

VocabExtra

The new

BEST

GOTTINGER
PARGFRIEDER
VINCENT

SHOTS

HTL/HUM

Europäischer
Referenzrahmen **B1**

3



Zum Konzept

Das *VocabExtra* zu *The New Best Shots* dient der **Festigung und Vertiefung der Key Vocabulary-Einheiten** im Buch, die das relevante Vokabular der einzelnen Units (1–11) thematisch strukturiert zusammenfassen:

- **Deutsche Übersetzung** zu sämtlichen Vokabeln / Phrases
- Durchgehend mit **englischen Beispielsätzen** unterstützt
- **Lernvokabular** zu den verschiedenen Themenbereichen der einzelnen Units
- Gezielte **Erweiterung und Festigung des Basiswortschatzes**

Das Hauptaugenmerk liegt dabei viel mehr auf der Festigung von notwendigen sprachlichen Strukturen – **phrases, collocations** – als auf der Vermittlung von einzelnen, aus dem Kontext genommenen Wörtern. Während die *Vocabulary Reference* im Anhang des Buches – mit farbig hinterlegtem Lernvokabular – als reines Nachschlagewerk zu den Texten und Übungen der einzelnen Units konzipiert ist, macht das *VocabExtra*, ergänzend zu *LanguageBoxes*, *VocabBoosters* und Vokabelarbeit im Buch die Lernenden fit für den **aktiven Umgang mit dem englischen Wortschatz**.

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1 Collect memories, not destinations

Different types of tourism

adventure tourism	Adventure tourism is increasingly attractive for young people looking to explore new places and do extreme activities.	Abenteuertourismus
business tourism	Hailey's boss sent her on a paid trip to Morocco so she could document her first-hand experience of business tourism.	Geschäftstourismus
culinary tourism	My aunt has been to Maine at least 10 times just to eat lobster, which probably qualifies as culinary tourism.	kulinarischer Tourismus
cultural tourism	Marvin travelled to Jaipur, India, to participate in the <i>Holi</i> festival and have a cultural tourism experience.	Kulturtourismus
domestic tourism	When international flights become too expensive, it's often a good idea to stay within your own borders and explore what options domestic tourism can provide.	Inlandstourismus
ecotourism	Ecotourism has been becoming more and more popular, as more people want to travel and do some activity to help the environment.	Ökotourismus
educational tourism	Participating in a study abroad programme is one of the best examples of educational tourism.	Bildungstourismus
health tourism	Going to a foreign country to have an expensive dental procedure done for a lower price is an example of health tourism.	Gesundheitstourismus, Kurtourismus
sports tourism	Travelling to another country to take part in an athletic event is an example of sports tourism.	Sporttourismus

Activities / Experiences

to do adventure activities (<i>e.g. hill climbing, scuba diving, etc.</i>)	Even though she's old, my grandmother still loves to do adventure activities – she went sky diving last year!	Abenteueraktivitäten unternehmen (<i>z. B. Bergsteigen, Tauchen usw.</i>)
to get medical treatment	After accidentally drinking tap water in Guatemala, our entire family had to get medical treatment for indigestion.	sich medizinisch behandeln lassen
to enjoy unique food	One of the best parts of Susanna's trip to Bali was the chance to enjoy so much unique food, like the rare fruits that are native there.	einzigartiges Essen genießen
to learn about local culinary traditions and customs	Every time Moses travels to New Orleans, he learns more about local culinary traditions and customs.	lokale / regionale kulinarische Traditionen und Bräuche kennenlernen

to travel to remote areas	Nils loves travelling to remote areas, especially to the ones in tropical regions which are the hardest to find!	in abgelegene Gebiete reisen
to engage in lifestyle-enhancing activities (e.g. fitness, healthy eating, etc.)	Steve makes sure he engages in lifestyle-enhancing activities like weight lifting or running as much as he can.	sich an Aktivitäten beteiligen, die den Lebensstil verbessern (z. B. Fitness, gesunde Ernährung usw.)
to be personally tested	Lilla was personally tested a few months ago on a skiing trip when she lost a ski and had to hike out of the forest on foot.	persönlich herausgefordert werden
to restore one's well-being	After a very stressful week of work, Andy decided to restore his well-being by taking a bubble bath.	das eigene Wohlbefinden wiederherstellen
to taste authentic foods and beverages	In every city she has visited, Kara has tasted the most authentic foods and beverages she could find.	authentische Speisen und Getränke probieren
to experience various levels of risk	Depending on what type of rock-climbing route you choose, you can experience various levels of risk.	verschiedene Risikostufen erleben
The pros and cons of tourism		
to be a downside of tourism	Trash left behind on the world's pristine beaches is a significant downside of tourism.	ein Nachteil / eine Kehrseite / eine Schattenseite des Tourismus sein
to be affected by tourism	Many local communities are affected either negatively or positively by tourism.	vom Tourismus beeinflusst / betroffen sein
to prepare for the dramatic influx of tourists / people	Before the summer holiday season, many coastal restaurants prepare for the dramatic influx of tourists / people by hiring more employees.	sich auf den dramatischen Zustrom von Touristen/Touristinnen / Menschen vorbereiten
a vacation is supposed to be stress-free	While sitting in the airport after a delayed flight, James was frustrated, because he thought a vacation was always supposed to be stress-free.	ein Urlaub soll stressfrei sein
to use a landmark to bring in revenue	A common way to earn money from tourists is to use a landmark to bring in revenue, like setting up food vendors around a famous cathedral.	ein Wahrzeichen / eine Sehenswürdigkeit nutzen, um Einnahmen zu erzielen
to bring local life to a grinding halt	Masses of tourists to Hawaii's big island of O'ahu bring local life to a grinding halt in December and January.	das lokale Leben zum Stillstand bringen
a town / city / destination is taken over by outsiders / tourists	Certain areas in London have been taken over by outsiders / tourists; very little local life remains.	eine Stadt / ein Ort / ein Reiseziel wird von Fremden / Touristen/Touristinnen in Beschlag genommen
to jack up the prices for food / drinks / hotel rooms	A significant tourist presence in a city can jack up the prices for food / drinks / hotel rooms for everybody.	die Preise für Essen / Getränke / Hotelzimmer in die Höhe treiben

to pay exorbitant prices	His mother was forced to pay exorbitant prices for even the most basic grocery staples at the stores in the centre of Barcelona.	massiv überhöhte / exorbitante Preise bezahlen
the majority of the workforce is tourism-reliant	In Indonesia, the majority of the workforce is tourism-reliant.	die Mehrheit der Arbeitskräfte ist vom Tourismus abhängig
religious / spiritual sites become entertainment / commodities to visitors	Sacred religious / Spiritual sites can even become mere entertainment or commodities to visitors, which is often insulting to the people who truly value them.	religiöse / spirituelle Stätten werden zur Unterhaltung / Konsumware für Besucher/innen
to change local values	Too many tourists change local values as everyday life shifts to accommodate more people.	lokale Werte verändern
destinations preserve their identity for tourists	It's difficult for some cities to make any changes in their infrastructure, since these destinations seek to preserve their identity for tourists.	Reiseziele bewahren ihre Identität für Touristen/Touristinnen
residents of a town / city lose their privacy	With an <i>Airbnb</i> within view of every private apartment, residents of a town / city lose their privacy and the ability to call their home their own.	die Bewohner/innen einer Stadt verlieren ihre Privatsphäre
to only focus on tourists rather than the local population	Efforts to develop certain parts of a popular city or town often only focus on tourists rather than the local population and prioritise making a profit.	sich nur auf Touristen/Touristinnen und nicht auf die lokale Bevölkerung konzentrieren
to lack tourists in the off-season	Certain destinations lack tourists and see a loss of economic growth in the off-season.	in der Nebensaison mangelt es an Touristen/Touristinnen
natural habitats are affected negatively by tourists	Many national parks in the United States take precautions to preserve the trails through the forests, because natural habitats are affected negatively by tourists.	natürliche Lebensräume werden durch Touristen/Touristinnen beeinträchtigt
to break unspoken codes of conduct	Tourists are often ignorant of local customs and may break important, unspoken codes of conduct.	unausgesprochene Verhaltenskodizes zu brechen
to improve the infrastructure of a region / city / country	Kim works with an international organisation that communicates with local governments and suggests ways to improve the infrastructure of the region / city / country by restoring old buildings.	die Infrastruktur einer Region / einer Stadt / eines Landes verbessern
to create unity among people from different cultures	Respectful communication is vital and creates unity among people from different cultures.	Eintracht / Geschlossenheit unter Menschen verschiedener Kulturen schaffen
to generate wealth in a region	A famous landmark or artwork, like Michelangelo's <i>David</i> in Florence, Italy, can generate wealth in a region.	Wohlstand in einer Region schaffen
to create business opportunities for local people	A well-structured approach to tourism creates business opportunities for local people and doesn't just take advantage of local resources.	Geschäftsmöglichkeiten für die lokale Bevölkerung schaffen

to protect local wildlife	More efforts need to go into educating visitors to Australia about local animal species so they are able to stay safe and protect local wildlife at the same time.	die lokale Tierwelt schützen
to preserve historic monuments	Tourists are often prevented from getting too close to certain important landmarks, which preserves these historic monuments.	historische Denkmäler erhalten
to increase the recognition of a country	Appearing as a setting or destination in a popular film increases the recognition of a country.	den Wiedererkennungswert eines Landes erhöhen
Talking about overtourism		
to be pushed out of the city	New large-scale businesses for the tourism industry will often push local entrepreneurs out of the city.	aus der Stadt vertrieben werden
to grow sustainably	For the long-term success of a city, it is important to take time and grow sustainably so that the infrastructure can exist for many years.	nachhaltig wachsen
to worry about permanent damage	When so many tourists flood historic cities like Venice or Amsterdam, officials worry about permanent damage to the local environment.	sich Gedanken / Sorgen über bleibende Schäden machen
to set the rules	Individual governments should set the rules regarding the use of their land and resources.	die Regeln festlegen / festsetzen
to ask for touristy things	Travellers from all over the world often only ask for touristy things like keychains, postcards, and souvenirs, even when there are much more interesting items available.	nach (typisch) touristischen Dingen fragen
to make the travel experience enjoyable	Learning a bit of the local language makes the travel experience enjoyable because you can more easily interact with locals.	das Reiseerlebnis angenehm gestalten
to not behave inappropriately or disrespectfully	It's important to not behave inappropriately or disrespectfully when travelling in a new country.	sich nicht unangemessen oder respektlos verhalten
to immerse oneself in a culture	Travelling for a longer period of time in Thailand allowed Sophie to immerse herself in a culture that she had never encountered before.	in eine Kultur eintauchen
to travel in the off-season	Mac always travels in the off-season because the hotels and hostels have better prices.	in der Nebensaison reisen
Talking about a holiday trip		
to travel to many countries	Hannah travelled to many countries while she was studying abroad and made a lot of friends.	viele Länder bereisen
to go on a trip around the world	Sierra went on a trip around the world with just a hiking backpack and her dog, Scruff.	eine Reise um die Welt unternehmen

to take on a challenge	Even though he was afraid of heights, Jonah took on a challenge he had never thought was possible and went hiking in Nepal.	sich einer Herausforderung stellen
to see as much of the world as possible	Simone wanted to see as much of the world as possible after she had finished her apprenticeship.	so viel wie möglich von der Welt sehen
to regret something for the rest of one's life	Gioia knew that if she didn't attempt to summit Mt. McKinley, she would regret it for the rest of her life.	etwas für den Rest des Lebens bedauern
to have a lot of travel experience	Eva's parents have a lot of travel experience because they are both international diplomats.	eine Menge / viel Reiseerfahrung haben
to go on a road trip	After I get my degree, I will go on a road trip across southern Canada.	einen Roadtrip unternehmen
to stay in control of oneself	While travelling alone, even in relatively "safe" countries, Ute always stays in control of herself when she goes out.	die Kontrolle über sich selbst behalten
to not wander around alone at night	When Dylan arrived in South Africa for a conference, he went straight to his accommodations and didn't wander around alone at night.	nachts nicht alleine umherziehen
to avoid any kind of trouble	Jan tried not to make eye contact with the border officials in order to avoid any kind of trouble crossing into the US from Mexico.	jede Art von Ärger vermeiden
to make the most of every travel day	Ying planned out almost every hour of her trip to Paris in order to make the most of every travel day.	das Beste aus jedem Reisetag machen
to be one of someone's favourite memories of travelling	The sunrise on top of Half Dome in Yosemite National Park is one of Anthony's favourite memories of travelling.	eine der schönsten Reiseerinnerungen sein
to be invited to someone's home	Even though she lived all the way across the US in San Francisco, Ina was invited to Armine's home in New York for a New Year's Eve party.	zu jemandem nach Hause eingeladen werden
to be on the way to ... (a region / city / country)	When Ted called Charlotte, she was on the way to Croatia to stay with her aunt.	auf dem Weg nach ... (Region / Stadt / Land) sein
Going on holiday with your parents, your friends or alone		
to learn to take responsibility for oneself	After successfully organising a trip to Vietnam, Kayla finally learned to take responsibility for herself.	lernen für sich selbst Verantwortung zu übernehmen
to not have any guardian in case of emergency	Brid made sure to have all of her contacts available before she left on her solo trip, because she knew it was dangerous to not have any guardian in case of emergency.	keinen Beschützer/keine Beschützerin im Notfall haben
to do whatever one wants to do	Almira wants to travel with her friends and do whatever she wants to do.	tun, was immer man tun möchte
to feel free	The first time Rick summited a mountain on his own was the first time he truly felt free.	sich frei fühlen

to have different travel budgets	Marjorie and her sister had different travels budgets, which made it difficult to decide on a destination.	verschiedene Reisebudgets haben
to spend quality time with one's friends	Taking a trip as a group allowed June to spend quality time with her friends.	Qualitätszeit/gemeinsame Zeit mit seinen Freunden/Freundinnen verbringen
to have more freedom and independence	When you travel with friends, you automatically have more freedom and independence regarding what you do.	mehr Freiheit und Unabhängigkeit haben
to be sometimes quite strict	Authorities are sometimes quite strict as to what types of camping gear you can bring overseas.	manchmal recht streng sein
to pay for the trip	Sandra paid for the trip using money she had saved while working over the summer.	die Reise bezahlen
to organise the trip / journey in advance	Ed organised the whole trip in advance with the help of his Dad.	die Reise im Voraus organisieren
to be overprotective	Parents can often be over-protective when their children want to travel by themselves.	überfürsorglich sein
to have different interests	Lena and Luigi have different interests when it comes to picking which attractions to visit in a new city.	unterschiedliche Interessen haben
to make a compromise	Sometimes it is necessary to make a compromise with your fellow travellers to make sure everyone is happy.	einen Kompromiss eingehen
to share experiences	I appreciate how travel gives me and my friends the chance to share experiences and learn about each other.	Erfahrungen teilen
to strengthen a relationship	Going through difficult situations together can strengthen a relationship.	eine Beziehung stärken
to expand one's horizons	Devin felt that his trip to Uruguay significantly expanded her horizons.	den eigenen Horizont zu erweitern
to go on a trip alone / with friends / with one's parents	Hector knew that his experience would be different if he went on a trip alone / with friends / with his parents.	alleine / mit Freunden/Freundinnen / mit den Eltern verreisen
to become (more) mature	Travelling forced Madeline to become more mature, as she had to deal with a lot of difficult situations by herself.	reif(er) werden
to travel for pleasure	Some people travel only for pleasure, others like to mix business tasks and new destinations.	zum Vergnügen reisen
Booking a holiday trip		
to book bed and breakfast / half board / an all-inclusive package	Ray made sure to book bed and breakfast / half board / an all-inclusive package when she was organising our trip to the Caribbean.	Übernachtung mit Frühstück / Halbpension / all-inclusive buchen

to offer free transfer from and to the airport / guided tours / bikes	Some travel packages or services offer free transfer from and to the airport / guided tours / bikes to rent.	kostenlosen Transfer vom und zum Flughafen / geführte Touren / Fahrräder anbieten
to rent an apartment / a motorbike / a car	Howie rented an apartment / a motorbike / a car for the duration of his stay at the resort.	eine Wohnung / ein Motorrad / ein Auto mieten
to have a shuttle service / gym / spa area	Ben booked his vacation at a resort that had a shuttle service / gym / spa area.	einen Shuttleservice / Fitnessraum / Wellnessbereich anbieten
the deposit / down payment has to be paid within the next week / within a fortnight	The advertisement stated that our deposit has to be paid within a fortnight for our hotel reservation to be valid.	die Anzahlung muss innerhalb der nächsten Woche / innerhalb von vierzehn Tagen bezahlt werden
to stay in a youth hostel / in a reasonably priced hotel / at a luxury resort / at a campsite	We wanted to stay in a youth hostel because that was the most budget-friendly option. / My family was looking to stay in a reasonably priced hotel. / Joan stayed at a luxury resort on vacation after she had received a pay raise at work. / My friends and I stayed at a campsite on the coast during spring break this year.	in einer Jugendherberge / in einem preisgünstigen Hotel / in einem Luxusresort / auf einem Campingplatz übernachten
to need a / two / three one-bedded / twin-bedded room(s) / a triple room / a quadruple room / a five-bedded room	Nancy needed a one-bedded / twin-bedded room / a triple room / a quadruple room / a five-bedded room for the duration of her stay in Chicago.	ein / zwei / drei Einbettzimmer / Zweibettzimmer / ein Dreibettzimmer / ein Vierbettzimmer / ein Fünfbettzimmer benötigen
to confirm someone's booking	Jane got an email from the travel agency in which her booking of the flight to London was confirmed.	eine Buchung bestätigen
to make a reservation	Simon made a reservation at a small hotel on the outskirts of Budapest.	eine Reservierung vornehmen

