

Topic 3 Communication today

Symbole und Abkürzungen

↔	ist das Gegenteil von ...	(AE)	Amerikanisches Englisch	jdn	jemanden
→	ist verwandt mit	(BE)	Britisches Englisch	jdm	jemandem
=	entspricht	(sg)	Einzahl (Singular)		
sth	something	(pl)	Mehrzahl (Plural)		
sb	somebody				
		etw	etwas		

Getting started

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
above	oben; oberhalb	above ↔ below	
caption	Bildunterschrift	= a short description of a photo which is usually given under it	
informal	informell; locker; umgangssprachlich	informal ↔ formal, formality	
sales talk	Verkaufsgespräch	= things that are said when a shop assistant wants to sell sth to a customer = sales pitch	
formal	formal; formell; förmlich	"Thank you" sounds more formal than "thanks".	
to achieve	erreichen; leisten	William didn't achieve the grades he needed to get a place at the university of his choice.	
frequently	häufig	frequently = often	
suitable	passend; geeignet	suitable → to suit	
faulty delivery	fehlerhafte Lieferung; falsche Lieferung	= if you have ordered sth and the product you receive is either damaged or not exactly what	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
		you have ordered	
to cancel	absagen	Everyone was ill so they cancelled the meeting.	
to subscribe to	abonnieren	I subscribe to two really interesting magazines.	
psychologist	Psychologe/Psychologin	psychologist → psychology	
business executive	Geschäftsführer/-in	business executive = CEO (chief executive officer)	
professional	Fachkraft; Profi	= a person who does a job that needs special training and a high level of education	
lawyer	Anwalt/Anwältin; Jurist/-in	lawyer → law	
it's a pleasure	sehr erfreut; ich freue mich	= often said as a response when sb thanks you for sth	
dissatisfied	unzufrieden	= not happy with a situation	
annoyed	verärgert	First I was a bit annoyed, but then I got really angry.	
household chore	Hausarbeit	Cleaning up, washing clothes, and washing the dishes are household chores.	
to recommend	empfehlen	I'd recommend that film. It's a must see.	
to fire insults	mit Beleidigungen um sich werfen	= to say hurtful things that hit another person painfully, like bullets from a gun	
accusation	Anschuldigung	accusation → accuse sb of sth	
tempted	in Versuchung gebracht	tempted → temptation	
to defend	verteidigen	to defend → defence	
to respond	erwidern; antworten	to respond = to answer	
rude	unhöflich; unverschämt	How rude of her!	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
empathy	Einfühlungsvermögen; Empathie	= ability to understand and feel with another person	
concern	Sorge	Their major concern was the financing of the project.	
to calm down	sich beruhigen	<i>Das "I" in calm wird nicht ausgesprochen.</i>	
to address	angehen	to address a problem = to tackle a problem	
depending on	je nach; je nachdem	Depending on my final grades, I will get my dream job or not.	
to refer sb to sb	jdn an jdn weiterleiten; jdn an jdn überweisen	Since my doctor could not find the cause of my problems, she referred me to a specialist.	
overwhelmed	überwältigt	= feeling sth so strongly that you can't think clearly	
to receive	empfangen; erhalten; bekommen	= a formal word for 'to get'	
definitely	bestimmt; definitiv; eindeutig	Do you want a pink backpack? – No, definitely not.	
to mention	erwähnen	Did I mention that I saw Luke yesterday?	
to evaluate	bewerten; beurteilen	to evaluate → evaluation	
to offer	anbieten; bieten	to offer → to make an offer	

Skills workshop 1 – Choosing the right word

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
strategy	Strategie	We have to agree on our strategy before we start work.	
dictionary	Wörterbuch	If you don't know a word in English, use a dictionary.	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
oral	mündlich	An oral exam is a test in which you have to show how good your speaking skills are.	
courtesy	Höflichkeit; Aufmerksamkeit	= polite behaviour that shows respect for other people	

