

VocabExtra

*The new*

**BEST**

GOTTINGER  
PARGFRIEDER  
VINCENT

**SHOTS**

HTL/HUM

Europäischer  
Referenzrahmen

B2

C1

4/5



## 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 (1–15) 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**.

**VocabExtra zu**

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## Unit 1 – Market your brand

### Brand loyalty

to fuel a massive change	The recent popularity of eco-friendly products has fuelled a massive change in how people spend money.	eine massive Veränderung entfachen / vorantreiben
to offer warranties	Many companies offer warranties that guarantee their customers receive a replacement in case a product is faulty.	Garantien / Gewährleistungsansprüche anbieten
to have an unlimited returns policy	Clothing companies sometimes have an unlimited returns policy, which customers tend to like.	ein unbegrenztes Rückgaberecht haben
to have / face a recession	A small business may have to lay off workers while facing a recession if it has trouble keeping up with production costs.	eine Rezession haben / sich mit einer Rezession konfrontiert sehen
to verify something	If a company makes dramatic claims about the benefits of their product, potential customers may want to verify the accuracy of these claims.	etwas überprüfen / bestätigen / verifizieren
to strongly rely on product reviews	Many people strongly rely on product reviews to make decisions about big purchases, especially regarding electronics or home appliances.	sich stark / sehr auf Produktbewertungen verlassen
to ban photo retouching	A few forward-thinking fashion magazines banned photo retouching several years ago to promote a more authentic representation of the human body.	Foto-Retusche verbieten
to be resistant to something	It's normal to be resistant to change when you're used to doing something a certain way.	gegen etwas resistent sein
to be fickle	Some people you meet online can be pretty fickle; one day they're your best friends and the next they don't answer any of your messages.	flatterhaft / wankelmütig sein
to be driven by the influencer community	Most of the popular product trends are now driven by the influencer community and what they choose to advertise.	von der Influencer-Community angetrieben / gesteuert werden
to be remedied by fast fashion	Teens' need to fit in and buy trendy clothing pieces is easily remedied by fast fashion.	Abhilfe durch Fast Fashion erfahren
to be thrifty	Today's society praises people who are thrifty and who attempt to live with a smaller carbon footprint.	sparsam sein
to be frowned upon	It is frowned upon to present one's wealth on social media or to otherwise brag about how much money one earns.	verpönt / missbilligt werden
young people's shopping behaviour is alien to some consumers	Young people's shopping behaviour is alien to some consumers because it often involves digital platforms and social media, which older generations may not be as familiar with or comfortable using.	das Einkaufsverhalten junger Menschen ist einigen Verbrauchern/ Verbraucherinnen fremd / nicht vertraut / suspekt
<b>Bonfire of the brands</b>		
beyond all reason	Sandy tried to convince her sister to buy the cheaper version of a pair of shoes, but beyond all reason, she wanted the pair from <i>Gucci</i> .	jenseits aller Vernunft / unvernünftig
to be gullible	Jim is so gullible; he'll buy anything if the advertisement was good enough.	leichtgläubig / naiv sein

to top up one's self-esteem	When Dylan heard how proud his mother was, it topped up his self-esteem.	das Selbstwertgefühl steigern
to free oneself from a materialistic mindset	Annie moved into a smaller house last year, saying she wanted to free herself from a materialistic mindset and have a fresh start.	sich von einer materialistischen Denkweise befreien
to donate the branded goods	Yolanda made up her mind to donate all the branded goods she owns to a clothing drive for low-income teens.	die Markenartikel spenden
to give away all of one's possessions	Gary gave away all of his possessions before he left to study sustainable urban planning in Amsterdam.	alle Besitztümer verschenken
to buy things based on necessity	Amir grew up in a family who only bought things based on necessity and told him never to waste money on things he didn't absolutely need.	nur das Notwendige kaufen
to make snap judgements about someone	Unfortunately, many people make snap judgements about someone based on their appearance.	sich ein vorschnelles Urteil über jemanden bilden
to respond to consumer aspirations	Companies learn to respond to customer aspirations to stay relevant and continue to provide desirable products.	auf die Wünsche der Verbraucher / Konsumenten/Verbraucherinnen / Konsumentinnen eingehen / reagieren
to opt for ethical brands	Many young people opt for ethical brands instead of large companies who don't bother about enforcing workers' rights.	sich für ethische Marken entscheiden
to become more transparent	Influencers and content creators on <i>Instagram</i> have become more transparent and are beginning to share more behind-the-scenes information about how they earn their money.	transparenter werden
to be more personalised and individualised	Marketing is more personalised and individualised than ever before thanks to personalised ads on social media platforms.	stärker personalisiert und individualisiert werden
<b>The impact of brands on young consumers</b>		
to represent the consumers' perceptions and feelings about a product or service	The goal of a brand is to represent the consumers' perceptions and feelings about a product or service and therefore seem relatable, especially to teenage consumers.	die Wahrnehmungen und Gefühle der Verbraucher / Konsumenten/ der Verbraucherinnen/Konsumentinnen in Bezug auf ein Produkt oder eine Dienstleistung verkörpern
to show consistency in product quality	Jackie was proud of her company's ability to show consistency in product quality.	Beständigkeit in der Produktqualität aufweisen
to rely on prior experiences or public word-of-mouth	Many world-famous brands rely on prior experiences of their customers or public word-of-mouth to advertise their products.	auf frühere Erfahrungen oder Mundpropaganda bauen / setzen
to be familiar with a brand	Simon was familiar with a brand only because he saw it advertised on TV.	mit einer Marke vertraut sein
to identify with a brand and what it stands for	If Julie can identify with a brand and what it stands for, she is willing to promote it on her channel.	sich mit einer Marke und dem, wofür sie steht, identifizieren
to provide someone with a sense of familiarity and safety	The logo for a product Skyla used as a kid provided her with a sense of familiarity and safety whenever she saw it.	jemandem ein Gefühl von Vertrautheit und Sicherheit vermitteln
to misrepresent the benefits of a product	Wellness influencers often misrepresent the benefits of a product they're being paid to promote.	die Vorteile eines Produkts falsch darstellen

to create massive demand for unnecessary things	Online trends can often create massive demand for unnecessary things, for example fidget spinners.	eine massive Nachfrage nach unnötigen Dingen erzeugen
to lead to feelings of social injustice and jealousy	Expensive brands that become popular for the mainstream can lead to feelings of social injustice and jealousy among teenagers with different economic backgrounds.	zu Gefühlen von sozialer Ungerechtigkeit und Eifersucht führen
to increase the cost of a product	High demand due to trends can often increase the cost of a product.	die Kosten für ein Produkt erhöhen
to harness the power of brands to inspire positive social change	In order for advertising to have a positive impact, advertisements need to harness the power of brands to inspire positive social change.	die Macht von Marken nutzen, um einen positiven sozialen Wandel zu bewirken
to mobilise consumer choice for more sustainable consumption	To create a more environmentally-friendly future, companies need to mobilise consumer choice for more sustainable consumption and start offering the sustainable products customers are requesting.	Verbraucher / Konsumenten/Verbraucherinnen / Konsumentinnen für nachhaltigere Kaufentscheidungen mobilisieren
to turn social and environmental needs into market opportunities	The most forward-thinking companies find ways to turn social and environmental needs into market opportunities.	soziale und ökologische Bedürfnisse in Marktchancen verwandeln
to take a stand on social issues	Through their decisions, companies take a stand on social issues like paid health care, the gender pay gap, and paid maternity leave.	Stellung zu sozialen Fragen beziehen
<b>Marketing terms</b>		
<i>AIDA formula</i>	Danielle often relies on the <i>AIDA formula</i> when coming up with the concept for a new advertisement.	AIDA-Prinzip
distribution	The success of a product is often dependent on the distribution process, as people won't support a company that can't ship products to them.	Vertrieb, Verteilung
end user	It's important to take into account if a product will actually be appealing to the intended end user.	Endverbraucher/in, Endbenutzer/in,
image	George was always trying to boost his brand's image by posting engaging videos on <i>YouTube</i> .	Image, Erscheinungsbild
label	In certain social circles, your reputation can be affected by wearing clothes from designer labels.	Marke, Etikett, Label
launch	The launch of a new product is almost always accompanied by both excitement and apprehension in case the public response isn't as positive as expected.	Markteinführung
market research	Before introducing a new product to the market, entrepreneurs will conduct market research to determine if there is a demand for the item or innovation.	Marktforschung
point(s) of sale	The manager confirmed that the dent in the side of the recently-purchased grill had not been present at the point of sale and refused to provide a replacement.	Verkaufsstelle(n)

public relations	The company's scandal turned out to be horrible for public relations; many long-time customers lost faith in the firm's leadership.	Öffentlichkeitsarbeit
sponsor	Charlotte's start-up became well-known due to her incredible work ethic as well as a few influential sponsors.	Sponsor/in
total product	Last year, the total product was up more than average due to increased efficiency in the material supply chain.	Endprodukt, Gesamtprodukt
trademark	Brenda's flower company's trademark was a tulip that looked like an umbrella.	Marke, Handelsmarke, Schutzmarke, Markenzeichen
<b>Market your image</b>		
to collaborate with a brand	<i>Dage</i> recently collaborated with a brand of specialty running shoes to promote their new sole technology in return for a free test pair.	mit einer Marke zusammenarbeiten / kooperieren
to reach out to someone	While promoting an unknown product, it is essential to reach out to different people or companies that may be interested in it.	bei jemandem (um Kooperation) anfragen / jemanden zu erreichen versuchen
to take the initiative	Last year, Zoë took the initiative and finally started her homemade jewellery business.	die Initiative ergreifen
to do something long-term	Steven knew as soon as he built his first chair that he wanted to do carpentry long-term.	etwas langfristig tun
to share parts of one's life with one's following	As a content creator, Gloria shares parts of her life with her following, especially what she cooks for meals.	Teile des eigenen Lebens mit seinen Followern/Followerinnen / Anhängern/Anhängern teilen
to persuade someone	Harper persuaded her brother to film a promotional video for her new business, since he was a videographer.	jemanden überreden
to go viral	To Kate's surprise, the video of her rabbit jumping over the arm of her couch went viral and ended up getting over eight million views.	viral gehen
to edit a photo	Chris edited a photo of his dog to make it look like the dog was wearing a hat.	ein Foto bearbeiten
to promote faulty products	Some influencers promote faulty products that they may not have ever used, just to earn money.	fehlerhafte Produkte bewerben
to have a sustained / profitable career as an influencer	Only very few people manage to have a sustained career as an influencer, and even fewer manage to have a profitable one.	eine dauerhafte / profitable Karriere als Influencer/in haben
to be an entrepreneur	Ying would tell you she is an entrepreneur because she started her own business; she was actually the first in her family to do so.	ein Unternehmer/eine Unternehmerin sein
to build one's reputation	Matt slowly built his reputation as a skilled ski coach over time; he's inspired countless young people to feel confident on the slopes.	sich einen Ruf aufbauen
to market oneself as an individual	Part of the work of being a content creator is to market oneself as an individual and really promote one's own personality.	sich als Person vermarkten
to create an image of oneself for the outside world	Farah posts videos of her daily fitness routines on <i>Instagram</i> , creating an image of herself for the outside world as an athletic, health-conscious college student.	ein Bild von sich selbst für die Außenwelt schaffen



to sell one's expertise, experience and personality	As a fitness trainer, Nimhaj sells his expertise, experience and personality with his relatable online videos.	die eigene Kompetenz, Erfahrung und Persönlichkeit verkaufen
to be one's own brand	Olivia is her own brand; her followers love her jokes and music tutorials and buy her merch simply because she acts the way she does.	eine eigene Marke sein
to enhance one's career chances	Having a thriving online platform may enhance some teens' career chances, depending on what field they want to get into.	die eigenen Karrierechancen verbessern
to create a uniform public image that demonstrates one's values and overall reputation	The most important thing when crafting a successful brand is creating a uniform public image that demonstrates the creator's values and overall reputation.	ein einheitliches Bild in der Öffentlichkeit schaffen, das die eigenen Werte und das Gesamtbild widerspiegelt
to find one's true strengths	Harold found his true strengths as a writer while participating in a writing boot camp through his university.	die eigenen wahren Stärken finden
to outsmart and outlast the competition	Staying relevant in the business world requires outsmarting and outlasting the competition.	die Konkurrenz / Mitbewerber/innen austricksen und überdauern
to gain more clarity and direction in one's career	Going back to school allowed Rohan to gain more clarity and direction in his career as an architect.	mehr Klarheit und Richtung in der eigenen Karriere erlangen
to improve one's leadership skills	Teaching others how to do things improves one's leadership skills.	die eigenen Führungsqualitäten verbessern
to increase one's chances of success	Adrian's brother told him that reaching out to other outdoor companies would increase his chances of success on the market with his newly-developed climbing harness attachment.	die eigenen Erfolgchancen erhöhen
to build up trust among one's customers	Ida knew she should provide good customer service in order to build up trust among her customers.	Vertrauen bei den Kunden/ Kundinnen aufbauen
to attract ideal opportunities	Flora-Marie always said that networking helped her attract ideal opportunities for her business's growth.	optimale / ideale Gelegenheiten / Chancen finden
to lose credibility	Posting advertisements that were unrelated to her normal content caused Sandra to lose credibility with her followers.	Glaubwürdigkeit verlieren
to attract negative publicity	Valerie kept getting into fights with her followers in the comments beneath her posts and attracted negative publicity within the influencer community.	negative Aufmerksamkeit auf sich ziehen
to become more of a brand than a person	It's risky to share too much of your private life online, otherwise you become more of a brand than a person.	mehr zu einer Marke werden als als Person wahrgenommen werden
to oversell oneself	Xavier seemed really arrogant in his introductory pitch; I think he tried to oversell himself a bit.	sich zu sehr verkaufen, sich zu sehr anpreisen

## Unit 2 – The world of data and stats

### The role of data and stats

to be well-informed with the help of correct data and statistics	Thanks to his own extensive research, Daniel was well-informed with the help of correct data and statistics.	mithilfe von korrekten Daten und Statistiken gut informiert sein
to provide convincing arguments	Correct data has helped Celine provide convincing arguments during her presentation.	überzeugende Argumente liefern
to influence decision-making processes	Laurence noticed that many things influenced decision-making processes at the company he was working at.	Entscheidungsprozesse beeinflussen
to determine the wants and needs of people	As a salesperson, Jeremiah's job was mainly to determine the wants and needs of people who walked into his shop.	die Wünsche und Bedürfnisse der Menschen ermitteln / in Erfahrung bringen
to evaluate the quality of services available to a group	Market data provides a way to evaluate the quality of services available to a group.	die Qualität von Dienstleistungen, die einer Gruppe zur Verfügung stehen, bewerten / evaluieren
to provide valid information about something	Economic experts who have done excellent research provide valid information about market trends.	fundierte / stichhaltige / valide Informationen über etwas bereitstellen
to interact with online data every day	IT specialists interact with online data every day.	jeden Tag mit Online-Daten arbeiten / zu tun haben
to implement machine learning	Some companies implement machine learning to streamline the data-processing process.	maschinelles Lernen einsetzen / implementieren
to have an increased demand for statistical knowledge in the sciences	Modern medicine has an increased demand for statistical knowledge in the sciences.	einen erhöhten Bedarf an statistischem Wissen in den Wissenschaften haben
to make predictions about future events and behaviours	Analysis of existing data can help scientists make predictions about future events and behaviours.	Vorhersagen über zukünftige Ereignisse und Verhaltensweisen treffen
to differentiate between subjective views and objective facts	As a journalist, Sarah constantly has to differentiate between subjective views and objective facts when she interviews someone.	zwischen subjektiven Sichtweisen / Ansichten und objektiven Fakten unterscheiden
to be challenging to work with such large datasets in terms of their storage and processing	At large companies like <i>Google</i> , it is often challenging to work with such large datasets in terms of their storage and processing.	eine Herausforderung sein, mit so großen Datenmengen zu arbeiten, in Bezug auf ihre Speicherung und Verarbeitung
to protect oneself from cyber attacks	Harvey receives frequent updates about the possible vulnerabilities in his company's online archives so he can protect himself from cyber attacks.	sich vor Cyberangriffen schützen

### Statistics and the way we look at the world

to sift input / data	Charleen sifted input / data until she found the data points she had been looking for.	Eingabedaten überprüfen / sichten
human life expectancy has more than doubled in the last centuries	Isn't it amazing that advances in medicine have meant that human life expectancy has more than doubled in the last centuries?	die Lebenserwartung der Menschen hat sich in den letzten Jahrhunderten mehr als verdoppelt
it is vital to stay alert to real dangers	It is vital to stay alert to real dangers, and sometimes data can help us predict when to respond.	es ist wichtig, vor realen Gefahren auf der Hut zu sein
the media rely on drama to grab their readers' attention	Any newspaper editor would tell you that the media rely on drama to grab their readers' attention.	die Medien setzen auf Dramatik, um die Aufmerksamkeit ihrer Leser/innen zu gewinnen

the consequent loss of hope in a community can be devastating	After a natural disaster, the consequent loss of hope in a community can be devastating.	der daraus resultierende Verlust an Hoffnung in einer Gemeinschaft kann verheerend sein
to scare people with alarmist exaggerations and prophecies	Some misinformed people scare others with alarmist exaggerations and prophecies about issues they know nothing about, simply because they want to be provocative.	Menschen mit schwarzseherischen / unheilverkündenden Übertreibungen und Prophezeiungen in Schrecken versetzen
the data implies that we shouldn't be worried	If the data implies that we shouldn't be worried, then there is no reason to worry.	die Daten bedeuten / implizieren, dass wir uns keine Sorgen machen sollten
it is ridiculous to look away from the progress that has been made	Ricky told us last year that despite the setbacks, it would be ridiculous to look away from the progress that has been made.	es wäre albern, den Blick von den bereits erzielten Fortschritten abzuwenden / die bereits erzielten Erfolge aus dem Blick zu verlieren
to satisfy people's craving for drama	Countless tabloid newspapers and their sensationalist headlines satisfy people's craving for drama.	die Sensationslust der Leute stillen
<b>The use of misleading data in the media</b>		
to manipulate people	Data that has been interpreted out of context can be used to manipulate people into thinking a certain way.	Menschen manipulieren / beeinflussen
to prompt / push an agenda	In political campaigns, statistics can be falsely presented to prompt or push the agenda of a specific candidate.	eine Agenda / einen Themenkatalog fördern / vorantreiben
to spread a message	Spreading a message that isn't true simply for recognition is wrong.	eine Botschaft / Nachricht verbreiten
to impact public opinion	Even data that is presented in an accurate way impacts public opinion.	die öffentliche Meinung beeinflussen, sich auf die öffentliche Meinung auswirken
to present an incomplete sample	Some researchers will present an incomplete sample of data to influence their audiences according to their agenda.	eine unvollständige Stichprobe präsentieren / darstellen
to use misleading data visualisation	Angelina used misleading data visualisation to make it seem like her research findings applied to the majority of residents in her city.	eine irreführende Darstellung / Visualisierung von Daten verwenden
to target certain audiences that provide specific answers	The political candidate targeted certain audiences that provided specific answers for his polls so that he could get the responses he wanted.	bestimmte Zielgruppen anvisieren / ansprechen, die charakteristische / bestimmte Antworten geben
to have a biased and small sample size	Rudolf's research partner had a biased and small sample size that he had planned to rely on for the desired results.	eine voreingenommene und kleine Stichprobengröße haben / aufweisen
to use incorrect or fake stats	Sam used incorrect stats to propel himself into political office.	falsche oder gefälschte Statistiken verwenden
to check the data source	Whenever Jane reads a statistic, she checks the data source.	die Datenquelle überprüfen
to pay attention to accuracy	Tina always pays attention to accuracy when she presents her findings to the scientific board.	auf Genauigkeit achten
to be up-to-date	Jakob told me that I need to be up-to-date on the latest new stories so that I don't write something that was just covered a week ago.	auf dem neuesten Stand / aktuell sein
to be relevant	Data being presented in a meeting should always be relevant to the topic at hand.	maßgeblich / bedeutungsvoll / relevant sein

to have the expected data format	Our head data scientist's results section of her reports always had the expected data format.	das erforderliche Datenformat haben
to focus on the completeness of the data	Gorka focuses on the completeness of the data in order to decide whether or not the source is credible.	auf die Vollständigkeit der Daten achten
<b>Stats on students' performance</b>		
a positive attitude from the teacher affects the students' motivation	The difference in test scores suggests that a positive attitude from the teacher affects the students' motivation to study.	eine positive Einstellung des Lehrers/der Lehrerin beeinflusst die Motivation der Schüler/innen
to promote a friendly and encouraging learning environment	Teachers who promote a friendly and encouraging learning environment have students that score higher on tests regardless of the subject.	eine freundliche und ermutigende Lernumgebung unterstützen / fördern
to boost the students' self-confidence	Skilled educators know when to praise their classes to boost the students' self-confidence and when to offer constructive criticism.	das Selbstvertrauen der Schüler/innen stärken
to enable a positive atmosphere	Engaging classroom discussion where all students are encouraged to participate enables a positive atmosphere to develop.	eine positive Atmosphäre schaffen / ermöglichen
to be a role model	Devin wanted to be a role model for her little brother and show him how to study well for his test.	ein Vorbild sein
to instill trust in one's students	Clara instilled trust in her students by allowing them to decide for themselves how to use their study hall time.	den Schülern/Schülerinnen Vertrauen einflößen
to provide a sense of belonging and support	An ideal classroom provides a sense of belonging and support to the students who are part of that class.	ein Gefühl der Zugehörigkeit und Unterstützung vermitteln
to learn with and teach each other	Working in groups is an opportunity to learn with and teach each other.	miteinander lernen und sich gegenseitig lehren
to understand one another	Deanna and Meaghan spend so much time around each other's families and really understand one another.	sich gegenseitig verstehen
social interaction has a great impact on student learning	Countless studies in the field of sociology have shown that social interaction has a great impact on student learning.	soziale Interaktion hat einen großen Einfluss auf das Lernen der Schüler/innen
to take students for field trips	Mrs. Bennington took students for field trips at the end of every semester.	mit Schülern/Schülerinnen Exkursionen unternehmen
to allow students to interact outside of the classroom	Getting together with classmates in a different context allows students to interact outside of the classroom and learn more about each other.	den Schülern/Schülerinnen die Möglichkeit geben, außerhalb des Klassenzimmers miteinander zu kommunizieren / zu interagieren
to implement new teaching techniques and learning styles	Mr. Starling constantly adapted to new groups of students, implementing new teaching techniques and learning styles each time.	neue Lehr- und Lernmethoden einführen
to use digital technology	Many modern classrooms now use digital technology to support students' learning.	digitale Technologie verwenden
to encourage self-learning	Schools push students to be independent thinkers and encourage self-learning.	eigenständiges Lernen fördern
to give regular feedback	Kea appreciates that Ms Myra gives regular feedback because she wants to correct her mistakes as soon as possible.	regelmäßiges Feedback geben

<b>The data we leave behind</b>		
to deliberately share information about oneself online	Tamara deliberately shares information about herself online, but only posts about things she doesn't care if the entire world sees.	bewusst Informationen über sich selbst online teilen
to connect with one's search / browsing history	If Brad leaves a public computer after doing a web search, other users can connect with his search or browsing history.	eine Verbindung mit dem eigenen Such- / Browserverlauf herstellen
to be careful with (tagged) photos and videos	It's important to be careful with tagged photos and videos since they can be uploaded by people who have no concern for your privacy.	vorsichtig mit (markierten) Fotos und Videos sein
to have repercussions in all areas of a young person's life	One embarrassing video or unfortunately-timed photo has repercussions in all areas of a young person's life.	Auswirkungen auf alle Bereiche des Lebens eines jungen Menschen haben
to result in missed job opportunities	Questionable material on social media can result in missed job opportunities, depending on which field someone is trying to work in.	zu verpassten Jobchancen führen, in verpassten Jobchancen resultieren
to become a victim of online fraud	Jacqueline's aunt became a victim of online fraud just last year – it's more common than you might think.	Opfer von Online-Betrug werden
to get bullied or trolled	Getting bullied or trolled online is annoying at best and incredibly painful or isolating at worst.	gemobbt oder getrollt werden
to damage one's real-life reputation	Items posted virtually can damage one's real-life reputation	den eigenen Ruf im wirklichen Leben schädigen
to strain relationships with friends and family	Posting inflammatory statements about politics or controversial issues strains relationships with friends and family and can make one look bad.	die Beziehungen zu Freunden/ Freundinnen und Familie belasten
to manage one's online presence	It's a good call to consciously manage one's online presence so it reflects the kind of image you want to put out into the world.	die eigene Online-Präsenz verwalten
to make use of privacy settings	On certain social media sites, making use of privacy settings is a great way to start taking control of one's online presence.	die Privatsphäre-Einstellungen nutzen
to check one's browser for cookies	Checking his browser for cookies was one of the ways Yves saw what data was being gathered about his online habits.	den eigenen Browser auf Cookies überprüfen
to not overshare	Raja warned me not to overshare if I was posting about my day on vacation.	nicht zu viele persönliche Informationen preisgeben / teilen
to keep things professional	On sites where your co-workers might encounter some of your posts, keep things professional.	die Dinge professionell halten
to think carefully before you post	Every time you have a new idea for a post or photo, think carefully before you actually post.	sorgfältig überlegen, bevor man etwas postet
to keep in mind that every online action can be traced	Louis kept in mind that every online action can be traced pretty easily when he was applying for business school.	nicht vergessen, dass jede Online-Aktion zurückverfolgt werden kann
<b>Wikipedia – a website or an online database?</b>		
software that facilitates the creation and development of articles	This online platform contains software that facilitates the creation and development of articles.	eine Software, die die Erstellung und Entwicklung von Artikeln erleichtert

to participate in an objective and sincere fashion	Contributors mostly participate in an objective and sincere fashion, editing or writing an article as accurately as possible to the best of their knowledge.	sich auf objektive und ehrliche Weise beteiligen
readers can correct what they perceive to be errors	Even readers can sign up and correct what they perceive to be errors on the pages of a <i>Wikipedia</i> entry.	Leser/innen können korrigieren, was sie als Fehler ansehen oder für falsch befinden
to (not) be scrupulous about providing accurate information	Eddie warned me that not all users are scrupulous about providing accurate information.	es mit der Bereitstellung korrekter Informationen (nicht) genau nehmen
to confess to have written false information about someone	A man confessed to have written false information about someone's academic background as a joke.	zugeben über jemanden falsche Informationen geschrieben zu haben
the reliability of reference materials was of particular concern	People who are studying at university often need quick information about a specific topic, which is why the reliability of reference materials was of particular concern for students and educators.	die Zuverlässigkeit von Referenzmaterialien war von besonderem Interesse
to increase the site's coverage of such subjects as feminism and women's history	To address gaps in the types of available articles, the company hired more female writers to increase the site's coverage of such subjects as feminism and women's history.	die Häufigkeit der Berichterstattungen über Themen wie Feminismus und Frauengeschichtsschreibung auf der Website erhöhen