2 What a waste

Waste vocabulary		
to go to waste	It's a shame when food goes to waste and gets put in the garbage instead of being eaten.	verderben
to avoid unnecessary waste	Fran tries her best to avoid unnecessary waste by recycling and reusing all the items she can.	unnötigen Abfall vermeiden
to waste resources	Many companies waste resources without realising it, simply because they don't bother to find out if they could save materials or energy.	Ressourcen verschwenden
to contain hazardous waste	A great deal of the trash that gets dumped into landfills contains hazardous waste.	gefährlichen Abfall enthalten
to be disposed of in garbage bags	Almost all of the trash from schools and other public institutions is disposed of in garbage bags.	in Müllsäcken entsorgt werden
to produce waste	Bigger companies produce more waste than private households.	Abfall produzieren
to dump waste illegally	Last year, a major paper company was caught dumping waste illegally too close to a river.	Abfall illegal entsorgen
to export toxic waste	America exports a lot of toxic waste to China.	giftigen Abfall exportieren
to burn medical waste	Hospitals around the world are sometimes known for burning medical waste instead of disposing of it properly.	medizinischen Abfall verbrennen
to recycle waste	My school recycles most of its waste and the teachers are very strict about disposing of waste properly.	Abfall recyceln
different types of waste	The local municipal centre has to process many different types of waste every day.	verschiedene Arten von Abfall
to be biodegradable	To protect the environment, there are now a lot of products, such as drinking straws, that are biodegradable.	biologisch abbaubar sein
compostables / biodegradable waste	Compostables / Biodegradable waste can be transformed into nutrient-rich soil for use in gardens.	kompostierbare Abfälle / biologisch abbaubarer Abfall
to be generated from animal and plant sources	Compost or natural fertiliser can be generated from both animal and plant sources.	aus Stoffen tierischer und pflanzlicher Herkunft erzeugt werden
to use composted waste to fertilise the garden	My family uses composted waste to fertilise the garden and make sure our plants grow large and strong.	Kompost verwenden / nutzen, um den Garten zu düngen
to be non-recyclable	Depending on where you live, certain materials are non-recyclable, since every city has different recycling capabilities.	nicht wiederverwertbar sein

to dispose of products in a recycling bin / container	Timo disposes of paper products in a recycling bin / container outside his workplace.	Produkte in einer Wertstofftonne entsorgen
to create enormous dumping sites	The lack of waste infrastructure in some developing countries means that citizens create enormous dumping sites that pose a public health hazard.	riesige Mülldeponien verursachen
to sort recyclable waste	It can be time-consuming to sort recyclable waste, but it's necessary to effectively process it.	wiederverwertbaren Abfall sortieren
to be considered hazardous waste	Waste material from nuclear power plants or from chemistry labs is considered hazardous waste.	als gefährlicher Abfall eingestuft werden
to require a specific method of disposal	Medical waste often requires a specific method of disposal.	eine bestimmte Art der Entsorgung erfordern
to be classified as solid waste	Most trash that is deposited in landfills is classified as solid waste.	als Hausabfall / Restmüll eingestuft werden
to be placed inside a dumpster	At the end of the school year, one of Violet's school binders was accidentally placed inside a dumpster.	in einem Müllcontainer platziert werden
to take recycling systems seriously	To work towards a sustainable future, it's important to separate waste and take recycling systems seriously.	Recyclingsysteme wichtig nehmen
to be dumped	Ten tons of wood chips were dumped behind the bank today, and no one knows why.	weggeworfen / abgeladen werden
to pose a serious threat to the environment	Certain types of waste, like plastics, pose a serious threat to the environment.	eine ernste Gefahr für die Umwelt darstellen
to contribute to the waste chain	International agreements can go a long way towards contributing to the waste chain and monitoring it so it doesn't become unmanageable.	einen Beitrag zur Überwachung / Regulierung der Abfallkette leisten
A plastic ocean, a floating island of trash		
a floating island of trash	If too much plastic gets discarded into the ocean, it can form a floating island of trash and damage the ecosystem.	eine schwimmende Müllinsel
garbage patches are large areas of marine debris	Garbage patches are large areas of marine debris composed largely of plastic waste.	Müllflecken / große Meeresmüll-Flächen
to be formed by rotating ocean currents	Most garbage patches are formed and held together by rotating ocean currents.	durch rotierende Meeresströmungen gebildet werden
tiny plastic pieces are called <i>microplastics</i>	The tiny plastic pieces that make up the garbage patches are called <i>microplastics</i> because they are so small.	winzige Plastikteile werden als <i>Mikroplastik</i> bezeichnet
to scoop up marine debris	Getting rid of garbage patches is more complicated than just scooping up marine debris, because the debris isn't easy to separate from the water.	Meeresmüll aufsammeln

from the ocean's surface all the way to the seafloor	Waste or marine debris can be found from the ocean's surface all the way to the seafloor.	von der Meeresoberfläche bis zum Meeresboden
to be constantly moving with the ocean currents	Trash that has made its way into the water is constantly moving with the ocean currents.	sich ständig mit den Meeresströmungen bewegen
to disrupt marine life	Human activity, and large amounts of trash in the oceans significantly disrupt marine life.	das Meeresleben stören / durcheinanderbringen
to keep trash out of the ocean	It's up to each and every one of us to keep as much trash out of the ocean as possible.	Müll vom Meer fernhalten
to participate in shoreline clean-ups	Sylvia participated in several shoreline clean-ups last year, and really enjoyed picking up trash with other motivated people like herself.	an Reinigungsaktionen / Aufräumaktionen an der Küste teilnehmen

Speaking about e-waste

to discard old electronic products	Often, as soon as a company can buy new versions of a device, they discard old electronic products.	alte elektronische Produkte entsorgen
to dispose of electronic appliances	It's essential to dispose of electronic appliances properly.	elektronische Geräte entsorgen
to be hazardous to one's health	Certain chemicals in old electronics can be hazardous to one's health.	gefährlich für die Gesundheit sein
toxic materials can lead to birth defects	Some toxic materials can even lead to birth defects for the children of mothers who are exposed.	giftige Materialien können zu Geburtsfehlern führen
to address e-waste challenges	Many countries have taken action to address e-waste challenges with new recycling programmes.	die durch Elektroschrott verursachten Herausforderungen thematisieren
to cause cancer	There are many common substances that cause cancer, and we might not even know some are dangerous.	Krebs verursachen
to contaminate the soil	Even some natural substances or materials like acid or naturally occurring metals contaminate the soil if they are disposed of improperly.	den Boden verseuchen
to contain toxic components	Items that we use every single day actually contain many toxic components.	giftige Bestandteile enthalten
to contribute to global warming	The release of chemicals and gases from old electronics contributes to global warming.	zur globalen Erwärmung beitragen
to become one of the biggest waste challenges for the future	The disposal of electronics, especially with the increased use of smartphones, is becoming one of the biggest waste challenges for the future.	zu einer der größten Herausforderungen für die Zukunft den Abfall betreffend werden
to reuse / recycle out-of-date electrical appliances	It is important to think creatively and reuse / recycle out-of-date electrical appliances.	veraltete Elektrogeräte wiederverwenden / recyceln
to get sent to landfills if not recycled properly	Unfortunately, a great deal of unsorted waste gets sent to landfills if not recycled properly.	auf Mülldeponien landen, wenn nicht ordnungsgemäß recycelt wird

to not put unwanted electronic devices in the bin	Simon didn't put unwanted electronic devices in the bin; instead, he repaired them and used parts from the others for his own projects.	nicht mehr gebrauchte elektronische Geräte nicht in die Mülltonne werfen
heavy metals (e.g. mercury, lead, cadmium, silver, copper)	Heavy metals can pose serious health risks to humans and animals.	Schwermetalle (z. B. Quecksilber, Blei, Cadmium, Silber, Kupfer)
the danger comes from direct contact with harmful materials	The biggest danger comes from direct contact with harmful materials.	die Gefahr geht vom direkten Kontakt mit gefährlichen Materialien aus
to inhale toxic fumes	It's dangerous to inhale toxic fumes, especially at the workplace.	giftige Dämpfe einatmen
to be exposed to toxic fumes	Being exposed to toxic fumes can have devastating effects on someone's ability to breathe.	giftigen Dämpfen ausgesetzt sein
to pose a risk of injury	Some recyclable substances still pose a risk of injury, such as broken glass.	eine Verletzungsgefahr darstellen
to burn cables to remove the plastic	Waste companies will often burn cables to remove the plastic and expose the metal underneath.	Kabel verbrennen, um den Kunststoff zu entfernen
to extract copper and other materials	Most processing of electronic waste aims to extract copper and other materials that are valuable and can be sold or reused.	Kupfer und andere Materialien gewinnen
to buy <i>Energy star</i> -rated electronics	Macy buys <i>Energy star</i> -rated electronics to reduce her carbon footprint.	Elektronik mit dem Energiestatus „Energy Star“ kaufen
to reduce the amount of mining necessary	Reusing electronics can reduce the amount of mining necessary, as metals can simply be recycled in new electronics.	die Menge des erforderlichen Abbaus von Lagerstätten reduzieren
to be cheaper to buy something new	It is often cheaper to buy something new instead of paying for repairs.	billiger sein, etwas Neues zu kaufen
electronic devices are made to be replaced	Modern electronic devices are made to be replaced.	elektronische Geräte werden hergestellt, um ersetzt zu werden
planned obsolescence	Planned obsolescence results in many devices and electronics becoming less functional within a short amount of time, forcing people to buy new ones.	gewollte Produkt-Veralterung
to provide buybacks / return systems for used equipment	Yasmine's appliance store provides buybacks for used equipment to convince people to recycle old devices.	Rückkauf- / Rückgabesysteme für gebrauchte Geräte anbieten
to go to a repair café and bring one's broken items / devices / electronics	Leo went to a repair café and brought his broken items with him, because he wanted to learn how to fix them himself.	in ein Reparatur-Café gehen und die kaputten Gegenstände / Apparate / Elektrogeräte mitbringen
Living a zero-waste life		
to throw products away	Joy throws as few products away as possible.	Produkte wegwerfen
a sustainable way of living	Now it's becoming trendy to pursue a sustainable way of living.	eine nachhaltige Lebensweise
to prevent resource extraction	Strict regulations are required to prevent unlawful resource extraction.	den Abbau von Ressourcen verhindern

to reduce the amount of materials sent to landfills / incinerators	Effective recycling programmes reduce the amount of materials sent to landfills / incinerators.	die Menge an Materialien verringern, die auf Mülldeponien / in Verbrennungsanlagen landen
to (not) be easily accessible	Recycling centres are not always easily accessible if you live in a rural area.	(nicht) leicht zugänglich sein
to reduce waste	Liesel's goal last year was to reduce waste in her family's business by trying to reuse as many items as possible.	Abfall reduzieren
to become a trend	It has become a trend in recent years to try to live a minimalist life and only use what you have to.	zu einem Trend werden
to separate waste properly	At <i>Greg's Recycling Centre</i> , it's mandatory to separate waste properly before leaving it for processing.	Abfall richtig trennen
to reduce one's carbon footprint	Fiona wants to reduce her carbon footprint by buying a reusable water bottle.	den eigenen CO ₂ -Fußabdruck reduzieren
to reduce costs	Buying equipment that lasts longer can reduce costs of operating a business.	die Kosten senken
to reduce single-use plastic / packaging	Many states reduced or banned single-use plastic and packaging for certain food items.	Einwegplastik / Verpackungen reduzieren
to buy second-hand	To reduce fabric waste, it's helpful to buy second-hand.	second-hand einkaufen / aus zweiter Hand kaufen
to practise zero-waste habits	Maude practises zero-waste habits like composting her food scraps and using the compost on her garden in order to protect the planet.	Zero-Waste-Regeln (be)folgen, Zero-Waste-Gepflogenheiten praktizieren
to prevent waste from entering one's home	If you don't buy products packaged in plastic, you prevent waste from entering your home in the first place.	verhindern, dass Abfall in die Wohnung gelangt
to live in a throwaway society	It's unsustainable to continue living in a throwaway society.	in einer Wegwerfgesellschaft leben
to mend items	My granddad always used to mend items like flat irons or radios instead of throwing them away.	Gegenstände reparieren
to opt for quality and repairability	When Susan buys clothing, she always opts for quality and repairability over the cheapest option.	sich für Qualität und Reparierbarkeit entscheiden
to require time and effort	Making durable products requires a great deal of time and effort.	Zeit und Mühe benötigen / erfordern
to buy plastic-free products	Xavier has recently started looking for and buying plastic-free products.	plastikfreie Produkte kaufen
conscious shopping	Checking to see which brands are sustainably produced is an example of conscious shopping.	bewusstes Einkaufen
the 5 R's of a zero-waste life: to refuse – to reduce – to repair – to recycle – to rot / compost	Winnie tries to remember the 5 Rs of a zero-waste life whenever she needs more inspiration to help the environment more: refuse – reduce – repair – recycle – rot / compost.	die 5 „Rs“ eines abfallfreien Lebens: ablehnen – reduzieren – reparieren – recyceln – verrotten / kompostieren

3 Leaving a lasting impression

Important words in advertising		
advertising agency	Last summer my cousin Frank worked with an advertising agency to design new posters for his band.	Werbeagentur
billboard	Billboards are banned in a few places in the United States because they take up so much space.	Plakatwand, Werbetafel
campaign	Advertising campaigns often feature some pretty bizarre jingles that get stuck in your head and make the product memorable.	Kampagne
circulation	There are probably enough magazines in circulation to cover all of Europe with paper.	Auflage
commercial	Commercials keep becoming more elaborate and colourful to draw in customers.	Werbung
direct mail	Companies can send direct mail advertisements to potential new customers.	Postwurfsendung
double-page spread	A watch company took out a double-page spread in the <i>New York Times</i> to celebrate 100 years of business.	doppelseitige Werbeanzeige
eye-catcher	That advertisement for the new sushi restaurant was a real eye-catcher, with lots of bright colours and a good slogan.	Blickfang, Eye-Catcher
feature	The more features a product has, the more likely it is to stand out from other products.	Merkmal, Eigenschaft, Besonderheit
launch	The launch of our new line of specialty products was a huge hit.	Markteinführung
prime time	The most expensive ad slots are during prime time, because the advertisements reach the most viewers.	Hauptsendezeit
USP (= unique selling proposition / point)	Many new startups need a clearly-defined USP to get customers interested.	USP (= Alleinstellungsmerkmal / -punkt)
Using emotions in advertising		
to be more colourful	Alex's graphic design ads are more colourful than those of her competitors.	farbenfroher sein
to use vibrant / dark / light colours	Companies can evoke certain emotions from their customers when they use vibrant / dark / light colours.	kräftige / dunkle / helle Farben verwenden
to create a sense of belonging	A crowd of happy people in an ad creates a sense of belonging for potential customers who feel connected to the actors shown.	ein Gefühl der Zugehörigkeit schaffen

to create the illusion of something	Ads can create the illusion of lacking a product, even if you never thought about needing something like it before.	eine Illusion von etwas schaffen
to imply the idea of something	Cynthia sees many ads that imply the idea of ease use, even if the product is very complicated.	die Vorstellung von etwas beinhalten
the overall impression of the picture creates the feeling of togetherness / power	Depicting three young women standing next to one another in climbing harnesses, the overall impression of the picture creates the feeling of togetherness / power.	der Gesamteindruck des Bildes vermittelt das Gefühl von Zusammengehörigkeit / Macht
the advertisement depicts something	The advertisement depicts a kitten shivering in the cold and sends a clear message about the importance of pet safety.	die Anzeige zeigt etwas
to depict someone	Political advertisements often depict opposing candidates as undesirable or untrustworthy.	jemanden abbilden
the ad creates associations with something	Our ad for custom furniture creates associations with a posh lifestyle and the customer's freedom of choice.	die Anzeige weckt Assoziationen mit etwas
to evoke the feeling of something	Many soft drink ads evoke the feeling of fun and relaxation by playing calming music and depicting a group of people in a good mood.	das Gefühl von etwas erwecken
the image makes the observer imagine something	The image of a waterfall makes the observer imagine being in a calming nature scene.	das Bild ermöglicht es dem Betrachter/der Betrachterin sich etwas vorzustellen
to persuade someone to do something	It's easier to persuade someone to do something if you give them a good reason to.	jemanden überreden etwas zu tun
to fall for an ad / a product / a service	Jackson totally fell for that video game ad – he paid for a subscription immediately afterwards.	von einer Anzeige / einem Produkt / einer Dienstleistung begeistert sein
to be aimed at families / businessmen / businesswomen / teenagers	Commercials that are played in the evening can be aimed at any demographic group, from families to business people to teenagers.	sich an Familien / Geschäftsmänner / Geschäftsfrauen / Teenager richten
to be (most) likely to appeal to teenagers / kids / car enthusiasts / dog owners	Ads about a specific product, like gourmet dog food, are most likely to appeal to people who belong to a specific group, like very health-conscious dog owners.	(am ehesten) bei Jugendlichen / Kindern / Autoliebhabern/ -liebhaberinnen / Hundebesitzern/ -besitzerinnen gut ankommen
to find an ad on TV / in a business magazine/car magazine/fashion and style magazine/entertainment and TV magazine / on a billboard	Most of the time, it's not hard to find an ad on TV / in a business magazine/car magazine/fashion and style magazine/entertainment and TV magazine / on a billboard, because companies use every chance they get to promote their product.	eine Anzeige im Fernsehen / in einem Wirtschaftsmagazin/Automagazin/Mode- und Stilmagazin/ Unterhaltungs- und TV-Magazin / auf einer Plakatwand finden
to convince consumers to buy something	Every advertisement wants to convince customers to buy something.	Verbraucher/innen davon überzeugen, etwas zu kaufen

to rely on one's emotions	Many commercials for social causes rely on people's emotions to convince them to subscribe or send money to an organisation.	sich auf die eigenen Emotionen verlassen
to develop brand loyalty	Companies will try to make their brand and logo as recognisable as possible to develop brand loyalty among their customers.	Markenbindung entwickeln / schaffen
to emotionally connect to the content of an ad	Seeing people or animals that need help makes Maria emotionally connect to the content of an ad.	eine emotionale Verbindung zum Inhalt einer Anzeige herstellen
to trigger a happy emotional reaction in customers	Jokes in commercials can trigger a happy emotional reaction in customers and make them more likely to spend money.	eine glückliche emotionale Reaktion bei den Kunden/Kundinnen auslösen
to bring up feelings of happiness	Images of happy and content people in an ad bring up feelings of happiness in the viewers.	Glücksgefühle hervorrufen
to move people to tears	The advertisement about the father coming home from war has gone viral and moved many people to tears.	Menschen zu Tränen rühren
to make informed decisions about real-life obstacles	Some commercials actually urge their audiences to make informed decisions about real-life obstacles, like ads for family planning or health insurance.	fundierte Entscheidungen über Herausforderungen im realen Leben treffen
to get someone to truly think about what is going on in the world	Other advertisements inform viewers about societal problems and get people to truly think about what is going on in the world.	jemanden dazu bringen, wirklich darüber nachzudenken, was in der Welt vor sich geht
Should advertising shock you?		
to be exposed to up to several thousand ads a day	If you spend any time on the Internet, you are exposed to up to several thousand ads a day.	täglich bis zu mehreren Tausend Anzeigen ausgesetzt sein
ads with subliminal messages pass by our conscious awareness	Ads with subliminal messages pass by our conscious awareness but still have a significant effect on us.	Werbungen mit unterschwelligem Botschaften ziehen an unserem Bewusstsein vorbei
to stand out from the crowd	Every company designs its ad campaigns in an attempt to stand out from the crowd.	sich von der Masse abheben
to release controversial ads	Many companies release controversial ads just for the media attention.	umstrittene Anzeigen veröffentlichen
ads can create debate	Some ads can create debate, especially if they are in any way prejudiced, racist, or otherwise create outrage.	Anzeigen können Debatten auslösen
to put the brand in the spotlight	Nima put her T-shirt brand in the spotlight with a well-designed advertisement that featured her cat, Bubbles.	die Marke ins Rampenlicht rücken
there is no such thing as bad publicity	Many companies will tell you that there is no such thing as bad publicity, because either good or bad attention will still make a brand memorable.	es gibt keine schlechte Werbung

