʊgræm]	programmieren	This robot has been programmed to react to certain noises.
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speech	[spi:tʃ]	Ansprache, Rede	I don't want to give a speech in front of all these people.
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B Richard Branson: entrepreneur

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ambition	[æmˈbɪʃn]	Ambition, Ehrgeiz, Zielsetzung	Jessica's ambition is to take over her parents' company when they retire.
war	[wɔː]	Krieg	Unfortunately, there always seems to be war somewhere in the world.

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to arrest	[əˈrest]	verhaften	He got arrested for stealing from the supermarket.
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Unit 3: Business presentations

Words in context

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business concept	[ˌbɪznəs ˈkɒnsept]	Geschäftskonzept	You will need a clear business concept and plan before you discuss a loan with your bank.
entrepreneur	[ˌɒntreprəˈnɜː]	UnternehmerIn	I'm an entrepreneur. I started my own business when I was 30.
to seek funding (sought, sought)	[ˌsiːk ˈfʌndɪŋ]	Finanzierung suchen	Before we go any further, we need to seek funding – that means finding an investor.
to take out a loan	[teɪk ˌaʊt ə ˈləʊn]	einen Kredit aufnehmen	Many young people take out a loan to pay for their studies.
start-up	[ˈstɑːt ʌp]	Start-up, Jungunternehmen	In Berlin, there are many start-ups.
crowdfunding	[ˈkraʊdfʌndɪŋ]	Crowdfunding	Crowdfunding is one way of getting many people to invest in your business idea.
innovative	[ˈɪnəveɪtɪv]	innovativ	I am a creative person and therefore can bring many innovative ideas to the team.
to commit to sth.	[kəˈmɪt]	(sich/etw.) an etw. binden, sich zu etw. verpflichten	If you are really committed to this project, we expect you to be available 24/7 to guarantee we make the deadline.
in advance	[ɪn ədˈvɑːns]	im Voraus, vorher	We need the tickets before our holiday. Let's book them in advance.
pre-sale	[ˈpriː seɪl]	Vorverkauf	We achieved excellent pre-sales figures several weeks ahead of our product launch date.
to fund	[fʌnd]	finanzieren	How is the company going to fund this new project? The raw materials and testing will be extremely expensive.
purchase	[ˈpɜːtʃəs]	(Ein-)Kauf	Are you pleased with your purchase?
to rent	[rent]	mieten	They don't own their own house. They rent it.
manufacturing process	[ˌmænjʊˌfæktʃərɪŋ ˈprəʊses]	Herstellungsprozess, Herstellungsverfahren	The manufacturing process is complicated and requires special machines.
research and development (R&D)	[rɪˌsɜːtʃ ən dɪˈveləpmənt]	Forschung und Entwicklung	All large pharmaceutical companies have an R&D department.
phase	[feɪz]	Phase	This year marks a new phase in international political relations.
prototype	[ˈprəʊtətaɪp]	Prototyp	Here is a prototype of the toy. This is the first version of the product we've manufactured.
to commit money (to)	[kəˈmɪt ˈmʌni]	Geld beisteuern (für)	My uncle agreed to commit several thousand to my business idea.
target	[ˈtɑːɡɪt]	Ziel	Did you meet your targets this year?
time limit	[ˈtaɪm lɪmɪt]	Zeitraumen, Frist	It is important to set a realistic time limit.
venture capital	[ˈventʃə kæpɪtəl]	Beteiligungskapital	Venture capital is money that is invested in a new company.
venture capitalist	[ˈventʃə kæpɪtəlɪst]	RisikokapitalgeberIn	Venture capitalists are eager to invest in a promising company.
surplus	[ˈsɜːpləs]	überschüssig	Any surplus material is recycled to keep waste to an absolute minimum.

Aktiver Wortschatz

to buy a stake	[ˌbaɪ ə ˈsteɪk]	eine Beteiligung kaufen	Joe's father bought a stake in his son's start-up.
to take a share of profits	[ʃeə əv ˈprɒfɪts]	einen Anteil am Gewinn haben	If you have a stake in a company, then you take a share of the profits.
profit	[ˈprɒfɪt]	Profit, Gewinn	The main target is to make a profit.
to carry a risk	[ˈkæəri]	Ein Risiko tragen	Venture capitalists may make a profit, but they also carry considerable risk.
loan	[ləʊn]	Kredit, Darlehen	I had to take out a loan to start my own business, but I've paid it all back now.
sales pitch	[ˈseɪlz pɪtʃ]	Verkaufsgespräch	Sara made a great sales pitch and won the contract easily.
in return	[ɪn rɪˈtʃn]	im Gegenzug, als Ausgleich	I bought him dinner in return for his kindness.
unique selling proposition (USP)	[juː.nɪ:k ˈselɪŋ prɒpəzɪʃn]	Alleinstellungsmerkmal	The unique selling proposition for our product is that it is manufactured entirely from recycled materials. That's what makes the product special.
to stand out from	[ˌstænd ˈaʊt frəm]	herausragen aus	She stood out from the others on the platform because of her bright blue hair.
to compete (with)	[kəmˈpi:t]	konkurrieren (mit), kämpfen (gegen)	Twelve contestants are competing for the prize money.
expertise	[ˌekspɜːˈtiːz]	Fachkenntnisse, Sachverstand	Your expertise in this area would be much appreciated.

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range	[reɪndʒ]	(Waren-)Sortiment, Kollektion, Produktreihe	They sell such a wide range of cosmetics.
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A Crowdfunding a business idea

Seite 41

with the benefit of hindsight	[ˌbenɪfɪt əv ˈhaɪndsaɪt]	im Nachhinein betrachtet	With the benefit of hindsight, we would of course have done some things differently.
final	[ˈfaɪnəl]	Schluss-, letzte/r/s	She's doing her final piece of homework. It's the last homework she ever has to do.
a learning experience	[ˌlɜːnɪŋ ɪkˈspɪəriəns]	eine Lehre	Let's look at this mistake as a learning experience.

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intelligent	[ɪnˈtelɪdʒənt]	intelligent	Some people fear that robots of the future will be more intelligent than humans.
in my view	[ɪn ˈmaɪ vjuː]	meiner Ansicht nach	In my view, mobiles are very useful. But that's only my opinion.

Seite 43

to demand	[dɪˈmɑːnd]	fordern	The workers have demanded a pay rise – otherwise they will go on strike.
litre	[ˈliːtə]	Liter	You should drink at least two litres of water a day.

Aktiver Wortschatz

B Business presentations**Seite 44 Transkript**

dust	[dʌst]	Staub	You can see the dust so clearly on this dark surface.
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Seite 46 Transkript

return	[rɪˈtʃ:n]	Ertrag, Rendite	I'm willing to consider an investment, but what will my return on investment be?
congratulations	[kənˌgrætʃuˈleɪʃnz]	herzlichen Glückwunsch	Congratulations on passing your driving test first time!

Business pages**Seite 48**

annual	[ˈænjuəl]	jährlich	Our annual garden party was cancelled because of bad weather.
sales conference	[ˌseɪlz ˈkɒnfərəns]	Vertriebstagung	This year's sales conference will be attended by all our European representatives.
slot	[slɒt]	Zeitfenster	Please give me two or three possible time slots for a meeting next week.
product range	[ˈprɒdʌkt reɪndʒ]	Produktpalette	For a shop this size they have a very wide product range.
promotional material	[prəˌmɔʊʃənl məˈtɪəriəl]	Werbematerial	We are going to use a new agency for our promotional material.
visuals pl	[ˈvɪʒuəlz]	visuelle Hilfsmittel	What visuals are you planning to include in your presentation?
handout	[ˈhændaʊt]	Informationsblatt, Handout	I have prepared a handout with an overview of our sales figures.
format	[ˈfɔːmət]	Format	We have chosen a larger format for our new brochure.
slide	[slɑɪd]	Folie (bei Präsentationen)	When you give a presentation, make sure your slides are not too full.
Q&A (session)	[ˌkjuː ən ˈeɪ]	Fragen und Antwort-Runde	I will allow 15 minutes for a Q&A session after my talk.

Seite 49 Transkript

marketing department	[ˌmɑːkɪtɪŋ dɪˈpɑːtmənt]	Marketingabteilung	The marketing department has produced some great promotional material.
to formulate	[ˈfɔːmjuleɪt]	formulieren	We need to formulate our slogan very carefully.
to form	[fɔːm]	bilden	These three points form my main argument.
to sum up	[ˌsʌm ˈʌp]	zusammenfassen	I'd now like to sum up the main points of my presentation.