## Unit 3 – Can you take it for real?

### What it means to be real

to act in an embarrassing way	Corey was acting in an embarrassing way at the party.	sich auf eine peinliche Weise verhalten, sich peinlich benehmen
regardless of personal or social consequences	Some people just have to speak their mind regardless of personal or social consequences.	ohne Rücksicht auf persönliche oder gesellschaftliche Konsequenzen
to come at a personal cost to someone	Becoming famous came at a personal cost to Bea's mental well-being.	für etwas Tribut zollen, einen (hohen) Preis für etwas bezahlen
to put one's image and reputation on the line	One slightly questionable statement on an online platform can put a celebrity's image and reputation on the line.	das eigene Image und den eigenen Ruf aufs Spiel setzen
for the sake of honesty	It's important that beauty influencers say when they have had surgery or procedures done for the sake of honesty to their followers.	um der Ehrlichkeit willen, im Sinne der Ehrlichkeit
to be awash in fake news	The Internet is awash in fake news because everyone can pose as an expert.	von Fake News überschüttet / überschwemmt werden
to punish straightforwardness	Internet culture often punishes straightforwardness because people want to be entertained and are drawn in by manipulation and gossip.	Geradlinigkeit bestrafen
to backfire on oneself	Hannah's attempt to make fun of another creator backfired on her after people accused her of being insensitive.	nach hinten losgehen, sich als Bumerang erweisen
to get rejected	Many people are afraid they will get rejected by their fans or followers if they present an authentic version of themselves.	zurückgewiesen werden
to serve a positive function in society	There are many online creators that serve a positive function in society and provide useful tips, advice, or entertainment.	eine positive Funktion in der Gesellschaft erfüllen / einnehmen
to communicate one's true thoughts and feelings in a constructive way	Part of the reason why Keara and Harper are such good friends is that they communicate their true thoughts and feelings in a constructive way.	die eigenen wahren Gedanken und Gefühle auf konstruktive Weise kommunizieren

### How to improve a company's trustworthiness and reliability

to be transparent about one's products and services	Toamin appreciated that the car dealership where he bought his <i>Subaru</i> was always transparent about its products and services.	transparent sein bezüglich der eigenen Produkte und Dienstleistungen
to understand one's target audience	Leonie had a record year of sales for her online business because she finally understood her target audience and changed her marketing accordingly.	die eigene Zielgruppe / das eigene Zielpublikum verstehen
to know how to communicate with one's customers	Tyler knows how to communicate with his customers in the right way; he's always helpful and respectful.	wissen, wie man mit den eigenen Kunden/Kundinnen kommuniziert
to provide quality customer service	The best way to gain a following for a new business is to work on providing quality customer service.	einen hochwertigen Kundenservice (an)bieten
to keep one's promises	Even though his work takes slightly longer than other blacksmiths, Nick's customers keep going back to him because he keeps his promises.	die eigenen Versprechen (ein)halten
to be open to criticism	Kayla is open to criticism on her recently-launched polymer clay teapots because she wants feedback in order to improve her product.	offen sein für Kritik

to promote both quality and feedback culture	Lisa's goal is to promote both quality and feedback culture within her business so that employees can be committed to delivering the best version of a product while also feeling comfortable giving constructive criticism.	sich für Qualitäts- und Feedback-Kultur einsetzen, Qualitäts- und Feedback-Kultur fördern
to be consistent	Fran is consistent in everything she does; her coworkers say they can always depend on her work.	beständig / gleichbleibend / konsequent sein
to be professional	Ty was professional during the meeting, even when he was asked some very tough questions.	professionell sein
to display one's success story	Many people display their success stories online without talking about how much doubt or trouble they had along the way.	die eigene Erfolgsgeschichte präsentieren / zur Schau stellen
to create multiple benefits for both employees and employers	A positive work environment creates multiple benefits for both employees and employers.	viele Vorteile für Arbeitnehmer/innen und Arbeitgeber/innen schaffen
to strengthen bonds between employees	Weekly check-ins strengthen bonds between employees and foster open discussion.	die Bindung zwischen den Mitarbeitern/Mitarbeiterinnen stärken
to enhance long-term career development	Good networking skills enhance long-term career development and the chances of success.	die langfristige berufliche Entwicklung fördern
to equip employees with the necessary tools to deal with demanding customers	During training days, our boss equips employees with the necessary tools to deal with demanding customers.	die Mitarbeiter/innen mit dem nötigen Rüstzeug für den Umgang mit anspruchsvollen Kunden/Kundinnen ausstatten
to show real integrity	Admitting when a mistake has been made shows real integrity.	wahre Rechtschaffenheit / Seriosität / Integrität zeigen
<b>The rise of the genuinfluencer</b>		
to use a social media platform beyond product placement	My favourite influencers use <i>Instagram</i> beyond product placement; they post about their lives and don't post ads every day.	eine Social-Media-Plattform nutzen, die über Produktplatzierung hinausgeht
to (not) specialise in fashion, beauty or lifestyle content	James doesn't specialise in fashion, beauty or lifestyle content on his platform.	sich (nicht) auf Mode, Schönheit oder Lifestyle-Inhalte spezialisieren
to discuss racial injustice and LGBTQ+ rights	Brianna discusses racial injustice and LGBTQ+ rights on her channel, as well as documenting on different marches she goes to.	die Diskriminierung aufgrund von Hautfarbe oder ethnischer Zugehörigkeit und LGBTQ+-Rechte diskutieren
to easily come under fire	Influencers who speak about political topics or controversial issues easily come under fire from online trolls.	leicht in Kritik / unter Beschuss geraten
to predict the death of concepts such as opacity and online performativeness	Online trends that show content creators in a more relatable light predict the death of concepts such as opacity and online performativeness.	den Untergang von Konzepten wie Intransparenz und Online-Performativität (Außen-Präsentation des Online-Selbsts) voraussagen
to provide key information about important topics	Wendy provides key information about important topics on her channel.	Schlüsselinformationen über wichtige Themen liefern
to promote tolerance and openmindedness towards multiple outgroups	Tanja works to promote tolerance and openmindedness towards multiple outgroups.	Toleranz und Aufgeschlossenheit gegenüber verschiedenen Outgroups fördern
to look out for relevance	Evan always makes sure to look out for relevance when choosing a topic for his next podcast.	auf Relevanz / Bedeutsamkeit achten



to make informed choices	The availability of unbiased information regarding academic options overseas allowed Mary to make informed choices about her path of study.	fundierte Entscheidungen treffen
to know how to turn one's ideas into meaningful actions	The most successful political activists know how to turn their ideas into meaningful actions and to use their platforms to inspire change.	wissen, wie man die eigenen Ideen in bedeutsame Aktionen umsetzt
to call for more clarity about the influencers' corporate relationships	Many of their fans call for more clarity about the influencers' corporate relationships to make sure the influencers' recommendations are believable.	mehr Klarheit über die Unternehmensbeziehungen der Influencer/innen fordern
<b>Dishonesty – idioms</b>		
above board	All decisions made by the company were discussed above board; nothing was hidden from the employees.	offen und ehrlich, legal
barefaced liar	Reid confronted the barefaced liar who claimed that he had seen Reid's girlfriend on a dating app just to get attention.	unverschämter Lügner/ unverschämte Lügnerin
to lie through one's teeth	Aurora spoke with him but was convinced that he was just lying through his teeth since he seemed uncomfortable and his information didn't make sense.	nach Strich und Faden lügen; lügen, dass sich die Balken biegen
to be economical with the truth	Influencers that depend on money from paid advertisements are often economical with the truth regarding the effectiveness of products.	es mit der Wahrheit nicht so genau nehmen
to give someone the benefit of the doubt	If someone tells a small lie, sometimes it's best to give them the benefit of the doubt and assume that they didn't realise it.	im Zweifelsfall zu jemandes Gunsten entscheiden; im Zweifel für den Angeklagten/die Angeklagte entscheiden
to take something at face value	It's not a good idea to take what a salesman says at face value; he or she could be manipulating the truth.	etwas für bare Münze nehmen; etwas kritiklos hinnehmen
to win fair and square	Val won the contest fair and square without any outside help.	fair und ehrlich gewinnen
under false pretences	You have to be careful of people who contact you under false pretences online and pretend to be someone they're not.	unter Vorspiegelung / Vortäuschung falscher Tatsachen
<b>How to tell someone is lying</b>		
to be defensive	Ellie was defensive when a fan accused her of photoshopping photos of her daughter.	abwehrend / defensiv sein
to be rather hesitant	Mitch was rather hesitant while he was talking to me.	eher zögerlich sein
to blush	When Ricky lies, he almost always blushes and looks away.	erröten
to change the subject	People who feel uncomfortable will often quickly change the subject.	das Thema wechseln
to clear one's throat	Sam coughed and cleared his throat when Sandra asked him a question.	sich räuspern
to cover one's mouth	Haven't you realised that Oliver often covers his mouth when he's about to tell a lie?	eine Hand vor den Mund halten, sich den Mund zuhalten
to exaggerate	Peter exaggerates every story about how athletic he is.	übertreiben
to keep eye contact	Liars may have trouble keeping eye contact.	Blickkontakt halten

to leave questions unanswered	Marvin left questions unanswered after his interview.	Fragen unbeantwortet lassen
to look up to the right / left	Looking up to the right or left while telling a story can be a sign that someone is lying.	nach rechts / links oben schauen
to make fidgeting gestures	Cem makes fidgeting gestures when he's nervous about something.	herumzappeln, herumfuchteln
to nod / to shake one's head	Marlies nods her head at everything her sister says when they talk.	nicken / den Kopf schütteln
to omit personal pronouns	Liars often omit personal pronouns when telling a story.	Personalpronomina weglassen
to repeat oneself	Liam repeats himself when he's trying to convince you his idea is better than yours.	sich wiederholen
to stutter	Drew sometimes stutters when he gets onstage.	stottern
to swallow	Ji swallowed nervously when her boss asked her if she had already started the project.	schlucken, hinunterschlucken
to sweat	Ute was sweating quite a bit during her job interview because she was so nervous.	schwitzen
to touch one's nose	I often touch my nose when I'm trying to remember something.	die eigene Nase berühren
to use uncharacteristic language	Patricia uses uncharacteristic language on the phone – sometimes I forget I'm not talking to a robot.	eine untypische Sprache verwenden
the pitch or tone of someone's voice rises / falls	Ralph's tone of voice rises when he is trying to explain something important.	die Tonhöhe oder der Tonfall einer Stimme steigt / fällt
<b>The deaf community and romance scams</b>		
to be deaf	Janice started learning American Sign Language when she was very young, since she is deaf from birth.	gehörlos / taub sein
to approach someone online	It's risky to trust someone too quickly who approached you online and tried to start a conversation.	jemanden online kontaktieren / ansprechen
to be gorgeous	Ariel is gorgeous; her photos are always so lovely.	hinreißend sein
to be vulnerable	Beth warned her sister that she is much more vulnerable to scams because she tends to give people the benefit of the doubt.	verletzlich / verwundbar sein
to watch out for romance scammers	If you spend time on dating sites, it's important to watch out for romance scammers.	sich vor Liebesbetrügnern/ Liebesbetrügerinnen in Acht nehmen
to single out deaf people	Scammers unfortunately single out deaf people because they tend to be more isolated.	gehörlose Menschen auswählen / herausuchen
to strike up an online conversation	Greta wouldn't have reacted to his tweets if he hadn't tried to strike up an online conversation with her.	online ein Gespräch beginnen
to be involved in something	Scammers are often very busy and involved in something they can't tell you much about.	in etwas verwickelt / verstrickt / involviert sein
to rely heavily on spoken communication	Online dating scammers rely heavily on spoken communication.	stark auf mündliche Kommunikation bauen / setzen
to pick up general warnings about romance scams	Doug picked up general warnings about romance scams but had never been a victim himself.	auf allgemeine Warnungen vor Liebesbetrügnern/ Liebesbetrügerinnen stoßen
to look for love on the Internet	Getting scammed while looking for love on the Internet is a bitter pill to swallow.	im Internet nach Liebe suchen

to tug at someone's heart strings	Scammers use tactics that tug at the victim's heart strings and manipulate them emotionally.	jemandem das Herz zerreißen, jemanden zutiefst bekümmern
to persuade someone to send money	A scammer tried to persuade my sister to send money in advance of getting something back – he was collecting "donations" for the local animal shelter.	jemanden überreden, Geld zu schicken
<b>Love scams</b>		
to pretend to live in another country	Scammers can even pretend to live in another country completely.	vorgeben, in einem anderen Land zu leben
to write in poor English	If someone asks you for money and writes in poor English on a dating site, report them.	in schlechtem Englisch schreiben
to avoid video chat completely	A girl that Keith met on a dating site avoided video chat completely and would only text him.	Videochats komplett vermeiden
to spend a long time winning the target's trust	Skilled scammers spend a long time winning the target's trust.	viel Zeit investieren, um das Vertrauen der Zielperson zu gewinnen
to claim that an emergency has occurred and that they need money	Just when Mike suggested meeting in person, the woman claimed that an emergency had occurred in her family and that she needed money immediately.	behaupten, dass ein Notfall eingetreten ist und dass man Geld braucht
to always have excuses for not meeting in person	Many scammers will always have excuses for not meeting in person.	immer Ausflüchte / Ausreden haben, um sich nicht persönlich treffen zu müssen
the profile seems to be too good to be true	If the profile seems to be too good to be true, it probably is, and it makes sense to be cautious.	das Profil ist zu schön, um wahr zu sein
to brag about something	Aron noticed his date kept bragging about her Crypto currency investments and was very sceptical.	mit etwas prahlen / angeben
to lure the victim off the dating site	The person's goal is often to lure the victim off the dating site and trick them into revealing personal information.	das Opfer von der Dating-Website weglocken
to trick the victim into revealing personal information	The scammer tricked the victim into revealing personal information about her life.	das Opfer dazu bringen, persönliche Informationen preiszugeben
to (not) use malicious phishing links	If communication occurs over email, scammers might also use malicious phishing links to steal their victim's information.	(keine) heimtückische(n) Phishing-Links verwenden
to check the love scammer's photo	When Greg checked the love scammer's photo, it looked heavily photoshopped and fake.	das Foto des Betrügers/der Betrügerin überprüfen / verifizieren
to use trusted dating sites	Using trusted dating sites is one way to decrease the likelihood that you'll be scammed.	vertrauenswürdige Dating-Seiten benutzen
to never give out one's personal information	Jill never gives out her personal information until after she has met the person face-to-face a couple of times.	niemals persönliche Daten weitergeben
to think before clicking on any links	It's important to read emails carefully and think before clicking on any links.	nachdenken, bevor man auf einen Link klickt
to trust one's instincts	Leandra trusted her instincts and immediately blocked the man who asked for money for a train ticket to come visit her.	dem eigenen Instinkt vertrauen
to cross-check and verify information	Clara cross-checks and verifies information that recent dating site matches share with her, if possible.	Informationen gegenprüfen und verifizieren
to have a healthy suspicion	Karen has a healthy suspicion of anyone's intentions that she meets online.	ein gesundes Misstrauen haben

## Unit 4 – Are you ready for the job?

### Educational qualifications and training

to attend / go to primary school / secondary school / Grammar School / Higher Technical College / Vocational College / Commercial College	Erin attends a Higher Technical College in Styria.	die Volksschule / Mittelschule / eine weiterführende Schule / ein Gymnasium / Höhere Technische Lehranstalt / Berufsbildende Höhere Schule / Handelsakademie besuchen
to attend a university ( <i>for Applied Sciences</i> )	Anna attends the <i>University for Applied Sciences</i> in Wels and wants to finish her Bachelor's degree for Electrical Engineering next year.	eine Fachhochschule besuchen
to take the school-leaving exam ( <i>equivalent to A-levels in the UK</i> )	Jason still had to take the school-leaving exam before he could apply for jobs.	die Matura machen ( <i>entspricht den A-levels in Großbritannien</i> )
to graduate from ... ( <i>type of school / university</i> )	Michelle graduated from a small technical college in San Francisco.	einen Abschluss an ... ( <i>Schule / Universität</i> ) machen
to get a Master's degree / a PhD	Nowadays, it's almost mandatory to get a Master's degree to be competitive in the academic field.	einen Masterabschluss machen / einen Dokortitel erwerben
to need an engineering degree / a mechanical engineering degree	Fiona needs an engineering degree for her chosen field.	einen Abschluss als Ingenieur/in / Maschinenbauingenieur/in benötigen
to do social skills training	To work in a school, Maisie had to do social skills training to be able to deal with some of the situations she encountered.	ein Training für soziale Kompetenzen absolvieren
to do an apprenticeship	Wren did an apprenticeship at a local construction business.	eine Lehre machen
to do on-the-job training	In some professions, it is necessary to do on-the-job training because the necessary skills are best learned by doing them.	eine Ausbildung direkt am Arbeitsplatz absolvieren
to complete language training	Before joining a team of researchers based in France, Todd completed language training to prepare himself.	eine Sprachausbildung absolvieren
to have a driver's / pilot's licence	Dona has had her pilot's licence since 2022.	einen Führerschein / Pilotenschein haben
to do four weeks' initial training	Before starting at our company, new employees do four weeks' initial training where they learn the basics.	eine vierwöchige Einarbeitung / Einführungsschulung absolvieren
to do behavioural training	Social workers often have to do behavioural training to become certified to work with difficult kids.	ein Verhaltenstraining absolvieren

### Innovative jobs of the future

skilled labour shortage	So much emphasis has been placed on succeeding in academia in the past few years that there is now a skilled labour shortage.	Fachkräftemangel
food scientist	Food scientists create new, innovative food products every day.	Lebensmittelwissenschaftler/in
food composition	Information regarding food composition is directly involved in ensuring quality and safety.	Lebensmittelzusammensetzung / Nahrungsmittelzusammensetzung
food safety	The fact that a few big companies control much of our food market, food safety has become a more important issue.	Lebensmittelsicherheit / Nahrungsmittelsicherheit

to be processed	Most of the packaged food available in Europe is processed in some way.	bearbeitet / verarbeitet / weiterverarbeitet sein
to be assigned to a project	A new intern was assigned to a project in the Engineering Department.	einem Projekt zugewiesen / zugeordnet werden
sustainable heating engineer	My cousin is a sustainable heating engineer and gives consultations on solar heaters.	Ingenieur/in für ökologische Heiztechnologien
to be learnt on the ground	With certain jobs in the hard labour sector, most of the skills are learnt on the ground.	vor Ort erlernt werden
breakthrough innovation product	Realistic and tasty vegan cheese was considered a breakthrough innovation product by the food scientists that created it.	bahnbrechende Produktinnovation
to disrupt trends	Innovative companies tend to either disrupt trends or create them.	Trends durchbrechen
to be tough to schedule	It is tough for many college students to schedule all of their commitments into one day.	schwer zu planen sein
to pass with distinction ( <i>e.g. final exam, apprenticeship</i> )	Lilla passed her final exam with distinction.	mit Auszeichnung abschließen, hervorragend abschneiden (z.B. die Abschlussprüfung, die Lehre)
to diagnose faults	Matthew called for a team meeting to diagnose faults in the new version of the app.	Fehler diagnostizieren
to enjoy the collaboration with someone	We enjoyed the collaboration with the neighbouring architecture firm; everyone learned something new and met new people in the field.	die Zusammenarbeit mit jemandem genießen
<b>Working remotely</b>		
to call somebody back to the office	Fabian called Mara back into the office for an in-person meeting so she could see if she missed anything while she was working from home.	jemanden ins Büro zurückbeordern / zurückrufen
to offer work-from-home options	More and more employers offer work-from-home options to help their employees be a bit more flexible.	Möglichkeiten für Home-Office anbieten
to crave more in-person time with one's team	Many people find themselves craving more in-person time with their team if they spend too much time just communicating via email.	sich nach mehr persönlicher Zeit mit dem eigenen Team sehnen
to ask too much of an employee / worker	Leopold Jr. asks too much of his assistant; the poor guy never gets a break from taking personal calls for his boss!	zu viel von einem Angestellten/einer Angestellten / einem Arbeiter/ einer Arbeiterin verlangen, Angestellte und Arbeiter/innen überfordern
to feel overworked and exhausted	Members of short-staffed teams often feel overworked and exhausted because there is simply too much work for the number of people available.	sich überlastet / überarbeitet und erschöpft fühlen
to struggle to balance work life with one's private life	Amelia struggles to balance work life with her private life; she always has to decline party invitations to finish up work projects.	Schwierigkeiten haben, das Arbeitsleben mit dem Privatleben in Einklang zu bringen
to have difficulties feeling engaged and excited about work	Janet has difficulties feeling engaged and excited about work when she feels like her ideas aren't being taken seriously.	Schwierigkeiten haben, sich der Arbeit verpflichtet zu fühlen und sich dafür zu begeistern
to take its toll on workers and big companies	The majority of employees working at home during the pandemic took its toll on workers and big companies.	den Arbeitnehmern/ Arbeitnehmerinnen und großen Unternehmen viel abverlangen

to desire some type of flexible work options in the future	Many college graduates desire some type of flexible work options in the future or at their next jobs.	sich für die Zukunft flexible Arbeitsmöglichkeiten wünschen
to lack interaction and team skills	Our boss lacks interaction and team skills; he doesn't know how to communicate well in person.	an Interaktions- und Teamfähigkeit mangeln, Interaktions- und Teamfähigkeit vermissen lassen
<b>How to get the job</b>		
to get across one's passion and drive	At his interview at the sustainable outerwear company, Joel wanted to get across his passion and drive for creating affordable and high-quality outdoor gear.	die eigene Leidenschaft und Motivation rüberbringen / vermitteln können
to make a paper CV redundant	Online options for applying to job listings make a paper CV redundant in many cases.	einen Lebenslauf auf Papier überflüssig machen
to make clear what one can contribute to the future employer's business	It's important to sell yourself and make clear what you can contribute to the future employer's business.	deutlich machen, was man zum Unternehmen des zukünftigen Arbeitgebers/der zukünftigen Arbeitgeberin beitragen kann
to tailor one's CV to the position one applies for	Emre had tailored his CV to the post he was applying for to stand out from the rest of the applicants.	den Lebenslauf an die Stelle anpassen / auf die Position zuschneiden, für die man sich bewirbt
to highlight the relevant aspects	Hugo highlights the relevant aspects of his job experience when asked during a new job interview.	die relevanten Aspekte hervorheben
to stick to modern, easy-to-read fonts	Riko sticks to modern, easy-to-read fonts when she redesigns her CV for a new position.	moderne, leicht lesbare Schriftarten verwenden
to not cram one's experiences onto one page	Joshua doesn't cram his experiences onto one page so his CV looks less cluttered and is easier to read.	die Erfahrungen nicht auf einer Seite zusammenpferchen / auf eine Seite stopfen
to get shortlisted	Fatima got shortlisted for the for the post of Assistant Customs Officer.	in die engere Wahl / Auswahl kommen
to use social media to get a more well-rounded view of an applicant	When Cassie's uncle hires new workers, he uses social media to get a more well-rounded view of an applicant and to see if they'd be a good fit for his team.	soziale Medien nutzen, um sich ein umfassenderes Bild von einem Bewerber/einer Bewerberin zu machen
to keep a CV short and concise	Juho keeps a CV short and concise so that he can easily adapt it.	einen Lebenslauf kurz und prägnant halten
<b>Personal qualities</b>		
to be a team player	Almost everyone would say that they are a team player during job interviews, even though not everyone enjoys working with a group.	teamfähig sein
to be ambitious	André is very ambitious – he wants to be a millionaire before he turns 30!	ehrgeizig sein
to be analytical	Yasmin and her business partner are very analytical and calculated about every decision they make.	analytisch sein
to be articulate	James is remarkably articulate; he's always able to say precisely what he means.	wortgewandt sein
to be committed	Ivana is committed to helping anyone on the team who is having a hard time with the software.	engagiert sein
to be creative	Rosa is creative; she always has great ideas for the layout of the company newsletter.	kreativ sein
to be diplomatic	It's advantageous to have a boss who is diplomatic and has the interests of the whole team in mind.	diplomatisch sein