to (not) agree with the message of an ad	If Reese does not agree with the message of an ad, she is less likely to seek out the product in the future.	mit der Botschaft einer Anzeige (nicht) einverstanden sein
to make an ad / a brand stick in people's minds	Both annoying slogans and advertisements that give viewers an emotional response will make a brand stick in people's minds.	eine Anzeige / eine Marke im Gedächtnis der Menschen verankern
to trigger a discussion of something	Women's underwear advertisements have recently triggered a discussion of body positivity and beauty standards.	eine Diskussion über etwas auslösen
to come under scrutiny	Mindy's company came under scrutiny for her controversial messages about transgender rights.	zum Gegenstand genauer Untersuchung werden / auf den Prüfstand kommen
to take an ad down	After so much criticism, the company was forced to take the ad down.	eine Anzeige entfernen
to get a powerful message across	The environmental organisation got a powerful message across with the ad including images of a melting glacier.	eine starke Botschaft vermitteln
to symbolise something	Many unexpected parts of advertisements can influence viewers, for instance, the colour green often symbolises the environment or other aspects of the natural world.	etwas symbolisieren
to portray the difference between ... and ...	A recent ad portrayed the difference between the effects of a generic version of the product and the brand name version, which performed much better.	den Unterschied zwischen ... und ... aufzeigen
to prevent someone from doing something	Many TV commercials in the US attempt to prevent people from smoking by showing cancer patients who used to smoke.	jemanden davon abhalten, etwas zu tun
to inform the viewer what he/she is consuming / being exposed to	Informative advertisements about certain foods or medications attempt to inform the viewer what he/she is consuming / being exposed to.	den Betrachter/die Betrachterin darüber informieren, was er/sie konsumiert / welchen Dingen er/sie ausgesetzt ist
to expose the truth behind a familiar idea	Other ads expose the truth behind a familiar idea or a common misconception.	die Wahrheit hinter einer vertrauten Idee enthüllen
to use scare tactics	TV programmes use scare tactics to discourage people from driving drunk.	Angstmacherei / Panikmache anwenden
to portray stereotypes	Some advertisements portray stereotypes in an exaggerated way to grab viewer's attention.	Stereotype darstellen
to present a controversial viewpoint	The salesman wanted to present a controversial viewpoint in an advertisement to get more attention.	einen kontroversiellen Standpunkt präsentieren

to bring up taboo topics	In an advertisement geared towards children or the general population, it's probably not profitable to bring up taboo topics.	Tabuthemen ansprechen
to evoke disgust	Ads from organisations looking for donations for a warzone can evoke disgust at the horrible conditions.	Empörung / Abscheu hervorrufen
to cause fear / anger	Advertisements depicting dying species cause fear and anger in their viewers.	Angst / Wut auslösen
to have individual boundaries	Companies often have individual boundaries regarding the advertising tactics they are comfortable using.	individuelle Grenzen haben
there's a difference between thought-provoking and disturbing	When it comes to ads convincing consumers to eat less meat, there's a difference between thought-provoking and disturbing.	es gibt einen Unterschied zwischen nachdenklich machend und verstörend
showing real events can cross a line	Showing real events, especially in areas of world conflict, can cross a line.	die Darstellung realer Ereignisse kann eine Grenze überschreiten
advertisements will stick in one's memory	Advertisements will stick in your memory if they have noteworthy images or touching music.	Werbung wird im Gedächtnis haften bleiben
to provide a wake-up call	Many commercials provide a wake-up call to those who haven't understood how serious a situation is.	einen Weckruf liefern
to shock someone into paying attention	Images of climate change or situations in other countries can shock someone into paying attention.	jemanden schockieren, damit er/sie aufmerksam wird
to make someone think differently	Effective advertising can make people think differently if the information is presented in a persuasive way.	jemanden zum Andersdenken anregen / bringen
to take on a new perspective regarding something	After Jill saw the programme about the myths of nuclear energy, she took on a new perspective regarding the sustainability of the energy source.	eine neue Perspektive in Bezug auf etwas einnehmen
the viewers' emotional reactions guarantee that the label / brand will be remembered	The viewer's emotional reactions to the heart-warming ad guaranteed that the label / brand will be remembered.	die emotionalen Reaktionen der Betrachter/innen garantieren, dass das Label / die Marke im Gedächtnis bleibt
to feel provoked / annoyed by an advertisement	Gretchen always feels provoked / annoyed by an advertisement for a particular insurance company.	sich durch eine Werbung provoziert / verärgert fühlen
Living a photoshopped life?		
to retouch pictures / images	Many Internet personalities retouch their pictures / images to make them appear flawless.	Bilder retuschieren / nachbessern
to accentuate details	Every TV commercial for a restaurant accentuates details of every single food item to increase viewers' appetites.	Details hervorheben

to smooth skin	Make-up commercials smooth skin and fine lines to underscore the effectiveness of their advertised product.	die Haut geschmeidig machen
to add lighting	Advertisements for vacation packages add lighting to make the location look extra attractive.	Belichtung hinzufügen
to adjust contrast	Graphic designers adjust contrast to make objects in advertisements more noticeable.	den Kontrast anpassen
to make something look as appetising as possible	Saanvi knows that food advertisements have to make every item look as appetising as possible.	etwas so appetitlich wie möglich aussehen lassen
to create a stunning image	The combination of the sunset in the background and the serene expression on the model's face created a stunning image.	ein atemberaubendes Bild schaffen
to remove distractions / imperfections	It's an editor's job to remove distractions or imperfections using editing software from a potential advert.	Ablenkungen / Unvollkommenheiten entfernen
to bring out all the important details	Min Jung edits photos of manicures to bring out all the important details of each nail polish job.	alle wichtigen Details hervorheben
to be slightly / drastically retouched	Most videos played during primetime spots are slightly / drastically retouched.	leicht / radikal retuschiert werden
to make body parts look smaller / larger	Even videos of clothing models are often edited to make body parts look smaller / larger.	Körperteile kleiner / größer erscheinen lassen
to add realistic shape / detail	Tarah added realistic shape / detail to every photo of the product to make it even more eye-catching.	realistische Formen / Details hinzufügen
to measure how much an image has been retouched	When properly done, it can be difficult to measure how much an image has been retouched.	messen, wie stark ein Bild retuschiert worden ist
to be immune to the effects of image manipulation	No person is completely immune to the effects of image manipulation; it has a subconscious effect on all of us.	gegen die Auswirkungen von Bildmanipulationen immun sein
images are digitally processed	All images for advertisements are digitally processed and thoroughly examined before publishing or printing.	Bilder sind digital bearbeitet
to fake the look of a product	Many companies have figured out how to fake the look of an expensive product and make money from people who pay the price of the original.	das Aussehen eines Produkts fälschen
to develop a critical eye	As a consumer, it's important to develop a critical eye of the advertising industry.	ein kritisches Auge entwickeln
to compare product pictures and real products	Samy compared product pictures and real products, and the real products were almost always less impressive than their pictures.	Produktbilder und reale Produkte vergleichen
to edit pictures invisibly	Today it's even possible to edit pictures invisibly so that no one can tell it's not the original.	Bilder unmerkbar bearbeiten

to make controversial statements	A great number of companies have made controversial statements and later retracted them or apologised.	kontroverisielle Aussagen machen
to imply that being skinny is important	Fashion ads imply that being skinny is important or even the only thing that's important in order to be viewed as beautiful.	andeuten, dass mager zu sein wichtig ist
to be exposed to unhealthy images of the ideal body shape	Teenage girls are exposed to unhealthy images of the ideal body shape in almost every fashion magazine.	ungesunden Bildern von der idealen Körperform ausgesetzt sein
to justify someone's actions	Not understanding what she said did not justify Julia's actions.	jemandes Handlungen rechtfertigen
to possess the ideal body shape	Very few people possess the ideal body shape, and this shape has even changed throughout history.	die Idealfigur besitzen
to have concerns	Ron had some concerns about the way that muscle-building supplements were being advertised to young boys.	Bedenken haben
to sacrifice someone's health and well-being	Hal wasn't willing to sacrifice his health and well-being to look like a body builder.	jemandes Gesundheit und Wohlbefinden opfern
to acknowledge a fact	It can be refreshing when ads acknowledge the fact that the product is weird or would appeal only to a smaller group of people.	eine Tatsache anerkennen
to sell values	Many modern companies sell values and advertise their moral superiority, especially when they sell eco-friendly products.	Werte verkaufen
to be portrayed as ideal	The women represented in high-fashion clothing advertisements are portrayed as ideal and often as unattainable examples of beauty.	als ideal dargestellt werden

4 Raise your voice!

Human rights key vocabulary		
border	The border between the United States and Canada is easier to cross than the border between North and South Korea.	Grenze
conscience	Robin almost told a lie, but then he listened to his conscience, and that inner voice told him to be honest.	Gewissen
dignity	A just leader assumes that every human life has dignity and is worthy of respect.	Würde
interference	It's common for organisations fighting for a certain cause to experience interference from governments or other groups with opposite interests.	Beeinflussung, Einmischung
liberty	Liberty is one of the fundamental human rights; everyone should be able to lead a life of freedom.	Freiheit
persecution	Unfortunately, many minority groups have been subject to persecution throughout history.	Verfolgung
property	Steve was free to do what he wanted with his property – if land belongs to someone, they have the right to decide what to do on it.	Eigentum
residence	Your place of residence is where you live for the majority of your time.	Wohnort
servitude	Many members of the lower income class were forced into servitude by members of the royal class.	Sklaverei / Leibeigenschaft
slavery	Slavery and the injustices of forced labour are part of the world's history.	Sklaverei
well-being	Friends care about your well-being and offer help if they see you struggling.	Wohlbefinden
Talking about human rights violations		
to raise one's voice	Savannah felt she had to raise her voice against the injustices the citizens in her town had faced.	die Stimme erheben
to result in increased repression and attacks on human rights defenders	Protests or public opposition can often result in increased repression and attacks on human rights defenders.	zu verstärkter Unterdrückung und zu Angriffen auf Menschenrechtsverteidiger/innen führen
to take human rights values for granted	Many citizens in western countries take human rights values for granted, as they're used to a reasonably fair justice system.	Menschenrechtswerte als selbstverständlich betrachten
to be displaced	During international conflict, certain ethnic groups can be displaced from their homelands.	aus der Heimat vertrieben werden

a lack of willingness to truly pursue change	Some political leaders display a lack of willingness to truly pursue change, even though they promise to take action.	fehlende Bereitschaft, sich wirklich für Veränderungen einzusetzen
to need resettlement	After fleeing from a war-torn country, refugees need resettlement to establish a new life.	Umsiedlung / Aufnahme in Drittstaaten benötigen
to put pressure on the public	Recent articles and news stories about human rights conflicts have put pressure on the public to speak up and advocate for change.	die Öffentlichkeit unter Druck setzen
to prevent human rights violations	It is one of the important responsibilities of the United Nations to prevent human rights violations.	Menschenrechtsverstöße verhindern
Exploitation of human rights in the garment industry		
factories are staffed by impoverished women	Many clothing factories are staffed by impoverished women who are given horrible wages and very few rights.	die Arbeitsplätze in Fabriken werden mit verarmten Frauen besetzt
workers often toil for little pay	The workers often toil for little pay and barely have time to eat or use the bathroom.	Arbeiter/innen schufteten oft für wenig Lohn
manufacturers want to keep manufacturing costs low	Manufacturers want to keep manufacturing costs low and do this easily by not paying fair wages.	Produzenten/Produzentinnen wollen die Herstellungskosten niedrig halten
working conditions in the clothing industry are often terrible	Working conditions in the clothing industry are often so terrible that workers' lifespans are significantly shortened.	die Arbeitsbedingungen in der Bekleidungsindustrie sind oft schrecklich
women might be sexually harassed	Younger workers and women might be sexually harassed on the job.	Frauen könnten sexuell belästigt werden
women organise themselves in trade unions	To fight back against this exploitation, women organise themselves in trade unions.	Frauen organisieren sich in Gewerkschaften
buyers should be held responsible for the working conditions	Some officials think that buyers should be held responsible for the working conditions in the factories where they get their merchandise.	Käufer/innen sollten für die Arbeitsbedingungen verantwortlich gemacht werden
the NGO does thorough research in case of working violations	If an accident occurs in a factory, the NGO in charge of investigating does thorough research in case of working violations.	die NGO recherchiert gründlich bei Arbeitsverstößen
certificates don't necessarily guarantee better working conditions	Because they can be falsified and are often unregulated, certificates don't necessarily guarantee better working conditions in factories.	Zertifikate garantieren nicht unbedingt / nicht zwangsläufig bessere Arbeitsbedingungen
to rapidly produce high volumes of clothing	The number one goal in many overseas factories is to rapidly produce high volumes of clothing.	schnell große Mengen an Kleidung produzieren
to bring inexpensive styles to the public	The high-yield strategy allows manufacturers to bring inexpensive styles in large quantities to the public.	preiswerte Mode unters Volk bringen

to increase the rate of production	Suho had promised his boss that he would do all he could to increase the rate of production in the factory.	die Produktionsrate erhöhen
to use cheap fabrics	If the piece of clothing has a low price, it is likely that the factory used cheap fabrics to produce it.	billige Stoffe verwenden
to not be paid the minimum wage	Garment factory workers are not paid the minimum wage.	nicht den Mindestlohn erhalten
to exploit garment workers	Manufacturers exploit garment workers as much as they can.	Arbeiter/innen in der Bekleidungsindustrie ausbeuten
to be hazardous for workers	Conditions are hazardous for workers, especially when dangerous machines are used with few safety measures.	für die Arbeiter/innen gefährlich sein
to use toxic chemicals	To dye the fabric, factories often use toxic chemicals.	giftige Chemikalien verwenden
to be dangerous to one's health	Many food additives are dangerous to one's health.	gefährlich für die Gesundheit sein
to dump wastewater from clothing factories into rivers	Some cities even dump wastewater from clothing factories into rivers, endangering native plants and animals as well as drinking water sources.	die Abwässer der Bekleidungsfabriken in Flüsse entsorgen
to not be transparent with one's practices	The more corruption going on behind the scenes, the more likely the factory is to not be transparent with its practices.	nicht transparent / nachvollziehbar in den Geschäftsmethoden sein
to hide information from one's customers	Justin knew the factory in his town was hiding information about the horrible working conditions from its main customers.	Informationen vor den Kunden/Kundinnen verbergen

Teenagers and their interests in politics

to thank someone for his / her commitment	After Tina was photographed holding a hand-made banner in support of her political party, a senator from her state contacted her and thanked her for her commitment.	jemandem für sein / ihr Engagement danken
to encourage someone to do something	Lilla encouraged all of the people she knew to do something in support of a cause they believe in.	jemanden ermutigen, etwas zu tun
to be politically disengaged	Many teenagers are politically disengaged because there is so much conflicting information.	politisch nicht engagiert / desinteressiert sein
to be perceived by someone	It's crucial to think about how you will be perceived by someone if you start making statements about their cultural group or who they are.	von jemandem wahrgenommen werden
to do something for a good cause	Mara always felt proud of herself when she did something for a good cause.	etwas für einen guten Zweck tun
to sign a petition	My friend Ralph encouraged me to sign a petition to overturn an unjust court decision.	eine Petition unterschreiben

to sidestep questions	Politicians tend to sidestep questions that show them in an unflattering light.	Fragen ausweichen
to create a vicious cycle	Acceptance of poor working conditions creates a vicious cycle for both workers and employers that only leads to more suffering and risk.	einen Teufelskreis verursachen / erzeugen
young people's attitudes towards politics	Young people's attitudes towards politics have changed a lot over the years.	die Einstellung junger Menschen zur Politik
to exercise the right to vote	More young people need to exercise the right to vote.	das Wahlrecht ausüben
civic and political engagement can include many different activities	Civic and political engagement can include many different activities, like voting or participating in protests.	staatsbürgerschaftliches und politisches Engagement kann viele verschiedene Aktivitäten umfassen
to participate in political demonstrations, protests, and marches	Steve participates in political demonstrations, protests, and marches with his brother as often as he can.	an politischen Demonstrationen, Protesten und Protestmärschen teilnehmen
to raise money for charitable causes	Maria's church congregation raises money for charitable causes.	Geld für wohltätige Zwecke sammeln
young people's commitment to voting is declining	Unfortunately, young people's commitment to voting is declining.	die Wahlbeteiligung junger Menschen ist rückläufig
to have little interest in young people's concerns	Many modern politicians seem to have little interest in young people's concerns.	wenig Interesse an den Belangen / Anliegen junger Menschen haben
to lose trust	Young people have lost trust in their politicians.	das Vertrauen verlieren
to undervalue the views of the youth	Public officials undervalue the views of the youth because they don't view them as being interested in public discourse.	die Ansichten der Jugend unterbewerten
to read the newspaper more often	My grandparents encourage us to read the newspaper more often.	häufiger Zeitung lesen
to stop employing children	Factories must stop employing children.	keine Kinder mehr beschäftigen
political parties should act more ethically	Political parties should act more ethically to avoid losing the trust of their voters.	die politischen Parteien sollten ethischer handeln
schools educate students better in political matters	Nowadays, schools educate students better in political matters, even starting at a young age.	Schulen unterrichten Schüler/innen besser in politischen Fragen
the children have better chances for their future	The children have better chances for their future when their parents educate them about the world around them.	die Kinder haben bessere Chancen für ihre Zukunft
politicians should motivate teenagers to go to the polls	Politicians should motivate teenagers to go to the polls and exercise their rights.	Politiker/innen sollten Jugendliche motivieren, zur Wahl zu gehen
to stop buying fast fashion	Stephanie urged her friends to stop buying fast fashion.	keine Wegwerfmode / Fast Fashion mehr kaufen
Collocations with government, law, election and vote		
to boycott the / a government	A group of rebels boycotted the government after a conservative politician was elected.	die / eine Regierung bestreiken/boycottieren

to change the / a government	It's a difficult task to change the government.	die / eine Regierung verändern
to criticise the / a government	In certain countries it's a crime to criticise the government.	die / eine Regierung kritisieren
to elect the / a government	The country elected a new government last year.	die / eine Regierung wählen
to form the / a government	After the United States was founded, the leaders had to form the government.	die / eine Regierung bilden
to lead the / a government	The prime minister was the best person to lead the government.	die / eine Regierung führen
to resign from the / a government	Many members of the coalition resigned from the government after the scandal.	aus der / einer Regierung austreten
to break the / a law	Criminals break the law frequently.	das / ein Gesetz brechen
to change the / a law	The process to change the law takes many months to complete.	das / ein Gesetz ändern
to introduce the / a law	Members of the legislative branch worked very hard to introduce a law preventing unnecessary lawsuits.	das / ein Gesetz einführen
to obey the / a law	It is expected that people obey the law in their countries.	das / ein Gesetz befolgen
to pass the / a law	After almost a year, the committee finally passed a law banning dolphin fishing.	das / ein Gesetz beschließen
to violate the / a law	The drunk driver clearly violated the law.	das / ein Gesetz verletzen
to boycott the / an election	Many women boycotted the election because both of the candidates were opposed to legal abortions.	die / eine Wahl bestreiken / boykottieren
to hold the / an election	The town decided to hold an election for mayor earlier than planned.	die / eine Wahl abhalten
to lose the / an election	Sadly, Damien's favourite candidate lost the election.	die / eine Wahl verlieren
to stand for election	The candidate will stand for election again in four years.	sich zur Wahl stellen
to win the / an election	Phil won the election for student body president this year.	die / eine Wahl gewinnen
to count (the) votes	Volunteers gather to count the votes at each election.	die Stimmen zählen
to lose (the / a) vote(s)	After his poor performance at the debate, his party lost most of the potential votes from young voters.	die Stimmen verlieren
to poll (the) votes	Grayer McCullan polled more votes than any other candidate from Michigan in this month's election.	Stimmen erhalten
to receive (the / a) vote(s)	Even though the female candidate received more votes, she didn't win.	Stimmen erhalten
to win (the / a) vote(s)	The Republican candidate won 45 per cent of the votes.	Stimmen gewinnen