Seite 50

to move on to sth.	[ˌmuːv ˈɒn tə]	zu etw. übergehen, zu etw. kommen	Having looked at the market in general, I would now like to move on to our strategy for Germany next year.
to write out	[raɪt ˈaʊt]	ausschreiben	If you write out your presentation in full, then you will just read it.

Aktiver Wortschatz

script	[skɪpt]	Skript, Drehbuch	Don't write out your presentation script in full. Use cue cards.
to overrun (overran, overrun)	[ˌəʊvəˈrʌn]	überziehen	The presentation before mine overran by 15 minutes, which meant I didn't have time to show the video.
key point	[ˈkiː pɔɪnt]	Eckpunkt, wichtiger Punkt	You should write your key points on cue cards, so you don't forget any important details.

Seite 51

summary	[ˈsʌməri]	Zusammenfassung	A summary of the book should only contain the main points.
concise	[kənˈsaɪs]	kurzgefasst, prägnant	The report gives a concise overview of the current situation.
printout	[ˈprɪntaʊt]	Ausdruck, Abdruck	Would you like a colour printout or is black and white OK?
understandable	[ˌʌndəˈstændəbl]	verständlich, nachvollziehbar	It is understandable that Jack can't attend the meeting in Paris – his wife is very ill.
segment	[ˈsegmənt]	Abschnitt, Teilstück, Segment	Sales in this market segment have gone down recently.
cue card	[ˈkjuː kɑːd]	Stichwortkarte	I always write the main points of a presentation on cue cards – to make sure I don't forget anything.

Aktiver Wortschatz

Name: _____

Klasse: _____

Datum: _____

Topic 3 – Diversity in society

Unit 4: Diversity in the workplace

Seite 54

sb. lacks sth.	[læk]	jdm. fehlt es an etw.	I'm afraid I lack sympathy for their situation.
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Seite 55

disabled	[dɪs'ɛɪbld]	behindert, beeinträchtigt	My neighbour is physically disabled and needs a wheelchair.
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Words in context

Seite 56

diversity	[daɪ'vɜ:səti]	Vielfalt	More and more businesses are aware of the need for diversity in the workforce.
politically correct trend	[pə'ɪtɪkli kə'rekt trend]	politisch korrekter Trend	The politically correct trend is not just to refer to males and females.
to outperform	[ˌaʊtpə'fɔ:m]	übertreffen, ausstechen	Sales outperformed our expectations.
workplace diversity	[ˌwɜ:kpleɪs daɪ'vɜ:səti]	Vielfalt/Diversität am Arbeitsplatz	The importance of workplace diversity should not be underestimated.
diverse workforce	[daɪ'vɜ:s 'wɜ:kfɔ:s]	vielfältige („bunte“) Belegschaft	We have a very diverse workforce with employees from many different cultural backgrounds.
to be made up of	[ˌmeɪd 'ʌp əv]	bestehen aus	Our workforce is made up of people from ten different countries.
individual	[ˌɪndɪ'vɪdʒuəl]	Person, Individuum	A good doctor treats a patient as an individual, not as a number.
characteristic	[ˌkærəktə'rɪstɪk]	typisches Merkmal, Eigenschaft	What is a typical characteristic of a start-up?
gender	[ˈdʒendə]	Gender, (soziales) Geschlecht	In the past, people only distinguished between two genders – male or female.
ethnicity	[eθ'nɪsəti]	Ethnie, Ethnizität	An employer should never discriminate against employees because of their ethnicity.
cultural background	[ˌkʌltʃərəl 'bækgraʊnd]	kultureller Hintergrund	Setare has a very interesting cultural background.
sexual orientation	[ˌseksjuəl ɔ:'rɪən'teɪʃn]	sexuelle Orientierung	Sexual orientation used to be and sometimes still is a reason for discrimination.

Aktiver Wortschatz

physical ability	[ˈfɪzɪkl əˈbɪləti]	körperliche Fähigkeit	Due to a disability, Tom does not have the same physical ability as his older brother.
learning ability	[ˈlɜːnɪŋ əbɪləti]	Lernvermögen	Each person's learning ability varies – some people need longer than others to learn something new.
recruiter	[rɪˈkruːtə]	Personalvermittlerin	A recruiter helps companies find new employees.
to discriminate against	[dɪˈskrɪmɪneɪt əɡenst]	diskriminieren	In many countries, people are still discriminated against because of their skin colour.
on account of	[ɒn əˈkaʊnt əv]	aufgrund von	On account of her disability, Tamara needs to find a job which does not involve travel.
retirement age	[rɪˈtaɪəmənt eɪdʒ]	Pensionsalter	Retirement age in Austria is 65
refugee	[ˈrefjuːdʒiː]	Geflüchtete/r	Many refugees came to Europe to escape war and persecution.
mental disability	[ˌmentl ˈdɪsəˈbɪləti]	geistige Behinderung	Our school is fully inclusive – we have kids with physical and mental disabilities.
inclusion	[ɪnˈkluːʒn]	Einbeziehung, Inklusion	Nowadays, inclusion is an important trend.
creativity	[ˌkriːɪˈtɪvəti]	Kreativität, Ideenreichtum	I admire your creativity – you have so many wonderful ideas.
innovation	[ˌɪnəˈveɪʃn]	Innovation, Neuerung	Innovation is essential for survival in this industry.
problem-solving	[ˈprɒbləm solvɪŋ]	Aufgabenlösung, Problembewältigung	Problem-solving means finding a solution to a problem.
decision-making	[dɪˈsɪʒn meɪkɪŋ]	Entscheidungsfindung, Beschlussfassung	Decision-making often involves weighing up the pros and cons of taking a certain course of action.
concrete	[ˈkɒŋkriːt]	konkret	Do you have a concrete suggestion?
to result in	[rɪˈzʌlt ɪn]	führen zu	The extreme heat has resulted in water shortages.
productivity	[ˌprɒdʌkˈtɪvəti]	Produktivität	Employee well-being increases company productivity.
less visible advantage	[ˌles vɪzɪbl ədˈvɑːntɪdʒ]	weniger sichtbarer Vorteil	This may be a less visible advantage, but it is an important factor.
workplace inclusion	[ˌwɜːkpleɪs ɪnˈkluːʒn]	betriebliche Eingliederung/Inklusion	Workplace inclusion is one way of fighting discrimination.
loyal	[ˈlɔɪəl]	treu, loyal	She has always been a loyal member of staff.
to feel welcome	[ˌfiːl ˈwelkəm]	sich willkommen fühlen	Thank you for making me feel so welcome – I really enjoyed my stay here.
contribution (to)	[ˌkɒntrɪˈbjʊːʃn]	Beitrag (zu)	Thank you for your creative input. You have made a huge contribution to the success of this project.

Aktiver Wortschatz

to value	[ˈvælju:]	wertschätzen, schätzen	We really value your input and hope you will agree to work on our next project.
pool of talent	[ˌpuːl əv ˈtælənt]	Reservoir/Vielfalt an Talenten	To be successful and remain competitive, we need a pool of talent, especially in the field of design.
to interact	[ˌɪntərˈækt]	miteinander interagieren / kommunizieren	In this position, it is essential to be able to interact with people from different cultures.
insight (into)	[ˈɪnsaɪt]	Einblick (in), Verständnis (von)	During my work experience, I gained insight into the world of journalism.
unfamiliar	[ˌʌnfəˈmɪliə]	unbekannt, ungewohnt	He found himself in an unfamiliar area, so he checked the map on his phone.
to reduce	[rɪˈdjuːs]	reduzieren, verringern	He's reduced the amount of time he spends on social media from over five hours a day to two.
negative reactions or attitudes	[ˌnegətɪv rɪˌækʃnz ɔː ˈætɪtjuːdz]	negative Reaktionen oder Haltungen	Negative attitudes are not very helpful. We need constructive ideas.
racism	[ˈreɪsɪzəm]	Rassismus	Unfortunately, racism exists all over the world.
homophobia	[ˌhəʊməˈfəʊbiə]	Homophobie	Homophobia means a strong dislike of homosexuals.
sexism	[ˈseksɪzəm]	Sexismus	Sexism is still common in some workplaces.
to perform	[pəˈfɔːm]	Leistung erbringen	To perform at my best, I need at least eight hours sleep.
loyalty	[ˈlɔɪəlti]	Treue, Loyalität	Loyalty is part of our work ethic. Many of our employees have been with us for years.
to enhance	[ɪnˈhɑːns]	verbessern, aufbessern	This internship will really enhance my job prospects.