to be enterprising	Paula always takes on new projects; she's so enterprising!	unternehmungslustig sein
to be enthusiastic	Stephanie is enthusiastic about her new start-up idea; she can't wait to share it with her friends.	begeisterungsfähig / enthusiastisch sein
to be flexible	Hal is pretty flexible about when he comes into the office on Wednesdays, but on Mondays, he has a very strict schedule.	anpassungsfähig / flexibel sein
to be hard-working	Liesel is hard-working; she always stays late if there's an urgent project that needs to be finished.	fleißig / hart arbeitend sein
to be highly motivated	Eliška is highly motivated when it comes to starting projects, but has more trouble finishing them.	hoch motiviert sein
to be innovative	Our IT team is really innovative; they're always improving our company's communication systems.	erfinderisch / innovativ sein
to be motivated by challenge	Marco is motivated by challenge and always volunteers to take on the most difficult projects at work.	durch Herausforderungen motiviert sein
to be proactive	Lena called the supply company before we even needed to reorder materials; she is so proactive.	initiativ / proaktiv / vorausschauend sein
to be resourceful	Chloe is a very resourceful artist; she once made a picture frame out of clothes hangers.	einfallsreich / erfinderisch sein
to be results-oriented	Many employers are results-oriented, they are focused on concrete outcomes for their companies.	ergebnisorientiert sein
to be sensitive	Jenna is incredibly sensitive to the feelings of others and knows immediately if something is wrong.	einfühlsam / sensibel sein
to be supportive	My supervisor is supportive; even when I make a mistake, she doesn't get angry, but helps me do it better next time.	unterstützend sein
to be tactful	It was tactful of Ines not to criticise me in front of my boss.	taktvoll sein
to be versatile	Camille's skills are versatile; she can help you figure out almost anything that's going on with your computer.	vielseitig sein
<b>Work skills</b>		
to be a problem-solver	If you work with machines, you are almost certainly a natural problem-solver.	ein Problemlöser/eine Problemlöserin sein
to be a strategic thinker	Sydney is a strategic thinker and always comes up with the most efficient way to get a task done.	ein strategischer Denker/eine strategische Denkerin sein, strategisch denken können
to be able to assess situations quickly	Helen is able to assess situations quickly and efficiently help whoever is in need.	Situationen schnell beurteilen / einschätzen können
to be able to motivate others	Kendra is always able to motivate others in the office; her pep-talks are legendary.	die Fähigkeit besitzen, andere zu motivieren
to be able to work independently	Ian was able to work independently if he knew there was a deadline approaching quickly.	selbstständig arbeiten können
to be an efficient researcher	Kate is an efficient researcher; her professor always told her to find the necessary scientific literature he needed.	ein effizienter Rechercheur/eine effiziente Forscherin / Forscher/in sein
to be an excellent time-keeper	Kevin is an excellent time-keeper; he lets us know when we're approaching a deadline or when we need to hurry up with a project proposal.	sich durch eine hervorragende / exzellente Zeiteinteilung auszeichnen

to be good at managing conflict	Team members who are good at managing conflict are more productive than those who can only argue.	gut im Lösen von Konflikten sein, gut mit Konflikten umgehen können
to be good at multi-tasking	Waitresses and waiters are good at multi-tasking because there are always a million things happening at once at a restaurant.	gut im Multitasking sein
to deal confidently with customers	Workers in the hospitality or restaurant business pride themselves on dealing confidently with customers.	selbstsicher mit Kunden/ Kundinnen umgehen
to have good communication skills	When you work with a team, you need to have good communication skills and be able to convey what needs to be done.	gute Kommunikationsfähigkeiten haben
to have strong organisational skills	Maya has strong organisation skills; that woman has a calendar on her desk with every single task for the next month written on it!	gute organisatorische Fähigkeiten haben
to keep to deadlines	One of the highest priorities for our first company was keeping to deadlines that we'd set for ourselves.	Abgabetermine / Termine / Fristen einhalten
to pay attention to detail	An editor pays attention to detail as part of his or her job.	auf Details achten
to work well under pressure	Many successful people work well under pressure because they are able to act when others might be too careful.	belastbar sein, mit Arbeitsdruck gut zurechtkommen
to work well with others	Sofie works well with others because she grew up in a big family and is good at negotiating.	gut mit anderen zusammenarbeiten

### Writing an email of application

I am writing to you regarding a job advertisement I saw on / in ...	Ich schreibe Ihnen wegen einer Stellenanzeige, die ich auf / in ... gesehen habe.
I am really interested in applying for the position of ... / the two-month internship.	Ich bin sehr daran interessiert, mich für die Stelle des/der ... / das zweimonatige Praktikum zu bewerben.
As a student at / graduate of a Higher Technical / Vocational College specialising in ..., I believe I am a strong candidate.	Als Student/in / Absolvent/in einer Höheren Technischen Lehranstalt / Berufsbildenden Höheren Schule mit der Fachrichtung ... , glaube ich, dass ich ein guter Kandidat/eine gute Kandidatin bin.
I am the right person to do the job / internship as I have been working / attending ...	Ich bin die richtige Person für diese Stelle / das Praktikum, da ich seit ... arbeite / besuche.
You specify that you are looking for someone who ...	Sie geben an, dass Sie jemanden suchen, der/die ...
In particular, I can offer a range of technical skills / business skills and qualifications, for example ...	Insbesondere kann ich eine Reihe von technischen Fertigkeiten / kaufmännischen Fertigkeiten und Qualifikationen vorweisen, wie zum Beispiel ...
Furthermore, I have got broad experience in this field.	Darüber hinaus verfüge ich über umfangreiche Erfahrungen in diesem Bereich.
I consider myself a well-trained and highly-qualified candidate as ...	Ich halte mich für einen gut ausgebildeten und hochqualifizierten Kandidaten/eine gut ausgebildete und hochqualifizierte Kandidatin, zumal ...
In addition to the above-mentioned work skills, I believe ...	Zusätzlich zu den oben genannten fachlichen Fertigkeiten / Qualifikationen, glaube ich ...
I hope you will give my application serious consideration.	Ich hoffe, dass Sie meine Bewerbung ernsthaft in Betracht ziehen werden.
Thank you for considering my application.	Ich danke Ihnen für die Berücksichtigung meiner Bewerbung.
I look forward to hearing from you at your earliest convenience.	Ich freue mich, so bald wie möglich von Ihnen zu hören.



## Unit 5 – The pursuit of happiness

### Happiness idioms

to be full of the joys of life	The three kids running and shouting outside are full of the joys of life.	voller Lebensfreude sein
to be in one's element	Ethan is in his element when he's water skiing.	in seinem/ihrem Element sein
to be in seventh heaven	Moana was in seventh heaven after she got a puppy for her birthday.	im siebten Himmel sein
to be on cloud nine	Rowena was on cloud nine after she got an unexpected promotion.	auf Wolke sieben schweben
to be on top of the world	Elias is on top of the world because he won a ski race over the weekend.	voll überschwänglicher Freude sein
to be over the moon	Robin was over the moon to have the chance to play the piano in front of an audience of 1000.	von etwas hin und weg sein, überglücklich sein
to be thrilled to bits / pieces	Anne was thrilled to bits that her granddaughter was coming to visit her in Scotland.	vor Freude ganz aus dem Häuschen sein
to be tickled pink	I'm tickled pink about my new couch; it's exactly what I wanted!	sich wahnsinnig freuen, überglücklich sein
to have a whale of a time	We had a whale of a time on the hike; it was such a fun weekend!	sich köstlich amüsieren, eine großartige Zeit haben

### How much of your happiness is under your control?

to recognise and appreciate the good things in one's life	Franz recognises and appreciates the good things in his life, even though things could always be improved.	die guten Dinge im eigenen Leben erkennen und zu schätzen wissen
to not let negative things overshadow the good things	Sasha doesn't let negative things overshadow the good things; she prefers to focus on the positive.	nicht zulassen, dass negative Dinge die guten Dinge überschatten / in den Schatten stellen
to feel gratitude and meaning in one's life	Finding the right job or pastime helps you feel gratitude and meaning in your life.	Dankbarkeit empfinden und einen Sinn im eigenen Leben erkennen
to accept failure, disappointment and imperfection	Mitsuki knows that to move on and improve herself, she should accept failure, disappointment and imperfection because it's part of being human.	Misserfolg, Enttäuschung und Unvollkommenheit akzeptieren
to practice resilience	Antanas practices resilience whenever he is having a tough time.	sich in Resilienz / Belastbarkeit üben
to live in accordance with one's values	Milan lives in accordance with his values and always tries to make good decisions regarding his mental health.	in Einklang / Übereinstimmung mit den eigenen Werten leben
to feel good and to do good	Penelope knows that she has to prioritise her own well-being to feel good and to do good.	sich gut fühlen und Gutes tun
to have concerns about one's future career	Dominik has concerns about his future career and whether or not he's chosen the right one.	Bedenken bezüglich der eigenen beruflichen Zukunft haben
to be scared of money issues	Andrea is scared of money issues with the rising costs of living.	Angst vor Geldproblemen haben
to be worried about future economic problems	Many members of the younger generation are worried about future economic problems.	sich über zukünftige wirtschaftliche Probleme Sorgen machen
to be desperate to achieve good grades	Some students are desperate to achieve good grades because they want to get into very competitive universities.	verzweifelt bemüht sein, gute Noten zu erhalten
to fear future environmental hazards	Bob fears future environmental hazards because he lives in a high-risk coastal area.	vor zukünftigen Umweltgefahren Angst haben, zukünftige Umweltgefahren (be)fürchten

to find joy in the little things	Children have a unique ability to find joy in the little things and show adults how to appreciate these things too.	Freude an den kleinen Dingen finden
to connect with others	Brandon connects with others via social media or <i>WhatsApp</i> when he needs company.	Kontakt mit anderen herstellen, in Kontakt mit jemandem treten
to choose to be positive	Even though she was incredibly stressed, Elisabeth chose to be positive and think about her upcoming vacation.	sich für eine positive (Lebens-)Einstellung entscheiden
to do what you are most passionate about	Erzsie does what she is most passionate about as much as she can, which is running and exploring trails in the mountains.	das tun, was man leidenschaftlich gerne tut / wofür man eine Leidenschaft hat
to start each day with a smile	It may sound cheesy, but Kirsten starts each day with a smile and swears that she automatically feels better.	jeden Tag mit einem Lächeln beginnen
to be in nature	One of Karlo's favourite parts of a vacation is simply being in nature and enjoying the scenery.	in der Natur sein
to create goals and strive to reach them	Tate creates goals and strives to reach them within a certain period of time, which she says is very satisfying.	sich Ziele setzen und danach streben, sie zu erreichen
<b>The world's happiest nations</b>		
to unwind and feel healthier and happier	Ana unwinds by taking yoga classes and feels healthier and happier every time she does it.	abschalten / entspannen und sich gesünder und glücklicher fühlen
to overtake another country and become the happiest nation on Earth	I bet it feels like quite the accomplishment to overtake another country and become the happiest nation on Earth.	ein anderes Land überholen und die glücklichste Nation der Welt werden
to be a blessing	The opportunity to stay and work in Europe was a blessing for Jeanne.	ein Segen sein
well-being and happiness are interchangeable concepts	Any psychologist would probably argue that well-being and happiness are interchangeable concepts.	Wohlbefinden und Glück sind austauschbare / gegenseitig auswechselbare Begriffe
to be a welfare state	Austria is a welfare state and offers significant social benefits to its citizens and residents.	ein Wohlfahrtsstaat sein
to offer generous perks to the staff	Wealthier companies can afford to offer generous perks to the staff to make the job even more attractive to potential new employees.	dem Personal großzügige Nebenleistungen / Zulagen anbieten
to be key for a country's future prosperity	A functional healthcare system is key for a country's future prosperity.	ein Schlüssel für den zukünftigen Wohlstand eines Landes sein
to relocate to a company's branch	Aiden relocated to a company's branch in New York to be closer to his family.	in die Niederlassung / Zweigstelle eines Unternehmens umziehen / übersiedeln
to become a happiness ambassador	Martin's dream was to become a happiness ambassador and travel to Bhutan to interview people there.	ein Glücksbotschafter/eine Glücksbotschafterin werden
to increase the GDP per capita	A more efficient economic system and enough stable jobs can increase the GDP per capita.	das Pro-Kopf-Bruttoinlandsprodukt erhöhen
<b>Job satisfaction</b>		
to get / offer fringe benefits / perks	Laura got fringe benefits from her new job at a tech start-up.	Zusatzleistungen / Zulagen / Nebenleistungen erhalten / anbieten
to get / offer bonuses	Panagiota got a bonus last year and was thrilled that she had chosen the company she did.	(Erfolgs-)Prämie / Zulagen erhalten / anbieten

to have a company car	Employees who have to travel a lot may have a company car.	einen Firmenwagen haben
to have five weeks' paid holiday	Employees in Austria who work 20 hours or more per week have five weeks' paid holiday every year.	fünf Wochen bezahlten Urlaub haben / bekommen
to offer / use childcare facilities	Members of a company who are mothers are encouraged to use childcare facilities available at certain company locations.	Kinderbetreuungseinrichtungen anbieten / nutzen
to get discounts on the firm's goods or services	Employees at the organic supermarket get discounts on the firm's goods.	Rabatte auf Waren oder Dienstleistungen des Unternehmens erhalten
to get health insurance	Some workers in the US only get health insurance when they are hired by a company that can afford to offer health coverage.	eine Krankenversicherung erhalten
to go on parental leave	Marie went on parental leave for almost a year after the birth of her daughter.	in Elternkarenz gehen
to have pension insurance	An incentive to be fully employed at a company is that you have pension insurance.	eine Pensionsversicherung haben
to get subsidised meals in the company canteen	Jack gets subsidised meals in the company canteen, but he doesn't like the salad.	ermäßigtes Betriebskantinen-Essen bekommen
to have unemployment insurance	Tobias appreciates that he has unemployment insurance because he works in the theatre and doesn't always have guaranteed employment.	eine Arbeitslosenversicherung haben
to experience a positive and productive atmosphere	Victoria feels fortunate that she experiences a positive and productive atmosphere when she is at work.	ein positives und produktives Arbeitsklima erleben / erfahren
to demonstrate compassion, respect and tolerance	As a team leader, Brandi demonstrates compassion, respect and tolerance when employees come to her for advice.	Mitgefühl, Respekt und Toleranz zeigen
to show commitment and motivation	Regina shows commitment and motivation when she takes charge of a new initiative.	Engagement und Motivation zeigen
to have a good work-life balance	Theresa has a good work-life balance; she rarely feels stressed about work tasks when she is away from her desk.	eine gute Work-Life-Balance haben
to have a good relationship with one's boss / colleagues	Barbara has a good relationship with her colleagues; they regularly eat lunch together and sometimes meet up outside of the workplace.	ein gutes Verhältnis mit dem Chef/der Chefin / zu den Kollegen/Kolleginnen haben
to have flexible working hours	Margarida has pretty flexible working hours at the graphic design office where she works.	flexible Arbeitszeiten haben
to have a good team spirit	More innovation tends to come from workplaces that have a good team spirit.	einen guten Teamgeist haben
to have job security	Frederic has job security; he knows that his skills will always be needed in his field.	einen sicheren Arbeitsplatz haben
to have training, up-skilling, mentoring or coaching opportunities	Maeve had a few up-skilling opportunities last year that she ended up taking advantage of and learning a lot from.	Fortbildungs-, Weiterbildungs-, Mentoring- oder Coaching-Möglichkeiten haben
to recognise hard work	Effective team leaders recognise hard work when they see it and make sure their team members know they did a good job.	harte Arbeit anerkennen
to get regular feedback	Roland gets regular feedback at his job and enjoys the opportunity to constantly improve his performance.	regelmäßige Rückmeldungen / regelmäßiges Feedback erhalten

to listen to feedback from staff and act on it	A good employer listens to feedback from staff and acts on it to make the work environment better.	sich das Feedback der Mitarbeiter/innen anhören und entsprechend darauf reagieren
to have company events / activities	The publishing house sometimes has company events and activities that allow all employees to get to know one another more.	Firmenveranstaltungen / Firmenaktivitäten haben
<b>Happiness at school</b>		
to consider happiness to be the end goal of education	Mr Nugent considered happiness to be the end goal of education and told us to figure out what we were truly happy doing.	Glück / Zufriedenheit als Endziel der Bildung betrachten
to bring positive psychology's goals of well-being and mental health support into the school setting	The hired speaker recommended that the college's leadership bring positive psychology's goals of well-being and mental health support into the school setting.	die Ziele der Positiven Psychologie in Bezug auf das Wohlbefinden und die Unterstützung der psychischen Gesundheit in den Schulalltag einbinden
to actively discuss a subject matter in class	Hans would participate if the teacher actively discussed a subject matter in class even though he normally isn't interested in group discussions.	ein Thema im Unterricht aktiv diskutieren
to have a very positive impact on students' overall happiness	An awareness of mental health has a very positive impact on students' overall happiness.	eine sehr positive Auswirkung auf die allgemeine Zufriedenheit der Schüler/innen haben
to take into account that students have different strengths and weaknesses, different character traits and tempers	Different teaching styles are necessary when you take into account that students have different strengths and weaknesses, different character traits and tempers.	berücksichtigen, dass die Schüler/innen unterschiedliche Stärken und Schwächen, unterschiedliche Charaktereigenschaften und Temperamente haben
to get the opportunity to enhance team player skills	When students are required to do group work, they get the opportunity to enhance team player skills and communicate effectively.	die Möglichkeit erhalten, die Teamfähigkeit zu verbessern
to learn how to practice resilience	Toby learned how to practice resilience by watching how calmly his older sister would react when there was a problem.	lernen, wie man sich in Resilienz / Belastbarkeit übt
to set the bar high	Nicole set the bar high by giving an excellent presentation about the history of the hot air balloon.	die Messlatte hoch legen
to overcome exaggerated perfectionism	Dave overcame exaggerated perfectionism in school after he realised that he got better grades when he didn't worry about making everything perfect.	übertriebenen Perfektionismus überwinden / ablegen
to better deal with frustration and disappointment	Students with stable mental health are able to better deal with frustration and disappointment.	besser mit Frustration und Enttäuschung umgehen

## Unit 6 – Learning from failure to ignite success

### Viewing failure in a new light

to spot an error	It's easier to spot an error than it is to correct that error.	einen Fehler entdecken
to make an error	Christina made an error while entering data into a spreadsheet.	einen Fehler machen
to be blind to someone's faults	When we love someone, we can be blind to their faults because we only focus on their positive qualities.	die Augen vor jemandes Fehlern verschließen, blind für die Fehler von jemandem sein
to report a fault	Shenandoah reported a fault in the way her team had assembled the structure.	einen Fehler melden
to fix a fault	Ben's brother had to fix a fault in the house's foundation before they resumed building.	einen Fehler beheben
to fear failure	Many students fear failure because they're under so much pressure from their families to get good grades.	sich vor Versagen fürchten; Angst haben zu versagen
to consider something a failure	One of my teachers once told me that I should only consider something a failure if I didn't learn from it.	etwas als Misserfolg betrachten
to result in failure	Even the best plans sometimes result in failure.	zum Misserfolg führen
to pay for someone's mistake	A salesperson wrote down my address wrong and I had to pay for her mistake, which was the cost of the return shipping.	für den Fehler eines/einer anderen bezahlen
to realise one's mistake	Mickey realised her mistake just in time and pressed the "cancel" button.	einen eigenen Fehler erkennen
to excuse someone's mistake	Jackie's father excuses her mistakes if she tells him right away when something goes wrong.	jemandes Fehler entschuldigen
to (just) be lucky	Sometimes people are just lucky but success that comes from luck is usually short-lived.	(einfach) Glück haben
to be a stepping stone on the road to success	Difficult situations or setbacks are just stepping stones on the road to success.	ein Sprungbrett auf dem Weg zum Erfolg sein
to be devastating	The effects of the tidal wave were devastating to the island.	verheerend / vernichtend sein
to be embarrassing	Lauren's attempt at karaoke was embarrassing, but she was happy she tried.	peinlich sein
to be interdependent	All living things are interdependent because all life needs things from other life forms to stay alive.	voneinander abhängig sein
to be open to change	In order to improve yourself, you must be open to change or you'll never actually do anything about what bothers you.	offen für Veränderungen sein
to be regarded as a personal defeat	A setback is sometimes regarded as personal defeat, even if it's just a brief inconvenience.	als persönliche Niederlage angesehen werden
to be seen as a lack of success	Changing jobs or careers is seen as a lack of success even if it's often the complete opposite.	als Mangel an Erfolg / mangelnder Erfolg angesehen werden
to be very frustrating	Heavy traffic when you're already late to work is very frustrating for everyone involved.	sehr frustrierend sein
to gain strength	Each time Peter struggled, he gained strength for his next attempt.	Kraft gewinnen / erzielen / schöpfen
to gain valuable insights	Mistakes allow people to gain valuable insights into how they can do something different in the future.	wertvolle Einsichten gewinnen

to get to know oneself better	Eveline got to know herself better as she struggled to find the right topic for her Master's thesis.	sich selbst besser kennenlernen
to not meet a desired or intended objective	Enrico always felt disappointed when he did not meet an intended objective like finishing the chapter of his book before the end of the week.	ein gewünschtes oder angestrebtes Ziel nicht erreichen
to overcome challenges	Some of the most inspiring stories are about people who overcame significant challenges and are now happy and successful.	Herausforderungen bewältigen
to practice perseverance	Lars tries to practice perseverance and keep going despite sometimes feeling hopeless.	das Durchhaltevermögen trainieren
to push oneself	Jan knew he had to push himself to make it up one more hill and then he'd be able to enjoy the view.	sich selbst motivieren / antreiben / fordern
to stay patient	The most successful people alive today had to stay patient and wait for their chance at some point.	geduldig bleiben
to teach someone a lesson	A bad decision and a failed business venture taught Nora a lesson in not investing too much, too soon.	jemandem eine Lehre / Lektion erteilen
to try something different	Jonah is trying something different after so many years working in a bakery; he's now volunteering at an animal shelter.	etwas Neues ausprobieren

#### What we can learn from our failings

to err is human	My grandmother would also tell us that to err is human and that we shouldn't be ashamed of making mistakes.	Irren ist menschlich
to be a gift and guidepost in one's learning and growth	Even something as disheartening as a failed test can be a gift and guidepost in one's learning and growth.	ein Geschenk und ein Wegweiser für das eigene Lernen und Wachstum sein
to embrace failure, mistakes and one's screw-ups	Nelia encourages her two children to embrace failure, mistakes and screw-ups and not let that affect their self-worth.	das Scheitern, die Fehler und das eigene Versagen annehmen / akzeptieren
to get in touch with one's commitments	Being aware of our shortcomings allows us to get in touch with our commitments and prioritise necessary actions.	sich der eigenen Verpflichtungen bewusst werden
to want to cover up one's mistakes	Jolene always wants to cover up her mistakes as well as she can, but since this isn't possible, she's trying to embrace them more.	die eigenen Fehler vertuschen wollen
to (not) be embarrassed by one's mistakes	It's impressive that Stephen isn't embarrassed by his mistakes; he just accepts feedback and moves on.	sich (nicht) für die eigenen Fehler schämen
to trace mistakes to recurring patterns of belief or behaviour	Tony often traces mistakes to recurring patterns of belief or behaviour that are affecting how he deals with the world.	Fehler auf wiederkehrende Glaubens- oder Verhaltensmuster zurückverfolgen
to take responsibility for a failure	Myra took responsibility for a failure and showed a great deal of emotional maturity.	die Verantwortung für einen Misserfolg übernehmen
to pay attention to the integrity of the choices we make every day	Part of living a good life is paying attention to the integrity of the choices we make every day and holding ourselves to a high standard.	auf die Richtigkeit der Entscheidungen achten, die wir jeden Tag treffen
to use the failure as evidence of one's personal growth	Entrepreneurs will use the failure they experienced as evidence of their personal growth.	das Scheitern als Zeugnis des persönlichen Wachstums werten