5 Living in a smart world

Smart devices and their functions		
smart (car) key	Eve's cousin has a smart car key, using his phone to start and lock his truck.	Smart-Schlüsselsystem / intelligentes Schlüsselsystem
smart lock	Ivana installed a smart lock on her house last month, and enjoys the extra level of security.	Smart-Schloss / intelligentes Schloss
smart mirror	A smart mirror can allow you to view weather reports, the time and even traffic reports while you get ready in the morning.	Smart-Spiegel / intelligenter Spiegel
smart mug	Joshua tried out a smart mug that changed colour when his tea was cool enough to drink.	Smart-Kaffeebecher / intelligenter Kaffeebecher
smart oven	My family's smart oven makes it easy to know exactly what temperature it is.	Smart-Backofen / intelligenter Backofen
smart refrigerator	In Ranita's college dorm room, she had a smart refrigerator.	Smart-Kühlschrank / intelligenter Kühlschrank
smart security camera	Imagine having a smart security camera that you could check by using your phone.	Smart-Überwachungskamera / intelligente Überwachungskamera
smart shades	Vicki loves working in her office, since the smart shades adjust perfectly to let in the right amount of light.	Smart-Sonnenschutz / intelligenter Sonnenschutz
smart smoke detectors	Smart smoke detectors can be a lifesaver in big buildings to prevent serious fire damage.	Smart-Rauchmelder / intelligente Rauchmelder
smart soap dispenser	Many restaurant bathrooms have smart soap dispensers that only give you a small, measured portion of soap.	Smart-Seifenspender / intelligenter Seifenspender
smart vacuum cleaner	Tamar's smart vacuum cleaner was easily programmed to clean every corner of her apartment, but it still scared her cats.	Smart-Staubsauger / Staubsaugerroboter
smartwatch	Xaver bought a smartwatch for his sister's birthday last year.	Smartwatch
to have cooking notifications sent to one's smartphone	Moriah has cooking notifications sent to her smartphone so she knows when her pasta will be done even if she's in a different room.	Kochbenachrichtigungen an das Smartphone gesendet bekommen
to pick a recipe from the recipe bank	Dylan can pick a new recipe from the recipe bank any time she needs cooking inspiration.	ein Kochrezept aus der Kochrezept-Datenbank auswählen
to preheat the oven to the correct temperature	This app makes sure to preheat the oven to the correct temperature.	den Backofen auf die richtige Temperatur vorheizen
to remember temperature / time settings for the next use	Smart oven settings remember temperature settings / time settings for the next use of the device.	die Temperatur- / Zeiteinstellungen für den nächsten Gebrauch speichern
to allow the user to know which food items are inside	A physical display on the outside allows the user to know which food items are inside.	es dem Benutzer/der Benutzerin ermöglichen zu wissen, welche Lebensmittel vorhanden sind

to keep track of the expiration date	Smart refrigerators keep track of the expiration date of individual food items and send alerts when things are about to expire.	das Verfallsdatum im Auge behalten
to send alerts if the door is left open	When she travels, Helen's home app sends alerts if the door is left open.	Benachrichtigungen senden, wenn die Tür offen gelassen worden ist
to lock / unlock doors hands-free	Having the security system installed on a smartphone locks or unlocks doors completely hands-free.	Türen ver- und entriegeln ohne die Hände zu benutzen
to allow someone to open a door without a physical key	These apps even allow Tyler to open up a door without a physical key.	jemandem erlauben eine Tür ohne Schlüssel zu öffnen
to store information like mirror settings / climate control / seat position	These smart car devices store information like mirror settings, climate control and seat positions.	Informationen wie Spiegelseinstellungen / Klimatisierung / Sitzposition speichern
to track one's activities / fitness goals	Kyra's smartwatch tracks her activities and fitness goals throughout the week.	die Aktivitäten / Fitnessziele nachverfolgen/tracken
to view notifications / send messages from one's wrist	Leonie likes the convenience of viewing notifications on her smartwatch and sending messages from her wrist.	Benachrichtigungen ansehen / Nachrichten versenden vom Handgelenk
to monitor one's sleeping patterns	Paolo uses a smartwatch to monitor his sleeping patterns.	das Schlafverhalten überwachen / nachverfolgen
to automatically clean the floor using cliff and bump sensors	Tanja's new vacuum automatically cleans the floor and carpets using cliff and bump sensors.	den Boden automatisch reinigen unter Verwendung von Absturz- und Bodensensoren
to dispense the designated amount of soap	Smart bathroom devices dispense the designated amount of soap or shampoo.	die vorgesehene Menge an Seife dosieren
to track happenings in and around the house	Raúl likes to use his in-home security camera to track happenings in and around the house.	Ereignisse im und um das Haus verfolgen
to send a notification to someone's smartphone when the alarm is triggered	Home-safe sensors send a notification to Guy's smartphone when the alarm is triggered.	eine Benachrichtigung an das Smartphone einer Person senden, wenn der Alarm ausgelöst wird
to automatically control the amount of outdoor light coming into a room	Modern window technology automatically controls the amount of outdoor light coming into a room.	die Menge an natürlichem Licht, das in einen Raum fällt, automatisch kontrollieren
to get information such as date, time, daily news or traffic reports	Smart wearable devices also allow people to get information such as date, time, daily news or traffic reports, even while lying in bed.	Informationen wie Datum, Uhrzeit, Tagesnachrichten oder Verkehrsmeldungen abrufen
to maintain the ideal temperature for a beverage	Smart insulated mugs maintain the ideal temperature for a chosen beverage like coffee or tea.	die ideale Temperatur für ein Getränk aufrechterhalten
What is a smart home?		
to have a convenient home set-up	Howie has a convenient home set-up; he can adjust and control nearly everything with his smartphone.	praktische Konfigurationseinstellungen im Haus haben
to be automatically controlled remotely	It's great to have so many home features that are automatically controlled remotely.	automatisch aus der Ferne gesteuert werden
devices are interconnected through the Internet	Most of the smart devices we have installed are interconnected through the Internet or Bluetooth.	die Geräte sind über das Internet miteinander verbunden

to be accessed through a smartphone / tablet	Marques' lights and electrical appliances are accessed through a smartphone / tablet.	über ein Smartphone / Tablet zugänglich sein
home appliances come with self-learning skills	Many home appliances come with self-learning skills to customise their performance over time to the user.	Haushaltsgeräte verfügen über selbstlernende Fähigkeiten
to make adjustments	Despite the convenience of this new technology, it is often necessary to make adjustments.	Anpassungen vornehmen
artificial intelligence could serve as the brain for the entire home	Soon, artificial intelligence could serve as the brain for the entire home.	künstliche Intelligenz könnte als Gehirn für das gesamte Haus dienen
robots might play a role	For certain users, robots might play an increased role in everyday life.	Roboter könnten eine Rolle spielen
The benefits and downsides of smart homes		
the homeowner's convenience is increased	The more new technology a home has, the more the homeowner's convenience is increased.	der Komfort des Hausbesitzers/der Hausbesitzerin wird erhöht
to save energy costs in the long run	So many finely-tuned and personalised devices save energy costs in the long run.	langfristig Energiekosten sparen
to get notifications in case of trouble	Amelia enjoys that she gets notifications in case of trouble.	im Notfall Benachrichtigungen erhalten
to support the older generation / people with special needs	Smart technologies can support the older generation / people with special needs in everyday tasks so that they can remain more independent.	ältere Menschen / Menschen mit besonderen Bedürfnissen unterstützen
to simplify everyday living	Having all of your household systems on a single device simplifies everyday living.	das tägliche Leben vereinfachen
to maximise home security	Smart lock systems and cameras maximise home security better than ever before.	die Sicherheit des Hauses optimieren
to increase energy efficiency	Specifically programmed light systems and appliances increase energy efficiency.	die Energieeffizienz erhöhen
to anticipate the owner's needs	Some devices anticipate the owner's needs at different times of the day.	die Bedürfnisse des Eigentümers/der Eigentümerin vorkalkulieren / vorwegnehmen
machines might offer a helping hand with cleaning / cooking	These new machines might offer a helping hand with cleaning / cooking by completing simple steps in the background.	Maschinen könnten bei der Reinigung / beim Kochen behilflich sein
the installation costs / maintenance costs / repair costs might be high	One of the downsides to smart home technology is that the installation costs / maintenance costs / repair costs might be high.	die Installations- / Wartungs- / Reparaturkosten könnten hoch sein
to need a reliable Internet connection	Families who install this technology need a reliable Internet connection for everything to work.	eine zuverlässige Internetverbindung benötigen
technology may become outdated	Technology may become outdated quickly as new features are developed.	die Technologie könnte nicht mehr auf dem neuesten Stand sein
to be vulnerable to cyberattacks	In the modern world, homes with smart technology might be more vulnerable to cyberattacks.	für Cyberangriffe anfällig sein

gadgets might not communicate with each other	Some devices might not communicate with each other or might even interfere with each other's function.	es könnte sein, dass Geräte nicht miteinander kommunizieren
non-ionising radiofrequency radiation (NRFR) emitted from all smart devices may be hazardous to one's health	Marie knew that non-ionising radiation emitted from all smart devices might be hazardous to her health, if she was constantly surrounded by them.	nicht-ionisierende Hochfrequenzstrahlung (NRFR), die von allen intelligenten Geräten abgegeben wird, kann gesundheitsgefährdend sein
smart homes collect / analyse data	Our devices and smart homes collect / analyse the data they gather from us.	intelligente Häuser/Smart Homes sammeln / analysieren Daten
to be a potential target for hackers	Oliver doesn't want to be a potential target for hackers.	ein potenzielles Ziel für Hacker/innen sein
cybersecurity will become more vital	In the future, cybersecurity will become more vital to protect users' privacy.	Cybersicherheit wird immer wichtiger werden
to raise privacy concerns	Eddie raised privacy concerns about the implementation of smart technology in an editorial to the <i>New York Times</i> .	Bedenken hinsichtlich des Datenschutzes erheben
Smart city life		
to improve public services through the merging of critical infrastructure	Smart tech might improve public services through the merging of critical infrastructure.	öffentliche Dienstleistungen durch die Zusammenlegung kritischer Infrastruktur verbessern
to enable smart city residents to have up-to-date energy-related information	Technological developments enable smart city residents to have up-to-date energy-related information.	Bewohnern/Bewohnerinnen der intelligenten Stadt aktuelle energiebezogene Informationen zugänglich machen
smart city systems will also link to devices in the home	Certain parts of the smart city systems will also link to devices in the home.	intelligente Stadtsysteme werden sich auch mit Geräten in den Haushalten verbinden / verlinken
health tracking devices alert family / city departments to health emergencies	Different health tracking devices would alert Noah's family / city departments to health emergencies.	Geräte zur Überwachung des Gesundheitszustands alarmieren die Familie / die städtischen Behörden bei gesundheitlichen Notfällen
constant interaction between the citizens and the city	Smart technology would create constant interaction between the citizens and the city.	ständige Interaktion zwischen den Bürgern/Bürgerinnen und der Stadt
to notify the city regarding potholes / trash / broken sprinkler systems	Cameras in public spaces would notify the city regarding potholes / trash / broken sprinkler systems or other issues.	die Stadt über Schlaglöcher / Müll / defekte Sprinkleranlagen informieren
to have sensors that monitor rain / humidity	Harry's office building has sensors that monitor rain and humidity and adjust ventilation and temperature accordingly.	Sensoren zur Überwachung von Regen / Feuchtigkeit haben
to help citizens make decisions	More available information helps citizens make decisions.	den Bürgern/Bürgerinnen helfen Entscheidungen zu treffen
to map routes in the city	Automatic traffic sensors could aid people's smartphones to map routes in the city.	Routen in der Stadt aufzeichnen
to ease the morning / evening rush	New ways of transmitting current traffic information could ease the morning / evening rush.	den morgendlichen und abendlichen Berufsverkehr verringern

to access car-sharing services from a smartphone app	Sue accesses car-sharing services almost every day from a smartphone app.	auf Carsharing-Dienste über eine Smartphone-App zugreifen
to use augmented-reality applications when visiting historic sites	It would become possible to use augmented-reality applications when visiting historic sites.	Augmented-Reality-Anwendungen bei der Besichtigung historischer Stätten verwenden
to navigate a city at night	Utilising smart technology would allow Ying to navigate her home city at night more safely.	bei Nacht durch eine Stadt navigieren
to make something safer with the use of LED lights	Time-sensitive stripes make bike-riding safer with the use of LED lights.	durch den Einsatz von LED-Lichtern mehr Sicherheit schaffen
exponential growth of devices	A new fascination with the limits of technology has led to the exponential growth of devices on the market.	exponentielles Wachstum von Geräten
to face challenges	These concepts face challenges and opposition from city governments who have privacy and economic concerns.	Herausforderungen gegenüberstehen, mit Herausforderungen konfrontiert sein
energy supply	The use of smart technology depends heavily on the energy supply.	Energieversorgung
energy demand	Energy demand is a key driver in energy production.	Energiebedarf
to notify someone	Sami notified her colleague via their work app that she would be slightly late for the staff meeting.	jemanden benachrichtigen
a smooth commute	Tracking traffic patterns can ensure a smooth commute.	ein reibungsloser Arbeitsweg
to send an alert	The device sends an alert when it detects movement outside.	eine Warnung senden
to empower city services	Increased availability of technology empowers city services to improve their performance.	es den städtischen Diensten ermöglichen / die städtischen Dienste befähigen
The downsides of smart technology		
to delete unused accounts	If Sid wants to increase his online security, he should delete unused accounts on social media.	ungenutzte Konten löschen
to protect one's reputation	Amar told his brother he should protect his reputation online so he can get a good job later.	das eigene Ansehen schützen
to check the privacy settings	Maeve checks the privacy settings immediately on any new account she opens.	die Datenschutzeinstellungen überprüfen
to create disposable email addresses	It is quite easy to create disposable email addresses for quick site access.	Einmal-E-Mail-Adressen erstellen
to opt out of letting websites sell / save one's data	Sometimes Hugh has trouble opting out of letting websites sell / save his data.	dem Verkauf / der Speicherung der Daten durch Websites nicht zustimmen
to protect one's data	Jill makes sure she protects her data.	(persönliche) Daten schützen
to unintentionally leave information behind	Even if you are only logged in for a few minutes, it's possible to unintentionally leave information behind.	unbeabsichtigt Informationen hinterlassen
to refer to all personal data available about someone online	Controlling what you put online refers to all personal data available about someone online.	alle persönlichen Daten betreffen, die über jemanden online verfügbar sind

data might be used by hackers or criminals	Personal data might be used by hackers or criminals if it's easy to access.	Daten könnten von Hackern/Hackerinnen oder Kriminellen genutzt werden
to be cautious	My aunt is very cautious even about creating an email account.	vorsichtig sein
to clear one's browser history regularly	Isabella clears her browser history regularly.	den Browserverlauf regelmäßig löschen
to always think twice before doing something	A good rule of thumb is to always think twice before doing something, online or otherwise.	immer zweimal nachzudenken, bevor man etwas tut
to reduce one's online presence	Myra wants to actively reduce her online presence by deleting her <i>Facebook</i> and <i>Instagram</i> accounts.	die Online-Präsenz reduzieren
to be mindful of one's digital footprint	It is not only important to Sophie to make sure she's not sharing too much information online, but also to be mindful of her digital footprint.	auf den digitalen Fußabdruck achten