Seite 57

to suffer (from)	[ˈsʌfə]	leiden an	Many countries suffer from high unemployment. Young people, in particular, have no jobs.
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Aktiver Wortschatz

A Employment and disabilities

Seite 58 Transkript

to lie (to sb.)	[laɪ]	(jdn. an-)lügen	If somebody has lied to you once, then you can no longer ever really trust them.
to perform	[pə'fɔ:m]	durchführen	We performed the analysis you asked for and sent you the results.

Seite 59

sight	[saɪt]	Sehkraft	Jack lost the sight in his left eye in an accident.
blind	[blaɪnd]	blind	My neighbour is blind but manages so well with the help of his specially trained dog.

Seite 60

chemistry	[ˈkɛmɪstri]	Chemie	Chemistry is not one of my favourite subjects at school. I'm more interested in biology.
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Seite 61

scientist	[ˈsaɪəntɪst]	WissenschaftlerIn	Scientists don't always work in laboratories. A marine biologist does a lot of research in the ocean.
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B Immigrants and employment

Seite 62

to defend	[dɪ'fend]	verteidigen	He defended his action and said it had been necessary.
enormous	[ɪ'no:məs]	enorm	My neighbours won an enormous prize in the lottery.
unemployed	[ˌʌnɪm'plɔɪd]	arbeitslos	My sister is unemployed. She lost her job last month.

Seite 63

railway	[ˈreɪlweɪ]	Eisenbahn	My grandpa remembers the early days of the railway and even steam trains.
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Seite 64

heating system	[ˈhi:trɪ sistəm]	Heizanlage	We need a new heating system – our boiler broke yesterday.
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Seite 65 Transkript

bomb	[bɒm]	Bombe	The terrorists planted a bomb in a large shopping centre.
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Aktiver Wortschatz

Business pages

Seite 66

letter of application	[ˌletə əv æplɪˈkeɪʃn]	Bewerbungsschreiben	Ben has sent out so many letters of application – I'm sure he will find a job soon.
reference	[ˈreferəns]	Referenz, Empfehlung	My maths teacher has agreed to give me a reference for the internship I wish to apply for.
relevant	[ˈrɛləvənt]	relevant, sachbezogen	That's not very relevant. Can we please come back to the topic on the agenda?
as a (general) rule	[əz ə ˈru:l]	in der Regel, im Allgemeinen, grundsätzlich gilt	As a general rule, you should try to keep your room clean and tidy.
in reverse order	[ɪn reˌvɜ:s ˈɔ:də]	in umgekehrter Reihenfolge	On a British CV, you give your past employers in reverse chronological order.
chronological	[ˌkrɒnəˈlɒdʒɪkl]	chronologisch	Please list the facts in chronological order, starting with 2019.
duty	[ˈdju:ti]	Aufgabe, Pflicht	Some people feel it is their duty to visit their grandparents. I go because I love visiting them.
optional	[ˈɒpʃənəl]	freiwillig, optional	After-school activities are optional, but many students really enjoy them.
data protection law	[ˌdeɪtə prəˈtekʃn lɔ:]	Datenschutzgesetz	Some people feel the data protection law is too strict.
referee	[ˌrefəˈri]	Referenzperson	You should not give the name of a referee on your CV without asking the person for permission to do so.

Seite 67

any time	[ˈeni taɪm]	jederzeit	You can call me any time you want to.
at short notice	[ət ˌʃɔ:t ˈnəʊtɪs]	kurzfristig	We decided to go on holiday at short notice, so didn't have much time to plan.
proactive	[ˌprəʊˈæktɪv]	initiativ, proaktiv	Don't just complain. Be proactive and try to change something.
extensive	[ɪkˈstensɪv]	umfangreich, beträchtlich	My brother has extensive experience in the field of environmental protection.
to take the initiative	[ɪˈnɪʃətɪv]	die Initiative ergreifen	Some students never take the initiative in group work. They sit back and let the others come up with ideas.
organizational skills <i>pl</i>	[ˌɔ:gənəɪˈzeɪʃənəl skɪlz]	organisatorische Fähigkeiten	Tina has amazing organizational skills – she thinks of everything.
keen interest	[ˌki:n ˈɪntrest]	starkes Interesse	Tony has a keen interest in politics. He gets it from his grandfather who was an active local politician.

Aktiver Wortschatz

to be a team player	[ˈti:m pleɪə]	teamfähig sein	Many companies expect you to be a team player and show that you can work with others.
fluency	[ˈflu:ənsi]	Gewandtheit, Flüssigkeit (<i>Sprache</i>)	Fluency in at least one foreign language is a requirement for this job.
a must	[ə ˈmʌst]	ein Muss, unbedingt notwendig	English is a must if you wish to work in sales.

Aktiver Wortschatz

Name: _____

Klasse: _____

Datum: _____

Topic 4 – Tourism

Unit 5: Tourism in the 21st century

Words in context

Seite 72

ecotourism	[ˈiːkəʊtʊərɪzəm]	Ökotourismus	Ecotourism has grown in importance since people started thinking more about the environment.
environmental impact	[ɪnˌvaɪrənˌmentl ˈɪmpækt]	Auswirkungen auf die Umwelt	People who fly regularly should think about the environmental impact of all their flights.
sustainable tourism	[səˌsteɪnəbl ˈtʊərɪzəm]	nachhaltiger Tourismus	Sustainable tourism is essential if we wish to maintain the natural beauty of many tourist sites.
carbon footprint	[ˌkɑːbən ˈfʊtprɪnt]	ökologischer Fußabdruck, CO2-Bilanz	There is a calculator on the internet where you can work out your carbon footprint.
mass tourism	[ˈmæs tʊərɪzəm]	Massentourismus	Mass tourism started a few decades ago.
recreational facilities pl	[ˌrekriˌeɪʃnəl fəˈsɪlətɪz]	Freizeiteinrichtungen	This village offers so many recreational activities – there is something for everyone.
tourist site	[ˌtʊərɪst ˈsaɪt]	Fremdenverkehrsgebiet, touristischer Ort	This is a popular tourist site for people who are looking for a relaxing break.
fragile environments	[ˌfrædʒaɪl ɪnˈvaɪrənmənts]	empfindliche Umwelt	Tourism can easily damage fragile environments.
to use up	[ˌjuːz ˈʌp]	aufbrauchen	We have to be careful not to use up all our natural resources.
valuable local resources pl	[ˌvæljuəbl ˌləʊkl ɪˈsoʊsɪz]	wertvolle regionale Ressourcen	Bamboo and wood are two of the island's valuable local resources.
social structure	[ˌsəʊʃl ˈstrʌktʃə]	Sozialstruktur	The social structure of the island is very different to ours at home.
to conserve the natural heritage	[kənˌsɜːv ðə ˌnætʃrəl ˈherɪtɪdʒ]	das Naturerbe bewahren	Tourists should be encouraged to play a part in conserving a country's natural heritage.
to maintain the biodiversity	[meɪnˌteɪn ðə ˌbaɪəʊdaɪˈvɜːsəti]	die Artenvielfalt erhalten	We must do all we can to maintain biodiversity. So many species are in danger of dying out.
energy efficient	[ˌenədʒi ɪˈfɪʃnt]	energieeffizient	A lot of old electrical equipment is not very energy efficient.
to recycle waste	[ˌriːˌsaɪkl ˈweɪst]	Abfall recyceln	Everyone should recycle waste and not just throw everything away in one bin.

Aktiver Wortschatz

endangered species	[ɪnˌdeɪndʒəd ˈspiːʃiːz]	bedrohte Art, bedrohte Arten	The panda bear is an example of an endangered species.
to respect	[rɪˈspekt]	respektieren	When we travel, we must respect the customs of other cultures.
cultural heritage	[ˌkʌltʃərəl ˈherɪtɪdʒ]	Kulturerbe, kulturelles Erbe	Spain has a rich cultural heritage.
traditional values	[trəˌdɪʃənəl ˈvæljuːz]	traditionelle Werte	Please respect the locals' traditional values.
local community	[ˌləʊkl kəˈmjuːnəti]	Gemeinschaft vor Ort	The local community used to survive on fishing and farming.
to dress appropriately	[ˌdres əˈprəʊpriətli]	sich angemessen kleiden	It is important to dress appropriately if you wish to enter a religious building.
religious site	[rɪˌlɪdʒəs ˈsaɪt]	religiöse Stätte	Please do not take any photos at this religious site.
to follow local customs	[ˌfɒləʊ ˌləʊkl ˈkʌstəmz]	sich an lokale Bräuche/Gepflogenheiten halten	Make sure you read the guidebook and follow local customs.
to provide employment opportunities	[prəˌvaɪd ɪmˈplɔɪmənt ɒpəˈtjuːnətiːz]	Beschäftigungsmöglichkeiten bieten	The tourist industry provides employment opportunities in many different fields.
economic benefit	[ˌiːkəˌnɒmɪk ˈbenɪfɪt]	wirtschaftlicher Nutzen	For some people, the economic benefits of this plan outweigh the potential environmental risks.
tourism-related activity	[ˌtuərɪzəm rɪˌleɪtɪd ækˈtɪvəti]	fremdenverkehrsrelevante Tätigkeit	Many local people are involved in tourism-related activities.
to operate tourist excursions	[ˌɒpəreɪt ˌtuərɪst ɪkˈskɜːʃnz]	touristische Ausflüge betreiben	Many local people operate tourist excursions.
to reduce poverty	[rɪˌdjuːs ˈpɒvəti]	Armut verringern	The government should try to reduce poverty and make sure all children have enough to eat.
hospitable	[hɒˈspɪtəbl]	gastfreundlich	My grandma is so hospitable – she loves having guests.