<b>How to overcome school failure</b>		
to lack motivation	Cassandra lacks motivation in History because she feels overwhelmed and hates memorising dates.	keine Motivation haben
to suffer from depression and frustration	Students with burnout suffer from depression and frustration.	unter Depressionen und Frustration leiden
to foster fear of failure	Pressure to perform fosters fear of failure in both children and adults.	Angst vor dem Versagen schüren
to weaken students' interest	Too much stress at home weakens students' interest in learning and school.	das Interesse der Schüler/innen schwächen
to not want to attend school	When they are young, many students do not want to attend school because it is a new and unfamiliar place.	nicht zur Schule gehen wollen
to not believe in oneself	Paul received so much criticism as a child that he did not believe in himself even when professors told him how capable he was.	nicht an sich selbst glauben
to learn from one's mistakes	Learning from her mistakes allowed Haillie to get an incredible mark on the final test of the semester.	aus den eigenen Fehlern lernen
to change one's learning and study habits	Julia changed her learning and study habits because she noticed it was no longer working for the material she had to learn.	die eigenen Lerngewohnheiten und das eigene Lernverhalten ändern
to practise self-criticism	After something goes wrong in a student's life, he or she may practice self-criticism.	Selbstkritik üben
to analyse the reasons that have caused the failure / bad marks / bad grades	Jen analyses the reasons that have caused the failure to help her learn from the experience.	die Gründe für den Misserfolg / die schlechten Noten analysieren
to not over-dramatise	Josh didn't over-dramatise the situation, even though at the time he felt like punching the wall.	nicht überdramatisieren
to apply new study techniques	When Georgiy switched his major, he applied new study techniques that were much better for his chosen field.	neue Lerntechniken anwenden
to learn to overcome nerves	In test situations, Fabienne finally learned to overcome nerves and remember what she had learned.	lernen, die Nervosität in den Griff zu bekommen
to create a solid action plan	If an academic programme or assignment seems hard, it's time to create a solid action plan to deal with it.	einen zuverlässigen Maßnahmenplan erstellen
to consider getting a tutor	Robert considered getting a tutor for Math because he can understand it a lot better when someone explains it to him.	in Erwägung ziehen, einen Tutor/ eine Tutorin zu engagieren
to accept that success is never guaranteed	Ramona accepted that success is never guaranteed when she got a poor grade on a test she had studied well for.	akzeptieren, dass es nie eine Erfolgsgarantie gibt
to reveal what one can do better	Feedback and constructive criticism reveal what you can do better.	aufzeigen / offenbaren, was man besser machen kann
to think of alternatives	When Cornelia didn't know the answers, she tried to think of alternatives.	über Alternativen nachdenken
to become more flexible	Ingo became more flexible and adapted to the wishes of his professors, eventually earning a fantastic final mark on his Bachelor's thesis.	flexibler werden
to not give up	Brooke did not give up no matter how difficult things seemed to be.	nicht aufgeben

to prevent oneself from becoming a control freak	It's important to keep academics in perspective to prevent yourself from becoming a control freak.	sich selbst daran hindern zu einem Kontrollfreak zu werden
to test one's limits	Glen knew that if he never failed, he hadn't ever tested his limits.	die eigenen Grenzen austesten / an die eigenen Grenzen kommen
to prove to oneself what one is capable of doing	Matthias wanted to prove to himself what he was capable of doing, so he entered and finished a Spartan race.	sich selbst beweisen, wozu man fähig ist
to test one's mettle	Grandma told Sofie that jumping into cold water tests her mettle and shows how strong and brave she is.	den eigenen Mut / Eifer unter Beweis stellen
to enhance one's self-esteem	Joy's successful book of poetry and the overwhelmingly positive response enhanced her self-esteem.	das Selbstwertgefühl stärken
<b>How to make up for a mistake at work</b>		
bullying in the workplace	Unfortunately, some people experience bullying in the workplace.	Mobbing am Arbeitsplatz
sexual harassment	Many offices have very strict sexual harassment policies.	sexuelle Belästigung
communication breakdown	Earlier in the week, our team had a communication breakdown and no one knew what was happening or what the task at hand was.	Zusammenbruch der Kommunikation
personal issues	Sometimes personal issues can interfere with employees' ability to do their jobs.	persönliche Probleme
clash of personalities	There are some people at the firm who automatically cause a clash of personalities if they are in the same room with each other.	Aufeinanderprallen von Persönlichkeiten
gossip	Our team has a lot of office gossip.	Klatsch und Tratsch
to be overwhelmed with work	Guy is overwhelmed with work right now; he has two proposals due tomorrow!	mit Arbeit überlastet sein
structural difficulties	Structural difficulties can make it almost impossible to make progress up the corporate ladder.	strukturelle Schwierigkeiten
legal dispute	Companies are sometimes involved in legal disputes with competitors or customers.	Rechtsstreit, Rechtsstreitigkeit
something cannot be postponed	Meetings with the CEO cannot be postponed because it is so difficult to find a time when the whole team can meet.	etwas ist unaufschiebbar
to be discriminated against	Lawrence felt he was discriminated against by the hiring department of a major tech company.	diskriminiert werden
to get a bad performance review	Last quarter Cecil got a bad performance review and he's been sulking ever since.	eine schlechte Leistungsbeurteilung bekommen
to apply lateral thinking	Applying lateral thinking techniques can help give employees a bit more creative inspiration.	unkonventionelle Problemlösungsstrategien anwenden, querdenken
to rely on gut instinct	Connor relies on gut instinct; very rarely does he use logic to reason out a problem.	sich auf das Bauchgefühl verlassen
to think on one's feet	Georgia is great at thinking on her feet and adapting quickly to new situations.	schnell und entschlossen reagieren
to think outside the box	Fred told us we needed to think outside the box and come up with an idea that no one would expect.	querdenken, über den Tellerrand hinaus schauen
to be adaptable and flexible	Homer is adaptable and flexible; he is never bothered when we have to make changes.	anpassungsfähig und flexibel sein



to have analytical skills	Tobias has incredible analytical skills – we couldn't do data interpretation without him.	über analytische Fähigkeiten verfügen
to use a process of elimination	Beverly used a process of elimination to determine who in the office had been stealing her favourite tea bags.	ein Ausschlussverfahren anwenden
to take precedence over everything else	Customer satisfaction takes precedence over everything else in the service industry.	(den) Vorrang haben vor allem anderen
to find some middle ground	During an argument between two colleagues, Margaret tried to intervene and help them find some middle ground.	einen Mittelweg finden
to define the problem	The first step is to clearly identify and define the problem the company faces.	das Problem definieren
to evaluate and select alternatives	Carl's idea was no longer possible so his team had to evaluate and select alternatives to get the job done.	Alternativen bewerten und auswählen
to strongly recommend something	Quinn strongly recommended finding a solution as soon as possible.	etwas eindringlich / nachdrücklich empfehlen
to generate potential solutions	Brainstorming sessions are great places to generate potential solutions for a problem.	mögliche Lösungen entwickeln
to admit to a mistake	If something is a team member's fault, everyone else would hope that they can admit to a mistake.	einen Fehler zugeben
to stay cool	Kimberly always stays cool even under pressure or when getting yelled at by the CEO.	einen kühlen Kopf bewahren
to take full responsibility	Alice took full responsibility for her rude comment at the meeting the other day and apologised to everyone there.	die volle Verantwortung übernehmen
to present solutions to correct the error	Even better than admitting to the mistake is presenting solutions to correct the error.	Lösungen präsentieren, um den Fehler zu korrigieren
to not continue feeling guilty about the mistake	Once measures have been taken, you should not continue feeling guilty about the mistake because it is in the past.	sich nicht weiter wegen des Fehlers schuldig fühlen
call for tenders	Vanessa was anticipating the next call for tenders from her firm's partner company.	Ausschreibung
to put in a tender / bid	<i>Stoneware Graphics</i> put in a bid to create the new logo and fonts for an up-and-coming textile company.	ein Angebot (auf eine Ausschreibung) abgeben
to be awarded the contract	Unfortunately, a more established competitor was awarded the contract at the end of May.	den Zuschlag für einen Auftrag erhalten
to put something out to tender	Stefanie's architecture firm put out a renovation project to tender and are still waiting for more responses.	etwas / eine Dienstleistung ausschreiben
supplier	Jeff found a new supplier and will be able to order the materials next week.	Anbieter/in, Zulieferer/Zulieferin, Lieferant/in
public sector	Hank was mistrustful of many of the systems in the public sector because he was afraid of being controlled by the government.	öffentlicher Sektor
submission deadline	The submission deadline is coming up quick, you better finish your entry soon!	Abgabeschluss, Eingabefrist
public procurement	Phillipe's company was involved in the public procurement process of supplying the local police department with computers.	öffentliche Auftragsvergabe, öffentliches Auftragswesen

to figure out	Mr. Green and I just want to figure out why profits have dropped so much without warning.	herausfinden, ergründen
to reinvent the wheel	It's not necessary to reinvent the wheel with every contract; sometimes you have the necessary financial portfolio suggestions in place already.	das Rad neu erfinden
pricing policy	Many companies have drastically changed their pricing policies in response to inflation.	Preispolitik

## Unit 7 – All equal, all different

### International business etiquette

to have access to new cultures	Kim has access to new cultures every time she walks down the street because Amsterdam is such a diverse city.	Zugang zu neuen Kulturen haben
to learn a new language	Jon learned a new language after he had left college and said it was the best decision he'd ever made.	eine neue Sprache lernen
to develop new skills	Vera is adamant that her kids develop new skills in school.	neue Fähigkeiten / Fertigkeiten entwickeln
to become more adaptable and flexible	Working with people from all over the world allowed company working schedules to become more adaptable and flexible to accommodate different time zones.	anpassungsfähiger und flexibler werden
to work with a diverse set of people	Danilo works with a diverse set of people and gets along with all of them despite several language barriers.	mit einer unterschiedlichen / vielfältigen Gruppe von Menschen arbeiten
to improve one's teamwork skills	Gretchen improved her teamwork skills this year because she was constantly changing between project groups.	die eigene Teamfähigkeit verbessern
to feel lonely and unstable	While living in a foreign culture for the first time, is it easy to feel lonely and unstable.	sich einsam und labil / haltlos fühlen
to deal with culture shock	Kelsi dealt with culture shock when she moved to Bavaria from Wisconsin, USA.	mit Kulturschock umgehen
to miss one's family and friends	Stacy missed her family and friends while living and studying in France.	die eigene Familie und Freunde /Freundinnen vermissen
to improve one's chances of promotion	Having experience working abroad improved Frederico's chances of promotion.	die eigenen Aufstiegschancen verbessern

### Different cultures, different values

a calm demeanor	One of the first things Anabelle's boss said to her was that a calm demeanour is essential when doing business.	ein besonnenes / ruhiges Auftreten
to revolve around personal relationships	Networking is important because business culture revolves around personal relationships.	sich um persönliche Beziehungen drehen
a thriving community of female entrepreneurs	Jade finds it immensely inspiring to work within a thriving community of female entrepreneurs.	eine erfolgreiche Gemeinschaft von Unternehmerinnen
hospitality plays a major role	When communicating with potential business partners overseas, hospitality plays a major role in the outcome of the deal.	Gastfreundschaft spielt eine große Rolle
impending business deal	Our supervisor stressed the importance of the impending business deal before we entered the meeting room.	bevorstehender Geschäftsabschluss
to be an expatriate	Angelina is an expatriate in Paris, living as part of the culture that she so worshipped as a child.	ein Auswanderer/eine Auswanderin sein; eine vorübergehend im Ausland lebende Person sein
to revere titles (such as <i>Professor, Doctor and Engineer</i> )	Some cultures customarily revere professional or academic titles when introducing each other, identifying everyone with their individual title.	Titeln (wie Professor/in, Doktor/in und Ingenieur/in) huldigen, Titel verehren
to politely turn down an offer	In Ireland, it's expected that visitors politely turn down the first offer of tea, coffee, or snacks.	ein Angebot höflich ablehnen
to lose face	Some people say that you lose face if you admit your initial idea is wrong.	das Gesicht verlieren

someone's tone of voice and posture reveal a lot about their emotions	Depending on the cultural context, a speaker's tone of voice and posture reveal a lot about his or her emotions.	jemandes Tonfall und Körperhaltung verraten viel über seinen/ihren Gefühlszustand
<b>Cultural diversity in the workplace</b>		
to not be "the right fit" for something	Muhammed wasn't the "right fit" for the job he applied for, but he suspected that the hiring agent was somehow biased because of his name.	für etwas nicht „der/die Richtige“ sein
to hire someone in one's own image	Start-up leaders who are obsessed with controlling the direction of their company will often hire someone in their own image.	jemanden dem eigenen Selbstbild entsprechend einstellen
to foster a harmonious workplace	Carla sought to foster a harmonious workplace with fair and open communication.	einen harmonischen Arbeitsplatz gewährleisten
to have a vibrant work culture	Effie is happy to have a very vibrant work culture in an organisation that provides humanitarian aid; she feels like she can really make a difference.	eine dynamisch-lebendige Arbeitskultur haben
to feel acknowledged in one's work	It's essential for company morale that employees feel acknowledged in their work.	sich in der eigenen Arbeit anerkannt / bestätigt fühlen
to argue a different point of view	Ida always tried to argue a different point of view to provide contrast to what everyone else was saying.	eine andere Sichtweise vertreten
to be diverse	The telecommunications company was exceptionally diverse in terms of age, gender and religious background.	vielfältig / unterschiedlich sein
ethnic background	My great grandma was proud of her ethnic background; she was fluent in both Spanish and English.	ethnische Herkunft / Abstammung
to equate success with something	Norman equated success with positive reviews, but came to realise that this wasn't always the case.	Erfolg mit etwas gleichsetzen
to focus on output	Steve's branch focused on output and production.	den Schwerpunkt / das Hauptaugenmerk auf (Produktions-) Leistung legen
bias in recruitment	June sensed that her company had a significant bias in recruitment but wasn't sure what to do about it.	Voreingenommenheit bei der Einstellung von Arbeitskräften / Personalbeschaffung
to be a lazy excuse for something	Too often, company culture or cultural fit is used as a lazy excuse for not hiring people from different backgrounds.	eine faule Ausrede für etwas sein
to replace an employee	Bosses will often replace an employee who doesn't fit in with the rest of their team.	einen Mitarbeiter/eine Mitarbeiterin ersetzen
to outperform someone in profits and sales	Julian even outperformed Tang in profits and sales this week and made more money for the company than most of us combined.	jemanden bei Gewinn und Umsatz übertreffen
to have different political affiliations	Different members of Rod's team have different political affiliations, and sometimes they have heated discussions in the break room.	unterschiedliche politische Zugehörigkeiten haben
to be conceivable	Before an action plan can be made, the team has to decide whether the stated goals are conceivable.	vorstellbar / denkbar sein
<b>How to combat prejudice and discrimination</b>		
to be wired for prejudice as a human being	Some scientists say that because of our eye for differences, we are wired for prejudice as human beings.	als Mensch eine Veranlagung für Vorurteile haben, als Mensch wie geschaffen für Vorurteile sein

to place someone or something into different categories	Human brains naturally try to place fellow humans into different categories in order to make the world easier to understand.	jemanden oder etwas in verschiedene Kategorien einordnen
to have prejudices towards people who deviate from the norm	Sako has strong prejudices towards people who deviate from the norm.	Vorurteile gegenüber Menschen haben, die von der Norm abweichen
to be more empathetic to members of another group	Spending time in cultural spaces different from their own can help people be more empathetic to members of another group.	einfühlsamer / empathischer gegenüber Angehörigen einer anderen Gruppe sein
to increase contact with members of other social and cultural groups	Moving to New York City increased Raymond's contact with members of other social and cultural groups.	den Kontakt mit Angehörigen anderer sozialer und kultureller Gruppen intensivieren
to travel to places that challenge one's worldview	Joan found it eye-opening to travel to places that challenge her worldview.	an Orte reisen, die das eigene Weltbild kritisch hinterfragen
to remind oneself of the inconsistencies in one's own beliefs	Acknowledging his personal biases reminds Cristiano of the inconsistencies of his own beliefs.	sich die Ungereimtheiten der eigenen Überzeugungen vor Augen führen
to pass laws and regulations that require fair and equal treatment for all groups of people	International NGOs like the UN pass laws and regulations that require fair and equal treatment for all groups of people, not just a select few.	Gesetze und Vorschriften erlassen, die eine faire und gleiche Behandlung aller Gruppen von Menschen erfordern / voraussetzen
to introduce prejudice-reduction initiatives at schools	Many teachers want to introduce prejudice-reduction initiatives at schools to expose students to new cultures and ways of thinking.	Initiativen zum Abbau von Vorurteilen an Schulen einführen
to attend "diversity training" courses	Tordai attended "diversity training" courses as part of his training in education.	Sensibilisierungskurse zum Thema „Vielfalt / Diversität“ besuchen
<b>How travel helps to leave prejudice behind</b>		
to be reconciled with something	After getting traditional Inuit tattoos common to her mother's tribe, Alasia was so glad to finally be reconciled with her home culture.	mit etwas ausgesöhnt / versöhnt sein
to unravel	To research racial biases in American culture is to unravel centuries of violence and injustice in an attempt to understand the topic.	enträtseln, entwirren
to not blind oneself to something	Isaac did not blind himself to the fact that he was in a very privileged position in comparison to the other boys at his school.	sich einer Tatsache nicht verschließen
to be biased	Emma was biased against most people who did not have a college education.	voreingenommen / Vorurteil-behaftet sein
to challenge one's powers of self-control	It can challenge a student's powers of self-control to not react in a negative way to customs they do not understand or recognise.	die eigene Selbstbeherrschung testen / herausfordern
to come from common sense	Most rules about communicating with people from other cultures come from common sense.	vom gesunden Menschenverstand herrühren
cultural heritage	Cultural heritage and home country are more important to some people than others.	kulturelles Erbe
to leave one's usual environment	Hayden left his usual environment for a culture he knew nothing about when he started dating his partner, but was glad he did.	das gewohnte Umfeld verlassen
to break one's genetic mould	Riley realised that spending the summer with an exchange student from Pakistan helped her break her genetic mould and see how much she had in common with someone from another part of the world.	sich von der genetischen Prägung lösen

study abroad programme	Chip chose to take part in a study abroad programme to experience Thai culture.	Auslandsstudienprogramm
to escape from everyday routine	Speaking with people from different cultural backgrounds allowed Lazsko to escape from everyday routine.	der Alltagsroutine entfliehen
to open up new worlds	International friendships open up new worlds.	neue Welten erschließen
to reinvent oneself	Speaking or learning another language can give people the opportunity to reinvent themselves.	sich neu erfinden
to be liberating	Travelling to a foreign country and starting a new life there is tremendously liberating.	befreiend sein
to provide opportunity for adventure and spontaneity	A year abroad provides opportunity for adventure and spontaneity with new friends.	Gelegenheit für Abenteuer und Spontaneität bieten
to change one's mindset	The people Erin encountered changed her mindset completely.	die eigene Denkweise verändern
to be costly	Travel can be costly, but most of the time it's worth it.	kostspielig / teuer sein
to be addictive	Seeing new landscapes and cities is addictive – here's always more to see around the next corner.	abhängig / süchtig machend sein
to be unsustainable	It is unsustainable to constantly be on the move.	nicht nachhaltig sein
to get sick	Different climates or food options can cause travellers to get sick while on a trip.	krank werden
to miss important events	Allison missed important events while she was backpacking in Spain – her brother even got married!	wichtige Ereignisse verpassen
to discover one's own power	Travelling alone or organising a trip for yourself can allow you to discover your own power.	die eigene Kraft entdecken / spüren
to adapt quickly	Kira learned to adapt quickly on the road, because plans could change in an instant.	sich schnell anpassen
to surpass oneself	Last time she took a trip, Holly surpassed herself – she met people from over 15 different countries and picked up a bit of Hindi while in India.	über sich hinauswachsen, sich selbst übertreffen
to manage one's budget	Lea managed her budget carefully while she was travelling because expenses can pile up quickly.	das eigene Budget verwalten
to overcome language barriers	Sometimes it can be difficult to overcome language barriers, but luckily there are non-verbal ways of communicating.	Sprachbarrieren überwinden
to be empathetic	Wilder returned from Norway and was more empathetic than ever because he'd met so many new people and heard their stories.	einfühlsam sein
to be flexible	Hanta was flexible as to where he wanted to go while he was backpacking through Canada, and ended up meeting one of his best friends in Ontario.	flexibel sein
to leave one's comfort zone	Trula knew that to fully enjoy being in a different culture, she needed to leave her comfort zone.	die eigene Komfortzone verlassen
to study the culture of one's destination beforehand	It can help with culture shock if you study the culture of your destination beforehand.	im Voraus etwas über die Kultur des Reiseziels lernen / in Erfahrung bringen

to open one's eyes	Saskia told everyone who would listen that travelling to southern Italy really opened her eyes to a different way of life.	die Augen öffnen
to increase awareness of underlying connections and associations with other cultures	Experiences within communities of international students increase awareness of underlying connections and associations with other cultures.	das Bewusstsein für unterschwellige Verbindungen und Assoziationen mit anderen Kulturen schärfen

## Unit 8 – Impressive careers and life stories

### Impressive careers and what it takes

to do something meaningful	Sharon always wanted to earn money while doing something meaningful.	etwas Sinnvolles / Bedeutungsvolles tun
to be innovative and creative	Lira is an innovative and creative member of the carpentry team.	erfinderisch / innovativ und kreativ sein
to be a risk-taker	Samuel is a risk-taker; he'll have an idea and just run with it.	risikofreudig / risikobereit sein
to be a critical thinker	Ioana is a critical thinker; she even interrupts company presentations with her own well-placed questions.	ein kritischer Denker/eine kritische Denkerin sein
to have a high level of self-motivation	To start your own business, you need to have a high level of self-motivation.	ein hohes Maß an Eigenmotivation haben
to be a team player	Mac is a great team player; he gets along with everyone and is willing to compromise in cases of disagreement.	teamfähig sein, ein Teamplayer/eine Teamplayerin sein
to have a positive mindset	Rebecca has a positive mindset even if a situation seems unworkable.	eine positive Denkweise / Einstellung haben
to be courageous and decisive	A team leader needs to be courageous and decisive to inspire the rest of the employees.	mutig und entschlossen sein
to be an inspiration	Moriah is an inspiration; her work ethic is unmatched.	eine Inspiration sein
to give something back	Lary started a humanitarian initiative in Laos because he wanted to give something back to the place where his adopted son was born.	etwas zurückgeben
to be passionate and enthusiastic	It's a good sign if the interns at a company are passionate and enthusiastic.	leidenschaftlich und enthusiastisch sein
to show unwavering commitment	Recruiters want job candidates to show unwavering commitment to the job at hand.	unermüdliches Engagement zeigen
to have a clear vision	Carina has a clear vision for the future of her company.	eine klare Vorstellung / Vision haben
to be hardworking	Seth is extremely hardworking; he's always the first to arrive in the morning.	fleißig / hart arbeitend sein
to leave something behind	Michi knew that he would leave something behind when he moved to Arizona to pursue his dream job.	etwas hinter sich lassen, zurücklassen
to have the strength to see things through	Innovators need to do more than just come up with a good idea, they need to have the strength to see things through to the finished product.	die Kraft / Stärke haben, Dinge durchzuziehen
to be humble and sensitive	Even after several months in a leadership position, Sarah was still rather humble and sensitive.	bescheiden und sensibel sein
to make important discoveries for humanity	Hugh's goal was always to eventually make important discoveries for humanity.	wichtige Entdeckungen für die Menschheit machen