Skills workshop 2 – Stating your opinion in writing

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
variety (of)	Vielzahl (an); Vielfalt (von)	I like the variety of dishes that the restaurant offers.	
to state	darlegen; darstellen	to state → statement	
letter to the editor	Leserbrief	= letter to a newspaper in which a reader expresses her/his opinion on sth that was written in the newspaper	
varying degrees of sth	mehr oder minder unterschiedliches Ausmaß von etw; unterschiedliche Ausprägung von etw	= if a certain quality is more or less strong	
moderate	gemäßigt	= in the middle between two extreme qualities (e.g., not very strong or very weak)	
intensity	Stärke; Intensität	intensity → intense	
to schedule an appointment	einen Termin vereinbaren	My hair isn't looking so good any more – I need to schedule an appointment with my hairdresser.	
otherwise	sonst	Hurry up, otherwise we'll be late.	
employee	Mitarbeiter/-in	employee → employer → to employ → employment	
to tend to	neigen zu; tendieren zu	to tend to → tendency	
context	Kontext; Zusammenhang	It depends on the context if this is good or bad.	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
to doubt	bezweifeln	= if you are not sure whether sth is true or not <i>Das "b" in doubt wird nicht ausgesprochen.</i>	
artificial intelligence (AI)	künstliche Intelligenz (KI)	Artificial intelligence is going to change the way we work and live very rapidly.	
to simulate	vortäuschen; nachahmen; simulieren	to simulate = to imitate	
to interact	interagieren; zusammenspielen	= to talk together, do things together, react to each other	
rather than	lieber als	I would rather work at a hospital than in an office.	
improvement	Verbesserung	improvement → to improve	
entirely	ganz	entirely = completely	
to matter to sb	für jdn von Bedeutung sein; wichtig sein	to matter to sb = to be important to sb	
convinced	überzeugt	= very sure of sth	
to pose a threat	eine Bedrohung darstellen	to pose a threat → threatening	
to retain	behalten	Mathew retained his good marks all through the year.	
data (pl only)	Daten	We've checked again and the new data are up to date.	
to secure	sichern	to secure → security	

Skills workshop 3 – Written business communication

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
medium, (pl) media	Medium, Medien	Television, radio and newspapers are sometimes called the media.	
confidential	vertraulich; geheim	These personal documents are confidential.	
letterhead	Briefkopf	= the name and address that are written at the top of a letter	
in response to	als Antwort auf; in Erwiderung zu	= answer or reply to sth in words or actions	
salutation	Anrede; Begrüßung	“Dear John” is an example of a salutation.	
complimentary close	Grußformel; Briefabschluss	“Yours sincerely” is an example of a complimentary close.	
sender	Absender	= the person who is sending a letter	
postal address	Postanschrift; Adresse	= the street, house number, postal code and city where a person lives	
indication	Angabe; Hinweis	indication = signal, sign	
enclosure, Enc.	Anhang	When you're adding documents to a cover letter, you write “Enc.” at the bottom of the letter.	
attachment	Anhang	An attachment is a file that you send to somebody by e-mail.	
recipient	Empfänger	recipient → to receive	
research (no pl)	Forschung; Untersuchung	research → to research	
internship	Praktikum	The word in the USA for work placement is internship.	
recently	vor Kurzem	Have you seen any good films recently?	
to support sb/sth	jdn/etw unterstützen; jdm helfen	If you support people, you help them.	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
suggestion	Vorschlag; Anregung	Can I make a suggestion? Let's go home.	
with regard to	in Bezug auf	with regard to = concerning	
grateful	dankbar	Thank you very much for helping me. I'm really grateful.	
outline	Skizze; Umriss	= a summary of the main aspects of sth	
to get in touch	in Kontakt treten	to get in touch = to contact sb	
previously	früher	previously = before now	
undeliverable	unzustellbar	= when it is impossible to get a letter or an email to its recipient	
postal code	Postleitzahl	= a set of numbers and sometimes letters that indicates the exact location of an address	
mix-up	Durcheinander	mix-up = confusion, mess	
to switch	wechseln	We switched providers in order to save money.	
to combine	kombinieren; verbinden	Many people combine a career and a family.	
similar	ähnlich	= when one thing is very much like another	
permission	Erlaubnis; Genehmigung	permission → to permit	
comprehensive	umfassend	= including all the necessary aspects	
to forward	weiterleiten	I just received an interesting email from my boss – let me forward it to you.	
to compile	zusammenstellen	to compile = to put together	
upcoming	bevorstehend	upcoming = imminent	

Text workshop A – Nudge theory

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
healthcare	Gesundheitsversorgung	A good healthcare system benefits everyone.	
nudge	Schubser; Anstoß	nudge → to nudge sb	
to adopt	annehmen; übernehmen	We need to adopt a better attitude towards animals.	
behaviour (<i>no pl</i>)	Verhalten; Benehmen	behaviour → to behave	
gently	sanft	= without force	
to stick to sth	sich an etw halten	= to continue doing what you have planned to do, even though it might be difficult	
to frown	die Stirn runzeln	to frown ↔ to smile	
purpose	Ziel; Absicht; Zweck	= the reason why sth is done, the motive behind sth	
considerably	beträchtlich; erheblich	considerably = significantly	
study	Studie; Untersuchung	study = survey	
tax	Steuer	= money that is paid to the state from the citizens' incomes, from sales etc., to be used by the state for public services	
to quit	aufhören; aufgeben	= stop doing sth, leave sth	
to encourage	ermutigen	to encourage = to persuade	
donor	Spender/-in	donor → to donate False friend: <i>spenden</i> ≠ to spend	
ordinary	gewöhnlich; normal	= not unusual or different in any way	
to remind sb of sth/sb	jdn an etw/jdn erinnern	I almost forgot the meeting. Fortunately, Jane reminded me of it.	
trial	Versuch; Erprobung	trial = test	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
to involve	verbunden sein mit; mit sich bringen	The job involves a lot of travelling.	
retailer	Einzelhändler/-in	= a business that sells goods to customers	
decade	Jahrzehnt	= a time period of ten years	
purchase	Kauf	= sth you have bought	
according to	laut; gemäß	According to the report, youth unemployment is quite low.	
increasingly	zunehmend	= more and more all the time	
prescription	Rezept (<i>für Arzneimittel</i>)	You can't get these pills without a prescription from the doctor.	
to provide sb with sth	jdn mit etw versorgen; jdm etw bieten	We provide people with a modern service.	
to consider	betrachten; erwägen	I'm considering applying for a work placement abroad.	
influential	einflussreich; maßgebend	influential = influence	
to attempt (to)	versuchen	to attempt (to) = to try (to)	
to mislead	täuschen; in die Irre führen	to mislead = to deceive	
obvious	offensichtlich	It is obvious that you studied hard. You got an A.	
approach	Herangehensweise; Ansatz	= a method of dealing with a situation or a problem	
to solve a problem	ein Problem lösen	to solve → solution	