6 Only the sky is the limit

Collocations with *limit*

legal limit	The driver's blood alcohol level was well above the legal limit.	gesetzliche Begrenzung
size limits	The size limits for tour groups depend on how active or dangerous the activity is.	Größenbeschränkungen
speed limit	When Gerald was pulled over, he was driving well over the speed limit.	Geschwindigkeitsbegrenzung
strict limit	There's a strict limit on the number of people that can fit inside a movie theatre.	strikte Beschränkung
weight limit	The truck was over the weight limit and couldn't drive over the bridge.	Gewichts(ober)grenze
there is no limit	There is no limit to her creativity; she always comes up with such good ideas!	es gibt keine Grenze
within certain limits	In the workshop, we're allowed to build anything we want, but within certain limits.	innerhalb bestimmter Grenzen
to be limited to something	I'm limited to going to two restaurants because my town is so small.	auf etwas beschränkt sein
to be one's absolute limit	Kim reached her absolute limit during her rowing performance at the <i>Summer Olympics</i> .	die persönliche Schmerzgrenze sein
to be well over the limit	Tim wanted to take a trip to the lake to watch the sunset, but he was already well over the limit and wouldn't have been allowed to drive.	zu viel Alkohol getrunken haben
to know one's limits	Sarah knows her limits and can pick the correct ski trail for her ability.	die eigenen Grenzen kennen
to limit someone in his/her choice(s)	The number of options was pretty small, which limited us in our choice of cake.	jemanden in seiner/ihrer Wahl einschränken
to be above the recommended limit	The amount of selenium in three Brazil nuts is above the recommended limit for daily intake.	über dem empfohlenen Grenzwert sein
to limit the effectiveness of something	Rain and snow limit the effectiveness of car brakes.	die Wirksamkeit von etwas einschränken
to limit oneself to something	Helen tries to limit herself to only a few hours of TV, but ends up watching for the entire evening.	sich auf etwas beschränken
to push someone to the limit	Tyra's coach always pushes her to the limit in competitions.	jemanden bis an die Grenzen bringen / zu Höchstleistungen animieren
to take steps to limit something	When Mary becomes a parent, she will take steps to limit her children's access to social media.	Schritte unternehmen, um etwas zu begrenzen / einzuschränken
Going beyond the limit		
to graduate from high school	Jamie graduated from high school with high honours.	den Schulabschluss machen

to feel free and independent	Ever since she got her first job, Beth has felt extremely free and independent.	sich frei und unabhängig fühlen
to feel in control of one's life	My father told me to make decisions that would make me feel in control of my life.	das Gefühl der Kontrolle über das eigene Leben haben
to take a detour	Sometimes it's necessary to take a detour in life and experience things you did not plan.	einen Umweg machen
to be on life support	Riley deals with a lot of patients who are on life support at the local hospital.	künstlich am Leben erhalten werden
to lie in a coma	Peter lay in a coma for almost 10 days after his snowboarding accident.	im Koma liegen
to think that the worst is over	After Fred graduated from college, he thought that the worst was over.	denken, dass das Schlimmste vorbei ist
to live a life full of adventures	Nancy's dream was always to live a life full of adventures.	ein Leben voller Abenteuer leben
to be physically and emotionally broken	After three years working long hours as a behavioural therapist at a high-security prison, Ally was physically and emotionally broken.	körperlich und seelisch gebrochen sein
to learn to embrace something	Brett learned to embrace her injury as a part of her and became an incredible motivational speaker.	lernen, etwas zu akzeptieren
to daydream	Wyatt daydreams about having a house and a dog of his own.	tagträumen
to enable someone to do something	My English teacher in third grade enabled me to become the writer I am today.	jemandem ermöglichen, etwas zu tun
thrill-seeking has long been associated with adolescence	Even though thrill seeking has long been associated with adolescence, many adults still appreciate an adrenaline high.	Abenteuerlust ist lange mit der Jugendphase in Verbindung gebracht worden / assoziiert worden
immature logic	Thinking you can physically do any sport that your childhood friends can do is just immature logic.	kindische Logik
to assess risks	Before attempting a stunt on his bike, Mike always takes a moment and assesses potential risks.	Risiken abschätzen
on-the-fly decision-making	Some high-stress jobs require on-the-fly decision-making.	spontane Entscheidungsfindung
to be wise to do something	Barbara would be wise to think about what she is truly good at before she picks a career.	gut beraten sein, etwas zu tun
to take a deep breath	Whenever Amar is anxious, he takes a deep breath.	tief durchatmen
to drown out warning signals about risk	Filla knows she got injured because she drowned out warning signals about risk.	Warnsignale vor Risiken übertönen
to activate the reward system in one's brain	When people successfully complete a task well, it activates the reward system in their brains.	das Belohnungssystem im Gehirn aktivieren
to change a teenager's brain	Stress can fundamentally change a teenager's brain.	das Gehirn eines Teenagers verändern

to make harmful choices	Some teens make harmful choices in a moment of recklessness.	gefährliche Entscheidungen treffen
to push boundaries	Adolescence is often a time when young people push boundaries with their parents and friends.	Grenzen austesten
to find one's identity	After working with a group of musicians in Oregon, Resi felt that she had finally found her true identity and a place where she belonged.	die eigene Identität finden
to become independent	Moving away from home is often one of the first steps young adults make as they become independent.	unabhängig werden
to make quick and risky decisions	Andrés made a lot of quick and risky decisions as a young adult.	schnelle und riskante Entscheidungen treffen
to seek attention from peers	Teens sometimes do outrageous things while seeking attention from peers.	die Aufmerksamkeit von Gleichaltrigen suchen
to feel pressured	When she was fourteen, Padma often felt pressured by her friend group to drink with them.	sich unter Druck gesetzt fühlen
to consider the consequences of one's choices	Cora knew that if she was going to do something risky, she had to consider the consequences of her choices.	die Konsequenzen der eigenen Entscheidungen bedenken
to apply good decision-making skills	It's helpful to apply good decision-making skills to any significant dilemmas you have.	gute Entscheidungsfähigkeiten anwenden
to seek excitement	Humans naturally seek excitement and adventure.	Aufregung suchen
to be susceptible to peer pressure	Certain people and age groups are more susceptible to peer pressure than others.	anfällig für Gruppenzwang sein
to become confident as adults	Children need to learn how to stand up for themselves in order to become confident as adults.	als Erwachsene selbstbewusst werden
to use mistakes as learning opportunities	Ms Smith used mistakes as learning opportunities both in the classroom and in her private life.	Fehler als Lernchancen nutzen
to make better choices in the future	Gaining life experience helps young people make better choices in the future.	in der Zukunft bessere Entscheidungen treffen
to build confidence	Small personal successes build confidence in both adults and young people.	Selbstvertrauen aufbauen

Limitations when climbing the career ladder?

lack of gender equality	The lack of gender equality in this country is simply shocking.	mangelnde Gleichstellung der Geschlechter
lack of flexibility	It is often a lack of flexibility that prevents people from getting used to a changing workplace.	Mangel an Flexibilität
distance between home and workplace	Syra lives on the outskirts of a major city and works at the centre, which means there is a considerable distance between home and workplace for her.	Entfernung zwischen Wohnort und Arbeitsplatz

unrealistic salary expectations	One way to do poorly at a job interview is to have unrealistic salary expectations.	unrealistische Gehaltsvorstellungen
poorly written application	Rosie rejected a job applicant last week because he had submitted a poorly written application.	schlecht geschriebene Bewerbung
to not know one's career path	Not knowing one's career path is not a problem since there are many ways to become successful and have a happy life.	die Karrierelaufbahn nicht kennen
lack of experience	It's difficult to get a job in the medical profession with a lack of experience in that field.	Mangel an Erfahrung
to not have the right qualifications	Not having the right qualifications for a job isn't always a deal-breaker, but it makes the application process more challenging.	nicht die richtigen Qualifikationen haben
to be underqualified / overqualified	Sheila was underqualified for the position and had no idea what she was doing when she started working there. / Being overqualified for a position can lead to people with higher degrees of education being rejected so the company doesn't have to pay their workers as much.	unterqualifiziert / überqualifiziert sein
to have a squiggly career	Cindy was proud that she had had a squiggly career and had been able to experience a lot of surprises and interesting situations.	eine nicht geradlinig verlaufende Karriere haben
to progress fast	As things progressed fast in Meg's writing career, she thought about starting to send her work to larger publishing houses.	schnell Fortschritte machen, schnell vorankommen
to have (no) aspirations to do something	Karen has no aspirations to become a store manager.	(kein) Bestreben haben, etwas zu tun
to underestimate something	The man underestimated the power of a first impression and was pleasantly surprised that he got the job without having to speak much about his education.	etwas unterschätzen
to increase one's resilience	Working long hours in a restaurant increased Mila's resilience and confidence that she could successfully work in any environment.	die Belastbarkeit erhöhen
to limit one's chances of promotion	An unwillingness to take on more tasks and responsibility limited Samantha's chances of promotion.	jemandes Aufstiegschancen einschränken
to be intimidating	People in leadership roles are often intimidating to others who are just starting their careers.	einschüchternd sein, bedrohend sein
to receive a pay rise	Franklin was thrilled to receive a substantial pay rise after his first year at the company.	eine Gehaltserhöhung bekommen
to reward someone	Marie rewarded her employees for a successful year with a catered dinner party.	jemanden belohnen

to get involved in something	Péle got involved in graphic design after he left high school, and now owns a thriving business of his own.	sich mit etwas befassen, sich auf etwas einlassen
to have the ambition to climb the career ladder	It takes a certain kind of person to have and keep the ambition to climb the career ladder.	den Ehrgeiz haben, die Karriereleiter zu erklimmen
everything seems to be on track	Everything seems to be on track and moving towards success in Carlyle's software startup.	alles scheint auf Schiene zu sein
to have a career full of uncertainty and full of possibility	A freelance translator has a career full of uncertainty and full of possibility.	eine Karriere voller Ungewissheit und voller Möglichkeiten haben
to be within one's control	These problems are within Heather's control; she's dealt with stuff like this before.	unter jemandes Kontrolle sein
to spend time on projects	Jessica finds it rewarding to spend time on projects that allow her to learn more about her job.	Zeit in Projekte investieren
the skills that we have right now won't be relevant by 2030	Most employees in the technological fields know that some of the skills that we have right now won't be relevant by 2030.	die Fähigkeiten, die wir jetzt haben, werden 2030 nicht mehr relevant sein
to be open to the opportunities that come one's way	Minhaj has always been open to the opportunities that come his way.	offen sein für die Chancen, die sich bieten
to be confident about something	Gary is confident about his ability to shoe horses properly and professionally.	selbstsicher / zuversichtlich in Bezug auf etwas sein
your personal development is dependent on several factors	When you're still young, your personal development is dependent on several factors like your family, friends, and educational opportunities.	die persönliche Entwicklung hängt von mehreren Faktoren ab
to not feel ready for a possibility yet	Liam didn't feel ready for the possibility of taking over his father's woodworking business yet.	sich noch nicht bereit fühlen für eine Möglichkeit
career options seem to be out of reach	For some citizens, certain career options seem to be out of reach due to employer prejudice.	Karrieremöglichkeiten scheinen unerreichbar zu sein
to give oneself the permission to do something	Vinzenz gave himself the permission to take a day off and recover from his stressful job.	sich selbst die Erlaubnis zu geben, etwas zu tun

Limits in technological advancements?

to change life completely	Having constant access to technology changes life completely.	das Leben komplett verändern
to depend on technology	Many people's jobs and lives depend on technology.	von der Technologie abhängig sein
the process of implementing new technology is expensive	Before it becomes mainstream, the process of implementing new technology is expensive.	der Prozess der Einführung neuer Technologien ist teuer
to make people lazy	Having everything available at their fingertips makes people lazy.	die Menschen bequem / träge machen
to increase the risk of job cuts	The increase of automated procedures in factories increases the risk of job cuts.	das Risiko des Arbeitsplatzabbaus erhöhen

to divide people socially	Access to technology can also divide people socially and lessen the amount of time people spend with each other in person.	Menschen sozial trennen
technology might have faults	After a sleepless night staring at his smartphone, Raul was more willing to admit that technology might have faults.	die Technologie könnte Fehler haben
to lack people skills	Thor was worried his younger brother lacked people skills since he was almost always playing games on his phone instead of talking to his peers.	keine Sozialkompetenz haben
to lose social contact	Ironically, with more access to social media, many people lose social contact when they use their smart technology more frequently.	soziale Kontakte verlieren
to lack real-life experiences	Children who spend a great deal of time on their phones lack real-life experiences and aren't as well-equipped for the real world.	keine Lebenserfahrung haben
to get disconnected from reality	When Greta works inside on her computer for an entire day, she gets disconnected from reality.	(von) der Realität entrückt / losgelöst sein

7 Through the lens of media

Collocations with news – message – media

to access the news	Modern life makes it extremely easy to access the news.	auf (die) Nachrichten zugreifen, die Nachrichten abrufen
to avoid the news	Tyrell avoided the news during the election because he said it was too stressful for him.	die Nachrichten meiden / vermeiden / umgehen
to blame the news	Dima blames the news for the growing number of depressed teenagers she sees in her therapist's office.	die Nachrichten (für etwas) verantwortlich machen
to catch up on the news	After a week of vacation, I turned on the TV at home to catch up on the news.	sich über die neuesten Nachrichten informieren, sich über Neuigkeiten auf dem Laufenden halten
to celebrate the news	Sofia just became an aunt and we wanted to celebrate the news with her.	die Neuigkeiten feiern, eine Nachricht feiern
to consume the news	Our phones have changed the ways we consume the news.	die Nachrichten konsumieren
to criticise the news	Jeff criticises the news for being too biased and for lacking detail and background information.	die Nachrichten kritisieren
to hear the news	Bartenders will hear the news from all over town when they work an evening shift.	die Neuigkeiten erfahren
to make (the) news	Uncle Bob made the news yesterday when his tractor got stuck in a ditch and had to be dug out by the town excavator.	Schlagzeilen machen, es in die Nachrichten schaffen
to tell the news	She told us the news yesterday; I can't believe they're getting married!	(die) Neuigkeiten erzählen
to get a message across	Words can often be an ineffective way to get a message across.	eine Nachricht / Botschaft übermitteln
to leave a message	The electrician called and left a message on our home phone.	eine Nachricht hinterlassen
to pass on a message	Alicia came by my desk and passed on a message to me about the upcoming company fundraiser.	eine Nachricht überbringen / weitergeben
to send a message	I sent a message to my childhood pen pal to ask how he is doing.	eine Nachricht senden
to take a message	I took a message for my mother when she was still asleep this morning and will tell her later.	eine Nachricht notieren / aufnehmen, etwas ausrichten
to access the media	It is possible to access the media even without technology, but getting information takes longer.	auf Medien zugreifen
to avoid the media	Many celebrities avoid the media to keep their lives as private as possible.	die Medien meiden / vermeiden / umgehen
to blame the media	World leaders often blame the media for taking statements out of context and creating scandals.	die Medien (für etwas) verantwortlich machen, den Medien die Schuld für etwas zuschreiben / geben

to consume the media	We consume the media every time we open a browser or look at our phones.	Medien konsumieren / nutzen
to criticise the media	William criticises the media a great deal on his <i>YouTube</i> channel.	die Medien kritisieren
Fake news		
to deliberately / unwittingly spread fake news	Many misinformed people either deliberately or unwittingly spread fake news via social media.	absichtlich / unabsichtlich Fake News / Falschmeldungen verbreiten
to shed new light on fundamental aspects of today's online communication	Through her research, she managed to shed new light on fundamental aspects of today's online communication.	ein neues Licht auf wesentliche Aspekte der heutigen Online-Kommunikation werfen
to coin a term for a new digital era	Humans have to coin a term for a new digital era.	einen Begriff für eine neue digitale Ära prägen
to circulate rumours	Online platforms easily circulate rumours.	Gerüchte verbreiten
to differentiate between truth and falsehood	Even to the educated, it is sometimes hard to differentiate between truth and falsehood.	zwischen Wahrheit und Unwahrheit unterscheiden
to not be driven by malicious intent	The majority of false posts are probably not driven by malicious intent, but rather by a lack of knowledge.	nicht von böser Absicht (an)getrieben sein
the advent of online media	Misinformation existed well before the advent of online media; this phenomenon is nothing new.	der Beginn / das Aufkommen von Online-Medien
to share genuine / novel information	Social media can be a great platform where many people share genuine and novel information.	unverfälschte / neue Informationen teilen
to be intrigued / stunned by the latest news	Duong was stunned by the latest news of an earthquake close to his home town in Vietnam.	von den neuesten Nachrichten fasziniert / verblüfft sein
Objectivity in the media landscape		
to lack diversity	Reporting staff pools for major news outlets often lack diversity.	an Vielfalt mangeln, Vielfalt vermissen lassen
to omit details of a story	To make a news article easier to read, authors may omit details of a story.	Details einer Geschichte weglassen / auslassen
to expose double standards	What certain interviewers choose to ask different people exposes double standards that exist between men and women, for example.	Doppelmoral aufdecken
to create / publish biased headlines	Even the most respected news sources are liable to create and publish biased headlines.	vorurteilsbehaftete Schlagzeilen erstellen / veröffentlichen
to use emotional language	A sure way to generate more clicks and attention for a story is to use emotional language.	emotionale Sprache verwenden
to photoshop pictures	Dave photoshops pictures for famous fashion magazines and always talks about how unrealistic the images turn out.	Bilder mit Photoshop bearbeiten

to lack depth	Skylar was frustrated that many articles from high-calibre magazines simply lacked depth and didn't seem to tell the full story.	an Tiefe / Tiefgründigkeit vermissen lassen
to use stereotypes	A newspaper used quite a few stereotypes about Turkish citizens in an article about cultural diversity in Mainz, Germany.	Stereotype verwenden
to help readers make up their own minds	The primary goal of an unbiased news report should be to help readers make up their own minds.	den Lesern/Leserinnen helfen, sich eine eigene Meinung zu bilden
to provide facts	Cody provided facts without judgement in his job as a reporter for the <i>Associated Press</i> .	Fakten liefern
to portray issues and events in an unbiased and objective manner	Effective journalism portrays issues and events in an unbiased and objective manner.	Themen und Ereignisse vorurteilslos und objektiv darstellen / schildern
to lack favouritism towards one side or another	Herbert's reporting was impressive to his viewers because he lacked favouritism toward one side or another.	keine Voreingenommenheit gegenüber der einen oder anderen Seite haben/zeigen, unvoreingenommen sein
to keep one's own beliefs, opinions or feelings separate from the news story	Above all, Donna kept her own beliefs, opinions or feelings separate from the news story she was presenting.	die eigenen Überzeugungen, Meinungen oder Gefühle von der Nachrichtenmeldung / Berichterstattung trennen