### A million dollar social media career

to be among the most influential female social media influencers	Tina is among the most influential female social media influencers with her beauty and life tips channel.	zu den einflussreichsten Social-Media-Influencerinnen / weiblichen Social-Media-Influencern gehören
to hold a rarefied status	Her channel shows why Beyoncé holds a rarefied status on social media.	einen außergewöhnlichen / exklusiven Status besitzen / innehaben
to veer into the territory of a hip and successful working mum on social media	Connie slowly veered into the territory of a hip and successful working mum on <i>Instagram</i> .	in den sozialen Medien das Terrain einer hippen und erfolgreichen berufstätigen Mutter betreten



to swiftly become the most liked photo	If you're a major celebrity, it doesn't come as a surprise when your snapshot swiftly becomes the most liked photo on social media.	schnell zum meist gelikten Foto werden
to pose in a photograph	Willow posed in a photograph on the beach with her dog.	auf einem Foto posieren
to adhere to one's practice of doing something	Unless someone gives them a reason not to, influencers adhere to their practice of doing something.	an der gewohnten Weise etwas zu tun festhalten
social media captions have to be compelling	In order for posts to go viral, social media captions have to be compelling.	Bildunterschriften in sozialen Medien müssen überzeugend / fesselnd sein
to evoke emotions in one's followers	An even more successful strategy is to evoke emotions in one's followers.	Emotionen bei den eigenen Anhängern/Anhängerinnen / Followern/ Followerinnen hervorrufen
to incorporate the three-image grid into one's posts	Beyoncé sticks to her practice of incorporating the three-image grid into her posts.	die Drei-Bilder-Ästhetik in die eigenen Posts aufnehmen / integrieren
<b>Being a successful content creator</b>		
to find an appropriate social media platform	Alan found an appropriate social media platform for his comedy content.	eine geeignete Social-Media-Plattform finden
to define one's niche	Savannah clearly defined her niche for <i>Instagram</i> content.	die eigene Nische definieren
to address one's preferred target audience	In her videos, Sammy addresses her preferred target audience and basically ignores the possibility that other people might see the video too.	das bevorzugte Zielpublikum ansprechen
to clearly state the genre	Ulli clearly states the genre of her content as a disclaimer at the start of every reel.	das Genre klar benennen
to post relevant content	Gabby posts relevant content for her followers and invites them to comment their opinions.	wichtige / bedeutungsvolle / relevante Inhalte posten
to have a unique selling point (USP)	The most successful content creators have a unique selling point that sets their work apart from other similar content.	ein Alleinstellungsmerkmal (einen USP) haben
to offer high quality content	Ivica offers high quality content where he makes hilarious comments about sporting events.	hochqualitative Inhalte / hochqualitativen Content anbieten
to care about the reputation of one's channel	Most content creators care a lot about the reputation of their channel and work hard to present a specific image.	sich um den Ruf des eigenen Kanals bemühen / kümmern
to be truthful / genuine / authentic	Grace is very authentic in front of the camera.	wahrhaftig / echt / authentisch sein
<b>Making a career in Austria</b>		
to invest in staff training	Competent bosses invest in extensive staff training so their employees are prepared for the usual tasks.	in die Ausbildung des Personals investieren
to provide specialised education for free	The government provides specialised education for free because education should be available to everyone.	kostenloses Fachtraining / kostenlose Sonderausbildung / Spezialausbildung anbieten
to support and foster talented kids / students	Specific policies aim to support and foster talented kids or students on their road to employment.	begabte Kinder / Schüler/innen unterstützen und fördern
to provide inhabitants with various employment opportunities	Austria provides inhabitants with various employment opportunities, depending on why the person has entered the country.	den Einwohnern/Einwohnerinnen verschiedene Beschäftigungsmöglichkeiten bieten
to have high quality schools and universities	Many countries in Europe have high quality schools and universities.	hochqualitative Schulen und Universitäten haben

to create an unbiased job market	Ideally, governments would strive to create an unbiased job market where anyone could be hired if they had the proper skills.	einen Arbeitsmarkt schaffen, der wert- und vorurteilsfrei ist
to offer equal job chances	Chantal thinks that it is very important for a globalised country to offer equal job chances regardless of a person's cultural background or gender.	gleiche Beschäftigungschancen bieten
to take part in training and development programmes	New employees can take part in training and development programmes to better prepare themselves to excel in their careers.	an Ausbildungs- und Entwicklungsprogrammen teilnehmen
to identify skill deficits	An observant employer identifies skill deficits in their workforce and creates opportunities for employees to gain the necessary skills.	Qualifikationsdefizite / Qualifikationsmängel erkennen
to take the chances that come one's way	Rosalie took the chances that came her way and is now working at her dream company in Graz.	die Chancen nutzen, die sich bieten
to be talented	Scott is very talented; his co-workers say he can learn any skill in three days.	talentiert sein
to be willing to dedicate / commit one's life to something	Activists in environmental advocacy organisations want employees who are willing to dedicate their lives to educating people and finding ways to protect the planet.	bereit sein, das Leben einer Sache zu widmen
to take the initiative to do something	If you have a good idea, take the initiative to try and make it a reality instead of hoping that a chance will suddenly pop up.	die Initiative ergreifen, etwas zu tun
to be lucky	Manfred is lucky because he was hired directly after college by the firm he has always been interested in working for.	Glück haben
to create something ground-breaking	Paulina wanted to create something ground-breaking that would really make a difference in the world.	etwas Bahnbrechendes schaffen / erschaffen
<b>Steve Jobs's legacy</b>		
to connect the dots	There was this special "aha" moment when she started connecting the dots and truly understanding the problem.	eins und eins zusammenzählen, einen Zusammenhang herstellen
to give a commencement speech	Many famous entrepreneurs and visionaries are asked to give a commencement speech.	eine Rede vor Universitätsabsolventen/Universitätsabsolventinnen halten
to put someone up for adoption	Jobs was put up for adoption at an early age.	jemanden zur Adoption freigeben
to take a calligraphy class	Björn wanted to work on his penmanship so he took a calligraphy class.	einen Kalligrafie- / Schönschriftkurs besuchen
to follow one's curiosity and intuition	Elena was told to follow her curiosity and intuition and she would eventually find the perfect job.	der eigenen Neugierde und Intuition folgen
to drop out of college	There are many very intelligent and skilled people out there who dropped out of college.	das Studium abbrechen
to screw up badly	It's ok if you screw up badly, as long as you get up and try again.	es richtig vermasseln
to (not) waste time living someone else's life	Eric didn't want to waste time living someone else's life and started immediately making changes.	(keine) Zeit damit verschwenden, das Leben eines/einer anderen zu leben

to be trapped by dogma	People with big ideas who work at traditional companies can feel like they are trapped by dogma.	im Dogma gefangen sein
to get rejected from a job	Courtney got rejected from a job and was extremely disappointed.	bei einem Job abgelehnt werden
to spend all of your parents' savings	Lin felt guilty that she spent all of her working-class parents' savings on her college tuition.	die gesamten Ersparnisse der Eltern ausgeben / verschwenden
to have a dorm room	In the US, almost every student has a dorm room at college for at least part of their studies.	ein Zimmer in einem Student/inn/enheim haben
to be a priceless experience	Going to a college or university is a priceless experience.	eine unbezahlbare Erfahrung sein
to confer membership of an exclusive and visionary club	The skilful marketing of certain items gives the impression of conferring membership of an exclusive and visionary club upon the people who buy them.	Mitgliedschaft in einem exklusiven und visionären Club verleihen
to have no practical application in one's life	Certain ideas and views of the world have no practical application in one's life.	keine praktische Anwendung im eigenen Leben finden
to have multiple typefaces or proportionally-spaced fonts	High-end 3D printers have multiple typefaces or proportionally-spaced fonts.	mehrere Schriftarten oder Proportionschriften haben
to diverge from one's visions of the future	As an entrepreneur, it is often necessary to change plans suddenly and diverge from your visions of the future.	von den eigenen Zukunftsvisionen abweichen
to be a public failure	Jobs was seen as being a public failure until he made his comeback.	ein öffentlicher Versager/eine öffentliche Versagerin sein
to be curable with surgery	The cancer was supposedly curable with surgery.	durch eine Operation heilbar sein
to have an instinctive feel for the consumer zeitgeist	Business leaders who are able to stay on the cutting edge of the market have an instinctive feel for the consumer zeitgeist.	ein instinktives Gespür für den Zeitgeist der Konsumenten/ Konsumentinnen haben
to divine the technological future	Successful developers of electronic devices seem to be able to divine the technological future and predict what people will want or need.	die technologische Zukunft vorhersagen / prophezeien
<b>Job versus career</b>		
to be a source of one's happiness	Helga's job is a source of her happiness.	eine Quelle des eigenen Glücks sein
to find meaning in one's job	Jaimie finds a great deal of meaning in his job because he works in education.	Sinn in der eigenen Arbeit finden, die Arbeit als sinnstiftend erleben
to affect one's professional and private life	The quality of Alec's job affects his professional and private life in many ways.	das eigene Berufs- und Privatleben beeinträchtigen / beeinflussen
to be carried on by a person for (his/her) entire life	Charlotte carried on her mentor's unique philosophy of learning for her entire life.	von einer Person das ganze Leben lang fortgeführt werden
to go to work to earn a pay cheque (BE) / paycheck (AE)	Salome goes to work to earn a pay cheque and to be able to afford the necessary items for her home renovations and social life.	zur Arbeit gehen, um einen Gehaltsscheck / regelmäßiges Gehalt zu verdienen
to follow one's dreams	Skylar followed his dreams and eventually became an orthopaedic surgeon.	den eigenen Träumen folgen
to work for a fixed time	The secretary only worked for a fixed time and left the company immediately after the contract expired.	für eine bestimmte Zeit / einen festgelegten Zeitraum arbeiten
to imply progress of an individual in a particular profession	The typical expectations of climbing the corporate ladder imply progress of an individual in a particular profession.	das Vorankommen einer Person in einem bestimmten Beruf voraussetzen / bedeuten

to pursue one's lifelong ambition	Sara was finally able to pursue her lifelong ambition of being a published author.	ein lebenslanges Ziel verfolgen
to employ one's knowledge, skills, education and competencies	Sue looked for a job after college where she could employ her knowledge, skills, education and competencies in the best way possible.	das eigene Wissen, die Fähigkeiten, Ausbildung und Kompetenzen anwenden / einsetzen
to focus on getting a task done	Phoebe focused on getting a task done that she knew had to be completed by the end of the workday.	sich auf die Erledigung einer Aufgabe konzentrieren
to not see something as a job	My father doesn't see his profession as a job because he loves doing it so much.	etwas nicht als Job ansehen / empfinden
to enhance one's personal development skills at work	Rachel enhanced her personal development skills at work by asking for constructive feedback on her communication skills.	die Kompetenzen im Bereich Persönlichkeitsbildung in der Arbeit verbessern / weiterentwickeln
to offer career counselling	Many universities offer career counselling so that students can receive help picking an area to explore employment options.	Berufsberatung anbieten
to provide internships	Universities also provide internships and other work opportunities.	Praktika anbieten
to teach relevant skills	Internships teach relevant skills to the students that complete them.	maßgebliche / relevante Fähigkeiten vermitteln
to gain practical experience	Young people need and want to gain practical experience so their potential job after graduation is at least a bit familiar.	praktische Erfahrungen sammeln

## Unit 9 – Transforming our world for the better

### Speaking about the Global Goals for Sustainable Development

to adopt <i>Agenda 2030</i>	The UN adopted <i>Agenda 2030</i> as part of a series of efforts to improve conditions around the globe.	die <i>Agenda 2030</i> verabschieden
to mobilise efforts to end poverty	One of the major goals was to mobilise efforts to end poverty in all countries.	Anstrengungen zur Beseitigung von Armut mobilisieren
to fight inequalities	Countries must work together to fight inequalities.	Ungleichheiten bekämpfen
to tackle climate change	No single country or company can tackle climate change alone.	den Klimawandel bewältigen
to create a sustainable future	The ultimate goal is to create a sustainable future for all.	eine nachhaltige Zukunft erschaffen
to achieve sustainable development	Certain countries may achieve sustainable development before the rest of the world does.	nachhaltige Entwicklung erreichen / erzielen
to meet the needs of the present	International organisations need to focus on meeting the needs of the present.	die Bedürfnisse der Gegenwart abdecken
to build an inclusive, sustainable and resilient future	Most European nations are committed to building an inclusive, sustainable and resilient future.	eine inklusive, nachhaltige und widerstandsfähige Zukunft erschaffen
to monitor progress	The <i>United Nations</i> regularly monitors progress in a great many countries around the world.	den Fortschritt beobachten
to review targets	It is crucial to communicate frequently and review targets to see if they need to be changed.	Ziele überprüfen
to develop national indicators	Individual countries must develop national indicators for the progress of these initiatives.	nationale Anzeiger / Indikatoren entwickeln
to (not) be legally binding	The agreement is not legally binding but acts as a strong recommendation.	(nicht) rechtsverbindlich sein
to be a promise made by all countries	To protect the Earth and work for a brighter future is a promise made by all countries.	ein Versprechen aller Länder sein
to urge businesses to play their part	Both governments and consumers should urge businesses to play their part in this endeavour.	die Unternehmen auffordern, ihren Beitrag zu leisten
to hold governments accountable for doing something	Large-scale organisations will hold governments accountable for doing something so that the agreement isn't just a meaningless suggestion.	Regierungen verantwortlich machen etwas zu tun
economic growth	Economic growth is less important than the well-being of the planet's inhabitants.	Wirtschaftswachstum
social inclusion	Grassroots environmental advocacy groups depend on social inclusion to gather support for their cause.	soziale Einbindung / Inklusion
environmental protection	Environmental protection is the most important topic for humankind right now.	Umweltschutz
to have the power to create a better world	Every single person has the power to create a better world through their vote or their actions.	die Macht haben, eine bessere Welt zu erschaffen
to work together to build a better future	International communities must communicate with one another and work together to build a better future.	zusammenarbeiten, um eine bessere Zukunft zu erschaffen
to have more work to do than ever	Environmental organisations have more work to do now than ever.	mehr Arbeit als je zuvor zu erledigen haben

to have a long way to go	The world has a long way to go before it's no longer at risk of devastating climate change effects.	einen langen Weg vor sich haben
to raise awareness about something	It's important that everyone who has accurate information raises awareness about these issues.	das Bewusstsein für etwas schaffen
to spread the word	Jay spread the word about a climate event to his friends and family.	weitersagen
to end poverty	One of the most ambitious goals of the agreement is to end poverty.	die Armut beenden
to address the urgency of climate change	It is high time that we address the urgency of climate change.	die Dringlichkeit des Klimawandels thematisieren
to contribute to doing / making ... (verb + -ing)	Kaja contributes to making the world a better place by volunteering at a local charity organisation.	dazu beitragen, etwas zu tun / zu machen ...
to ensure that no one is left behind	The larger organisations are calling for international collaboration to ensure that no one is left behind.	sicherstellen, dass niemand vergessen wird
to join a movement	Richard joined the movement a few years ago and hasn't stopped fighting for a greener future.	sich einer Bewegung anschließen
to take action	Monika took action by participating in an ocean clean-up.	aktiv werden / Maßnahmen ergreifen
to come together to fight for our planet	Everyone should come together to fight for our planet.	zusammenkommen, um für unseren Planeten zu kämpfen
to make progress towards something	Even taking one small action helps the planet make progress towards a better tomorrow.	Fortschritt in Richtung ... machen
to build a greener, fairer and more just world	The endgame goal is building a greener, fairer and more just world.	eine grünere, fairere und gerechtere Welt erschaffen
<b>World hunger and food insecurity</b>		
the goal is to reach zero hunger	The <i>Agenda 2030's</i> goal is to reach zero hunger as fast as possible.	Ziel ist es, Null-Hunger zu erreichen
to seem like an attainable target	Predictions show that these goals seem like an attainable target.	als ein erreichbares Ziel erscheinen
to not get adequate nutrition	The majority of young children born in developing countries do not get adequate nutrition.	keine angemessene Ernährung erhalten
hunger affects a significant part of the population	Unfortunately, hunger affects a significant part of the population in many nations.	Hunger betrifft einen erheblichen Teil der Bevölkerung
to connect global warming to increased food insecurity	The committee connects global warming to increased food insecurity due to unreliable crop yields.	die globale Erwärmung mit zunehmender Ernährungsunsicherheit in Verbindung bringen
a shortage of rainfall quickly leads to a food crisis	In some drought-prone areas, a shortage of rainfall quickly leads to a food crisis that's difficult to recover from.	ein Mangel an Niederschlägen führt schnell zu einer Nahrungsmittelkrise
supply chain breakdowns cause consumer prices to increase	Additional supply chain breakdowns cause customer prices to increase where the citizens are often poorest and most in need of nourishment.	Ausfälle in der Lieferkette führen zu einem Anstieg der Preise für Verbraucher/innen
conflict is a major driver of hunger	War and internal conflict are major drivers of hunger because they can upset the region's access to the normal supply of edible goods.	Konflikt ist einer der Hauptursachen für Hunger
to end global hunger	If this agreement ends global hunger, the world will have reached one of the most ambitious goals ever set.	den Welthunger beenden

<b>Talking about NGOs, NPOs and charity organisations</b>		
to be founded in ... (year)	The NGO <i>Doctors without Borders</i> was founded in 1971.	... (Jahr) gegründet werden
the objectives / key aspects of the NGO / NPO are ...	The objectives / key aspects of the NGO / NPO that Robert's father founded in 1998 are the identification and prevention of dangerous childhood disease outbreaks in Western Africa.	die Zielsetzungen / Hauptmerkmale / der NGO (Nichtregierungsorganisation) / NPO (Non-Profit-Organisation) sind ...
to be active in humanitarianism / social sciences	The tiny organisation has been active in humanitarianism / social sciences since it was founded, and has already made a large impact on many underprivileged communities.	aktive Menschenfreundlichkeit betreiben / sich aktiv in den Sozialwissenschaften betätigen
to help tackle issues like climate change / global health / women's empowerment	Hannah's thesis work helped tackle issues like climate change / global health / women's empowerment in war-torn areas where change is more difficult.	helfen, Themen wie Klimawandel / Weltgesundheit / Stärkung der Frauen in Angriff zu nehmen
to provide medical help / disaster relief supplies / grants	Many organisations provided medical help / disaster relief supplies / grants to the people and regions suffering the effects of natural disasters.	medizinische Hilfe / Utensilien für Katastrophenhilfe / Unterstützungen bereitstellen
to actively help people	It's a relief when an organisation has the resources and personnel to actively help people on the front lines.	Menschen aktiv helfen
to donate one's time / money / resources to the causes one cares about	Sophie donates her time and resources to the causes she cares about that are able to help the most people.	Zeit / Geld / Ressourcen den Dingen schenken, die einem am Herzen liegen
to be for a good cause	Donations to efforts to combat world hunger are for a good cause.	für eine gute Sache sein
charitable donations have a huge impact on ...	Many people don't know that charitable donations have a huge impact on the communities they are given to.	wohltätige Spenden haben eine große Wirkung auf ...
to be in a position of influence	Citizens of developed countries are in a position of influence and can more easily donate resources.	in einer einflussreichen Position sein
to touch people wherever they are in the world	Good samaritans want to be able to donate money to these causes and create a solution that touches people wherever they are in the world.	Menschen berühren / erreichen, wo auch immer auf der Welt sie sich befinden
to create a fundraising initiative	Flora created a fundraising initiative with her classmates and raised quite a lot of money for a food bank in Botswana.	eine Fundraising-Initiative ins Leben rufen
to develop solutions	People are working hard and are developing solutions every day to fight against climate change.	Lösungen entwickeln
to make a difference	Fern just wanted to make a difference in someone's life, even if they were far away.	einen Unterschied machen
to run a charity	Sarah runs a charity for underprivileged children living in rural areas who have trouble accessing educational opportunities.	eine Wohltätigkeitsorganisation leiten
to transform the lives of less fortunate women and children	Silus' organisation wants to transform the lives of less fortunate women and children in Mexico.	das Leben von weniger glücklichen Frauen und Kindern umgestalten / transformieren
to put oneself in the shoes of someone else	Milly tried to put herself in the shoes of a schoolgirl in Pakistan so she could imagine how that girl would feel.	sich in die Lage eines/einer anderen versetzen
to embrace others	Ina embraces others who are like-minded and want to make a contribution.	andere akzeptieren

to work voluntarily	Sam works voluntarily at a food shelf, helping to restock shelves with basic food necessities for people in need.	ehrenamtlich arbeiten
to volunteer	Mina volunteers at her local swimming pool as a lifeguard to make sure the neighbourhood kids stay safe.	ehrenamtlich arbeiten
to donate one's time	Even though Jonas didn't have much money, he donates his time to causes he cares about and tries to help out where he can.	Zeit schenken
to get involved in something	Seth urged his co-workers to get involved in a cause they believe in.	sich für etwas engagieren
to contribute to something	Ina enjoys spending time working in the local community garden because she likes contributing to something greater than oneself.	zu etwas beitragen
to be committed to something	Uwe is committed to planting one hundred trees every month as part of a recent conservation project.	zu etwas verpflichtet sein; engagiert sein
to support something	Yolanda supports the women's health clinic in her town by donating money every year.	etwas unterstützen
to subsidise something	Many larger organisations subsidise certain services or items like meals or first aid kits to allow people with lower incomes to afford them.	etwas mit Geldmitteln fördern / subventionieren
to finance something	Macy financed the restoration of a hospital in Croatia by gathering donations and fundraising.	etwas finanzieren
to make a difference	By getting multiple companies to donate supplies after the flood, Hugh was able to make a difference in the town's recovery.	einen Unterschied machen
to make an impact	As one of the only practising doctors in the area, Tyrone made an impact as soon as he arrived.	Wirkung zeigen
to have an influence	Marion had a positive influence on almost every member of her community; she was willing to help anyone who needed it.	Auswirkung haben
altruism	National recognition should be given to people who have shown genuine altruism and commitment to making their communities stronger even when they don't directly profit from it.	Nächstenliebe, Uneigennützigkeit, Altruismus
selflessness	Mara is well-known for her selflessness because she donates all the leftover bread from her bakery every evening to people in need.	Selbstlosigkeit
helping others	Someone who enjoys helping others is generally very empathetic and caring.	anderen helfen
incentive	To complete a difficult task, it always helps to have some kind of incentive, like money or some other reward, in order to get started.	Anreiz, Ansporn
motivation	Hal lacked motivation to finish his project, so he tried taking a short break, hoping it would help him come back more inspired to work.	Motivation
encouragement	When a loved one is having difficulty doing something important to them, it's particularly important to offer them encouragement to help them succeed.	Ermutigung, Unterstützung



<b>Donating to a charity organisation</b>		
to be a global welfare organisation / humanitarian organisation / conservation organisation	<i>Doctors Without Borders</i> is a global humanitarian organisation, <i>Heifer International</i> is a global welfare organisation, and the <i>Rainforest Alliance</i> is a global conservation organisation.	eine globale Wohlfahrtsorganisation / humanitäre Organisation / Naturschutzorganisation sein
to provide lifesaving medical / humanitarian care	The professionals who work for this organisation provide lifesaving medical / humanitarian care to people who otherwise wouldn't have access to it.	lebensrettende medizinische / humanitäre Hilfe leisten
to defend the natural world	It is our job to defend the natural world and protect it however we can.	die Natur schützen
to work for a peaceful future	There are a great many groups and organisations that are currently working for a peaceful future.	für eine friedliche Zukunft arbeiten
to rescue and protect animals in need	Veterinary associations rescue and protect animals in need.	Tiere in Not retten und schützen
to protect vulnerable children	Providing modern medical care in remote areas can help protect vulnerable children as well as their families.	gefährdete Kinder schützen
to work across the globe	These charities and foundations work across the globe in almost every country.	auf der ganzen Welt arbeiten
the charity's vision is ...	The charity's vision is to eradicate child malnutrition by restructuring local economies and improving agricultural infrastructure.	die Vorstellung / Vision der Wohltätigkeitsorganisation ist ...
to achieve a mission	Sonia was excited to achieve a mission of her own.	eine Mission erfüllen
to make a positive impact on the world	Part of our job as humans is to make a positive impact on the world while we're here.	sich positiv auf die Welt auswirken
to become a donor	Last year Jesse's Dad became a regular donor to one of these organisations.	ein Spender/eine Spenderin werden
giving to a charity is a mood booster	Elijah thinks that giving to a charity is a mood booster because you feel like you're immediately helping someone.	an eine Wohltätigkeitsorganisation zu spenden ist ein Stimmungsaufheller
donating makes one feel content	Donating made my little brother feel content that he had done a good deed for that day.	Spenden verleiht ein Gefühl der Zufriedenheit
to be deeply rewarding	It is deeply rewarding to share resources with people in need.	zutiefst lohnend / bereichernd sein
to feel a sense of moral duty to help	Many citizens feel a sense of moral duty to help those who are less fortunate than they are.	sich moralisch dazu verpflichtet fühlen zu helfen
donating can help lower one's taxable income	Additionally, Cleo says donating can help lower her taxable income.	Spenden kann helfen, das steuerpflichtige Einkommen zu senken
to have financial benefits	People have financial benefits from giving money to charity.	finanzielle Vorteile haben
to get updates about how one's money is put to work	People who donate to environmental organisations should get updates about how their money is being put to work.	darüber informiert werden, wie das Geld eingesetzt wird / wofür es verwendet wird
to support projects with donations	Kea supports projects she cares about with donations.	Projekte mit Spenden unterstützen
to be part of something	Samantha likes being part of something bigger than herself.	Teil von etwas sein

## Unit 10 – Going net zero: Is it really necessary?

### Energy key terms

acid rain	Acid rain poses a threat to the health of soil and crops in certain areas.	saurer Regen
carbon dioxide emissions	Carbon dioxide emissions are the main driver of climate change and the greenhouse gas effect.	Kohlendioxidemissionen
carbon footprint	Large companies have the largest carbon footprints because they tend to use a great deal of energy.	CO <sub>2</sub> -Fußabdruck / CO <sub>2</sub> -Bilanz
climate change	Scientists have known about climate change for a long time.	Klimawandel
energy consumption	The energy consumption per capita of western nations is much higher than that of the rest of the world.	Energieverbrauch
fossil fuels	Burning fossil fuels released a significant amount of carbon dioxide.	fossile Brennstoffe
global warming	Global warming is gradually being replaced by the term <i>global heating</i> in the scientific discourse around climate change.	globale Erwärmung
greenhouse effect	The greenhouse effect occurs when heat from the sun's rays is unable to escape through the atmosphere and causes the Earth's surface to heat up.	Treibhauseffekt
heat wave	Most countries have experienced record-breaking heat waves more frequently in the last few years.	Hitzewelle
natural gas	Prices for natural gas soared in 2022, which is why heating costs exploded for many people.	Erdgas
nuclear power plant	Nuclear power plants produce a significant portion of France's energy.	Atomkraftwerk
ozone layer	The ozone layer can be damaged easily by the chemical byproducts of burning plastic.	Ozonschicht
renewable energy sources	It is time to completely switch over to renewable energy sources for the good of humanity.	erneuerbare Energiequellen
solar farms	Solar farms are becoming more and more popular as the price of solar panels continues to drop.	Solarparks