Seite 72 Transkript

stakeholder	[ˈsteɪkheʊldə]	Projektbeteiligte/r, StakeholderIn	The government is one of the main stakeholders in this industry.
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Aktiver Wortschatz

A Sustainable tourism

Seite 74

ruin	[ˈruːɪn]	Ruine	This old castle is a ruin – there was never enough money to rebuild it.
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Seite 75

score	[skoː]	Ergebnis, Punkt(estand)	I missed the end of the match. What was the final score?
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Seite 76

in reply to (a letter)	[ɪn rɪˈplaɪ]	als Antwort auf (ein Schreiben), in Beantwortung (eines Schreibens)	In reply to your email of 12 July, I wish to confirm your booking.
minimum	[ˈmɪnɪməm]	Mindest-, minimal, Minimum	In many countries, there is a minimum wage, so no worker is exploited.
sheet	[ʃiːt]	(Bett-)Laken	This hotel washes hundreds of sheets and towels every week.
to dry	[draɪ]	trocknen	I got so wet in the storm – it took me a long time to dry all my clothes.

Seite 77

on the whole	[ɒn ðə ˈhəʊl]	im Großen und Ganzen	There are pros and cons, but on the whole it's a good thing.
photography	[fəˈtɒɡrəfi]	Fotografie	She's good at photography. She takes really good photos.

B 'Dark tourism'

Seite 79 Transkript

edge	[edʒ]	Rand, Kante	We live at the edge of a beautiful forest.
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Seite 80

attempt	[əˈtempt]	Versuch	My first attempt failed, but I managed to pass my driving test the second time.
yard	[jɑːd]	Hof, Garten	The kids in my building love to play games in the yard.
water tower	[ˈwɔːtə taʊə]	Wasserturm	This water tower used to supply the area with water.

Seite 81

to sort	[sɔːt]	sortieren, ordnen	I used the holidays to sort all my papers.
leather	[ˈleðə]	Leder	Some vegans refuse to buy anything made of leather.

Aktiver Wortschatz

Business pages

Seite 82

to illustrate	[ˈɪləstreɪt]	illustrieren, veranschaulichen	The chart illustrates how many T-shirts we sold this year.
line graph	[ˈlaɪn græf]	Liniendiagramm, Kurve	This line graph shows that the number of infections is decreasing.
selection	[sɪˈleɪʃn]	Auswahl, Angebot, Selektion	There's a big selection of chocolate. There's actually too much choice.
province	[ˈprɒvɪns]	Provinz, Bundesland	Austria is made up of nine provinces.
proportion	[prəˈpɔːʃn]	Teil, Anteil	A large proportion of kids in my class wish to study – about 80%.
total	[ˈtəʊtl]	Gesamtbetrag, Summe	The total price includes delivery.

Seite 83

vertical	[ˈvɜːtɪkl]	vertikal, senkrecht	The y-axis is the vertical axis.
to peak (at)	[piːk]	den Höchststand erreichen (bei)	Sales of ice cream always peak in the summer.
to plunge	[plʌndʒ]	(ab)fallen, stürzen	Sales of swimwear usually plunge in the winter months.
stable	[ˈsteɪbl]	stabil, konstant	Despite the economic crisis, sales of this product have remained fairly stable.
approximate	[əˈprɒksɪmət]	annähernd, ungefähr	The approximate number of people working illegally is higher than many people think.
decimal point	[ˌdesɪml ˈpɔɪnt]	Dezimalzeichen	In English, there is a decimal point where German uses a comma.
currency sign	[ˈkʌrənsi saɪn]	Währungssymbol	In English, the currency sign goes before the amount, not after it.

Seite 84

axis, pl axes	[ˈæksɪs]	Achse	A graph has two axes.
to drop	[drɒp]	fallen	Hotel bookings dropped dramatically during the pandemic.
horizontal	[ˌhɒrɪˈzɒntl]	waagerecht, horizontal	The x-axis is the horizontal axis.

Aktiver Wortschatz

Name: _____

Klasse: _____

Datum: _____

Topic 5 – Intercultural relations

Unit 6: Migration to the EU

Words in context

Seite 90

standard of living	[ˌstændəd əv ˈlɪvɪŋ]	Lebensstandard	Everyone should have the right to a good standard of living.
social services	[ˈsəʊʃl sɜːvɪsɪz]	Sozialwesen, Sozialleistungen	Social services help people with no income, especially those with children.
net immigration area	[ˌnet ˌɪmɪˈɡreɪʃn eəriə]	Nettozuwanderungsgebiet	The EU is a net immigration area, so there are more immigrants than emigrants.
emigrant	[ˈemɪɡrənt]	Auswanderer/Auswanderin	I'm a British emigrant. I left the UK to live in Australia.
to migrate	[maɪˈɡreɪt]	(aus-/ab-)wandern, ziehen	Many people from other parts of Europe have migrated to Germany to find work.
citizen	[ˈsɪtɪzn]	BürgerIn	I'm an Austrian citizen. I live in Austria and can vote there.
freedom of movement	[ˌfriːdəm əv ˈmuːvmənt]	Recht/Möglichkeit, den Wohnort frei zu wählen (= "Freizügigkeit")	The EU guarantees freedom of movement between the member states.
residence	[ˈrezɪdəns]	Wohnort, Wohnsitz	I was born in Zimbabwe, but I live in Austria now. That means my country of residence is Austria.
national	[ˈnæʃnəl]	StaatsbürgerIn	I am a British national.
asylum seeker	[əˈsaɪləm siːkə]	Asylsuchende/r, AsylbewerberIn	Germany has a very welcoming policy towards asylum seekers compared to many other European countries.
settled	[ˈsetld]	sesshaft	I am originally from Spain, but now I am settled in France.
criteria pl	[kraɪˈtɪəriə]	Kriterien	Not all the candidates met the strict selection criteria.
border	[ˈbɔːdə]	(Landes-)Grenze	There is a border between Northern Ireland and the Republic of Ireland.
economic migration	[iːkəˌnɒmɪk maɪˈɡreɪʃn]	Wirtschaftsmigration	One of the reasons for the 2015 crisis was economic migration.
bureaucratic	[ˌbjʊərəˈkrætɪk]	bürokratisch	She had to complete many bureaucratic processes to obtain residency in the US.
paperwork	[ˈpeɪpəwɜːk]	Büroarbeit, Schreibaarbeit	I have so much paperwork to do! I've got to fill in at least 50 forms today.

