

Name: Cyrill ZMark: 5.240 / 48 points**Words in Context: Chapter 11****November 2017**A) Translate into German (14 points; wrong spelling 0 credit): 12

- | | |
|-------------------------|--------------------------------------|
| 1. to unfold | = entfalten |
| 2. to break – news | = Nachrichten die hereinkommen |
| 3. privacy | = Datenschutz |
| 4. broadsheet | = Leitart seriöse Zeitung |
| 5. circulation figures | = Anteilhöhe Auflage |
| 6. sensationalist | = sensationell reisserisch |
| 7. relentless | = gnadenlos |
| 8. opinionated | = selbstherrlich |
| 9. biased | = voreingenommen |
| 10. obituary | = Nachrichte Nachruf |
| 11. revenue | = Einnahmen |
| 12. autonomy | = Autonomie |
| 13. unsolicited | = unaufgefordert |
| 14. to launch a product | = ein Produkt einführen |

B) Translate into English (14 points; wrong spelling 0 credit): 11

- | | |
|----------------------------|----------------------------------|
| 1. etw. wahren | = to uphold sth |
| 2. Wendepunkt | = watershed |
| 3. Anstand | = decency |
| 4. umstürzlerisch | = unsolicited subversive |
| 5. jmdn. ins Visier nehmen | = to target sb |
| 6. flott | = snappy |
| 7. Minderjähriger | = minor |
| 8. kritisch, vertraulich | = sensitive |
| 9. etwas aufwerten | = to erhöhen rate sth |
| 10. Ehrenkodex | = code of ethics |
| 11. reisserisch | = fierce sensationalist |
| 12. erkenntnisreich | = perceptive |
| 13. mit jmdm. interagieren | = to engage with sb |
| 14. zurückgehen | = to decline |

C) What's the antonym? (5 points; wrong spelling = half credit) 5

- | | |
|------------------------------|------------------------|
| 1. oppression, censorship | = freedom of the press |
| 2. historical events | = current affairs |
| 3. knowing who a person is | = anonymous |
| 4. to allow or encourage | = to suppress |
| 5. to fail, not reach a goal | = to achieve |

proprietor

4
D) What's the synonym? (5 points; wrong spelling = half credit)

1. reachable = achievable access sth./community ~~generate~~
2. at the same time = simultaneously
3. drastically change = revolutionize ~~revolutionize~~
4. owner = proprietor
5. make money = to generate revenue

E) Define the following words/ expressions in correct English. (3 points)

1. convergence = when two things come together
2. opinionated = when you have a certain ^{to believe} believe about
3. masthead = ~~A~~ article at the beginning of a newspaper which should attract readership.
Title page

F) Complete the text with the vocab word that best fits the context. 7 points (wrong spelling = half credit)

6
Companies are able to design websites based on information you have knowingly and unknowingly given them. In order to do this, companies access your web history, search engine data and information available on social networks. Does this invade your privacy if you are giving information away? Governments are hesitant to restrict ^(regulate) ok companies like Google and Facebook, so we need to rely on our own personal selfregulation in order to avoid unrestricted digital access to our personal lives.

1
Bonus point (0.5 points each):

Put the letters in the right order.

- simultaneously
gutter press
(two words)