### Talking about going net zero

to release greenhouse gases into the air	Most common ways of producing electricity release greenhouse gases into the air.	Treibhausgase in die Luft freisetzen
to get greenhouse gas emissions down to zero	Ultimately, to support the health of the planet, humans need to get greenhouse gas emissions down to zero.	die Treibhausgasemissionen auf null senken
to take greenhouse gas molecules out of the air	New forms of energy generation take greenhouse gas molecules out of the air and use them as fuel sources.	Treibhausgasmoleküle aus der Luft entnehmen
to make big changes	Needing to quickly generate more energy is going to force humans to make big changes to city infrastructures.	große Veränderungen vornehmen
to use less more efficiently	Focusing on improving technology results in being able to use less more efficiently.	weniger effizienter nutzen
to replace greenhouse gas-emitting activities with clean ones	Individuals can take the initiative and replace greenhouse gas-emitting activities with clean ones, like choosing to bike instead of driving to the lake.	Treibhausgas-abgebende Aktivitäten durch saubere (Aktivitäten) ersetzen

to be the best chance for a sustainable future	Adapting to consuming less and finding a way to remove greenhouse gases from the air is the best chance for a sustainable future.	die beste Chance für eine nachhaltige Zukunft sein
<b>Talking about global warming</b>		
to ignore scientific predictions	Recently, party leaders in certain countries have ignored scientific predictions about the effects of climate change.	wissenschaftliche Vorhersagen ignorieren
to be blind to the facts	Even after multiple national climate summits, many world leaders continue to be blind to the facts of global warming.	die Augen vor den Tatsachen verschließen
to be at risk of collapsing / being destroyed	Countless ecosystems are at risk of collapsing / being destroyed by human activity.	Gefahr laufen zusammenzubrechen / zerstört zu werden
to cause irreparable damage to something	Hurricane Wilma caused irreparable damage to the coastline several years ago.	irreparablen Schaden an etwas verursachen
to regret something	Stevie regretted not switching to a bike from a car sooner because it is so much easier to travel by bicycle in the city.	etwas bedauern
to be concerned about the future	Children and many members of the younger generation are concerned about the future.	sich Sorgen um die Zukunft machen
to question the necessity / the truth of something	Older politicians have been questioning the necessity of responding to climate change for years.	die Notwendigkeit / den Wahrheitsgehalt von etwas in Frage stellen
to turn out to be a hoax	Howie is convinced that climate change will turn out to be a hoax in a few years.	sich als Schwindel herausstellen
to take part in a climate summit	Gina took part in a climate summit for non-profit organisations last year to talk about potential action plans.	an einem Klimagipfel teilnehmen
to stand out from the crowd	Businesses that are fully committed to becoming climate neutral and who actually work to reduce their carbon emissions stand out from the crowd.	aus der Masse herausstechen
to be in a horrible condition	Many animals' habitats are in a horrible condition due to humans exploiting the land.	sich in einem furchtbaren Zustand befinden
to be high time to do something	Al Gore said it was high time to do something about climate change back in the 1970s.	höchste Zeit sein, etwas zu tun
to be at the end of one's rope	After two years of alternating late-night shifts and studying at night, Josh was at the end of his rope.	am Ende der eigenen Kräfte sein
there is no more time to waste	According to scientists, there is no more time to waste before making drastic change if we want a sustainable future.	es gibt keine Zeit mehr zu verlieren
to be pessimistic / optimistic about the future	Emil is quite pessimistic / optimistic about the future.	pessimistisch / optimistisch in die Zukunft blicken
to not go without notice	It doesn't go without notice how many people care about the environment and yet don't do anything about it.	nicht zu übersehen sein
to be an ecological cost of climate change	A loss of biodiversity is an ecological cost of climate change.	der ökologische Preis / Umweltkosten des Klimawandels sein
to be in jeopardy	Many species of birds and mammals are in jeopardy due to loss of habitat.	in Gefahr sein
to be a human endeavour	Fixing climate change is a human endeavour, and one that needs to occur as soon as possible!	ein menschliches Bemühen sein

to tip towards a catastrophe	The world is rapidly tipping towards a catastrophe.	auf eine Katastrophe zusteuern
to limit global heating / global warming to 1.5 degrees Celsius by the end of the century	One of the main goals of international climate agreements is to limit global heating / global warming to 1.5 degrees Celsius by the end of the century.	die globale Erwärmung bis zum Ende des Jahrhunderts auf 1,5 Grad Celsius begrenzen
to decarbonise the global economy by 2050	Climate summit leaders seek to decarbonise the global economy by 2050.	Kohlenstoffe in der Weltwirtschaft bis 2050 reduzieren
to make coal obsolete	New technologies for electricity production will make coal obsolete within a few years.	Kohle überflüssig / obsolet machen
to take responsibility	Ying took responsibility for not shutting off the lights at her parent's house and vowed not to make the same mistake again.	Verantwortung übernehmen
to not subsidise fossil fuels	The energy sector would change significantly if governments didn't subsidise fossil fuels.	fossile Brennstoffe nicht finanziell unterstützen / subventionieren
to provide the resources that are needed	State governments should instead provide the resources that are needed for citizens to inform themselves about potential carbon-saving alternatives	die notwendigen Ressourcen bereitstellen
to fulfil the <i>Paris Agreement</i>	Currently, member countries are still trying to fulfil the <i>Paris Agreement</i> and meet the goals they set.	das <i>Pariser Klimaabkommen</i> erfüllen
to be on the journey to net zero	Some countries are already on the journey to net zero.	auf dem Weg sein abgasfrei zu werden / Treibhausgas-Emissionen auf null zu reduzieren
to be a powerful vehicle for climate action	Such an ambitious commitment is a powerful vehicle for climate action.	ein wirksames Instrument für den Klimaschutz sein
climate benefits will be enormous	The climate benefits will be enormous if fewer plastic products are used and thrown away.	die Vorteile für das Klima werden enorm sein
to thrive in harmony with nature	Humans should focus on thriving in harmony with nature.	im Einklang mit der Natur gedeihen
to harness technology	Engineers harness technology to create fuel out of seaweed and create electricity from wind.	Technologie nutzbar machen
to bridge the energy divide	Even with modern technology, it can be difficult to bridge the energy divide between countries that can afford a large infrastructure and those that can't.	die Energiekluft überbrücken
climate devastation	It's crucial to slow the melting of the polar ice caps and glaciers to avoid climate devastation.	Klimazerstörung
droughts / floods / wildfires	Weather events like droughts, floods and wildfires are becoming more frequent as climate change progresses.	Dürren / Überschwemmungen / Waldbrände
to reach ... degrees Celsius of global warming by ... (year)	It is possible that the Earth reaches 5 degrees Celsius of global warming by 2060.	... Grad Celsius globaler Erwärmung bis ... (Jahr) erreichen
to exceed ... degrees Celsius within the next two decades	Certain polar regions could exceed an increase of 2 degrees Celsius within the next two decades.	... Grad Celsius innerhalb der nächsten zwei Jahrzehnte überschreiten
to reach the temperature threshold	Once the Earth reaches the temperature threshold, it will become even more difficult to reverse the effects of climate change.	die Temperaturschwelle erreichen
to come with costly consequences	Decisions to heat with oil or subsidise fossil fuels come with costly consequences.	mit kostspieligen Konsequenzen einhergehen

to offer policy makers a clear-eyed view of the current state	A report detailing the urgency of the situation offered policy makers a clear-eyed view of the current state and a necessary path for action.	den politischen Entscheidungsträgern/-trägerinnen einen klaren Blick auf den aktuellen Stand ermöglichen
to be on course to do something	Even though the outlook is grim, many organisations and countries are already on course to do something impactful and make a difference.	auf dem Weg sein etwas zu tun
to (not) take a carbon-intensive pathway	Policy makers often take a carbon-intensive pathway and make it easier to damage the climate than care for it.	(nicht) einen kohlenstoffintensiven Weg einzuschlagen
to (not) face destructive extreme weather events	Harold has already faced destructive extreme weather events on the coast of Louisiana, including a devastating hurricane.	(nicht) mit zerstörerischen Extremwetterereignissen konfrontiert sein
to prevent the most severe climate impacts	Humankind needs rapid change in order to prevent the most severe climate impacts.	die schlimmsten Klimaauswirkungen verhindern
to need rapid change	The world's energy infrastructure needs rapid change and restructuring to include renewable options and save the climate.	einen schnellen Wandel brauchen
to redefine the way energy is produced and used	Maisie wants to redefine the way energy is produced and used with her business, which builds batteries for storing renewable energy from wind turbines.	die Art und Weise, wie Energie erzeugt und genutzt wird, neu festlegen / neu definieren
to (not) be reversible	Certain effects of climate change are reversible, and some are not.	(nicht) umkehrbar sein
melting ice sheets / melting glaciers	Melting ice sheets and melting glaciers will cause oceans levels to rise.	schmelzende Eisdecke / schmelzende Gletscher
thawing Permafrost	Land erosion and landslides can be triggered by thawing permafrost.	auftauender Permafrost
rising sea levels	Rising sea levels will significantly affect a great many coastal communities.	Anstieg des Meeresspiegels
species loss	Species loss directly result from humans spreading out into wild spaces and driving animal populations into smaller areas.	Artenschwund
acidic oceans	Acidic oceans can lead to many aquatic animals having to adapt quickly or perish.	Übersäuerung der Ozeane
landslides	Landslides pose a significant threat in mountainous communities with high rainfall.	Erdrutsche / Hangrutschungen
<b>Talking about different energy sources</b>		
to rely on hydropower	Canada relies primarily on hydropower to generate renewable energy.	auf Wasserkraft setzen
to generate electricity	A magnet moving through a coil of metal wire generates electricity.	Strom erzeugen
to (not) release carbon dioxide or pollutants	New forms of energy generation should not release carbon dioxide or any other pollutants.	Kohlendioxid oder Schadstoffe (nicht) freisetzen
to not be without an environmental cost	Building facilities to produce renewable energy is not without an environmental cost.	Umweltkosten bedingen, auf Kosten der Umwelt gehen
to wreak havoc on species and their ecosystems	Commercial farming wreaks havoc on species and their ecosystems.	den Arten und ihren Ökosystemen Schaden zufügen
to restore wildlife	A main goal of the National Parks is to restore wildlife to their natural habitats and protect the land from development.	die Tierwelt wiederherstellen
to reduce the environmental impact	Biking to work reduces the environmental impact Des has due to his commute.	die Umweltauswirkung verringern
to threaten regions throughout the world	Dangerously high temperatures threaten regions throughout the world.	Regionen auf der ganzen Welt bedrohen

to prompt unusual weather patterns	Unseasonable temperatures prompt unusual weather patterns, like thunderstorms in winter.	ungewöhnliche Wetterlagen auslösen
to make innovative solutions more urgent	The dependency of our societal structure on large amounts of unsustainable fossil fuels makes innovative solutions more urgent.	innovative Lösungen dringender notwendig machen
to transition to a low or zero carbon grid	Representatives have already outlined a plan to transition to a low or zero carbon grid and derive all required energy from renewable sources.	zu einem kohlenstoffarmen oder kohlenstofffreien Netz übergehen
to enhance climate resilience	Changing the structures of coastal buildings can enhance their climate resilience, as they'll be more likely to remain standing even in high winds.	Klimaresistenz, Widerstandsfähigkeit gegenüber Klimaeinflüssen verbessern
<b>Talking about electric cars</b>		
to run on gasoline	Most cars on the road today run on gasoline.	mit Benzin betreiben
to power a car	It takes a great deal of energy to power a car for longer trips.	ein Auto antreiben
to be refined from crude oil	A great deal of modern products are refined from crude oil.	aus Rohöl raffiniert werden
to have many drawbacks	Using fossil fuels has many drawbacks.	viele Nachteile haben
to be as efficient as gas-powered cars	Some electric vehicles are just as efficient at transporting goods from point A to point B as gas-powered cars.	so effizient sein wie Autos mit Verbrennungsmotoren
to avoid greenhouse gas emissions	Cars powered by electricity generated through renewable sources avoid greenhouse gas emissions completely.	Treibhausgasemissionen vermeiden
to use clean energy	Bev uses clean energy to power the irrigation system for her garden.	saubere Energie nutzen
to make carbon-neutral fuels from plants	An innovative start-up makes carbon-neutral fuels from plants and is marketing it as "green gas".	kohlenstoffneutrale Kraftstoffe aus Pflanzen herstellen
to subsidise electric vehicles	Governments have already started subsidising electric vehicles as an attempt to get more eco-friendly cars on the road.	Elektrofahrzeuge finanziell unterstützen / subventionieren
to take advantage of tax credits	Many people take advantage of tax credits to pay less if they own an electric car.	Steuerabsetzbeträge in Anspruch nehmen
electric cars tend to be quieter	Electric cars tend to be quieter because they have less moving internal machinery than gas-powered vehicles.	Elektroautos sind tendenziell leiser
to require less maintenance	Appliances that require less maintenance are environmentally friendlier than those that constantly need upkeep.	weniger Wartung erfordern
to reduce costs for fuel	Going electric reduces costs for fuel to a significant degree, especially if you're only taking short trips.	die Kosten für Treibstoff reduzieren
to be tough to find a charging station	Because not many electric cars are being driven, it is tough to find a charging station.	schwierig sein, eine Ladestation zu finden
to not be suitable for long-distance travel	Many electric cars are not suitable for long-distance travel.	nicht für Langstreckenfahrten geeignet sein
charging the car might be a lengthy process	Charging the new solar-powered van might be a lengthy process when it's a cloudy day.	das Aufladen des Fahrzeugs kann ein langwieriger Prozess sein
to require high upfront costs	Many eco-friendly modifications to current appliances or systems require high upfront costs.	hohe Anschaffungskosten / Investitionskosten erfordern

## Unit 11 – Building big

### Useful words / phrases for describing buildings / constructions, etc.

#### Style

Ancient Roman	The Colosseum is one of the most iconic structures from Ancient Roman times.	altrömisch
Art Deco	The luxury hotel was decorated with Art Deco furnishings and fixtures.	Art déco
Baroque	The ornate details of the Baroque church left the visitors in awe.	barock
Bauhaus	The Bauhaus school of design revolutionised modern architecture and art.	Bauhaus
Early Modern	The Early Modern period saw a surge in scientific and technological advancements.	frühneuzeitlich
Gothic	The soaring spires of the Gothic cathedral reached towards the sky.	gotisch
Islamic	The intricate geometric patterns of Islamic art have fascinated people for centuries.	islamisch
Minimalist	The Minimalist apartment was defined by clean lines and a limited colour palette.	minimalistisch
Neo Futurist	The Neo Futurist skyscraper used cutting-edge technology to create a futuristic design.	neo-futuristisch
Neoclassical	The Neoclassical mansion was inspired by the architecture of ancient Greece and Rome.	neoklassizistisch
Postmodern	The Postmodern art exhibit challenged traditional notions of beauty and taste.	postmodern
Renaissance	The Renaissance style emphasised symmetry and impressive geometric structures.	Renaissance-

#### Material

brick	The exterior of the building was made of brick.	Ziegel
brownstone	The elegant brownstone townhouses lined the street.	rötlich brauner Sandstein
concrete	The modern skyscraper was constructed with a mixture of concrete and glass.	Beton
glass	The elegant garden pavilion had a glass roof.	Glas
iron	The iron fence surrounded the property.	Eisen
marble	The grand entrance was made of gleaming marble.	Marmor
metal	The metal roof provided protection from the elements.	Metall
steel	The steel beams supported the weight of the building.	Stahl
stone	The stone walls of the castle had stood for centuries.	Stein
timber	The timber cabin was nestled in the woods.	Holz
titanium	The titanium spire on the top of the building was the tallest in the city.	Titan

#### Form

angular	The angular edges of the geometric figure made it stand out.	eckig
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asymmetrical	The asymmetrical design of the building was modern and unique.	asymmetrisch
concave	The concave shape of the spoon made it easier to scoop the food.	konkav
convex	The convex mirror provided a wider view of the road.	konvex
curved	The curved roof made the building almost look like a bubble.	gewölbt, geschwungen, gebogen
flat	The flat surface of the table was perfect for playing games.	flach
lop-sided	The lop-sided hut in the woods looked welcoming and cozy, despite its uneven appearance.	schief
rounded	The rounded edges of the tablet made it comfortable to hold.	abgerundet
sloping	The sloping roof allowed the snow to slide off easily.	schräg
squat	The squat building was surrounded by tall skyscrapers.	gedrungen, untersetzt
symmetrical	The two sides of the church were perfectly symmetrical; even the stained glass was identical on both sides.	symmetrisch
twisted	The wooden columns appeared twisted and made the porch look like a living structure.	verdreht, gedreht
<b>Dimensions</b>		
all on one floor	The ranch style house was built all on one floor, making it convenient for those with mobility issues.	alles auf einer Etage
high-rise	The high-rise building offered stunning views of the city from its rooftop terrace.	vielgeschoßig, Hochhaus-
huge	The museum was huge and seemed to take up around five blocks in the center of the city.	riesig
low-rise	The low-rise apartment buildings blended in with the surrounding neighbourhood.	mit wenigen Geschoßen, niedrig
narrow	The narrow street was bustling with cars, bikes, and pedestrians.	schmal, eng
tiny	The attic window was so tiny, it was barely visible even when we were standing directly in front of the building.	winzig
two-storey	The two-storey house had a spacious backyard and plenty of room for a family.	zweigeschoßig
vast	The vast expanse of the desert was a breathtaking sight to behold.	gewaltig, enorm, sehr groß
wide	The wide entryway was elaborately decorated with mirrors and gold tassels.	ausladend, breit, weit
to be built in ... ( <i>year</i> )	The Neoclassical church / monument was built in the late 1760s.	erbaut / gebaut sein in ... ( <i>Jahr</i> )
to be completed in ... ( <i>year</i> )	The Baroque building complex was completed in 1779.	fertiggestellt sein im ... ( <i>Jahr</i> )
to be designed by ... ( <i>name of architect</i> )	The SIS Building designed by Terry Farrell is a Postmodern building.	entworfen sein von ... ( <i>Name des Architekten/der Architektin</i> )
to be a perfect example of Gothic / Postmodern ... architecture	The building is a perfect example of Gothic / Postmodern architecture.	ein perfektes Beispiel / Musterbeispiel für gotische / postmoderne ... Architektur sein



to be a widely-recognised example of contemporary architecture	The Sydney Opera House is a widely-recognised example of contemporary architecture.	ein weithin anerkanntes Beispiel für zeitgenössische Architektur sein
to be located in the financial district / in a residential area / at ... <i>(name of street)</i>	The new health centre is located in the financial district / in the residential area of the city / at Bond Street.	im Finanzdistrikt / in einem Wohngebiet / in ... <i>(Name der Straße)</i> liegen
to be surrounded by ...	The construction is surrounded by family villas and a huge park.	umgeben sein von ...
<b>Talking about EXPO pavilions</b>		
to have a particular approach to designing buildings	Architects from different parts of the world have a particular approach to designing buildings that reflects their cultural heritage.	eine besondere Herangehensweise an die Gestaltung von Gebäuden haben
to catch people's eyes	Flashing lights and lots of features catch people's eyes very easily.	die Aufmerksamkeit der Menschen auf sich ziehen
to be invited to build something	The architects at the EXPO considered it an honour that they were invited to build a pavilion.	eingeladen werden, etwas zu bauen
to win a competition	Dolores won a competition for room design at her art university.	einen Wettbewerb gewinnen
to be designed by renowned architects	Every building entered in the competition was designed by renowned architects.	von renommierten Architekten/Architektinnen entworfen sein
to be a challenge to stand out	Every structure is so beautiful and well-designed that it is a challenge to stand out.	eine Herausforderung sein, sich abzuheben
to make the project affordable	Repurposing a great deal of the necessary material from other structures made the building project affordable.	das Projekt leistbar / erschwinglich machen
to have half of the budget of the other nations	The eventual winner of the contest had half of the budget of the other nations.	die Hälfte des Budgets der anderen Nationen haben
to have a site the size of a football pitch	Each contestant had a site the size of a football pitch to work with and build their structure on.	einen Bauplatz von der Größe eines Fußballfeldes haben
the structure seems to emerge from the garden that surrounds it	With all of its vibrant colours and soft green interior, the structure seems to emerge from the garden that surrounds it.	das Bauwerk scheint aus dem Garten, der es umgibt, hervorzutreten
optical illusions are created	Optical illusions are created by some of the complicated geometric patterns.	optische Illusionen werden erschaffen
scenic settings are created for presentations and events	Scenic settings are created for presentations and events so that people can enjoy the view while they listen.	szenische Kulissen werden für Präsentationen und Veranstaltungen geschaffen
the façade reflects the entire square	The façade reflects the entire square, creating a mesmerising visual effect.	in der Fassade spiegelt sich der gesamte Platz wider
the structure of the pavilion creates a natural air-conditioning system	The structure of the pavilion creates a natural air-conditioning system and keeps visitors comfortably cool.	die Struktur des Pavillons erzeugt eine natürliche Klimatisierung
the entire building is clad in highly reflective stainless steel	The entire building has been clad in highly reflective stainless steel, giving it a sleek and modern appearance.	das gesamte Gebäude ist mit hochreflektierendem Edelstahl verkleidet
the pavilion is equipped with the largest elevator in the world	The pavilion is equipped with the largest elevator in the world, making even the top floors accessible to all visitors.	der Pavillon ist mit dem größten Aufzug der Welt ausgestattet
the entire structure is completely energy-efficient	Powered by solar and equipped with a small wind turbine, the entire structure is completely energy-efficient.	das gesamte Bauwerk ist gänzlich / komplett energieeffizient
the design is inspired by the country it represents	The design is inspired by the country it represents, which leads to many different original creations!	das Design ist von dem Land inspiriert, das es repräsentiert

<b>Speaking about skyscrapers</b>		
the race to build higher and higher has ground to a halt	Between architects, the race to build higher and higher has ground to a halt because of the limits of current building techniques.	der Wettlauf um immer höhere Gebäude ist zum Stillstand gekommen
to surpass the previous record holder	Péle wanted his building to surpass the previous record holder for the world's widest one-room structure.	den bisherigen Rekordhalter/die bisherige Rekordhalterin übertreffen
to stretch to new heights	Vance's architecture firm developed a type of foundation that now allows new buildings to stretch to new heights.	neue Höhen erreichen
to prevent swaying and structural damage	Certain structural supports are always necessary and prevent swaying and structural damage.	Schwanken und strukturelle Schäden verhindern
to bear the load(s)	Jeha always checks and makes sure the foundation is strong enough to bear the load(s) that will be placed on it.	die Last(en) tragen
to minimise wind forces	Trees and vegetation planted around buildings minimises wind forces.	die Windkräfte minimieren
to create space in dense cities	Utilising rooftop space for public gardens is one way to create space in dense cities.	Platz in dichten Städten schaffen
to reduce urban sprawl	More efficiently constructed city housing can reduce urban sprawl.	die Urbanisierung / Ausuferung des Ballungsraums / Zersiedelung verringern
better preservation of natural areas in a city	Better preservation of natural areas in a city leads to better air quality and increased health for a city's citizens.	bessere Erhaltung / besserer Schutz von Naturräumen in einer Stadt
to support affordable living	More and more cities support affordable living projects to encourage students and young families to move there.	erschwingliches Wohnen unterstützen
to provide a good view for people living there	Public green spaces or bodies of water in a city provide a good view for people living there.	den Bewohnern/Bewohnerinnen eine gute Aussicht bieten
to solve the problem of housing shortages	Large-scale apartment complexes are often built to solve the problem of housing shortages.	das Problem der Wohnungsknappheit / Wohnungsnot lösen
to reduce the chance of encounters with others living there	Living in a large block of apartments reduces the chance of encounters with others living there.	die Möglichkeit von Begegnungen mit anderen Bewohnern/Bewohnerinnen reduzieren
possible risk of isolation for people living there	My aunt's building is so large, I think there is a possible risk of isolation for people living there, especially if they don't have frequent visitors.	die mögliche Gefahr der Isolation für die dort lebenden Menschen
to destroy the view from shorter buildings	Skyscrapers destroy the view from shorter buildings and can also block sunlight from reaching other areas.	die Aussicht von niedrigeren Gebäuden zerstören
the size of the building makes it difficult to evacuate people	Especially in the case of a large-scale office complex, the size of the building makes it difficult to evacuate people in the event of an emergency.	die Größe des Gebäudes erschwert es, Personen zu evakuieren
the construction requires extra costs to carry the wind loads	The construction of enormous buildings like Toronto's Sky Needle requires extra costs to carry the wind loads.	die Konstruktion erfordert zusätzliche Kosten, um die Windlasten zu tragen
to have higher operational costs (for elevators, maintenance, etc.)	Tall structures have higher operational costs for things like window cleaning, elevators, maintenance, etc.	höhere Betriebskosten (für Aufzüge, Wartung usw.) haben

<b>Speaking about green buildings</b>		
to reduce the negative impact on the environment	It's important to choose the building materials that reduce the negative impact on the environment.	die negativen Auswirkungen auf die Umwelt reduzieren
to harmonise with the local climate and the surrounding environment	The design of the new building was carefully crafted to harmonise with the local climate and the surrounding environment.	sich an das lokale Klima und die Umgebung anpassen
to improve the quality of human life	Indoor bathrooms improved the quality of human life when indoor plumbing became possible.	die Lebensqualität der Menschen verbessern
to make efficient use of resources	The goal of the building project was to make efficient use of resources.	Ressourcen effizient nutzen
to have significant operational savings	Utilising solar radiation from the glass panels installed in the roof allowed the building to have significant operational savings regarding heating costs.	erhebliche Betriebskosteneinsparungen ergeben
to use building materials that are non-toxic and sustainable	The company is committed to using building materials that are non-toxic and sustainable, which not only benefits the environment but also improves the health and well-being of its workers.	ungiftige und nachhaltige Baumaterialien verwenden
<b>Speaking about the downsides of vertical gardens</b>		
the plants are not installed properly	It's relatively easy to tell if the plants aren't installed properly because they will start to turn brown and lose their leaves.	die Pflanzen sind nicht richtig angebracht
the plants drip and are dirtying the balcony	The plants from Caro's upstairs neighbour's window drip and are dirtying the balcony below.	die Pflanzen tropfen und verschmutzen den Balkon
the vertical garden requires a lot of maintenance	Multiple full-time gardeners are employed at the building, because the vertical garden requires a lot of maintenance.	der vertikale Garten benötigt sehr viel Instandhaltung
moisture damages the walls	It's important to have proper ventilation, as moisture damages the walls very quickly if it can't escape.	Feuchtigkeit beschädigt die Wände
the plants stain and discolour the wooden floor tiles	Beth wanted to change some things around in her apartment because the plants stain and discolour the wooden floor tiles when they're kept in the kitchen.	die Pflanzen beschmutzen und verfärben die Holzbodenfliesen
the plants cast too much of a shadow	Some of the plants in Bill's living room cast too much of a shadow on the small cactus on the coffee table, so he had to move them.	die Pflanzen werfen zu viel Schatten
the water pipes are leaking	The floor seems wet, so we should probably check to see if the water pipes are leaking.	die Wasserleitungen sind undicht
to cause high maintenance costs	Too many plants in a small space can cause high maintenance costs.	hohe Instandhaltungskosten / Wartungskosten verursachen
to hire a professional gardener	For large green spaces, companies generally hire a professional gardener.	einen professionellen Gärtner/eine professionelle Gärtnerin beauftragen
to inspect the property damage	The company sent an employee over to inspect the property damage from the leak immediately.	den Gebäudeschaden / Sachschaden / die Sachbeschädigung begutachten
to repair the damage caused	Gus hope that it wouldn't cost very much to repair the damage caused.	den entstandenen Schaden reparieren