Aktiver Wortschatz

migrant	[ˈmaɪɡrənt]	migrantisch, Migrations-	Most European agriculture is dependent on migrant workers.
recognition	[ˌrekəɡˈnɪʃn]	Anerkennung	How can I gain recognition as an Austrian citizen?
permanent residency	[ˌpɜːmənənt ˈrezɪdənsɪ]	dauerhafter Wohnsitz	I hope to get a visa for permanent residency in the US.
permission to work	[pəˌmɪʃn tə ˈwɜːk]	Arbeitserlaubnis	I hereby confirm that I have permission to work in the UK.
valid (for)	[ˈvælɪd]	gültig	My credit card is valid for another six months.
application	[ˌæplɪˈkeɪʃn]	Bewerbung, Antrag	Thank you for your application; we would like to invite you to an interview.
applicant	[ˈæplɪkənt]	BewerberIn	Lydia is the third applicant the company interviewed for the position.
to be eligible (for sth. / to do sth.)	[ˈelɪdʒəbl]	berechtigt sein (zu etw. / etw. zu tun)	Only people born in the US are eligible to run for presidency.
highly qualified	[ˌhaɪli ˈkwɒlɪfaɪd]	hoch qualifiziert	Although Jackie is highly qualified, she has not managed to find a job.
skilled worker	[ˌskɪld ˈwɜːkə]	FacharbeiterIn	This factory is looking for skilled workers.
skills shortage	[ˈskɪlz ʃɔːtɪdʒ]	Fachkräftemangel	There was a skills shortage in East Germany because many skilled workers moved to the West.
graduate	[ˈɡrædʒuət]	AbsolventIn	A new job opportunity for graduates has opened at our company.
self-employed professional	[ˌself ɪmˌplɔɪd prəˈfeʃənəl]	Selbständige/r	Self-employed professionals get no help from the government in times of economic crisis.
capital investment	[ˌkæpɪtəl ɪnˈvestmənt]	Kapitaleinsatz, Kapitalanlage	Without capital investment, we will be unable to survive the current economic situation.
temporary residence	[ˈtempərəri rezɪdəns]	befristeter Aufenthalt	I was only granted temporary residence here. I will have to move back home soon.
requirement	[rɪˈkwaɪəmənt]	Anforderung	The guests had many special requirements. They wanted a whole floor to themselves and all-night access to the swimming pool!
stringent <i>fml</i>	[ˈstrɪndʒənt]	streng, strikt	The government's stringent economic policy finally paid off.
visa	[ˈviːzə]	Visum	Have you applied for a visa to work in Canada?
working holiday	[ˈwɜːkɪŋ ˌhɒlədeɪ]	Arbeitsurlaub, Ferienarbeit	I am on a working holiday in Austria. I am a ski instructor at Lech for the season.
charity worker	[ˈtʃærəti wɜːkə]	MitarbeiterIn einer Wohltätigkeitsorganisation	My neighbour is a charity worker – she works for an organization which helps refugees.

Aktiver Wortschatz

adequate	[ˈædɪkwət]	angemessen	Please take adequate food and drink with you on the hike.
health insurance	[ˈhelθ ɪnʃʊərəns]	Krankenversicherung	My hospital stay was covered by my health insurance.
fixed-term employment	[ˈfɪkst tɜːm ɪmˈplɔɪmənt]	befristete Beschäftigung	I have a contract for fixed-term employment. I am working at the company for 12 months only.
seasonal worker	[ˌsiːzənl ˈwɜːkə]	SaisonarbeiterIn	He's a seasonal worker. He is only employed during the harvest period.
to hire sb. out	[ˌhaɪə ˈaʊt]	jd. (als Arbeitskraft) vermieten	Last year, we hired out workers to a neighbouring farm.
to post sb.	[pəʊst]	jd. entsenden	He has been posted to Shanghai to manage the office there.
to fulfil an assignment	[fʊlˌfɪl ən əˈsaɪnmənt]	einen Auftrag erfüllen	Seasonal workers come to a country for a season to fulfil an assignment.

A Living and working in Austria

Seite 92

working hours pl	[ˌwɜːkɪŋ ˈaʊəz]	Arbeitszeiten	More and more companies are introducing flexible working hours.
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Seite 93

union	[ˈjuːniən]	Gewerkschaft	The (trade) union protects the rights of the workers.
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Seite 94

nowhere near	[ˌnəʊweə ˈniə]	bei weitem nicht, nicht annähernd	My homework is nowhere near finished. I have to write another 1000 words!
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Seite 95

geographical	[ˌdʒiːəˈgræfɪkl]	geografisch	The town's geographical location makes it ideal for our business.
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B The new slave trade

Seite 96

slave trade	[ˈsleɪv treɪd]	Sklavenhandel	The slave trade was abolished in Britain in 1807.
previously	[ˈpriːviəsli]	zuvor	This building had previously been used as a church, before it was converted into a museum.

Seite 96 Transkript

broad	[brɔːd]	breit, weit	At the resort, you can take part in a broad range of activities.
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Aktiver Wortschatz

Seite 97

unknown	[ˌʌnˈnəʊn]	unbekannt	It's quite an unknown destination. Not many people go there.
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Seite 97 Transkript

absolutely	[ˈæbsəluːtli]	absolut	Are you absolutely sure that you are right?
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Seite 98

insect	[ˈɪnsekt]	Insekt	Due to the weather, there have been a lot more insects this year than usual.
wage	[weɪdʒ]	Lohn	What's the wage like at the factory? Are you well paid?

Seite 99

forced marriage	[ˌfɔːst ˈmæridʒ]	Zwangsheirat, Zwangsehe	Childline is a charity which helps to prevent forced marriage of children to adults.
military service	[ˈmɪlətri sɜːvɪs]	Militärdienst	In Singapore, it is compulsory for males to complete two years of military service.

Unit 7: Culture shock

Words in context

Seite 100

cross-cultural	[ˌkrɒs ˈkʌltʃərəl]	interkulturell	When doing business with other countries, you should be aware of cross-cultural differences.
local	[ˈləʊkl]	Einheimische/r	It is important that local people benefit from tourism.
clear-cut	[ˌkliːə ˈkʌt]	klar, eindeutig	It was a clear-cut decision – everybody agreed.
social norms <i>pl</i>	[ˌsəʊʃl ˈnɔːmz]	gesellschaftliche Normen	Social norms describe behaviour which is acceptable to most people within a certain society.
acceptable	[əkˈseptəbl]	annehmbar, akzeptabel	I'm sorry, but work of this standard is just not acceptable.
common feature	[ˌkɒmən ˈfi:tʃə]	Gemeinsamkeit	Although life was very different in East and West Germany, it is possible to identify many common features.
generalization	[ˌdʒenərəlɪˈzeɪʃn]	Verallgemeinerung	If at all possible, you should avoid generalizations.
to hold true (for sb./sth.)	[ˌhəʊld ˈtruː]	(auf jdn./etw.) zutreffen	This information holds true for many cultures.

Aktiver Wortschatz

practical guidelines	[ˌpræktɪkl ˈgaɪdləɪnz]	praktische Hinweise	If you read and follow the practical guidelines, you will avoid unnecessary mistakes.
to establish a friendly relationship	[ɪˈstæblɪʃ]	eine freundschaftliche Beziehung aufbauen	My new colleague will never be a close friend, but we have managed to establish a friendly relationship.
to avoid giving unintentional offence	[ˌʌnɪnˌtenʃənl əˈfens]	vermeiden, unbeabsichtigt Anstoß zu erregen	My neighbour is so sensitive – I try my best to avoid giving unintentional offence.
greeting	[ˈɡriːtɪŋ]	Gruß(formel), Begrüßung	What is a typical greeting in Greenland?
to greet	[ɡriːt]	begrüßen	Please greet the guests with a welcoming smile.
eccentric	[ɪkˈsentrɪk]	exzentrisch, ausgefallen	My uncle is rather eccentric – he has a very unusual lifestyle.
threatening behaviour	[ˌθreɪnɪŋ bɪˈheɪvjə]	Drohverhalten	Threatening behaviour is totally unacceptable.
to accompany	[əˈkʌmpəni]	begleiten	We accompanied her to the station.
handshake	[ˈhændʃeɪk]	Händedruck, Handschlag	In the past, it was normal to greet a business partner with a handshake.
gesture	[ˈdʒestʃə]	Geste, Handbewegung	I received a get-well card from my office. I was very touched by the kind gesture.
personal space	[ˈpɜːsənl speɪs]	persönliche Distanz (benötigter Abstand zu einer anderen Person, um uns wohl zu fühlen)	I need my personal space, but my boss is hard of hearing and always stands too close to me.
tactile	[ˈtæktaɪl]	taktil (Körperkontakt suchend), mit Berührungen verbunden	People in some cultures are very tactile – in others they avoid close contact with people they don't know well.
touchy-feely infml	[ˌtʌtʃi ˈfiːli]	(zu) gefühlsbetont und Körperkontakt suchend	The term 'touch-feely' is used to describe tactile behaviour.
to keep your distance	[ˈdɪstəns]	Abstand halten, auf Distanz bleiben	During the pandemic, we all learned to keep our distance.
to interpret	[ɪnˈtɜːprɪt]	deuten, lesen	What a strange reaction. How do you interpret it?
intrusive	[ɪnˈtruːsɪv]	aufdringlich, aggressiv	The journalist's questions were very personal and intrusive.
to invade a person's personal space	[ɪnˈveɪd]	in den persönlichen Bereich einer Person eindringen	Some people think you are invading their personal space if you stand too close to them.
to intimidate	[ɪnˈtɪmɪdeɪt]	einschüchtern, bedrohen	The young woman felt completely intimidated by her older, much more experienced boss.
intimate	[ˈɪntɪmət]	intim, eng, persönlich	A doctor should avoid an intimate relationship with a patient.