Role of the media in shaping people's opinions

to form opinions	The way a story is presented can influence how people form opinions about the material or subject matter.	sich eine Meinung bilden
to (not) be aware of the responsibility the media has towards society	Most citizens are not aware of the large responsibility the media has towards society.	sich der Verantwortung, die die Medien gegenüber der Gesellschaft haben, (nicht) bewusst sein
to provide someone with well-researched information	Juta provided her viewers with well-researched information and regularly brought in experts for interviews.	jemanden mit gut recherchierten Informationen versorgen
to create awareness	Iris's independent reporting aims to create awareness around corruption in large governmental institutions.	Bewusstsein schaffen
to educate	The role of the media should be to educate viewers, not confuse or mislead them.	informieren, aufklären
to be the sword arm of democracy	High-quality journalism and reporting is the sword arm of democracy.	die Schwertwaffe der Demokratie sein
to act against injustice, oppression and misdeeds	Ideally, quality reporting should combat and act against injustice, oppression and misdeeds.	gegen Ungerechtigkeit, Unterdrückung und Verbrechen vorgehen
to help fight against corruption and nepotism	Greg's organisation helps fight against corruption and nepotism that goes undetected by major news sources.	den Kampf gegen Korruption und Vetternwirtschaft unterstützen
to provide information about events and conditions in society and the world	Newspapers provide information about events and conditions in society and the world.	Informationen über Ereignisse und Zustände in der Gesellschaft und in der Welt liefern / anbieten

to contribute to consensus building	Unbiased, trustworthy reporting contributes to consensus building instead of conflict.	zur Konsensbildung beitragen
to express different views about political developments and decisions	Different media sources express different views about political developments and decisions.	unterschiedliche Meinungen zu politischen Entwicklungen und Entscheidungen äußern
to criticise views that differ from one's own	People who don't want to face reality often criticise all views that differ from their own.	Meinungen, die sich von den eigenen unterscheiden, kritisieren
to be free from government control and external censorship	It is crucial for public trust that media sources are free from government control and external censorship.	frei von staatlicher Kontrolle und Zensur von außen sein
to be independent	Our town's newspaper is independent and doesn't receive any funding from the state.	unabhängig sein
to provide society with huge amounts of news and entertainment	The main objective of these news outlets is to provide society with huge amounts of news and entertainment.	die Gesellschaft mit einer großen Menge an Nachrichten und viel Unterhaltung versorgen
Digital detox		
to take a break from our 24/7 online culture	To stay mentally healthy, Petra takes a break from our 24/7 online culture whenever she can.	eine Pause von unserer 24/7-Online-Kultur machen
to put down the smartphone	Ian told his friends to put down their smartphones for the evening and play ping pong with him.	das Smartphone weglegen
to have the discipline to turn the digital devices off	Markus struggles sometimes and doesn't have the discipline to turn the digital devices off.	die Disziplin aufbringen, die digitalen Geräte auszuschalten
to resist the temptation to constantly check one's social media account	Especially when she's waiting for a message, Melody resists the temptation to constantly check her social media account.	der Versuchung widerstehen, ständig den Social-Media-Account zu überprüfen / checken
to establish a healthier, less stressful work-life balance	Less online time can help teenagers and adults alike establish a healthier, less stressful work-life balance.	eine gesündere, weniger stressige Work-Life-Balance herstellen
to suffer from severe sleeping problems, symptoms of depression, and increased stress levels	Students frequently suffer from severe sleeping problems, depressive symptoms and increased stress levels.	unter schweren Schlafproblemen, depressiven Symptomen und erhöhtem Stressniveau leiden
to escape from this vicious cycle	In the beginning, I found it hard to escape from this vicious cycle, but it became easier with time.	diesem Teufelskreis entkommen
to not miss out on anything	Tina didn't want to miss out on anything that her friends might post on social media.	nichts verpassen
to stay off the Internet for some time	It's refreshing to stay off the Internet for some time.	eine Zeit lang nicht online sein
to attempt a digital detox	Josie's office attempted a digital detox last year to take a break from the pressures of posting everything online.	einen digitalen Entzug ausprobieren

to use digital devices excessively	People who work primarily online use digital devices excessively, sometimes without realising it.	digitale Geräte übermäßig oft (be)nutzen
to add too much stress to one's life	Endless social media accounts added too much stress to Kevin's life, so he deleted them.	zu viel Stress im Leben verursachen
to develop addictive behaviour	Teens who socialise online develop addictive behaviours if that is the only way they talk to their peers.	ein Suchtverhalten entwickeln
to recognise health issues	Effective reporting about medical problems can help citizens recognise health issues before they become serious.	gesundheitliche Probleme erkennen
to be / feel stressed out	Brad was / felt stressed out after he learned all of the newspaper archives had accidentally been deleted.	gestresst sein / sich gestresst fühlen
to focus more on interaction with others	Gene is careful to focus more on interaction with others now that he knows how easy it is to block out the world with a smartphone.	sich mehr auf die Interaktion mit anderen konzentrieren
to get physical exercise	Our teacher always insists we get physical exercise every day.	sich körperlich betätigen
to practise mindfulness	Mabel practises mindfulness every time she gets stressed or starts overthinking.	Achtsamkeit praktizieren
to set reasonable rules and boundaries	Vee sets reasonable rules and boundaries for her daughter to use technology.	vernünftige Regeln und Grenzen setzen
to become more computer-savvy	Students have become more computer-savvy in the last two decades and are able to help their parents with Internet problems.	Computer-versierter werden, versierter im Umgang mit Computern werden
to encourage and support participation in other activities	Parents should encourage and support participation in other activities so their kids can experience new things.	die Teilnahme an anderen Aktivitäten fördern und unterstützen
to use apps that keep track of one's screen time	Constance and her sisters use apps that keep track of their screen time and warn them when they've been online too long.	Apps verwenden, die vor dem Bildschirm verbrachte Zeit nachverfolgen / aufzeichnen
to organise workshops	Daniel organises workshops on computer literacy and using technology effectively.	Workshops veranstalten / organisieren
to inform people about possible risks and dangers	Felicitas thinks it is necessary to inform people about possible risks and dangers before they even start using social media.	Menschen über mögliche Risiken und Gefahren informieren
to set a time limit	Dominik sets a time limit for how long he can scroll on <i>Instagram</i> .	ein Zeitlimit festlegen
to hand out leaflets to raise awareness about a topic	At a demonstration, Paul handed out leaflets to raise awareness about digital detoxing.	Broschüren verteilen / austeilen, um Bewusstsein für ein Thema zu schaffen
to start an awareness-raising campaign	My cousin started an awareness-raising campaign about the downsides of being constantly available and connected.	eine Kampagne zur Bewusstseinsbildung starten

8 The road to success

Secrets of success		
to be driven by passion	Almost every successful entrepreneur is driven by passion.	von Leidenschaft (an)getrieben sein
to have fun working	My mother told me she still has fun working even though she's had the same job for over 30 years.	Spaß an der Arbeit haben
to focus on one thing	Gordon focused on one thing during his college years and started his business directly after.	sich auf eine Sache konzentrieren
to push oneself physically and mentally	Becoming successful requires you to push yourself physically and mentally.	sich körperlich und geistig motivieren / anstrengen
to serve others something of value	Nial prioritises his customers and aims to serve others something of value.	anderen etwas Wertvolles darbieten / anderen gute Dienste erweisen
to want to be a millionaire	Anyone would say they want to be a millionaire, but very few actually have the opportunity to reach this goal.	ein Millionär/eine Millionärin sein wollen
to found a company	Beck's friend founded a company and asked him to design the advertisements for it.	ein Unternehmen gründen
to learn to persist through failure	She wasn't deterred by setbacks and had learned to persist through failure.	lernen trotz eines Misserfolgs / Fehlschlags beharrlich / hartnäckig zu bleiben, lernen bei einem Misserfolg / Fehlschlag nicht lockerzulassen
to identify the reason(s) for failure	It was easy for Stan to fix the problem once he had identified the reason for failure.	den Grund/die Gründe für das Scheitern erkennen / bestimmen
to lead (up) to success	A combination of diverse actions and decisions ultimately lead (up) to success.	zu Erfolg führen / hinführen
to come up with some new ideas	Nosagie came up with some new ideas for his brother's computer repair business.	neue Ideen entwickeln, sich etwas Neues einfallen lassen, mit neuen Ideen aufwarten
to focus on clients and projects	Jimmy focuses on clients and projects so he can provide the best service.	sich auf Kunden/Kundinnen und Projekte konzentrieren
to centre around proper investment and wealth management	Mitchell's financial advisory service centres around proper investment and wealth management.	sich auf geeignete Anlageformen und Vermögensverwaltung konzentrieren
to take full responsibility for one's actions	Christian takes full responsibility for his actions, even if it makes him look bad.	die volle Verantwortung für das eigene Handeln übernehmen
to not be about money in the first place	Erica really enjoys her work; it's not about money in the first place.	sich nicht in erster Linie um Geld drehen
to participate in everyday activities	My coach encourages us to not work so much that we can't participate in everyday activities.	an Alltagstätigkeiten teilnehmen

Characteristics of successful people

to be able to adapt	Anne is able to adapt to any changes in the market and respond to them quickly.	sich anpassen können
to be able to think for oneself	In order to start a company, you need to be able to think for yourself and make your own decisions.	selbstständig denken können
to be decisive	Good leaders are decisive and can make quick decisions.	entscheidungsfreudig / entschlossen sein
to be dedicated	My boss is absolutely dedicated to the company and goes out of her way to make sure her employees are thriving.	engagiert / hingebungsvoll sein
to be determined	Toni was absolutely determined to become the most successful young entrepreneur Texas had ever seen.	entschlossen / bestimmt sein
to be disciplined	Joel is an extremely disciplined person; he never lets himself get distracted.	diszipliniert sein
to be hard-working	Gwen is extremely hard-working and sometimes works on week-ends to send out extra orders.	hart arbeiten, fleißig sein
to be motivated and committed	Bailey is highly motivated and committed to making our team the most productive one in the company.	motiviert und engagiert sein
to be passionate	Sadie is passionate about writing and public speaking.	leidenschaftlich / begeisterungsfähig sein
to be talented	Rowan is talented at speaking with investors and dealing with their concerns.	talentiert sein
to be willing to start from scratch	Chad was willing to start from scratch when his first business idea didn't work out.	bereit sein, ganz von vorne anzufangen
to create a plan for moving forward	Lillian created a plan for moving forward after some shipping delays had changed her original schedule.	einen Plan erstellen, um voranzukommen
to forgive oneself	Pearl has the ability to forgive herself for any mistakes she makes, and then take action to fix them.	sich selbst verzeihen
to give something back to the community	Many young entrepreneurs who return to their hometowns have the goal of giving something back to the community.	der Gemeinschaft / Allgemeinheit etwas zurückgeben
to have cultural understanding	If a company sells products successfully overseas, the owners probably have cultural understanding of the target customers.	kulturelles Verständnis haben
to have excellent communication skills	Tara has excellent communication skills both with her clients and with her co-workers.	ausgezeichnete Kommunikationsfähigkeiten haben
to love what you do	If you love what you do, you are more likely to become successful.	lieben, was man tut
to push oneself to the limit	Zoë pushed herself to the limit last year while building her painting business and opening an online shop.	an die (persönlichen) Grenzen gehen

to show enthusiasm	When customers show enthusiasm for a new product, the creator knows he or she did something right!	Begeisterung / Enthusiasmus zeigen
to think critically	Topher thought critically about a flaw in the app he was developing and found a solution within a day.	kritisch denken
In-house training		
to gain soft skills	Sometimes it is just as important to gain soft skills as it is to be good at the technical aspects of a job.	soziale Kompetenzen erwerben
to improve team building and collaboration	Kirk improves his office's team building and collaboration by having regular check-ins with all employees.	Teambildung und Zusammenarbeit verbessern
to deal with problem-solving / troubleshooting	Ginny dealt with problem-solving in her old job with a number of different strategies.	sich mit Problembewältigung / Problembehebung befassen
to take part in a safety training course	Wren took part in a safety training course as part of her job at a ski resort.	an einem Sicherheitstraining / einer Sicherheitsschulung teilnehmen
to get managerial training	Lenny got managerial training after he'd completed his fourth successful year at the company.	Führungskräftetraining bekommen
to increase employee loyalty	Frequent in-house communication and transparency increases employee loyalty.	Mitarbeiter/innen-Bindung verbessern, Mitarbeiter/innen-Treue erhöhen
to research quality enhancement	Deanna researched quality enhancement for her firm and created a plan for the upcoming quarter.	Recherchen zur Qualitätsverbesserung anstellen
to offer customised staff training	Some businesses offer customised staff training if it is necessary.	maßgeschneiderte Mitarbeiter/innen-Schulung anbieten
to lead to employee satisfaction	The assurance that employees' concerns are listened to leads to employee satisfaction.	zu Mitarbeiter/innen-Zufriedenheit führen
to aim for promotion	Most members of a company aim for promotion at some point during their careers.	eine Beförderung anstreben
Pros and cons of success		
pros		
to have high self-esteem	Effective leaders often have high self-esteem and high confidence in their abilities.	ein ausgeprägtes Selbstwertgefühl haben
to be well-off	The Jones' are quite well-off; their business venture gained a lot of popularity last year.	wohlhabend / gutsituiert sein
to be looked up to	Successful people, skilled athletes and effective leaders are looked up to by the general population.	bewundert / verehrt werden
to be more confident	Tamara's goal was to be more confident in her accomplishments.	selbstbewusster sein
to get out of one's comfort zone	Being in the spotlight allows you to get out of your comfort zone.	aus der Komfortzone herauskommen
to act as / be a role model	Severin acts as / is a role model to his fellow entrepreneurs in the industry.	als Vorbild fungieren / ein Vorbild sein

cons		
to be pressured into something	Well-meaning colleagues might try to pressure you into a role you don't want to take on.	zu etwas gedrängt werden, sich zu etwas gedrängt fühlen
to lack time with one's family / for one's hobbies	Working too much can be harmful if you lack time for your hobbies.	zu wenig Zeit mit der Familie / für Hobbys haben, an Zeit mit der Familie / für Hobby mangeln
to need to sacrifice things	If you need to sacrifice things that bring you happiness to be successful, you might want to reassess your priorities.	Dinge opfern müssen
to have more responsibilities	Successful business owners often have more responsibilities than the employees of a company.	mehr Verantwortung haben
to have to deal with envy and jealousy	When she successfully launched her clothing line, Judy had to deal with envy and jealousy from both friends and colleagues.	sich mit Neid und Eifersucht auseinandersetzen müssen
to face new challenges	Success requires one to face new challenges.	sich neuen Herausforderungen stellen
Bullying		
to be linked to shame	Needing to ask for help is unfortunately linked to shame.	mit Scham verbunden sein
to experience bullying at school / at work	It's not uncommon to experience bullying at school or at work.	Mobbing in der Schule / am Arbeitsplatz erleben
to shrug off an insult	JT just smiled at Fred and shrugged off the insult as if Fred hadn't said anything.	eine Beleidigung mit einem Achselzucken abtun, eine Beleidigung gelassen hinnehmen
to be repeatedly attacked	It can really take a toll on a student's mental health if they are repeatedly attacked by bullies.	wiederholt angegriffen werden
to have terrible self-doubt(s)	Chelsea has terrible self-doubts but is working on speaking with more confidence.	schreckliche Selbstzweifel haben
to ward off one's own feelings of inadequacy	Sometimes it is helpful to have a positive mantra to tell yourself to ward off your own feelings of inadequacy.	den eigenen Unzulänglichkeitsgefühlen entgegenwirken, Gefühle der eigenen Unzulänglichkeit abwehren
to be vulnerable	Young people are particularly vulnerable to criticism.	verletzlich sein
to (not) take something personally	If someone is rude to you, it's important to not take the joke personally.	etwas (nicht) persönlich nehmen
to lack motivation to keep going	Academic burnout and bullying can cause teenagers to lack motivation to keep going.	an Motivation zum Weitermachen mangeln, keine Motivation zum Weitermachen haben
to be stuck in a bubble	Many teens are stuck in a bubble and don't have a way to gain other perspectives.	in einer Blase gefangen sein
to act out of one's own hurt	Bullies often act out of their own hurt when they insult someone or act mean.	aus einer eigenen Verletzung heraus handeln
to lash out at someone	When Laura is tired, she finds it easier to accidentally lash out at someone and hurt their feelings without meaning to.	auf jemanden losgehen, jemanden verletzen

to run a series of anti-bullying workshops	The elementary schools ran a series of anti-bullying workshops after a cyber bullying incident in our district.	eine Reihe von Anti-Mobbing-Workshops veranstalten
Different kinds of employment		
to launch a startup	Ethel launched a startup last year and is now focusing on building her client base.	ein Start-up gründen
to run a franchise	Chuck runs a franchise and says it is much more complicated than running your own small business.	ein Franchise-Unternehmen führen
to be employed with / at a company	My brother is employed with / at a company that makes different types of waterproof paint.	angestellt sein (bei einem Unternehmen)
to be a freelancer	Jamie wanted to be a freelancer so he could determine his own work hours.	Freiberufler/in sein
to be self-employed	Claire says she has been self-employed for over five years, and is liking it more than ever.	selbstständig sein
to be a white-collar worker	Mr. Borrows is a white-collar worker at a local law firm.	Angestellte/r sein
to be a blue-collar worker	Kenny is a blue-collar worker and owns his own painting business.	Arbeiter/in sein

9 Consumerism and throwaway society

Consumer society		
to decrease the correlation between consumption and happiness	By buying less, Sara aims to decrease the correlation between consumption and happiness for her family.	die Wechselwirkung / Korrelation zwischen Konsum und Glück reduzieren
to evoke a feeling of control and self-efficacy	Buying only what she needs evokes a feeling of control and self-efficacy for Stace.	ein Gefühl der Kontrolle und Selbstwirksamkeit erwecken / hervorrufen
to reward oneself for something you have achieved at school / at work	Tabitha bought herself a new mountain bike to reward herself for her promotion at work.	sich für etwas, das man in der Schule / Arbeit erreicht hat, belohnen
to combat chronic dissatisfaction	Mustapha combats chronic dissatisfaction by continuously buying the latest designer watch model.	chronische Unzufriedenheit bekämpfen
to cause a domino effect of problems on society	An emphasis on spending causes a domino effect of problems on society in general.	einen Dominoeffekt an gesellschaftlichen Problemen auslösen
worrying rates of obesity	Many countries in the West have worrying rates of obesity both among children and adults.	besorgniserregende Fettleibigkeitsquoten
to lead to pollution and resource depletion	Always requiring, producing and buying new things leads to pollution and resource depletion.	zu Umweltverschmutzung und Ressourcenerschöpfung / -verknappung führen
oceans are slowly but surely becoming a giant waste disposal pit	The world's oceans are slowly but surely becoming a giant waste disposal pit for everything from plastic bottles to toxic chemicals.	die Ozeane werden langsam, aber sicher zu einer riesigen Müllhalde
to widen the gap between the rich and the poor	Consumerism only widens the gap between the rich and the poor and makes financial differences more visible.	die Kluft zwischen Arm und Reich vergrößern
to be aware of the power of advertising	Erzsie is very aware of the power of advertising and only makes a big purchase if she still wants the item after two weeks.	sich der Macht der Werbung bewusst sein
to appreciate what you have	Larry appreciates what he has and encourages his grandchildren to be thankful for their belongings as well.	schätzen / zu schätzen wissen, was man hat
to retrain oneself	Marco had to retrain himself to save his money and not always plan for his next purchase as soon as he gets his pay check.	sich umschulen lassen
to consider each and every item you buy	Harper considers each and every item she buys very carefully before purchase.	über jeden einzelnen Gegenstand, den man kauft, nachdenken
to show off one's wealth	It's very common for rich entrepreneurs or celebrities to show off their wealth with expensive cars, vacations and clothing.	mit dem Reichtum prahlen, den Reichtum zur Schau stellen
to be (non-)materialistic	Josie is a relatively (non-) materialistic person, as she puts (doesn't put) a lot of importance on buying and getting new things.	(nicht) materialistisch sein, (nicht) in erster Linie auf den wirtschaftlichen und finanziellen Vorteil bedacht sein