## Unit 12 – Love at first bite

### Describing smells, tastes and texture

#### Taste / Texture:

bland	The soup was bland and lacked any interesting flavours.	fade, mild
buttery	The bread was soft and had a delicious buttery taste.	butterhaltig
chewy	The steak was chewy and didn't taste very good.	zäh, schwer zu kauen / weich (Bonbons)
creamy	The chocolate mousse was creamy and reminded Adam of his mother's recipe he'd eaten as a child.	cremig
crunchy	The pretzels were crunchy and satisfying with every bite.	knusprig, knackig
greasy	The fried chicken was greasy and left an unpleasant film on the tongue.	fettig
gritty	The polenta was gritty and had an unpleasant texture.	körnig
nutty	The cookies tasted a bit like gingerbread; they were nutty and filling.	nussig / pikant, schmackhaft
rich	Sandra could barely finish her second bite because the brie cheese was so rich and creamy.	reichhaltig, gehaltvoll, fett
rubbery	The first time Keara tried clams, they tasted rubbery and uninspiring.	gummiartig, zäh
salty	The dish was overly salty and George had to drink three glasses of water afterwards.	salzig
slimy	The vegan tiramisu looked fancy, but tasted slimy and had an unpleasant squeaky texture.	schleimig

#### Smell

fragrant	The fragrant caramel sauce wafted through the air and made Mary's mouth water.	wohlriechend, duftend
odourless	The rice noodles were completely odourless.	geruchlos
rancid	The rancid oil gave the food a foul taste.	ranzig

#### Both smell and taste

bitter	The bitter taste of the coffee was due to using stale beans.	bitter
delicious	The delicious aroma of the baking bread filled the kitchen.	köstlich
disgusting	The anchovy pizza was so disgusting, I had to leave the room.	ekelhaft
fishy	Xi wondered why the kitchen smelled fishy, then saw the open can of tuna.	fischig
mouldy	This jam smells a bit mouldy; do you think it's safe to eat?	schimmelig
sour	The sour taste of the lemon made my mouth pucker.	sauer
sweet	The sweet taste of the candy was a welcome treat.	süß
tangy	The tangy flavour of the sauce made the chicken dish more interesting.	würzig, kräftig, scharf
yummy	The stuffed grape leaves Armine makes are so yummy, it's difficult to stop eating them!	appetitlich, lecker

<b>Talking about eating disorders</b>		
to stay away from something	Benny stays away from the topic of weight loss, since some people are triggered by it.	sich von etwas fernhalten
to be a compulsion for someone	If Stan eats cookies, it's a compulsion for him to weigh them so he knows exactly how many calories he eats.	ein Zwang sein für jemanden
to be appetising to someone	Eating a well-balanced meal can be appetising to someone who desires both taste and nutrition.	appetitlich sein für jemanden
to be nutritious	A diet that is perfectly nutritious not only nourishes the body but also provides energy for daily activities.	nahrhaft sein
to deprive oneself of calories	Depriving oneself of calories can have negative effects on one's health and can even morph into an eating disorder.	sich Kalorien vorenthalten
to nourish the body	Eating nutritious food is important in order to nourish the body and keep it functioning as it should.	den Körper (er)nähren
to take a huge toll on one's body	The stress of maintaining a very low-calorie intake took a huge toll on Georg's body, causing him to feel fatigued and weak.	dem eigenen Körper viel abverlangen, einen hohen Tribut des Körpers fordern
to have an obsession with healthy food	She had an obsession with healthy food, constantly reading ingredient labels and counting calories.	den Zwang haben, gesund zu essen / sich zwanghaft gesund ernähren
to take over someone's thoughts	Her fear of eating anything that wasn't considered "healthy" started to take over her thoughts, dominating her every decision.	jemandes Gedanken übernehmen
to be deeply ingrained in one's life	Adama's preoccupation with healthy eating was deeply ingrained in her life, and it was difficult for her to change her habits.	tief im Leben verankert sein
to stop demonising food	Niko stopped demonising food and instead started to focus on moderation and balance in his diet.	aufhören Essen zu verteufeln
to reveal a startling fact	The doctor revealed a startling fact at Elaina's appointment: being too restrictive with one's diet can actually lead to nutrient deficiencies and health problems.	eine erschreckende Tatsache enthüllen
to excessively post about each and every morsel one eats on social media	Sierra excessively posted about each and every morsel she ate on social media, seeking validation from her followers for her strict eating habits.	exzessiv über jeden einzelnen Bissen, den man isst, in den sozialen Medien posten
<b>Talking about a healthy diet</b>		
to maintain a healthy weight	Exercising regularly helps people to maintain a healthy weight.	ein gesundes Gewicht (beibe)halten
to reduce the risk of health conditions such as heart disease and diabetes	A balanced diet reduces the risk of serious health conditions such as heart disease and diabetes.	das Risiko von Erkrankungen wie Herzkrankheiten und Diabetes verringern
to be a crucial component of a healthy lifestyle	Eating a variety of foods is a crucial component of a healthy lifestyle.	ein wesentlicher Bestandteil eines gesunden Lebensstils sein
to improve one's overall well-being	Susan started kickboxing, sleeping more and drinking more water to improve her overall well-being.	das allgemeine Wohlbefinden verbessern
to avoid processed snack foods	Michaela avoids processed snack foods and normally just eats either a full meal or some fruit instead.	verarbeitete Snacks vermeiden

to minimise sugar intake	Minimising sugar intake is helpful for balancing blood sugars.	den Zuckerkonsum minimieren
to lead to obesity	Too little exercise can lead to obesity.	zu Fettleibigkeit führen
to eat whole foods	It's better to eat whole foods than to rely on pre-packaged meals.	Vollwertnahrungsmittel essen
to have an effect on metabolic regulation	What we eat has a direct effect on metabolic regulation; it's like fuel for our engines.	sich auf die Stoffwechselregulierung auswirken
daily calorie intake	It's less important to think about total daily calorie intake than it is to consider where those calories are coming from.	tägliche Kalorienzufuhr
healthy fats / carbohydrates / whole grain	Including healthy fats, carbohydrates, and whole grain in one's diet is crucial for maintaining good health.	gesunde Fette / Kohlenhydrate / Vollkorn
<b>Talking about superfoods</b>		
food that is rich in compounds is considered beneficial to a person's health	Pomegranate seeds are a food that is rich in compounds and are normally considered beneficial to a person's health.	Lebensmittel, die reich an Inhaltsstoffen sind, gelten als vorteilhaft für die Gesundheit des Menschen
superfoods offer high levels of desirable nutrients	Staying true to their name, superfoods offer high levels of desirable nutrients.	Superfoods bieten einen hohen Gehalt an erwünschten Nährstoffen
a desire to maintain a healthy diet	A desire to maintain a healthy diet is a great start on the journey to improving one's health and well-being.	der Wunsch, sich gesund zu ernähren
to promote the practicability of something as a daily source of nutrition	Many companies promote the practicability of their products as a daily source of nutrition because they want you to spend your money.	die Zweckmäßigkeit von etwas als tägliche Nahrungsquelle bewerben
physicians endorsed bananas as a means to combat a number of ailments	Physicians have endorsed bananas as a means to combat a number of ailments like sore muscles.	Ärzte/Ärztinnen befürworteten Bananen als Mittel zur Bekämpfung einer Reihe von Erkrankungen
marketing superfoods has created a lucrative business for the food industry	Marketing superfoods like goji berries, cacao nibs, or maca powder has created a lucrative business for the food industry.	die Vermarktung von Superfoods hat ein lukratives Geschäft für die Lebensmittelindustrie geschaffen
consumers are willing to pay a premium for health benefits	Customers are willing to pay a premium for health benefits, especially if those benefits taste good.	die Konsumenten/Konsumentinnen sind gewillt, für gesundheitliche Vorteile einen Aufpreis zu zahlen
to actively use foods to forestall health issues and medical conditions	Holistic medicine actively uses foods to forestall health issues and medical conditions.	Lebensmittel aktiv nutzen, um Gesundheitsproblemen und Krankheiten vorzubeugen
variety and moderation are important to one's dietary needs	Although choosing nutritious foods over processed foods is helpful, variety and moderation are just as important to our dietary needs.	Abwechslung und Mäßigung sind wichtig für unsere Ernährungsbedürfnisse
<b>Food idioms</b>		
to be a butterfingers	Kevin drops everything I hand to him, he's such a butterfingers.	tollpatschig sein, ungeschickt sein
to be a hard / tough nut to crack	Grace is a tough nut to crack; it took me three years to figure out what she actually studied at university.	eine harte / zähe Nuss sein
to be a hot potato	Amy told me not to mention politics or the military at dinner because that topic was a bit of a hot potato in her family.	ein umstrittenes Thema sein
to be as easy as pie	Hyde was worried about making a cake for his girlfriend since he'd never done it before, but it turned out to be easy as pie.	kinderleicht sein

to be no picnic	This exam season is no picnic; I have five exams in four days!	kein Zuckerschlecken sein
to be the apple of one's eye	Gloria was the apple of her mother's eye and could practically do no wrong.	jemandes Liebling sein
to be the icing on the cake	It was a fantastic concert, and getting Lizzo's autograph was the icing on the cake.	das Tüpfelchen auf dem i sein
to bite off more than one can chew	Ider bit off more than he could chew with his last job; he had way too much to do and his colleagues kept giving him more and more work.	sich zu viel zumuten, sich übernehmen
to have a lot on one's plate	Annie had a lot on her plate this week, so I don't think she'll feel like going out at the weekend.	eine Menge um die Ohren haben
to have got bigger fish to fry	Jack's cousin offered to pay him to chop wood for his woodstove, but Jack had bigger fish to fry and wasn't interested.	Wichtigeres zu tun haben
to not be one's cup of tea	Madam Ramotswe always recommends young adult novels to her students, but that's not really their cup of tea.	nicht jedermanns Sache sein
to sell like hot cakes	The books sold like hotcakes; we could barely keep them stocked!	sich wie warme Semmeln verkaufen, reißenden Absatz finden
to take something with a pinch of salt	Take Merideth's advice with a grain of salt; I'm not convinced she actually knows what she's talking about.	etwas nicht für bare Münze nehmen
<b>Talking about the British cuisine</b>		
to have a bad reputation	Some famous British foods, like haggis, have a bad reputation.	einen schlechten Ruf haben
to (not) be seen as delicacies / a delicacy	Many delicious foods are not seen as delicacies because they are so common.	(nicht) als Delikatesse(n) angesehen werden
to have a traditionally meat-based diet	Some cultures have a traditionally meat-based diet because other foods were harder to grow or find.	eine traditionell Fleisch-lastige Ernährung haben
to be multicultural	The restaurant scenes in America and the UK are very multicultural because of all of the diverse cultures that came together in those countries.	multikulturell sein
to have lots of exotic cuisines	New York has lots of exotic cuisines.	eine Vielfalt an exotischer Küche / viele exotische Kochkünste haben
to taste bland	The soup tasted bland because it had no salt and very few vegetables.	fade schmecken
to eat convenience food / frozen food / canned food / overcooked vegetables	When Nancy was at university, she ate lots of frozen food / convenience food / canned food / overcooked vegetables because she was too busy to care what she ate or figure out how to cook for herself properly.	Fertiggerichte / Tiefkühlkost / Konserven / zerkochtes Gemüse essen
to (not) cook with a lot of herbs and spices	Matt doesn't cook with a lot of herbs and spices because he has very sensitive taste buds.	(nicht) mit vielen Kräutern und Gewürzen kochen
to (not) have much flavour	A lot of gluten-free products don't have much flavour.	(nicht) viel Geschmack haben
<b>The benefits and downsides of food labels</b>		
to give an overview of nutritional values	Food labels give a helpful overview of nutritional values so that people can make well-informed decisions about the food they're eating.	einen Überblick über die Nährwerte geben

to motivate people to eat healthier	Seeing a label that lists the nutrients and benefits of food can motivate people to eat healthier.	die Menschen motivieren, gesünder zu essen / sich gesünder zu ernähren
the food labels offer a tracking tool	The food labels offer a tracking tool so that you can easily check how much of each macronutrient you're getting.	die Lebensmitteletiketten bieten ein Nachverfolgungsinstrument
to guarantee food quality standards	Both supermarkets and food distributors guarantee certain food quality standards so that customers are served a consistent product.	Qualitätsstandards für Lebensmittel garantieren
to contain information for people suffering from diseases	Labels often contain information for people suffering from diseases who may have poor reactions to some of the ingredients.	Informationen für Menschen enthalten, die an Krankheiten leiden
to increase the costs of foods and beverages	All of the regulations about labelling products increases the costs of foods and beverages.	die Kosten von Lebensmitteln und Getränken erhöhen
consumers might not be able to read / understand food labels properly	The information on labels is also lost on some people, as some customers might not be able to understand food labels properly.	Konsumenten/Konsumentinnen sind möglicherweise nicht in der Lage, Lebensmittelkennzeichnungen richtig zu lesen / zu verstehen
producers try to mask unhealthy ingredients	Producers try to mask unhealthy ingredients by making "healthy" ingredients bold and making the font size of the ingredient list very small.	Hersteller/innen versuchen, ungesunde Zutaten zu verbergen / zu verschleiern
consumer trust can be exploited	Kora knows that consumer trust can be, and is often, exploited, so she's extra careful when buying a new, trendy product that has fancy marketing.	das Vertrauen der Konsumenten/Konsumentinnen kann ausgenutzt werden
some food labels are only trademarks and are not legally binding	Some food labels are only trademarks and not legally binding, so companies can write almost anything on their packaging.	einige Lebensmitteletiketten sind nur Markenzeichen / Handelsmarken und nicht rechtsverbindlich



## Unit 13 – Living in an interconnected world

### Talking about globalisation

to connect the world / people from different countries	Large international events like the <i>Olympics</i> tend to connect the world and people from different countries as well.	die Welt / Menschen aus verschiedenen Ländern verbinden
companies can expand their markets	Companies can now expand their markets to almost anywhere in the world, now that they have a global platform to promote their products.	Unternehmen können ihre Märkte erweitern
to increase trade around the world	How easily we can communicate has exponentially increased trade around the world.	den weltweiten Handel steigern
to have subsidiaries in many different countries	For any business with enough capital, it's possible to have subsidiaries in many different countries to share their products with a wider audience.	Niederlassungen in vielen verschiedenen Ländern haben
to exchange cultural values	When business partners from different areas of the world meet each other and work together, cultural values of different countries are exchanged.	kulturelle Werte austauschen
to boost technological advancement	International collaboration on various programming strategies has definitely boosted technological advancement in the last several years.	den technologischen Fortschritt vorantreiben
to enhance international competition	The availability of goods and services from overseas enhances international competition as there are more players than ever, and they all want to be the best.	den internationalen Wettbewerb steigern
to create wealth	Introducing a product that is very special or novel in one part of the world to those citizens can create wealth relatively quickly.	Wohlstand schaffen

### Speaking about global citizenship

to be a member of a large global community	Every citizen is a member of a large global community.	Mitglied einer großen globalen Gemeinschaft sein
to be aware of other cultures	After spending a month travelling through central India, Will is aware of other cultures even more than ever.	sich anderer Kulturen bewusst sein
to take an active role in the community	People who take an active role in the community they live in understand the importance of supporting their fellow citizens.	eine aktive Rolle in der Gemeinschaft übernehmen
to foster empathy on a global scale	Learning about different cultures and their diverse stories fosters empathy on a global scale.	Einfühlungsvermögen / Empathie auf globaler Ebene fördern
to broaden one's horizon	Learning multiple languages broadens one's horizon.	den eigenen Horizont erweitern
to have civic responsibilities	Being an engaged citizen of a nation results in one having civic responsibilities.	staatsbürgerliche Verantwortung übernehmen / haben
to be passionate about social and political involvement	Gregory is passionate about social and political involvement.	sich leidenschaftlich für soziales und politisches Engagement einsetzen
to effect change	Joy knew that her primary goal was to effect change in a way that would shift people's lives in a better direction.	Veränderung bewirken
to garner an understanding of cultures beyond one's own	Travelling abroad forced Bev to garner an understanding of cultures beyond her own.	ein Verständnis für Kulturen jenseits der eigenen entwickeln
to get the right mindset	Tracy finally got the right mindset for humanitarian work and started truly doing it to help people.	die richtige Mentalität entwickeln

to promote lifelong learning	Interactions with unfamiliar cultures promote lifelong learning.	lebenslanges Lernen fördern
<b>Talking about e-commerce</b>		
to create new ways to buy certain items	A globalised world continuously creates new ways to buy certain items, like being able to order shoes online, or subscribe to a shopping service that does it for you.	neue Möglichkeiten für den Kauf bestimmter Artikel schaffen
buying online is becoming more popular	While the pandemic was keeping people indoors with nothing else to do, buying online was becoming more and more popular.	online einzukaufen wird immer beliebter
the way we think about online / physical shopping has changed	Because it no longer has to be a physical trip somewhere, the way people think about online / physical shopping has changed drastically.	die Art und Weise, wie wir über Online-Shopping / physisches Einkaufen denken, hat sich geändert
advertising strategies have changed	Old product commercials made only for TV programmes seem weird to most people because modern advertising strategies have changed.	die Werbestrategien haben sich geändert
an Internet / a WIFI connection is a necessity in modern life	Whether it's in school or just to find where the bus station is, an Internet / WIFI connection is a necessity in modern life.	eine Internet- / WIFI-Verbindung ist im modernen Leben unverzichtbar
online shopping has an impact on real-world stores	Online shopping has a negative impact on real-world stores.	Online-Shopping hat Auswirkungen auf reale Geschäfte / Ladenlokale
<b>The pros of e-commerce and in-store shopping</b>		
<b>benefits of e-commerce</b>		
to offer greater flexibility for customers	Browsing products online offers greater flexibility for customers and often more security for the seller.	größere Flexibilität für die Konsumenten/Konsumentinnen bieten
to respond faster to buyer demands	Vendors can respond faster to buyer demands online because they can receive messages anywhere.	schneller auf den Bedarf der Käufer/innen reagieren
to overcome geographical limitations	The Internet marketplace helps customers overcome geographical limitations to getting what they want or need as well.	geografische Beschränkungen überwinden
to facilitate comparison shopping	The immense variety available online facilitates comparison shopping, which can lead to customers always selecting the absolute cheapest option.	Preisvergleichs-Shopping ermöglichen
to save time and travel costs	Buying her daughter the stuffed animal she wanted online saved Chinua time and travel costs.	Zeit und Reisekosten sparen
stores remain open all the time	Macy can look at products online whenever she wants because these web-based stores remain open all the time.	die Geschäfte bleiben durchgehend geöffnet
to create markets for niche products	Social media has also helped to create markets for niche products like fancy back massagers, sleeping masks meant to prevent wrinkles, and many other diverse objects.	Märkte für Nischenprodukte schaffen
to not have to deal with the limitations of shelf space	Online stores don't have to deal with the limitations of shelf space in a physical location, because all of their products are stored somewhere where there are no customers.	sich nicht mit den Beschränkungen der Regalfläche auseinandersetzen müssen

<b>benefits of in-store shopping</b>		
to strengthen the local economy	When consumers take their business to stores open in their area, it strengthens the local economy in a way online shopping doesn't.	die lokale Wirtschaft stärken
to create a more personal shopping experience	Salespeople create a more personal shopping experience because you are able to have a conversation about likes and preferences regarding the product you want to buy.	ein persönlicheres Einkaufserlebnis schaffen
to try on / test products	Jan doesn't like to buy products he hasn't tried on first because he wants to know how things fit.	Produkte anprobieren / testen
to compare products before buying them	Dodge likes to physically compare products before buying them so he's not disappointed in the quality.	Produkte vor dem Kauf miteinander vergleichen
in-store promotions might attract customers	In-store promotions might attract customers who are drawn to deals and want to look at the items in person before purchasing them.	Werbeaktionen in den Geschäften können Konsumenten/ Konsumentinnen anlocken
there's no waiting time for an item to arrive	Going to a shop down the street is often more efficient because there's no waiting time for an item to arrive.	es gibt keine Wartezeit, bis ein Artikel eingeht
expert guidance / personal recommendations can be quite helpful	Especially with certain products like sporting gear or shoes, expert guidance or personal recommendations can be quite helpful.	fachkundige Beratung / persönliche Empfehlungen können sehr hilfreich sein
to encourage more shopping when items are displayed	It encourages more shopping when items are displayed because the objects or products easily catch shoppers' eyes.	anregen mehr einzukaufen, wenn die Artikel zur Ansicht aufliegen
<b>Speaking about fair trade</b>		
to be an active participant in the global economy	Every single person who buys things regularly is an active participant in the global economy.	ein aktiver Teilnehmer/eine aktive Teilnehmerin an der globalen Wirtschaft sein
products are coming from thousands of miles away	Sometimes it takes weeks to receive an order because products are coming from thousands of miles away.	die Produkte kommen aus tausend Kilometer Entfernung
consumers are disconnected from the products they buy	A critique of this globalised world is that consumers are often completely disconnected from the products they buy and perhaps value them less.	die Konsumenten/Konsumentinnen haben keinen Bezug zu den Produkten, die sie kaufen
2 billion people in the world live on less than \$ 2 a day	Poverty is still a global issue, as 2 billion people in the world currently live on less than \$ 2 a day.	2 Milliarden Menschen auf der Welt leben von weniger als 2 Dollar pro Tag
to fight global poverty	All of this consumer behaviour doesn't help fight global poverty, in fact, it makes it worse.	die weltweite Armut bekämpfen
to start purchasing products within certain labels	Raymond started purchasing products with certain labels, like "ethically produced" so he knew that what he was buying didn't come from someone being exploited.	Produkte einer bestimmten Marke zu kaufen beginnen
to support business practices that share ethical values	Consumers can do their part to support business practices that share ethical values so that these companies continue this trend.	Geschäftspraktiken unterstützen, die ethische Werte teilen

to guarantee fair wages	John only buys clothes from companies that guarantee fair wages to their workers overseas.	faire Löhne garantieren
to prohibit child labour and slave labour	There should be stricter regulations in some regions of the world to prohibit child labour and slave labour.	Kinderarbeit und Sklavenarbeit verbieten / unterbinden
consumers demand products to be fairly traded	If enough consumers demand products to be fairly traded, eventually, the suppliers will have to change their ways.	die Konsumenten/Konsumentinnen verlangen, dass die Produkte fair gehandelt werden
to do business in a moral and ethical way	It is important to do business in a moral and ethical way and value human lives over a company's profits.	Geschäfte auf moralische und ethische Weise tätigen
to ensure that a business meets strict labour, environmental and developmental standards	Regulatory entities assure that a business meets strict labour, environmental and developmental standards before they can sell their products.	gewährleisten, dass ein Unternehmen strenge Arbeits-, Umwelt- und Entwicklungsstandards einhält
to be one of the most trusted ethical labels	It's quite a seal of approval to be one of the most trusted ethical labels, as more customers will put their trust in the brand or company that has this reputation.	eine der vertrauenswürdigsten ethischen Marken sein
to stand up for fairness and justice when buying <i>Fairtrade</i> products	Lennox enjoys that he stands up for fairness and justice when buying <i>Fairtrade</i> products from companies he trusts.	durch den Kauf von Fairtrade-Produkten für Fairness und Gerechtigkeit eintreten
to empower farmers / workers / women	Advocacy groups work together with organisations to empower farmers, workers and women and argue for fair treatment.	Bauern/Bäuerinnen / Arbeiter/ Arbeiterinnen / Frauen stärken
to earn a living wage	Employees at fair-trade establishments earn a living wage instead of being exploited for their labour.	sich den Lebensunterhalt verdienen
money is invested to improve farming methods	Money is invested to improve farming methods and better the chances that future crops will be a success.	das Geld wird in die Verbesserung der Anbaumethoden investiert
to break the poverty cycle	Higher wages and a supportive network can go a long way towards breaking the poverty cycle in many developing nations.	die Armutsspirale durchbrechen
to fail to really address market inequalities	Simply offering an ethical alternative fails to really address market inequalities that are present in the rest of the system.	daran scheitern, Marktungleichheiten wirklich zu thematisieren
to not be able to reach mass markets	These small steps in the right direction are not able to reach mass markets because they are simply so large and powerful.	die Massenmärkte nicht erreichen können
<b>Speaking about the global waste trade</b>		
to tackle the "wild west" global trade in plastic	Certain governments are now tackling the "wild west" global trade in plastic by restricting plastic sales.	die „Wild-West“-Methoden des weltweiten Kunststoff-Handels bekämpfen
to dump contaminated plastic waste	Many companies dump contaminated plastic waste in unauthorised areas to avoid fines.	verseuchte / kontaminierte Kunststoffabfälle entsorgen
to make the waste trade more transparent	New rules are now in place to make the waste trade more transparent.	den Abfallhandel transparenter gestalten
to refuse low-quality waste before it is even shipped	Countries who take on large amounts of waste should be able to refuse low-quality waste before it is even shipped.	minderwertige Abfälle ablehnen, bevor sie überhaupt verschifft / transportiert werden
to be illegally burned	Contaminated recycling waste is often illegally burned out of the public eye.	illegal verbrannt werden

to be reliant on other countries to take the waste	Most developed countries are reliant on other countries to take the waste.	von anderen Ländern abhängig sein, die den Abfall annehmen
to lack proper facilities	Some regions lack proper facilities to adequately dispose of certain materials.	nicht über geeignete Einrichtungen verfügen
to have the capacity to deal with the waste	It's important to have the capacity to deal with the waste to prevent environmental harm.	über die nötigen Kapazitäten für die Abfallentsorgung verfügen
to dispose of waste in landfills and incinerators	Most nations dispose of waste in landfills and incinerators.	Abfall in Deponien und Verbrennungsanlagen entsorgen
to import / export a substantial amount of waste	Many larger countries import / export a substantial amount of waste.	große Mengen von Abfällen importieren / exportieren
to make money out of waste	China was able to capitalise on the trash and make money out of waste from many other countries.	aus Abfall Geld machen
to ship containers full of waste to other countries	The United States ships containers full of waste to other countries.	Container voller Abfälle in andere Länder verschiffen / transportieren
toxic / hazardous wastes are imported by developing countries	There are many examples of toxic / hazardous wastes being imported by developing countries like Bangladesh.	giftige / gefährliche Abfälle werden von Entwicklungsländern / der vierten Welt importiert
to pollute watercourses / the environment	Toxins from improperly disposed waste pollute watercourses / the environment.	Wasserläufe / die Umwelt verschmutzen
to endanger people's health	There are many hazards in landfills that could endanger people's health.	die Gesundheit der Menschen gefährden
exporting waste is often cheaper than treating it properly	Limited rules and regulations mean that exporting waste is often cheaper than treating it properly.	der Export von Abfällen ist oft billiger als deren ordnungsgemäße Behandlung
to ban waste imports	China and several other countries have banned waste imports from certain regions and companies.	Abfallimporte verbieten
to produce goods that can be easily disassembled / remanufactured	In order to maximise the efficiency of the recycling system, a country should produce goods that can easily be disassembled / remanufactured.	Güter produzieren, die leicht zerlegt / wiederaufbereitet werden können
to provide more waste processing facilities	Western countries are working to provide more waste processing facilities to cope with increased demand.	mehr Abfallverarbeitungsanlagen zur Verfügung stellen
to restrict cross-border unsorted plastic waste trade	International organisations are considering restricting cross-border unsorted plastic waste trade.	den grenzüberschreitenden Handel mit unsortierten Kunststoffabfällen einschränken
to track the origin of waste	If you track the origin of waste, it's often surprising how far it's travelling to get to a landfill.	die Herkunft von Abfällen verfolgen