Aktiver Wortschatz

eye contact	[ˈaɪ kɒntækt]	Blickkontakt	At an interview, it is particularly important to maintain eye contact with the interviewer.
prolonged	[prəˈlɒŋd]	anhaltend, andauernd	After a prolonged period of rain, we were relieved when the sun finally came out.
aggressive	[əˈɡresɪv]	aggressiv	In certain weather conditions, many drivers seem to be more aggressive.
challenging	[ˈtʃælɪndʒɪŋ]	herausfordernd	I want a job which is challenging, but also one which I can do.
private sphere	[ˌpraɪvət ˈsfɪə]	Privatsphäre	The term 'private sphere' is the opposite of 'public sphere'.
public sphere	[ˌpʌblɪk ˈsfɪə]	Öffentlichkeit	Some people behave very differently in the public sphere.
to draw clear boundaries	[ˌdrɔː ˌkliə ˈbaʊndrɪz]	klare Grenzen ziehen	I have always tried to draw clear boundaries between my private and work life.
to be comfortable with sth.	[ˈkʌmfətəbl]	sich mit etw. wohlfühlen	I'm not comfortable with the idea of staying at my sister's until I find a flat. Her husband and I don't get on.
fluid	[ˈfluːɪd]	flüssig, fließend, geschmeidig	A fluid approach is one which can change.
egalitarian	[ɪɡæliˈteəriən]	egalitär, auf Gleichheit beruhend	The word 'egalitarian' describes a situation where everyone is equal.
hierarchical	[ˌhaɪəˈrɑːkɪkl]	hierarchisch	In a hierarchical society people are not all equal.
good manners pl	[ˌɡʊd ˈmænəz]	Manieren, gutes Benehmen	Dana never had good manners.
social status	[ˌsəʊʃl ˈstetəs]	gesellschaftliche Stellung	For some people, social status is extremely important.
rank	[ræŋk]	Stand (<i>Gesellschaftsschicht</i>), Rang	It is important to respect a person's rank in China.
tolerant (of)	[ˈtɒlərənt]	tolerant (gegenüber)	It is important to be tolerant and accept that everyone is different.
newcomer	[ˈnjuːkʌmə]	Neuling, Neuankömmling	I always try to be friendly to newcomers.
to take offence	[ˌteɪk əˈfens]	sich angegriffen fühlen	I asked my neighbour nicely to turn his music down, but he took offence.
to be alert to sth.	[əˈlɜːt]	gegenüber etw. wachsam/aufmerksam sein	We need to be alert to warning signs and react before it is too late.
to jump to conclusions	[ˌdʒʌmp tə kənˈkluːʒnz]	voreilige Schlüsse ziehen	We need all the facts and should not jump to conclusions.

Seite 101

to return	[rɪˈtɜːn]	erwidern	Thank you so much for your help. I hope I can return the favour soon.
rude	[ruːd]	unhöflich, grob	It's rude to open a door and go into a room without knocking.

Aktiver Wortschatz

A It's the little things

Seite 102

breath	[breθ]	Atem(zug)	Take a deep breath before you start your presentation and don't speak too quickly.
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Seite 103

to guard	[gɑ:d]	schützen, bewachen	Police have been guarding the minister's house since the terrorist attack last month.
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Seite 104

crime	[kraɪm]	Verbrechen, Straftat, Kriminalität	Is graffiti a crime or is it art?
in this respect / in many respects	[ɪˈspekt]	in dieser Hinsicht / in mancherlei Hinsicht	It was a great film in many respects, but I didn't like the ending.
humour	[ˈhju:mə]	Humor	Cal has a very strange sense of humour. Most people don't even laugh at his jokes.

B What does the EU mean for us?

Seite 106

exchange	[ɪksˈtʃeɪndʒ]	Umtausch, (Geld-)Wechsel	We enjoyed the exchange of ideas at the recent conference.
trade	[treɪd]	Handelsverkehr	Trade in elephant ivory was banned years ago.
to label	[ˈleɪbl]	auszeichnen, kennzeichnen	These goods are not for sale yet. We need to check the prices and label them first.

Aktiver Wortschatz

Business pages

Seite 110

exporter	[ɪkˈspɔːtə]	ExporteurIn, Exportland	Brazil is one of the main exporters of soya beans.
formality	[fɔːˈmæləti]	Formalität	Could I see your ID card, please? Don't worry – it is just a formality.
punctuality	[ˌpʌŋktɪˈjuːələti]	Pünktlichkeit	Punctuality is very important in some cultures.
delay	[diˈleɪ]	Verzögerung, Verspätung	We apologize for the delay. It was due to extreme weather conditions.

Seite 111

incident	[ˈɪnsɪdənt]	Vorfall, Ereignis	The incident in the local shopping centre made headline news.
delegation	[ˌdelɪˈgeɪʃn]	Delegation	The Chinese delegation is due to arrive tomorrow.
to pair up	[ˌpeər ˈʌp]	sich zusammentun	Lina paired up with another girl in her class and they gave a joint presentation.

Name: _____

Klasse: _____

Datum: _____

Topic 6 – Transport and the environment

Unit 8: Our living planet

Words in context

Seite 116

basic need	[ˌbeɪsɪk ˈniːd]	Grundbedürfnis	Many people are happy if they can pay for their basic needs.
population density	[ˌpɒpjʊˈleɪʃn densəti]	Bevölkerungsdichte	Australia does not have a high population density.
extinction	[ɪkˈstɪŋkʃn]	Vernichtung, Ausrottung, Aussterben	Sadly, panda bears are in danger of extinction. Without our help, they will die out.
species, pl species	[ˈspiːʃiːz]	Art, Spezies	Too many species are in danger of extinction.
hunting	[ˈhʌntɪŋ]	Jagd, Bejagung	I'm against fox hunting. I think it's cruel.
competition (for)	[ˌkɒmpəˈtɪʃn]	Konkurrenz(kampf) (um), Wettbewerb	So many students wish to study here – there is a lot of competition for a scholarship.
impact	[ˈɪmpækt]	Auswirkung	Our latest marketing campaign had a huge impact on sales – they increased dramatically.
deforestation	[diːˌfɒrɪˈsteɪʃn]	Abholzung, Entwaldung, Waldzerstörung	Deforestation has caused so many environmental problems.
to face disaster	[ˌfeɪs dɪˈzɑːstə]	vor einer Katastrophe stehen	The Fridays for Future movement believes we face disaster unless we act now.
resources pl	[ˈrɪsɔːsɪz]	Ressourcen, Rohstoffe	Natural resources are running out in some parts of the world.
Industrial Revolution	[ɪnˌdʌstriəl revəˈluːʃn]	Industrielle Revolution	The Industrial Revolution brought about so many changes.
mass manufacturing	[ˈmæs mənjʊfæktʃərɪŋ]	Massenfertigung	Mass manufacturing resulted in cheaper products, but the loss of many skills.
population growth	[ˌpɒpjʊˈleɪʃn grəʊθ]	Bevölkerungswachstum	Population growth has led to more poverty in the world.
commodity	[kəˈmɒdəti]	Handelsware, Rohstoff	Water is a commodity so many of us take for granted.
globalization	[ˌɡləʊbəlaɪˈzeɪʃn]	Globalisierung	Globalization has many drawbacks.
environmentally aware	[ɪnvəɪrənˌmentəli əˈweə]	umweltbewusst	Nowadays, thanks to activists like Greta Thunberg, more people are environmentally aware.
to litter AE	[ˈlɪtə]	Abfälle zurücklassen	Unfortunately, some tourists litter the areas they visit.
valuable	[ˈvæljuəbl]	wertvoll	Don't waste valuable time making everything perfect! It just has to be good enough.
to refuse	[rɪˈfjuːz]	sich weigern, ablehnen	She refused to help me. She said she had no time.
to reuse	[ˌriːˈjuːz]	wiederbenutzen, wiederverwenden	It is important to reuse as much as possible and not just throw things away.

