

Unit 3 – What does it mean to be 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
The rise of the genuinfluencer		
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 open-mindedness towards multiple outgroups	Tanja works to promote tolerance and open-mindedness 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
Dishonesty – idioms		
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 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 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 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
How to tell someone is lying		
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
The deaf community and romance scams		
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	Romance 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	Romance 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	Romance 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 romance 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
Love scams		
to pretend to live in another country	Love 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 love 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 love 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 love 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