## Unit 14 – Ideas that have changed the world

### The Internet – a revolutionary invention

to have a profound effect on humankind	The Internet has had a profound effect on humankind and our access to both information and disinformation.	die Menschheit tiefgreifend verändern
to change the way we communicate	The Internet has changed the way we communicate via instant messaging, <i>Instagram</i> , and platforms like <i>Twitter</i> or <i>Facebook</i> .	die Art und Weise, wie wir kommunizieren, verändern
to show off our talents to the world	Without the Internet we would lose the opportunity to show off our talents to the world and speak with like-minded people around the globe.	der Welt unsere Talente (vor)zeigen
to give everyone a potential global audience	The Internet has given everyone a potential global audience with whom they can share their thoughts, worries, inventions, and much more.	jedem/jeder ein möglicherweise / potenziell globales Publikum beschenken
to cater to someone's ever-growing appetite for entertainment	With music, news reports, call-in games, and opportunities to win prizes, radio stations are attempting to cater to people's ever-growing appetite for entertainment.	den immer größer werdenden Appetit nach Unterhaltung befriedigen
conspiracy theories have been unwittingly promoted by the Internet	Kraig pointed out that the online news isn't always dependable, as conspiracy theories have been unwittingly promoted by the Internet.	Verschwörungstheorien sind durch das Internet ungewollt gefördert worden
to satisfy one's search for answers on every topic	Julie knew that she could look up and find out immediately why flamingos sleep on one leg, because the Internet satisfies one's search for answers on every topic.	die Suche nach Antworten zu jedem Thema zufriedenstellen
to give someone access to the world's collective knowledge	The Internet gives us access to the world's collective knowledge, but doesn't give people guidance on how to interpret it or use it correctly.	jemandem Zugang zum kollektiven Wissen der Welt ermöglichen
to be a force for good	For many students, inventors, and families or friends that live far apart from one another, the Internet has been a force for good.	eine positive Wirkkraft sein / eine Macht sein, die (der Welt) zum Wohle gereicht

### The benefits and downsides of cloud computing

#### benefits of cloud computing

to have unlimited storage	Ross's new plan means he has unlimited storage to use as he pleases.	unbegrenzten Speicherplatz haben
to reduce costs for servers	Using a cloud reduces costs for servers.	die Server-Kosten reduzieren
to provide fast access to data	Digital cloud storage provides fast access to data from anywhere in the world.	schnellen Zugriff auf Daten ermöglichen
to back up music, files and photos	The cloud provides a secure way to back up music, files and photos that would otherwise take up too much space on one computer.	Musik, Dateien und Fotos sichern
hardware failures do not result in data loss	Tracey appreciates that hardware failures do not result in data loss with the cloud, as she often has bad luck with computers.	Hardware-Ausfälle führen nicht zu Datenverlust

#### downsides of cloud computing

technical problems cannot be managed by oneself	Gene was annoyed that he couldn't do anything to fix his access key to the cloud, because he could not manage technical problems by himself.	technische Probleme können nicht selbst / allein bewältigt werden
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databases are vulnerable to hacking	It made Sid uneasy that all of the company's data was in the cloud, since databases are vulnerable to hacking.	Datenbanken sind anfällig für Hackerangriffe
to have to pay for the service	Maya has all of her photos in the cloud, but she unfortunately has to pay for the service.	für den Dienst bezahlen müssen
user data might be accessed by other people	In the context of a company database, it's possible that individual user data might be accessed by other co-workers.	Nutzer/innen-Daten könnten für andere Personen zugänglich sein
to depend on a fast Internet connection	Most jobs in the 21 <sup>st</sup> century depend on a fast Internet connection.	auf eine schnelle Internet-Verbindung angewiesen sein
<b>Speaking about inventions that could be misused</b>		
to be used in commercial and industrial settings	Drones can be used in both commercial and industrial settings for various tasks.	in gewerblichen und industriellen Umgebungen verwendet werden
to inspect hazardous environments	Various technologies are used to inspect hazardous environments where no human should be allowed to be.	gefährliche Umgebungen besichtigen / prüfen / inspizieren
to navigate tricky terrain	Military vehicles frequently navigate tricky terrain.	in schwierigem Gelände navigieren
to use a robot to defuse a bomb	Special forces often use robots to defuse bombs because it's less dangerous for humans.	einen Roboter einsetzen, um eine Bombe zu entschärfen
to boost productivity / safety / time savings	Technology can be used to boost productivity / safety / time savings in the field.	Produktivität / Sicherheit / Zeitersparnis steigern
to produce high quality work	Most of the 3-D printers at the firm produce high quality work in a very short period of time.	qualitativ hochwertige Arbeit leisten
to not need breaks or holidays off	Mechanical tools do not need breaks or holidays off and can therefore be more productive than humans in that sense.	keine Pausen oder Urlaubstage benötigen
to not get distracted by someone / something	Robots do not get distracted by people or other tasks like humans do.	sich nicht von jemandem / etwas ablenken lassen
to be dangerous to humans	Unmanned drones can be very dangerous to humans if they are placed in the wrong hands.	für (den) Menschen gefährlich sein
to be designed to work for warfare	Vehicles that are designed to work for warfare require more fuel than normal automobiles.	für den Einsatz in der Kriegsführung konzipiert sein
<b>Speaking about <i>Shark Tank</i>, the business reality TV series</b>		
to secure a business deal	Sophie's number one goal this spring was to secure a business deal with her former boss's rival company.	ein Geschäft fixieren / abschließen
to pitch one's business model to a panel of investors	Monica got the chance to pitch her business model for affordable home spa treatments to a panel of investors.	das eigene Geschäftsmodell vor einem Gremium von Investoren/Investorinnen präsentieren
to persuade someone to invest money in one's idea	The idea behind most networking events in business is to persuade someone to invest money in your idea.	jemanden davon überzeugen, Geld in die eigene Idee zu investieren
investors might opt out	If Bonnie's business pitch wasn't compelling, investors might opt out.	Investoren/Investorinnen könnten aussteigen
to boost sales for a company	Fame and public recognition both go a long way towards boosting sales for a company.	den Umsatz eines Unternehmens steigern
to leave empty-handed	Without a successful idea or pitch, entrepreneurs leave empty-handed.	leer ausgehen, mit leeren Händen gehen
to need an investor with deep pockets	To have the best chances of becoming successful, new startups need an investor with deep pockets.	einen Investor/eine Investorin mit einer dicken Brieftasche brauchen

a great idea just needs an investor to take off	A great idea just needs an investor to take off and reach a wider audience of potential customers.	eine großartige Idee braucht nur einen Investor/eine Investorin, um durchzustarten
to be rejected by the investors	Even if a business idea is rejected by the investors / <i>Sharks</i> , it can still go on to become a successful venture.	von den Investoren/Investorinnen abgelehnt werden
to generate a ton of successful deals	Businesses that fill a gap in a profitable market generate a ton of successful deals.	eine Menge erfolgreicher Deals entwickeln / generieren
to become an overnight sensation after being featured	Certain products or businesses are so popular that they become an overnight sensation after being featured on the show.	nach der Vorstellung / Darbietung über Nacht zu einer Sensation werden
to be turned down for obvious reasons	A basic yoga business idea was turned down for obvious reasons by the panel of investors.	aus offensichtlichen Gründen abgelehnt werden
to take a business to the next level	It takes an incredible amount of dedication and drive to take a business to the next level.	ein Unternehmen auf die nächste Stufe heben
to put a company in the spotlight for thousands of potential investors	Being on the show puts a new company in the spotlight for thousands of potential investors outside of the panel of <i>Sharks</i> .	ein Unternehmen für Tausende von potenziellen Investoren/Investorinnen ins Rampenlicht rücken
to want a better solution to the problem	Omar wanted a better solution to the problem that his business partner brought up at their last meeting.	eine bessere Lösung für ein Problem wollen / verlangen
to invest in a business	Investing in a business is risky, but can also be incredibly rewarding.	in ein Unternehmen investieren
to be impressed by an idea	Not everyone who is impressed by a business idea will go on to buy the products that come on the market.	von einer Idee beeindruckt sein
to leave <i>Shark Tank</i> with a lot of faith in oneself	Even contestants that don't receive financial support sometimes leave <i>Shark Tank</i> with a lot of faith in themselves and in their ideas.	<i>Shark Tank</i> mit viel Vertrauen in sich selbst verlassen
to get one's name out to the right people	Meaghan knew that it would help her business if only she could get her name out to the right people.	den eigenen Namen bei den richtigen Menschen bekannt machen
<b>Giving a <i>Shark Tank</i> pitch</b>		
to be the creator and founder of ... ( <i>name of product / service</i> )	Georgia is the creator and founder of <i>SheFly</i> , a small clothing company that makes pants specifically for climbing.	der Urheber/die Urheberin und der Gründer/die Gründerin von ... ( <i>Name des Produkts / der Dienstleistung</i> ) sein
to look for an investment	José was looking for an investment to launch his latest business venture.	nach einer Geldanlage / Beteiligung / Investition suchen
to be a must-have	The multi-tool for camping is simply a must-have.	ein Must-have sein
to revolutionise the market for ...	The <i>Aeropress</i> revolutionised the market for small, portable coffee makers.	den Markt für ... revolutionieren
to be a revolutionary discovery / solution	A fog-repelling layer for ski goggles was a revolutionary discovery / solution for visibility problems on the slopes.	eine revolutionäre Entdeckung / Lösung sein
to inspire others to do something	Kira wanted to set an example and inspire other female artists to follow their dreams and start selling their art.	andere anregen / inspirieren, etwas zu tun
the inspiration for this idea was ...	Brett's inspiration for this idea was having her scarf slip off the shoulder of a slippery jacket and wanting to invent something to keep it in place.	die Anregung / Inspiration für diese Idee war ...



to realise the potential of something	Daniel was relieved that the investors realised the potential of his specialised voice recognition programme.	das Potenzial von etwas erkennen / realisieren
to be an innovator	John always saw himself as an innovator and strived to find new and creative solutions to problems.	ein Erfinder/eine Erfinderin / ein Vorreiter/eine Vorreiterin sein
to find one's (product) niche	In order to be successful, Sarah worked hard to find her product's niche and differentiate herself from the competition.	die eigene (Produkt-)Nische finden
to describe what triggered the original idea	Phil described what triggered the original idea so that his audience would feel more connected to the process.	beschreiben, was die ursprüngliche Idee ausgelöst hat
to pitch a new idea / an invention/ an innovation	Robin pitched a new idea / an invention / an innovation for a more efficient and stable canoe design at the last innovation summit at his technical college.	eine neue Idee / eine Erfindung / eine Innovation vorschlagen
<b>Technology idioms</b>		
to be as sharp as a tack	Kathy is as sharp as a tack; she always has the perfect answer ready, and is quite often right.	blitzgescheit sein
to be at the cutting edge	The small up-and-coming tech company was already establishing itself at the cutting edge of AI technology.	an führender Stelle / vorderster Front stehen
to be in tune with someone / something	Ralph always looked like he was perfectly in tune with his racing bike on the trail.	mit jemandem / etwas im Einklang sein
to be on the same wavelength	Ally and her assistant were on the same wavelength; they had similar senses of humour and worked well together in the office.	auf der gleichen Wellenlänge sein
to blow a fuse	I tried to ask Julia what was wrong, but she absolutely blew a fuse and left.	an die Decke gehen, vor Wut fast platzen
to get one's wires crossed	Frank and his business partner got their wires crossed — Frank thought his partner had told him to order the materials, but that wasn't the case.	aneinander vorbeireden, sich missverstehen
to hit the panic button	When the first run of the code didn't work out, Ginny hit the panic button and looked like she had seen a ghost.	in Panik geraten
to know the nuts and bolts of something	He wasn't an expert, but he certainly knew the nuts and bolts of coding in <i>Python</i> .	sich genau auskennen, jedes Detail kennen
to pull the plug	After working on the project for many months without progress, Joannie decided to just pull the plug and find a different department.	jemanden nicht mehr unterstützen, den Stecker ziehen

## Unit 15 – The European Union – Europe united?

### What does the EU do for me

to be entitled to live / work in any EU country	European citizens are entitled to live / work in any EU country, and many take some time to work in a different country.	das Recht haben, in jedem EU-Land zu leben / zu arbeiten
to be entitled to compensation / medical treatment	After Greg had a work accident, he was entitled to compensation / medical treatment paid for by his company, as the accident was not his fault.	einen Anspruch auf Entschädigung / medizinische Behandlung haben
to (not) need a work permit	If you were born in Austria and are an Austrian citizen, you do not need a work permit to work in France.	(keine) Arbeitserlaubnis benötigen
to abolish internal border controls	The European Union abolished internal border controls between individual member countries.	Kontrollen an den Binnengrenzen abschaffen
the inconvenience of changing money has disappeared	Within the EU, the inconvenience of changing money has disappeared, which makes travelling much easier.	die Unannehmlichkeiten des Geldwechsels sind verschwunden / weggefallen
to (not) have to pay tuition fees	EU students do not have to pay tuition fees every semester.	(keine) Studiengebühren zahlen müssen
to get an EU grant when studying abroad	Abdullah got an EU grant while studying in Germany with <i>Erasmus+</i> to cover his living expenses.	ein EU-Stipendium erhalten, wenn man im Ausland studiert
to be liable for lost luggage	EU airlines are liable for lost luggage, which is not the case for many American airline companies.	für verlorenes Gepäck haften
to give someone a refund	Kirby's flight was cancelled without warning, and the airline gave him a refund and a new flight leaving the next day.	jemandem eine Rückerstattung / Rückvergütung gewähren
one's calls / data services are charged at domestic rates	As long as Benedikt stays within the EU, his data services and calls are charged at domestic rates.	Anrufe / Datendienste werden zum Inlandstarif abgerechnet
to guarantee the protection of one's personal data	European airlines guarantee the protection of one's personal data so their customers feel save booking with them.	den Schutz der persönlichen Daten gewährleisten

### Speaking about the European Union

to engage in dialogue with young people	The politician made it a priority to engage in dialogue with young people and hear their concerns and ideas.	in einen Dialog mit jungen Menschen treten
to make one's voice heard	The activist wanted to make her voice heard and raise awareness about important social issues.	der eigenen Stimme Gehör verschaffen
to share one's vision	The entrepreneur was passionate about sharing his vision for a more sustainable future.	die eigene Vorstellung / Vision teilen
to take action	The climate activist was more than happy that he had inspired others to take action as well.	aktiv werden / etwas unternehmen
to empower young European citizens	The non-profit organisation was dedicated to empowering young European citizens and giving them the tools to create positive change in their communities.	junge europäische Bürger/innen bestärken
to realise the vision of someone	The team worked tirelessly to realise the vision of their organisation's founder and create a better world for all.	die Vorstellung / Vision einer Person verwirklichen

to foster youth participation in democratic life	The government initiative aimed to foster youth participation in democratic life and encourage the next generation to become active and engaged citizens.	die Beteiligung junger Menschen am demokratischen Leben fördern
to support social and civic engagement	The community organisation was committed to supporting social and civic engagement and encouraging people to get involved in making a difference in their communities.	soziales und staatsbürgerliches Engagement unterstützen
to become an active citizen who is involved in democracy and society	Janin's father wanted her to become an active citizen who is involved in democracy and society to advocate for important issues.	ein aktiver Bürger/eine aktive Bürgerin werden, der/die sich in Demokratie und Gesellschaft engagiert
<b>Is the EU a Nanny State?</b>		
to adopt higher sin taxes and more prohibitions	Some countries have recently adopted higher sin taxes and more prohibitions on certain substances.	höhere Genussmittelsteuern und mehr Verbote erlassen
to legalise e-cigarettes	Tina would have been sad if lawmakers hadn't legalised e-cigarettes when confronted with the topic.	E-Zigaretten legalisieren
to tax artificially sweetened drinks	State governments have been contemplating taxing artificially sweetened drinks similar to the way alcohol is taxed.	künstlich gesüßte Getränke besteuern
to be described as smoker-friendly	Europe has been described as smoker-friendly, because many people still smoke on street corners and the practice is more accepted.	als Raucher-freundlich bezeichnet werden
to introduce draconian smoking bans	A few years ago, many bar owners in Austria and Germany were complaining that the government had introduced draconian smoking bans that would affect nightlife.	sehr strenge / drakonische Rauchverbote einführen
to make it illegal to ...	The EU recently made it illegal to sell single-use plastics in order to reduce the impact of plastic waste on the environment.	etwas illegal machen / etwas verbieten
to raise the cost of living	Critics argued that new regulations would raise the cost of living for EU citizens and put increased financial strain on families.	die Lebenshaltungskosten erhöhen
to fuel the black market	An outright cigarette ban would be expected to fuel the black market for imported tobacco and smoking products.	den Schwarzmarkt anheizen
to reduce taxes on alcohol	When the local government reduced taxes on alcohol in 2003, alcohol-related mortality increased by 16 % among men and by 31 % among women.	die Steuern auf Alkohol senken
to be held responsible for something	The EU is being held responsible for the recent economic downturn and is facing criticism for its inability to create jobs and stimulate growth.	für etwas verantwortlich gemacht werden
to cause serious damage	The economic crisis has caused serious damage to the EU's reputation and to its citizens' confidence in the ability of the Union to manage its finances effectively.	schwere Schäden verursachen
to create excessive bureaucracy	Critics of the EU argue that it creates excessive bureaucracy and halts innovation by imposing too many regulations and restrictions on businesses.	übertriebene Bürokratie erzeugen / verursachen

<b>Talking about Brexit</b>		
the membership was debated	Britain's membership in the EU was heavily debated.	die Mitgliedschaft wurde diskutiert
to hold a referendum	Many citizens called for a referendum to decide the country's future in the European Union.	eine Volksbefragung abhalten
to contribute too much to the EU budget	One of the main concerns for the British people was that they were contributing too much to the EU budget, and they felt they were not getting enough in return.	zu viel zum EU-Haushalt beitragen
to be disillusioned with the EU	Many Britons were still disillusioned with the EU and felt that their voice was not being heard.	von der EU enttäuscht / desillusioniert sein
to (not) have a direct say	The British people did not have a direct say in the decisions made by the EU Parliament.	(kein) direktes Mitspracherecht haben
to dislike the way the EU Parliament decides on rules a member state has to follow	Many citizens disliked the way the EU Parliament decided on rules that the member state had to follow, and felt that their sovereignty was being infringed upon.	die Art und Weise ablehnen, wie das EU-Parlament über die Regeln entscheidet, die ein Mitgliedsstaat befolgen muss
to have more control over one's own affairs	British citizens felt that they needed to have more control over their own affairs.	mehr Kontrolle über die eigenen Angelegenheiten haben
to gain control over immigration / one's own borders	The United States struggles to gain control over immigration / its own borders.	Kontrolle über Einwanderung / die eigenen Grenzen erlangen
the main problem was the lack of precedent	The main problem was the lack of precedent for a country leaving the EU, as no member country had ever done this before.	das Hauptproblem war das Fehlen von Präzedenzfällen
<b>Speaking about the future of the EU</b>		
self-doubt and pressure lie on one's shoulders	It's difficult to make definitive statements about the future when so much self-doubt and pressure lie on one's shoulders.	Selbstzweifel und Druck lasten auf den eigenen Schultern
to not be interested in investing in the health of young adults	The British government doesn't seem to be interested in investing in the health of young adults.	kein Interesse daran haben, in die Gesundheit junger Menschen zu investieren
to (not) be very optimistic about the future	Most members of the younger generation are not very optimistic about the future.	(nicht) sehr optimistisch in die Zukunft blicken
to have to pay tons of taxes	After the financial difficulties and pandemic stimulus cheques, young adults are bracing themselves to have to pay tons of taxes.	Unmengen von Steuern bezahlen müssen
to set goals for oneself	Roland sets goals for himself so that he will actually get the work done.	sich selbst Ziele setzen
to focus on the near future	The key is to focus on the near future and not dwell on the past.	sich auf die nahe Zukunft konzentrieren
the future is in extreme uncertainty	The financial and environmental future is in extreme uncertainty.	die Zukunft liegt extrem im Ungewissen
the financial crisis will not be made up for in the next 100 years	A rather pessimistic view of the current financial situation believes that the financial crisis will not be made up for in the next 100 years.	die Finanzkrise wird in den nächsten 100 Jahren nicht wettgemacht werden
to work towards a more equal society	Feminism is fundamentally about working towards a more equal society for both men and women.	auf eine gleichberechtigte Gesellschaft hinarbeiten
to take advantage of the time that one has	Lucie is determined to take advantage of the time that she has and be thankful for the opportunities that have come her way.	die Zeit, die man hat, nutzen

to turn one's life upside down	The pandemic turned many people's lives upside down, forcing them to re-evaluate their priorities and make major changes.	das eigene Leben auf den Kopf stellen
to make someone lose hope	The news of the layoffs made many employees lose hope for the future and question their ability to find new employment.	jemanden die Hoffnung verlieren lassen
to not have the head for something	My life is going haywire; under the current conditions, I just don't have the head for my studies.	für etwas keinen Kopf haben
to have the say right now	Many entitled people feel that they have the say right now in shaping the future of their countries.	jetzt das Sagen haben
to use one's voice	The activist encouraged everyone to use their voice and speak out against the injustices they saw in the world.	die Stimme nutzen / einsetzen
to face inequalities / disadvantages	Many people are facing inequalities / disadvantages that limit their opportunities and make it difficult to achieve their goals.	mit Ungleichheiten / Nachteilen konfrontiert sein
to be a sincere hope of someone	For many people, a sincere hope for the future is what keeps them going.	jemandes aufrichtige / ernst gemeinte Hoffnung sein
to need some sense of security	In a rapidly changing world, people need a sense of security to feel confident about their future and plan for the future.	ein Gefühl der Sicherheit brauchen
to think positively about the changes ahead	Mo tried to think positively about the changes and see the exciting opportunities that lay ahead.	positiv über die bevorstehenden Veränderungen denken
<b>Discussing controversial issues</b>		
to be discovered to ...	The hidden treasure was finally discovered to be worth millions of dollars.	entdeckt werden, sich herausstellen
to be expected to ...	It was expected to be a long journey, but the team was determined to succeed.	erwartet werden / damit zu rechnen sein, dass
to be felt to ...	People have always wanted to be acknowledged for their accomplishments in a way that is felt to be meaningful.	empfunden werden als
to be found to ...	No widely accepted evidence has so far been found to show that soft drugs work as a "gateway" to harder drugs.	befunden werden
to be known to ...	The famous artist was known to be eccentric and reclusive, but her work was widely celebrated.	bekannt sein für / als
to be obligated to ...	The company was obligated to comply with the regulations set forth by the government.	in der Pflicht stehen, verpflichtet sein
to be proved to ...	The theory was proved to be incorrect after extensive research and experimentation.	bewiesen sein
to be thought to ...	The suspect was thought to be involved in the robbery, but was later cleared of all charges.	als ... gelten, für etwas gehalten werden

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