Aktiver Wortschatz

to repurpose	[ˌrɪːˈpɜːpəs]	einem neuen Zweck zuführen, zu einem neuen/anderen Zweck nutzen	To use an old car tyre as the seat for a swing is an example of repurposing.
to recycle	[ˌrɪːˈsaɪkl]	recyclen, wiederverwerten	It is easy to recycle paper and cardboard so the material can be reused.
locally grown	[ˌləʊkəli ˈgrəʊn]	aus regionalem Anbau	Whenever possible, my family buys locally grown fruit and vegetables.
eco-friendly	[ˌiːkəʊ ˈfrendli]	umweltfreundlich	Solar power is a lot more eco-friendly than burning fossil fuels.
consumerism	[kənˈsjʊːməɪzəm]	Konsumdenken	Many people strongly dislike the role of consumerism at Christmas.
recreational shopping	[ˌrekriːʃənəl ˈʃɒpɪŋ]	Shopping/Einkaufen als Freizeitbeschäftigung	Recreational shopping has gained in popularity in recent years.
pastime	[ˈpɑːstaɪm]	Zeitvertreib, Hobby	Gardening has always been my grandmother's favourite pastime.
material comfort	[məˈtɪəriəl ˈkʌmfət]	materielle Bequemlichkeit, materieller Wohlstand	For so many of us, material comfort is an important part of life.
leisure travel	[ˈleɪʒə ˈtrævl]	Privatreisen, Privatreiseverkehr	Many people missed leisure travel during the Corona pandemic.
human-induced	[ˌhjuːmən ɪnˈdʒuːst]	menschengemacht, vom Menschen verursacht	This disaster was human-induced.
climate change	[ˈklaɪmət tʃeɪndʒ]	Klimawandel	Global warming is causing climate change. The Earth's atmosphere is changing.
carbon dioxide (CO2)	[ˌkɑːbən daɪˈɒksaɪd]	Kohlendioxid	Burning fossil fuels produces carbon dioxide emissions.
methane	[ˈmiːθeɪn]	Methan	Methane is made up of one carbon atom and four hydrogen atoms.
emission	[ɪˈmɪʃn]	Emission, Ausstoß	How can we reduce our carbon emissions?
fossil fuel	[ˈfɒsl fjuːəl]	fossiler Brennstoff	Harmful gases are produced when we burn fossil fuels.
livestock farming	[ˈlaɪvstɒk fɑːmɪŋ]	Viehhaltung, Viehzucht	This farm focuses on livestock farming – they grow no crops at all.
global warming	[ˌɡləʊbl ˈwɔːmɪŋ]	globale Erwärmung	Today, global warming causes many environmental problems.
greenhouse gas emission	[ˌɡriːnhaʊs ˈɡæs ɪˈmɪʃn]	Treibhausgasausstoß	Burning fossil fuels increase greenhouse gas emissions.

A The human impact on climate change

Seite 120 Transkript

to separate	[ˈsepəreɪt]	trennen	It is important to separate your waste and not put everything into one bin.
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B Reducing food waste**Seite 122**

to feed (fed, fed)	[fi:d]	ernähren, füttern	Mary has to work because she has six children to feed.
chronic pain condition	[ˌkrɒnɪk ˈpeɪn kənɪʃn]	chronischer Schmerzzustand	He has a chronic pain condition, so he has to take strong painkillers.
care	[keə]	Pflege, Fürsorge	Being responsible for the care of the elderly is very rewarding work.
occasion	[əˈkeɪʒn]	Gelegenheit, Anlass	I wore my best dress for the occasion.

Seite 123

practice	[ˈpræktɪs]	Praxis, Praktik, Vorgehensweise, Methode	I agree with you in theory, but in practice it is not easy to change our behaviour.
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Seite 125

label	[ˈleɪbl]	Etikett, Schild(chen)	There isn't a price label on the bread. I can't see how much it costs.
by law	[baɪ ˈlɔ:]	gesetzlich	This is banned by law.

Unit 9: Ecological aspects of transport**Words in context****Seite 126**

on a large scale	[ˌlɑ:dʒ ˈskeɪl]	in großem Maßstab	In recent years, migration to Europe has taken place on a large scale.
large-scale	[ˌlɑ:dʒ ˈskeɪl]	umfangreich, Massen-	Large-scale measures have to be implemented if we are to solve the challenges of climate change.
remotely	[rɪˈməʊtli]	aus der Ferne	Nowadays, many services are provided remotely via the internet.
transaction	[trænˈzækʃn]	Geschäft, Transaktion	I'm sorry, the transaction failed. Would you like to try a different credit card?
web	[web]	Netz, Netzwerk, Geflecht	The abbreviation 'www' stands for World Wide Web.
raw material	[ˌrɔ: məˈtɪəriəl]	Rohstoff, Rohmaterial	The company buys a large amount of raw material, which it then processes to form a product.
mine	[maɪn]	Bergwerk, Grube	In the past, there were many coal mines in this area.
processing plant	[ˈprəʊsesɪŋ plɑ:nt]	Verarbeitungsanlage	All the produce from our farm is sent to the local processing plant where it is made into tinned fruit and vegetables.
component	[kəmˈpəʊnənt]	Bestandteil, Komponente	When I took the machine apart, I found that one of its components was broken.
finished goods	[ˌfɪnɪʃt ˈɡʊdz]	Endprodukte	Finished goods from factories are stored in large warehouses.
wholesale warehouse	[ˌhəʊlseɪl ˈweəhaʊs]	Großhandelslager(haus)	A wholesale warehouse delivers the goods to retailers.

Aktiver Wortschatz

retail space	[ˈriːteɪl speɪs]	Verkaufsfläche	Amy is looking for a new shop with more retail space.
distribution centre	[ˌdɪstrɪˈbjʊːʃn sentə]	Verteilzentrum, Auslieferungslager	A distribution centre also distributes goods to retailers.
one size fits all	[ˌwʌn saɪz fɪts ˈɔːl]	Einheitsgröße	The term 'one size fits all' is used to describe containers which are all the same size.
to standardize	[ˈstændədaɪz]	standardisieren, normen	If we standardize the design, it will save costs.
to stack	[stæk]	stapeln	The employees stacked the new products by the entrance.
docks	[dɒks]	Hafenanlage, Docks	If you go to Hamburg, then a trip to the docks is a must – there are so many interesting ships there.
crane	[kreɪn]	Kran	The containers are unloaded using a crane.
container ship	[kənˈteɪnə ʃɪp]	Containerschiff	A huge container ship got stuck in the Suez Canal in 2021.
high-value items	[haɪ ˈvæljuː aɪtəmz]	hochwertige Güter	This store only sells high-value items.
to spoil	[spɔɪl]	verderben	Dairy products spoil quickly if it is too hot.
passenger airliner	[ˈpæsɪndʒə eəlaɪnə]	Passagierflugzeug	Passenger airliners are also used to transport goods.
pallet	[ˈpælət]	Palette	Small items can be packed into pallets for easy transport.
shrink-wrap plastic	[ˌʃrɪŋk ræp ˈplæstɪk]	Schrumpffolie	Shrink-wrap plastic is used to pack many small items.
forklift truck	[ˌfɔːklɪft ˈtrʌk]	Gabelstapler	A forklift truck is used to lift and move heavy objects.
congested	[kənˈdʒestɪd]	verstopft	In the rush hour, many roads in the city centre are congested.
sprawling	[ˈsprɔːlɪŋ]	weitläufig, ausgedehnt	The sprawling city is home to people from so many different countries.
freight terminal	[ˈfreɪt tɜːmɪnəl]	Frachtterminal	Large airports have freight as well as passenger terminals.
shipping lane	[ˈʃɪpɪŋ leɪn]	Schiffahrtsweg	A shipping lane is a regularly used route for commercial ships.
flight path	[ˈflaɪt pɑːθ]	Flugroute	The new flight path goes directly over my cousin's new flat. It will be very noisy there.
quality of life	[ˌkwɒləti əv ˈlaɪf]	Lebensqualität	For some people, quality of life is more important than luxury.
destruction	[dɪˈstrʌkʃn]	Zerstörung, Vernichtung	The destruction of the Amazon rainforest will cause the loss of many habitats.
natural habitat	[ˌnætʃrəl ˈhæbɪtæt]	natürlicher Lebensraum	Many insects' natural habitats have been destroyed.
irreversible damage	[ɪrɪˌvɜːsəbl ˈdæmɪdʒ]	irreversibler Schaden	Irreversible damage cannot be repaired.

Aktiver Wortschatz

A The journey of a paper cup

Seite 129

port	[pɔ:t]	Hafen	During the storm, the ships had to stay anchored at the port.
sample	[ˈsɑ:mpl]	Stichprobe, Auswahl, Querschnitt	We asked a random sample of students what their future plans were.

Seite 131 Transkript

tap	[tæp]	Wasserhahn	The hot water tap drips – it is so annoying.
tasty	[ˈteɪstɪ]	schmackhaft, lecker	This bread is really tasty. Can I have some more, please?

B Plastic roads

Seite 132

to bury	[ˈberi]	vergraben	The dog buried its bone in the garden.
appearance	[əˈpiərəns]	Aussehen, Erscheinungsbild	Appearance is very important to me. I never leave the house without make-up.