to dismiss something without a second thought	Heidi dismissed the idea of walking to the event without a second thought; she called a taxi instead.	etwas ohne zu überlegen ablehnen / verwerfen
to be a top-rate earner	Klaus is a top-rate earner but a remarkably humble and honest man.	ein/e Spitzenverdiener/in sein
annual wage	Some CEOs make more than my annual wage in a single day.	Jahreslohn
to spend a fortune	Kim spent a fortune on a home gym and an extensive sound system for his basement.	ein Vermögen ausgeben
to shop as a pastime	Maxine shops as a pastime, making her friends go with her to try on designer clothing.	zum Zeitvertreib einkaufen
to make a contribution to society	I would rather make a contribution to society than keep all of my wealth for myself.	einen Beitrag für die Gesellschaft leisten
to fetishise wealth	If someone seems to care more about money than anything else, they could be fetishising wealth and the lifestyle that comes with possessing more money.	Reichtum zum Fetisch machen / fetischisieren
depletion of natural resources	Out-of-control buying habits lead to a depletion of natural resources.	Erschöpfung der/von natürlichen Ressourcen
cultural and social problems	A widening gap between rich and poor causes far-reaching cultural and social problems.	kulturelle und soziale Probleme
shopping addiction	Shopping addictions are difficult to treat because you can't completely avoid buying things.	Kaufsucht
deforestation	An increased demand for rare wood has led to extensive deforestation in rainforest regions.	Abholzung (der Wälder), Entwaldung
accelerated climate change	Consumerism can actually lead to accelerated climate change.	beschleunigter Klimawandel
increased debt levels	The option to buy many things on credit results in increased debt levels.	erhöhte Verschuldung / Schuldenstände
pollution	Throwaway culture causes higher levels of pollution.	Verschmutzung, Umweltverschmutzung
overuse of Earth's natural resources	Overuse of Earth's natural resources means that there will be fewer resources available for future generations.	Übernutzung / Überbeanspruchung der natürlichen Ressourcen der Erde
emphasis on different key values	Moving away from consumer society means placing an emphasis on different key values like frugality and doing things for the good of all.	Hervorhebung verschiedener Schlüsselwerte, Betonung verschiedener Schlüsselwerte
exploitation	Reducing our consumption can also lead to decreased exploitation of workers in other countries.	Ausbeutung
obsession with trends / specialty products	Unfortunately, globalisation has sparked an obsession with trends and specialty products shipped from the other side of the world.	Besessenheit von/mit Trends / Spezialprodukten

to take something for granted	When a person has constant access to certain luxuries, they might take those things for granted and not appreciate them as much anymore.	etwas als selbstverständlich betrachten / ansehen
Food waste		
to become inedible	Produce can quickly become inedible if not used when it's fresh.	ungenießbar werden
to (not) use the food in time	My family is really careful and uses the food in time so it doesn't go bad.	Nahrungsmittel (nicht) rechtzeitig verzehren / aufbrauchen
to decrease portion sizes in restaurants	A good way to reduce unnecessary food waste would be decreasing portion sizes in restaurants.	die Portionsgrößen in Restaurants verkleinern
to (not) throw out food prematurely	Aaron doesn't throw out food prematurely; if anything, he keeps cheese for longer than he should.	Lebensmittel (nicht) vorzeitig wegwerfen
to (not) always stick to best-before dates	Todd doesn't always stick to best-before dates, especially when the food still looks and smells fine.	sich (nicht) immer an das Mindesthaltbarkeitsdatum halten / um das Mindesthaltbarkeitsdatum kümmern
to use expiration dates as a guide	The owner of our local natural foods store told us to use expiration dates as a guide to know approximately how long the food lasts.	das Haltbarkeitsdatum als Richtwert betrachten
to reuse products / foods	There are many innovative ways to reuse products and foods for other things.	Produkte / Lebensmittel wiederverwenden
to donate leftovers to charity	The Young family donates leftovers to charity every Sunday.	Essensreste für wohltätige Zwecke spenden
to (not) discard food too early	If you throw out things on the day of expiration, you are discarding food too early.	Lebensmittel (nicht) zu früh wegwerfen
to give uneaten leftovers to employees	In many Cafés, they give uneaten leftovers to employees as "shift snacks".	Essensreste an Mitarbeiter/innen verschenken
to store food (in)adequately	Storing food adequately can help extend its shelf life.	Lebensmittel (un)sachgerecht lagern
to cause food-poisoning bacteria and mould to grow	Improper storage of food can cause bacteria and mould to grow that can lead to food poisoning.	das Wachstum von Lebensmittelvergiftenden Bakterien und Schimmel begünstigen / verursachen
to preserve energy and resources	It's vital to preserve energy and resources on this planet, since the population is only getting bigger.	Energie und Ressourcen schonen / bewahren
to reduce one's carbon footprint	Stevie is trying to reduce her carbon footprint significantly this year.	den eigenen CO ₂ -Fußabdruck reduzieren
to drive down the price of food	Government subsidies drive down the price of food.	den Preis von Lebensmitteln drücken / senken
to save money	By only buying as much as you need, you save money in the long run.	Geld sparen

Describing charts

to increase / an increase	The number of vegetarians worldwide increased significantly in the last two years. / The chart shows an increase of about 12 per cent in total vegetarian meal offerings in fast-food restaurants	zunehmen / eine Zunahme
to rise / a rise	The number of participants in cooking workshops rose during the pandemic. / Increased time at home caused quite a rise in culinary creativity.	ansteigen / ein Anstieg
to boost / a boost	The online publicity boosted the company's stock value significantly. / More vacation time and flexible working hours caused a boost in employee morale.	erhöhen, ankurbeln / Aufschwung
to skyrocket	The number of working women skyrocketed during WW II.	in die Höhe schießen
to peak / a peak	At the height of the crisis, rates of distrust in the government peaked. / Interest rates in the United States reached a peak in 2018, then went down again.	den Höchststand erreichen / Höchststand, Maximum, Spitze
to decline / a decline	The total number of people relying exclusively on public transportation declined slightly last year. / In 2020 there was a rapid decline in the number of international flights offered.	fallen, weniger werden, nachlassen, sinken / Abnahme, Rückgang
to decrease / a decrease	The chart shows that interest in pursuing higher education actually decreased among members of the younger generation. / A decrease in the number of young students pursuing an education in the trades created a shortage of skilled craftspeople.	verkleinern, (sich) reduzieren, abnehmen, (sich) verringern / Rückgang, Abfall, Reduktion
to plummet / a plummet	Sales of the product plummeted once the company scandal was made public. / Many customers were surprised by the sharp plummet in prices; suddenly, everything was more affordable.	abstürzen, (ungebremst) fallen / (Ab)sturz, Sturzflug
to crash / a crash	The price of tomatoes crashed due to a huge surplus on the market. / Too many people selling their stocks can lead to a market crash.	kollabieren, abstürzen / Absturz, Kurseinbruch
to fluctuate / a fluctuation	The market price for a purebred golden retriever puppy fluctuates depending on the availability of dogs. / Many factors can contribute to a fluctuation in oil and gas prices.	schwanken, fluktuieren / Schwankung, Fluktuation

to level off	The population growth of a rare species of penguin has levelled off in past years.	auslaufen, abflachen, sich einpendeln
to remain stable	The amount of forestland in Austria has remained stable in recent years.	beständig / stabil bleiben
to stagnate / a stagnation	Company growth stagnated this year and we hardly broke even. / Higher interest rates can lead to periods of economic stagnation.	stillstehen, stagnieren / Stillstand, Stagnation, Flaute
extremely	The number of new recruits is extremely high / low.	extrem, außerordentlich
sharply	The trend rose and fell sharply several times throughout the year.	stark
considerably	The end result is considerably different in comparison to last year's yield.	erheblich, beträchtlich
significantly	The rates are significantly higher now than they were in November of last year.	bedeutend, erheblich
insignificantly	The brand's popularity is trending insignificantly lower in comparison to last month.	unwesentlich, unerheblich
slightly	Our profit margin was slightly affected by the economic downturn.	geringfügig
steadily	For the past five years, the venture has been steadily growing in size, and we're looking forward to seeing what happens next.	beständig, stetig, kontinuierlich

Throwaway culture

to prohibit planned obsolescence	Some governments have already prohibited planned obsolescence to reduce waste.	geplante Obsoleszenz / Überalterung verbieten
to bring a legal suit against someone	A group of private citizens brought a legal suit against a prominent washing machine company for their products' lack of durability.	eine Klage gegen jemanden erheben, ein Strafverfahren gegen jemanden einleiten
to generate tons of e-waste	Manufacturers for household appliances generate tons of e-waste each year.	Tonnen von Elektroschrott erzeugen
to be at the cutting edge	Most companies try to be at the cutting edge of new technology so they can draw in more customers.	an führender Stelle sein
to outlaw a practice	Certain European governments outlaw the practice of deliberately shortening the lifespan of a device to increase product turnover.	eine Praxis verbieten / für illegal erklären
to become a disposable society	If we keep up this rate of consumption, we risk becoming a disposable society.	eine Wegwerfgesellschaft werden
to shorten a product's lifespan	The company deliberately shortened their signature Waffle Iron's lifespan so that customers would have to buy it more often.	die Lebensdauer eines Produkts verkürzen

to deliberately reduce the life of a product	In some countries, it is already illegal to deliberately reduce the life of a product.	die Lebensdauer eines Produkts absichtlich verringern
to design products to fail	When you design products to fail, you produce a lot of unnecessary waste.	Produkte so gestalten, dass sie (bald) kaputt gehen
to offer a 50-year guarantee	These products can be built to last, and to such an extent that the company can offer a 50-year guarantee.	eine 50-Jahre-Garantie anbieten
to emit greenhouse gases	The factories responsible for manufacturing so many appliances emit greenhouse gases in extremely large quantities.	Treibhausgase ausstoßen
to force consumers to buy products more often	The aim of this strategy is to force consumers to buy products more often.	die Verbraucher/innen zwingen, häufiger Produkte zu kaufen
to pass a law	France passed a law to prevent companies from cheating and producing devices cheaply.	ein Gesetz beschließen / verabschieden
to take legal action	Many environmental advocacy groups will take legal action if nothing is done about the increasing amounts of e-waste.	rechtliche Schritte einleiten
to be a strong signal	These actions are a strong signal for change in manufacturing practices.	ein starkes Signal setzen / sein
to reach a consensus	After much deliberation, the two parties finally reached a consensus and were able to make a decision.	eine Übereinstimmung / einen Konsens erreichen / erzielen
to tackle product durability	To save the environment, tackling product durability is essential.	Produkt Haltbarkeit angehen / in Angriff nehmen

21st century – the age of disposable relationships?

to savour shared memories	The best part about seeing old friends is savouring shared memories.	gemeinsame Erinnerungen genießen
to be less committed	People in the modern dating scene tend to be less committed to their partners.	weniger verbindlich sein
to build up a mutually trusting relationship	It often difficult to build up a mutually trusting relationship.	eine Beziehung aufbauen, die auf gegenseitigem Vertrauen basiert
to have a sense of freedom	Daters are more interested in having a sense of freedom than in forming a meaningful connection.	ein Gefühl der Freiheit haben
to correct each other's thinking biases	In a healthy relationship, both partners help correct each other's thinking biases and expand each other's worldview.	einander in Denkfehlern korrigieren
to learn from one another	It can be extremely enlightening to learn from one another and ask questions about the other's experiences.	voneinander lernen
to fully rely on one another	People find it difficult to fully rely on one another and completely trust their partner.	sich voll und ganz aufeinander verlassen können

to feel a strong bond	Mona feels a strong bond with her partner.	eine starke Bindung zu jemandem haben, eng verbunden mit jemandem sein
to develop personally and socially	Healthy relationship allow both people to develop personally and socially.	sich persönlich und sozial (weiter)entwickeln
to be able to be oneself	If you are able to be yourself with someone else, you know that person accepts who you are.	man selbst sein können
to (not) have dating stress	Luke does not have dating stress because he has been with his boyfriend for over four years.	(keinen) Stress mit Partnersuche haben
to get to know oneself better	The right relationship can help you get to know yourself better.	sich selbst besser kennenlernen
to hardly have any responsibilities	Ezekiel hardly has any responsibilities in life – he doesn't own a pet, doesn't have a girlfriend, and doesn't even have to water any houseplants.	kaum Verpflichtungen haben
to keep promises	One of the most important things in both friendships and relationships is that a person keeps his or her promises.	Versprechen einhalten
to have a legal commitment	Marriage means that two people have a legal commitment to each other.	eine rechtliche Verpflichtung haben
to have financial benefits	A combined household has some financial benefits.	finanzielle Vorteile haben
to be more self-sufficient	Many people decide to be more self-sufficient instead of looking for someone to date right away.	eigenständiger / unabhängiger sein
to hang out	Franz just wanted to hang out and listen to music in the park all day.	abhängen, herumhängen
to be rather superficial	Tabea is rather superficial; she always judges people on what type of clothing they wear.	eher oberflächlich sein
to be based on fun	A healthy friendship should be based on fun and mutual respect.	auf Spaß beruhen / basieren
to be relaxed and easy-going	Hannah is always relaxed and easy-going whenever I see her; nothing seems to make her mad.	entspannt und gelassen / ungezwungen sein
to share pretty much everything	When I was younger, I used to share pretty much everything with my best friend.	ziemlich alles miteinander teilen

10 Be smart. Be well.

How intelligence matters

to be socially intelligent	Erol is very socially intelligent; he always knows how to put everyone at a party in a good mood.	über soziale Intelligenz verfügen
to be influenced by genetic factors	Many specific skills are influenced by genetic factors and are somewhat out of an individual's control.	von genetischen Faktoren / Genfaktoren beeinflusst sein
to have an impact on one's well-being	Fionna says that there are many things that have an impact on her well-being.	einen Einfluss auf das eigene Wohlbefinden haben
to contribute to a fulfilling career	Advanced knowledge in a subject contributes to a fulfilling career.	zu einer erfüllenden Karriere beitragen
to have an effect on one's school / work performance	Bernadette's ability to focus had an effect on her school performance.	sich auf die schulischen / beruflichen Leistungen auswirken
to be more easily manipulated	If a person doesn't know how to think critically, they will be more easily manipulated by people with bad intentions.	leichter manipulierbar sein
to have a longer lifespan	People with access to education have a longer lifespan than those who don't.	eine höhere Lebenserwartung haben
to affect one's income	The level of education that has been reached affects a person's income later in life.	das Einkommen beeinflussen / beeinträchtigen
to correlate with happiness	More knowledge doesn't always correlate with happiness.	mit Glück / Zufriedenheit in Wechselbeziehung stehen / zusammenhängen / korrelieren
to provide more life opportunities	A high school degree provides more life opportunities.	mehr Chancen im Leben bieten
to have more self-confidence	People who have had access to education as young children have more self-confidence as they become adults.	mehr Selbstvertrauen haben
to be more creative	Zac thought he was more creative than his brothers because he played and wrote more music.	kreativer sein

Can IQ be measured?

to measure intelligence and cognitive abilities	There are certain ways to measure intelligence and cognitive abilities, but they aren't all accurate.	Intelligenz und kognitive Fähigkeiten messen
to attribute performance to someone's general intelligence	It's easy to see a child complete a task and attribute their performance to their general intelligence.	Leistungsfähigkeit der allgemeinen Intelligenz einer Person zuschreiben / auf allgemeine Intelligenzfaktoren zurückführen
the ability to make a decision is closely linked with reasoning speed	In both adults and children, the ability to make a decision is closely linked with reasoning speed.	die Fähigkeit, eine Entscheidung zu treffen, ist eng mit der Denkgeschwindigkeit verbunden
to use a valid and unbiased test	Researchers attempting to measure intelligence need to use a valid and unbiased test to achieve scientifically acceptable results.	einen zulässigen / fundierten und werturteilsfreien Test verwenden

to discriminate against racial and ethnic groups	Early versions of intelligence tests discriminated against racial and ethnic groups.	Gruppen diskriminieren aufgrund rassistischer oder ethnischer Zuordnung
to have a strong ethical code	Having a strong ethical code helps determine whether or not an action or experience is morally acceptable.	einen strikten ethischen Kodex haben
to be frequently misinterpreted	Some actions are frequently misinterpreted when they occur in international settings.	häufig fehlinterpretiert / falsch interpretiert werden
to conduct cross-cultural psychology experiments	Many scientists conducted cross-cultural psychology experiments to research how different cultures deal with certain social situations.	kulturübergreifende psychologische Experimente durchführen
an indication that there is something wrong with the test	The scores gave an indication that there was something wrong with the test, not the test subjects.	ein Hinweis darauf, dass mit dem Test etwas nicht stimmt
to diminish dreams and expectations	An inaccurately low test result might diminish dreams and expectations for a child.	Träume und Erwartungen dämpfen
to deny or limit opportunities	Judging applicants solely on their IQ scores denies or limits their opportunities in countless ways.	Möglichkeiten verweigern oder einschränken
to promote human well-being	Tests and studies should be conducted to promote human well-being, not destroy it.	das menschliche Wohlbefinden fördern

EQ vs IQ

to make students more conscientious	Interacting with other students and learning about each other makes students more conscientious.	Schüler/innen gewissenhafter machen
to boost one's grades	Daily recess helped boost Emily's grades and receive the best marks she had ever had.	die Noten verbessern
to get along in one's interpersonal relationships	Having empathy makes it easier to get along in your interpersonal relationships.	in zwischenmenschlichen Beziehungen klarkommen / zurechtkommen
to have a sophisticated emotional vocabulary	Franz talks about his emotions a lot and has a sophisticated emotional vocabulary.	ein differenziertes emotionales Vokabular haben
to have research-based strategies to regulate one's emotions	When Sam is in a tough situation, he has research-based strategies to regulate his emotions.	über forschungsbasierte Strategien zur Steuerung der eigenen Emotionen verfügen
learning is affected by one's emotional state	Not very many people realise that learning is affected by one's emotional state.	Lernen wird vom Gefühlszustand beeinflusst
the brain is preoccupied with managing one's social life	James knows that his brain is preoccupied with managing his social life most of the time.	das Gehirn ist damit beschäftigt, das eigene soziale Leben zu bewältigen
to be able to calm oneself down	Hera was able to calm herself down by taking deep breaths.	in der Lage sein, sich selbst zu beruhigen
to disclose personal information safely	Learning how to disclose personal information safely will put you at an advantage in the future.	persönliche Informationen sicher / gefahrlos preisgeben / bekanntgeben
to tackle problems more effectively	Gorka tackles problems more effectively after he's written them down in a notebook.	Probleme effektiver bewältigen