Business pages

Seite 136

to have pleasure in doing sth.	[həv ˈpleʒər ɪn]	das Vergnügen haben, etw. zu tun; sich freuen, etw. zu tun	I have great pleasure in announcing the birth of our son.
to have/make an early start	[ˌɜ:li ˈstɑ:t]	früh aufbrechen, frühzeitig beginnen	It's a long drive, so we need to make an early start.
duration	[djuˈreɪʃn]	Dauer	It was amazing – the little boy sat still for the duration of the entire concert.

Seite 137

to make reference to sth.	[meɪk ˈrefrəns tə]	auf etw. Bezug nehmen	Paul made a direct reference to the recent cyberbullying incident in his presentation about social media.
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Seite 138

provisional	[prəˈvɪʒənəl]	vorläufig	We've rented provisional premises until our new offices are ready.
pending	[ˈpendɪŋ]	vorbehaltlich, bis zu/r	The conference rooms have been reserved, pending payment of the attached invoice.
to attach	[əˈtætʃ]	anhängen (<i>E-Mail</i>), anfügen (<i>Brief</i>)	Please find attached my report and an overview of our upcoming projects.
query	[ˈkwɪəri]	Anfrage, Frage, Rückfrage	After the fair, we received several queries from potential customers.
regarding	[rɪˈɡɑ:dɪŋ]	bezüglich, betreffend	Regarding your recent email, I am happy to confirm delivery next week.
operative	[ˈɒperətɪv]	MitarbeiterIn	Jill works as a reservations operative in a large hotel in Canada.
to be pleased to do sth.	[ˈpli:zd tə]	etw. gern tun	I'm always pleased to help students.

Aktiver Wortschatz

cancellation	[ˌkænsəˈleɪʃn]	Stornierung	I generally like working in a hotel, but today it was frustrating. Due to the bad weather, we had four cancellations.
prior to	[ˈpraɪə tə]	vor	Prior to my internship, I studied in Vienna for four years.
peak season	[ˌpi:k ˈsi:zn]	Hauptsaison, Hochbetrieb	For hotels on the Baltic coast, the peak season is the summer months, of course.

Seite 138 Transkript

(business) function	[ˈfʌŋkʃn]	geschäftliche Veranstaltung, (geschäftliche) Feierlichkeit	This room is ideal for large business functions.
to charge	[tʃɑ:dʒ]	(Preis) verlangen, berechnen, in Rechnung stellen	How much do you charge for delivery?

Seite 139

I/We regret to inform you ...	[ɪˌɡret tu ɪnˈfɔ:m]	Leider muss ich / müssen wir Ihnen mitteilen ...	We regret to inform you that we must cancel your booking due to staff illness.
to take seven days off work	[ˌɒf ˈwɜ:k]	sich sieben Tage freinehmen	I plan to take seven days off work when this project is finished.
Please accept our sincere apologies (for/that ...).	[sɪnˌsɪər əˈpɒlədʒɪz]	Wir entschuldigen uns aufrichtig (für ... / dafür, dass ...). / Es tut uns aufrichtig leid (, dass ...).	Please accept our apologies for any inconvenience.
assistance	[əˈsɪstəns]	Hilfe, Unterstützung	Can I be of assistance?
to amend	[əˈmend]	(ab)ändern	We may have to amend the report when we receive the final results. I'll let you know if there are any changes.

Name: _____

Klasse: _____

Datum: _____

Topic 7 – Advertising

Unit 10: A product launch

Seite 142

mind	[maɪnd]	Gedanken, Kopf (<i>Geist</i>)	This problem has been at the back of my mind for weeks, but I don't have a solution.
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Words in context

Seite 144

to anticipate	[æn'tɪsɪpeɪt]	antizipieren, vorausahnen	The company anticipates a fall in sales if the tourists don't come back to our region soon.
to satisfy	[ˈsætɪsfai]	zufriedenstellen, befriedigen	I want to do well to satisfy my parents.
profitable	[ˈprɒfɪtəbl]	Gewinn bringend, profitabel, einträglich	The new advertising campaign proved to be highly profitable. Sales have really increased.
to conduct market research	[kənˌdʌkt ˌmɑːkɪt rɪˈsɜːtʃ]	Marktforschung betreiben	Many firms conduct regular market research to keep up with the needs of their target market.
to brief	[briːf]	instruieren, einweisen	The manager will brief the team on the new objectives for the year.
to launch	[ləʊntʃ]	(auf dem Markt) einführen, lancieren	We plan to launch our new e-bike at the end of the month.
public relations (PR) pl	[ˌpʌblɪk rɪˈleɪʃnz]	Öffentlichkeitsarbeit, Public Relations	The PR department is planning a new campaign.
press release	[ˈpres rɪliːs]	Presseaussendung	The specialist press is waiting for a press release regarding the new vaccine.
to exhibit	[ɪɡˈzɪbɪt]	ausstellen	Young artists can exhibit their work in the community gallery for free.
trade show	[ˈtreɪd ʃəʊ]	Messe	The Consumer Electronics Show is one of the biggest trade shows in the world.
advertising campaign	[ˌædvərtaɪzɪŋ kæmˈpeɪn]	Werbekampagne	A good advertising campaign is essential to the success of a new product.
brand recognition	[ˌbrænd ˌrekəɡˈnɪʃn]	Wiedererkennungswert (einer Marke)	How can we achieve brand recognition so everyone knows our new product?
to raise public awareness	[ˌreɪz ˌpʌblɪk əˈweənəs]	die Öffentlichkeit sensibilisieren	It is important to raise public awareness of the potential dangers and risks.
target audience	[ˌtɑːɡɪt ˈɔːdiəns]	Zielgruppe	Our target audience is teenagers – this device is not suitable for young children.
to publish	[ˈpʌblɪʃ]	veröffentlichen, herausgeben	We will be able to publish the results next week.
advertorial article	[ˌædvəˌtɔːriəl ˈɑːtɪkl]	Advertorial, Werbeartikel	Deema wrote an advertorial article for the fashion magazine about the new eyeliner.
ambient	[ˈæmbiənt]	umgebend, Umgebungs-	I love the soft, ambient lighting – this place is so cosy.

Aktiver Wortschatz

billboard	[ˈbɪlbɔːd]	Reklametafel, Plakatwand, Werbeplakat	In the USA, you see a lot of billboard advertising.
flyer	[ˈflaɪə]	Flugzettel, Flyer	Sam handed out flyers to people on the high street.
to hand sth. out	[.hænd ˈaʊt]	etw. aushändigen, etw. verteilen	Please hand out the worksheets. Give one to everyone in the class.
product placement	[.prɒdʌkt ˈpleɪsmənt]	Product Placement, Schleichwerbung	Product placement involves showing a product on a popular TV show.
prominent	[ˈprɒmɪnənt]	hervorstechend	The product placements in Bond movies are rather prominent – they are hard to overlook.
channel	[ˈtʃænl]	Kanal, Sender	The show will be broadcast on Channel 4.
to personalize	[ˈpɜːsənəlaɪz]	personalisieren	You can personalize the pencils so that they have your name on them.

A Product shot vs. reality

Seite 148

to disappoint	[.dɪsəˈpɔɪnt]	enttäuschen	Sorry to disappoint you, but the salmon dish isn't available today.
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B Persuading the customer

Seite 151

conscious decision	[.kɒnʃəs dɪˈsɪʒn]	bewusste Entscheidung	I didn't make a conscious decision to lose weight. It just happened without me noticing.
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Seite 152

seat	[si:t]	Sitzbank	Look! There are some free seats in the garden.
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Seite 153

law	[lə:]	Gesetz	It is against the law to steal.
to consider	[kənˈsɪdə]	erwägen, in Betracht ziehen	We considered moving, but then realized it would be too expensive.

Aktiver Wortschatz

Business pages

Seite 154

to be aimed at sb.	[ˈeɪmd ət]	an jdn. gerichtet sein	The new book is aimed at children. They're our main target audience.
to justify	[ˈdʒʌstɪfaɪ]	begründen	How do you justify your decision? Do you have a good reason?

Seite 155

draft	[dra:ft]	Entwurf	Could you please check this draft? Once I have your feedback, I can finalize the contract.
convenient	[kənˈvi:niənt]	bequem, praktisch	It's very convenient living near the school because I don't have to walk far every day.
target market	[ˌtɑ:ɡɪt ˈmɑ:kɪt]	Zielmarkt, Absatzmarkt	Our target market has got younger over the years.
buzzword	[ˈbʌzwɜ:d]	Modewort, Schlagwort	A good buzzword is a helpful marketing tool.
memorable	[ˈmemərəbl]	einprägsam, unvergesslich	That was a memorable speech – one people will remember for many years to come.