21st century skills

collaboration	Collaboration or teamwork allows people to make progress way faster than they would if they worked alone.	Zusammenarbeit
commitment	Whitney's commitment to the mental well-being of her employees made them feel valued and allowed them to perform better.	Hingabe, Engagement
communication	Communication is a key ingredient in successful relationships.	Kommunikation
computer literacy	Generally, members of the younger generations have more computer literacy than those who grew up without any Internet.	Computerkompetenz, EDV-Kenntnisse
creativity	Joan has so much creativity, it seems like it rubs off on anyone she meets!	Kreativität
critical thinking	Critical thinking is a necessary skill in today's world.	kritisches Denken
digital literacy	Gerald knows everything about computers and software, so we call him a master of digital literacy.	digitale Bildung / Kompetenz
flexibility	Flexibility and the willingness to embrace new situations are helpful traits when you work in a team.	Flexibilität
information literacy	When students learn how to do proper research, they are learning skills to improve their information literacy.	Informationskompetenz
initiative	Members of a team should take initiative and suggest any ideas they may have for new projects.	Initiative
leadership	When the company needed better leadership, they chose Ian for the job; people naturally look up to him and trust his judgement.	Führung, Leitung
learning skills	Stefan's learning skills were unrivalled; he was so good at figuring out how to understand a new topic.	Lernfähigkeit
media literacy	Media literacy is becoming more and more crucial in today's job market.	Medienkompetenz
problem-solving skills	Steph's excellent problem-solving skills would have been necessary for the dilemma we ran into last week.	Problembewältigungskompetenz
productivity	Productivity can suffer if someone's place of work is stressful and puts a lot of pressure on its workers.	Produktivität, Leistungsfähigkeit
social skills	Not everyone has the proper social skills to have a conversation with someone they strongly disagree with.	soziale Kompetenz

Benefits and downsides of smart classes

to require proper network connectivity	Meeting on <i>Zoom</i> or taking a class online requires proper network connectivity.	eine einwandfreie Netzwerkverbindung benötigen
to have an interactive learning experience	It's more difficult to have an interactive learning experience online because interactions are automatically slower than in person.	ein interaktives Lernerlebnis haben
to increase commitment and productivity	The ability to learn from home can increase both commitment and productivity.	das Engagement und die Produktivität erhöhen
to be too expensive and complex to implement	Learning with smart technology is often too expensive and complex for schools to implement.	zu teuer und komplex umzusetzen / zu implementieren sein
to be highly dependent on electricity	Smart classes are also highly dependent on electricity, making this impractical in places where electricity isn't always available.	in hohem Maße von der Stromversorgung abhängig sein
to access online resources more easily	Smart tools can allow students to access online resources more easily and use them during lessons.	leichter auf Online-Ressourcen zugreifen können
using Smart Boards is more fun	For many kids, using Smart Boards is more fun than writing on a piece of paper or a whiteboard.	Smart Boards zu verwenden macht mehr Spaß
to be more motivating	New technology is more motivating to students who need novelty to learn better.	motivierender sein
to use time-saving technology	Teachers often appreciate the opportunity to use time-saving technology and teach more efficiently.	zeitsparende Technologien verwenden
to save paper	Smart Boards also help classrooms save paper.	Papier sparen
to have high maintenance costs	Certain types of technologies have high maintenance costs.	hohe Wartungskosten haben
to need devices like notebooks, digital boards, etc.	Students sometimes need devices like notebooks, digital boards, or other gadgets that allow them to participate in lessons.	Geräte wie z. B. Notebooks, Smart Boards / digitale Tafeln usw. brauchen

Artificial intelligence (AI)

to lead to a reduction in human error	Automating certain jobs will lead to a reduction in human error, especially in manufacturing.	zu einer Verringerung von menschlichen Fehlern führen
to lack creativity and emotion	Even the most complex humanoid robots lack creativity and emotion.	Kreativität und Emotionen vermissen lassen, an Kreativität und Emotionen mangeln
to be available 24/7	Service centres run by artificial intelligence are available 24/7.	24/7 verfügbar sein
to not be able to establish a bond with other staff members	If every task is completed virtually, you will not be able to establish a bond with other staff members.	keine Bindung zu anderen Mitarbeitern/Mitarbeiterinnen aufbauen können
to require huge upfront costs / initial costs / startup costs	Converting parts of the work chain to be run by AI requires huge upfront costs / initial costs / startup costs for materials and installation.	enorme Vorlaufkosten / Anfangskosten / Gründungskosten für die Erstellung erfordern

to overcome many human limitations	Robots overcome many human limitations like the need to stop and sleep, the need to eat, and potential craftsmanship errors.	die (gefährliche) Begrenztheit menschlichen Handelns überwinden
to lack out-of-the-box thinking	A counter-argument for the use of AI systems would be that they lack out-of-the-box thinking.	es an „Out-of-the-Box“-Denken fehlen lassen / an der Fähigkeit, über den Tellerrand hinauszuschauen, mangeln
to carry out actions faster	Robots carry out many actions faster than humans can.	Handlungen schneller ausführen
to do assembly line work	AI technology is best equipped to do assembly line work.	Fließbandarbeit leisten
to lead to unemployment	It could lead to unemployment for many workers if too many jobs are taken over by AI.	zu Arbeitslosigkeit führen
to assist and help employees work better	Technology can also assist and help employees work better or more efficiently.	die Mitarbeiter/innen unterstützen und ihnen helfen, besser zu arbeiten
to replace repetitive jobs that could be automated	It might be a significant advantage for humans if AI only replaced repetitive jobs that could be automated, leaving humans free to do more creative work.	sich wiederholende / repetitive Tätigkeiten ersetzen, die automatisiert werden könnten

11 Born to create

Colour idioms

a golden opportunity	This internship is a golden opportunity for me; I get the chance to see what my dream job is like!	eine einmalige Gelegenheit
a green belt	A long strip of untouched land forms a green belt that stretches almost across the entire city.	Grünanlage
a white lie	When Meghan asked Yannick if he liked her music, he told a white lie rather than hurt her feelings.	eine Notlüge
black and white	Some situations aren't black and white and easy to understand; they are more complicated and nuanced than they appear.	schwarz-weiß
once in a blue moon	Once in a blue moon, Brandon's grandmother would take him and his brother to go bowling, but it was not a frequent occurrence.	alle heiligen Zeiten einmal
out of the blue	She was walking down the street when suddenly, out of the blue, a bird flew down and landed on her shoulder.	aus heiterem Himmel, aus dem Nichts
to be green with envy	After Anna saw how many more blueberries Darla had picked, she was green with envy the whole way home.	grün vor Neid sein
to be in the red	After a tough year of business, Jeanette's hair salon was in the red.	im Minus, in den roten Zahlen
to have green fingers (BE) / to have a green thumb (AE)	Betty has green fingers/a green thumb; she can make any plant grow!	einen grünen Daumen haben
to see red	As she watched her rival receive a gold medal after cheating in the race, Eliana saw red, she was so angry.	rot sehen, wütend werden

Describing a painting

describing lines		
blurred	My painting got rained on and all of the lines are blurred!	unscharf, verschwommen, verwischt
broken	Raven put a straw in a glass of water and looked at the broken line it made when she looked at it through the side of the glass.	unterbrochen, durchbrochen
curved	She drew ocean waves with a lot of curved lines.	gebogen, gewölbt, gekrümmt, geschwungen
diagonal	Felix drew a diagonal line through two opposite corners of the square on his drawing pad.	diagonal
freehand	A freehand line is not going to be as straight as one drawn with a ruler.	freihändig, Freihand-

horizontal	The artist drew the fence with a series of long horizontal lines that stretch from left to right.	horizontal
straight	Anyone using a ruler can draw a straight line.	gerade
thick / thin	I have a pen that draws both very thick and very thin lines, depending on the angle you hold it at.	dick / dünn
vertical	The sides of the building were made up of vertical boards nailed on in an upright position.	vertikal
describing shape		
angular	A lot of modern art is very angular and has a lot of straight lines and clearly defined shapes.	eckig, kantig
curvaceous	Many old paintings depict women as being curvaceous.	kurvig, üppig, kurvenreich
distorted	My feet looked distorted under the water, almost as if they had been flattened out!	verzerrt, verfälscht, deformiert
elongated	The pond looked like an elongated circle or the silhouette of a pear.	länglich, langgestreckt
free-form	Free-form drawings can often look a bit out-of-proportion because the lines are done completely by hand.	frei geformt, in freier Form
geometric	Michaela's shirt had a geometric pattern with lots of colourful triangles and squares.	geometrisch
organic	The clay vase, with its many soft lines and vaguely round form, had a nice organic shape and was pleasing to the eye.	organisch (an natürlichen Formen orientiert)
describing colour		
bright	The paint in our upstairs bathroom is a very bright yellow; it practically glows in the dark.	hell, leuchtend
calm	This blue shade is a very calm ocean blue.	ruhig
clear	Many painters apply clear varnish to a finished painting to make the colours appear richer and prettier.	transparent
colourful	The only thing more colourful than this picture would be a real-life rainbow!	bunt, farbenprächtig
complementary	One artist only painted in complementary colours.	komplementär
contrasting	Many contrasting colours look good together, even though they're from opposite sides of the colour wheel.	gegensätzlich, kontrastierend
cool	Light purple and dark blue are examples of cool colours.	kühl
dark	I prefer wearing dark colours because I think it makes me look mysterious.	dunkel

pale	The foggy scene made all parts of the painting appear pale.	blass
saturated	The colour of the rainforest was a deeply saturated emerald green.	gesättigt
vibrant	Every single colour was so vibrant; I couldn't take my eyes off the photograph.	lebhaft, kräftig, lebendig
warm	I loved the warm colours in the watercolour painting of the sunset.	warm
describing space		
in the middle ground / background / foreground	In the middle ground / background / foreground you can see a fence and a small fox disappearing into his burrow.	in der Mitte / im Hintergrund / im Vordergrund
in the upper / lower left / right corner / in the middle	In the middle, there is a large meadow with tons of wildflowers.	in der oberen / unteren / linken / rechten Ecke / in der Mitte
on the left / right	On the left, you'll see the room where we put our coats.	auf der linken / rechten Seite
diagonally across from	The dog is sitting diagonally across from a person who is holding a leash.	schräg gegenüber von
to the right / left of	There's a beautiful sunflower painted to the left of the front window of the house, just to the right of the detailed door handle.	rechts / links von
beside	Cindy could just barely see the tiny black and white bird the artist had painted beside the lake.	neben
Graffiti art		
to commit a crime	The artist admitted having committed a crime when he was younger, but all he did was paint an owl on the wall of a train station.	ein Verbrechen / eine Straftat begehen
to be an illegal act of vandalism	Officially, painting a wall that belongs to the public is an illegal act of vandalism.	ein illegaler Vandalismus-Akt sein
to be a form of an artistic expression	Graffiti and mural art are also a form of artistic expression.	eine Form des künstlerischen Ausdrucks sein
to transform a blank and decaying wall into art	It's amazing to watch someone transform a blank and decaying wall into art.	eine leere und verfallende Wand in Kunst verwandeln
to create a piece of artwork on a building	Many artists are commissioned to create a piece of artwork on a building.	ein Kunstwerk an einem Gebäude schaffen
to incorporate existing graffiti in one's artwork	Bernie tries to incorporate any existing graffiti in his artwork; he sees his work as a collaboration.	ein vorhandenes Graffiti in einem Kunstwerk einbauen / integrieren
to have graffiti removed by professional cleaners	Sometimes the city governments will have graffiti removed by professional cleaners.	Graffiti von professionellen Reinigungskräften entfernen lassen
to be an act of rebellion and revolution	Spraying a piece of art on a wall is often an act of rebellion and revolution.	ein Akt der Rebellion und Revolution sein
to make a political statement	Some artists aim to make a specific political statement with their pieces.	eine politische Aussage / ein politisches Statement machen

to be afraid of getting caught by the police	Phil was always afraid of getting caught by the police when he sprayed in areas closer to the centre of town.	Angst haben, von der Polizei erwischt zu werden
to (not) cause deliberate damage or defacement of an object / structure	As long as artists don't cause deliberate damage or defacement of an object or structure, many policemen will look the other way.	eine/keine absichtliche Beschädigung oder Verunstaltung eines Objekts / eines Bauwerks verursachen
to be a controversial subject	This rather-rebellious art form is still a controversial subject for many.	ein umstrittenes Thema sein
to be a response to society	Famous works by established artists are often a response to society.	eine Reaktion auf die Gesellschaft sein

What art really is

to stroll through an art exhibit	Karlo strolls through an art exhibit and only stops at pieces that provoke an emotion from him.	durch eine Kunstausstellung schlendern
to catch one's eye	She caught my eye because she was carrying paintbrushes.	die Aufmerksamkeit auf sich ziehen, jemandem ins Auge springen
to settle the debate on art	Many people have tried to settle the debate on art, and no one has managed to do it yet.	die Debatte über Kunst beenden
to affect one's interpretation of an artwork	Elijah's individual experiences affect his interpretation of an artwork.	die Interpretation eines Kunstwerks beeinflussen
to toss around a question	The question of how to measure the quality of an artwork has been tossed around by art historians for centuries.	eine Frage wälzen / diskutieren
to lose all meaning	The artist said that without the belief that she had managed to put real emotion on canvas, her artwork would lose all meaning.	jegliche Bedeutung verlieren
to advocate for a middle ground	Wherever there is conflict, it can be helpful to advocate for a middle ground.	für einen Mittelweg plädieren
to reject an art theory	Orien rejects most art theories that connect art with psychology.	eine Kunsttheorie ablehnen
to engage someone in a conversation	The artist was in the gallery after the opening, and I really wanted to engage her in a conversation about her artistic inspiration.	jemanden in ein Gespräch verwickeln
to dictate someone's understanding and ultimately their response	Society dictates a person's understanding of an artwork and ultimately their response to it.	das eigene Verständnis und letztlich die Reaktion darauf diktieren

A career as an artist

to be a difficult industry to get into	Gracie knows that the art and theatre branch is a difficult industry to get into.	eine schwierige Branche sein, um sich zu etablieren
to be able to create anything you want from your ideas and work processes	Artists are able to create anything they want from their ideas and work processes.	in der Lage sein, aus den eigenen Ideen und Arbeitsprozessen alles zu machen, was man will
to be assertive	Maisie is assertive when she asks for feedback on her work, and I think people respect her for that.	durchsetzungsfähig / bestimmt sein

to be brave	Laszlo was so brave when he stood up to a fellow member of the youth parliament who was making rude comments.	mutig sein
to be detail-oriented	Most artists are very detail-oriented, because the small details are often what turns an average painting into an incredible one.	detailorientiert sein, detailgenau arbeiten
to be genuine	Leonardo is a very genuine person and always comes across as authentic.	aufrichtig / echt sein
to be hard-working	It's crucial to be hard-working if you want to earn a living in a creative field.	(sehr) fleißig sein, hart arbeiten
to be independent	Violet is fiercely independent and always wants to do everything by herself.	unabhängig sein
to be innovative	Darius has always been innovative with his ways of painting.	innovativ sein
to be lonely work	Both writing and doing creative things can be lonely work at times.	einsame Arbeit sein
to be misunderstood and misinterpreted	Creative people and their work are often misunderstood and misinterpreted.	missverstanden und fehlinterpretiert / falsch verstanden werden
to be one's own boss	Tori felt that it was very empowering to be her own boss.	sein eigener Chef/seine eigene Chefin sein
to be rewarding	Being surrounded by so much inspiration and creativity is rewarding.	bereichernd sein
to be willing to stand up for one's creativity and ideas	It takes courage to be willing to stand up for your creativity and ideas.	bereit sein, für die eigene Kreativität und die eigenen Ideen einzustehen
to get rejected	Flora got rejected from her top art school at the time but ended up as an artist-in-residence at a university in Scotland.	abgelehnt / abgewiesen werden
to have a good work ethic	Laurie has a good work ethic and feels optimistic about her chances in the creative world.	eine gute Arbeitsmoral haben
to have no regular income	Victor has no regular income, so there are some downsides to being an artist as well.	kein regelmäßiges Einkommen haben
to have to deal with lots of criticism	Julia has to deal with lots of criticism because she never really learned how to paint realistic-looking portraits.	mit viel Kritik umgehen müssen
to make one's own decisions	Mika makes his own decisions about what he creates and sells.	eigene Entscheidungen treffen
to not have regular working hours	Artists generally do not have regular working hours.	keine geregelten Arbeitszeiten haben
Art censorship		
to omit a writer from the <i>Booker Prize</i> shortlist	Authorities omitted a writer from the <i>Booker Prize</i> shortlist.	einen Autor/eine Autorin nicht in die engere Auswahlliste des <i>Booker Preises</i> aufnehmen

to offend feminist viewpoints	Certain art projects offended feminist viewpoints and had to be removed from the public exhibit.	feministische Standpunkte verletzen
to defend the right of authors and artists to be offensive and straightforward	Margaret defends the right of authors and artists to be offensive and straightforward because she sees art as a "rule-free" field.	das Recht von Autoren/Autorinnen und Künstlern/Künstlerinnen verteidigen, anzuecken und sich kein Blatt vor den Mund zu nehmen
to exert one's influence to keep certain topics out of print	A few years ago there was a rumour that certain gallery owners had exerted their influence to keep certain topics out of print.	den persönlichen Einfluss geltend machen, bestimmte Themen aus der Presse rauszuhalten
to address hot issues	Art often addresses hot issues that can strike a nerve with some people.	heiß umstrittene Themen ansprechen / thematisieren
to tone down a script's language	To make it more accessible, film directors will sometimes tone down a script's language.	die Sprache eines Drehbuchs abmildern / abschwächen
to confront the truth	Zee decided to confront the truth and investigate the corruption that had occurred at the museum where she worked.	der Wahrheit ins Auge sehen
to emotionalise a debate	People who have a lot to lose from a decision can emotionalise a debate very quickly.	eine Debatte emotionalisieren
to narrow the focus	Glenn narrowed his focus in later years and concentrated primarily on portraits.	das Hauptaugenmerk eingrenzen
to emphasise the importance of collaborating and communicating face-to-face	Artists from all over the world emphasise the importance of collaborating and communicating face-to-face, as it leads to more creativity.	die Wichtigkeit der Zusammenarbeit und der Kommunikation von Angesicht zu Angesicht betonen
to enable democracy	When you allow artists to have contradicting opinions in the same space, you enable democracy.	Demokratie ermöglichen
to have the right to one's own thoughts	Chris is of the opinion that everyone has the right to their own thoughts, even if those aren't politically correct or nice.	das Recht auf eigene Gedanken haben
to provide room for public discussion	The best exhibits provide room for public discussion of the art form.	Raum für öffentliche Diskussion bieten
to be manipulative	Gallery organisers can be manipulative and sometimes leave young artists second-guessing the value of their own art.	manipulativ sein
to be shocking	Although the photographs taken in war zones around the world were shocking, they also showed humans being willing to help each other, which was beautiful.	schockierend sein
to offend people's viewpoints	Even something very small can offend people's viewpoints if they are sensitive.	Menschen in ihren Sichtweisen/ Meinungen kränken / zu nahe treten
to be provocative	Some of the best art and theatre productions are provocative.	angriffig / provokant sein
to be a human right	Self-expression is a human right.	ein Menschenrecht sein
to help with decision-making	Taking a moment to think objectively helps with decision-making.	bei der Entscheidungsfindung helfen

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