Text workshop B – Successful professional communication

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
to participate in sth	an etw teilnehmen	to participate in sth = to take part in sth	
colleague	Arbeitskollege/-kollegin	Your colleagues are the people you work with.	
to boost	steigern	to boost = to increase	
productivity	Produktivität	productivity → to produce	
conference call	Konferenzschaltung	We have a conference call with our client at noon.	
concise	präzise; kurz; prägnant	= short, to the point	
coherent	schlüssig; zusammenhängend	coherent ↔ incoherent	
courteous	höflich	courteous = polite	
to make an assumption	eine Vermutung anstellen	= to think that sth is true although there is no definite proof	
brief	kurz	= another word for 'short'	
unnecessary	unnötig	unnecessary ↔ necessary	
knowledge (no pl)	Wissen; Kenntnisse	a piece of knowledge	
consistent	einheitlich	consistent → consistency	
insult	Beleidigung	insult (n) → to insult sb <i>Beim Verb to insult liegt die Betonung auf der 2. Silbe.</i>	
empathetic	einfühlsam; empathisch	empathetic → empathy	
credible	glaubwürdig; zuverlässig	credible → credibility	
engaged	eingebunden; beschäftigt	Here: focused, concentrated	
client	Kunde/Kundin	People who buy your products are your clients.	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
to convey	wiedergeben; vermitteln	These adjectives convey the atmosphere to the reader.	
outward appearance	äußerliche Erscheinung	= the way you look	
entrepreneur	Unternehmer/-in	There are more and more female entrepreneurs.	
e-commerce	Internethandel	= trade that is done online	
specific	bestimmt; spezifisch	specific = particular	
office and school supplies	Büro- und Schulbedarf	= goods such as pencils, stationary, folders etc. which you need in offices and for school	
recommendation	Empfehlung; Vorschlag	recommendation → to recommend	
to provide	geben; bereitstellen	to provide = to give	
resource intensive	ressourcenintensiv	= when you need a lot of people or material to achieve or make sth	
to deliver	liefern	I don't feel like cooking tonight. Let's order some pizzas to be delivered to the door.	
satisfied	zufrieden; überzeugt	satisfied ↔ dissatisfied	
generous	großzügig	A generous person likes to give things to others.	
refund policy	Erstattungsrichtlinie	Before ordering sth online, you should read the refund policy, in case of a faulty delivery.	
phone support staff	Telefonsupportmitarbeiter/-innen	= people who answer the phone when you call a company to ask questions about a product	
pre-sale	vor dem Verkauf	= before sth is sold	
post-sale	nach dem Verkauf	= after sth is sold	
communication tools (pl)	Kommunikationsmittel	= any means of communication, e.g. the telephone, pen and paper, email, text messages, etc.	

Text workshop C – Dealing with customers

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
call centre agent	Callcentermitarbeiter/-in	When you have a problem with a product, you contact the call centre agent.	
to be suspended	gesperrt sein	to be suspended = to be blocked	
phishing	Phishing	= criminal attempt to get passwords, credit card details etc. of Internet users	
to be compelled to	sich genötigt sehen	= to feel forced to do sth	
threatening	bedrohlich	That dog looks very threatening. I'm really afraid of it.	
to yell	brüllen; laut schreien	to yell = to shout	
convincing	überzeugend	The story doesn't sound convincing.	
to blame	verantwortlich machen; beschuldigen	Don't blame me! It's not my fault. False friend: to blame ≠ <i>blamieren</i>	
to skim	überfliegen	Don't concentrate on details, just skim the text.	
to reveal	offenbaren; aufzeigen	to reveal = to show	
quotation	Zitat	quotation → to quote	
register	Sprachebene	It's important to change your register to match the situation you're in. That means you should always use the right language for the right situation.	
expression	Ausdruck; Wendung; Äußerung	We often use English expressions in German.	
colloquial	umgangssprachlich	= an informal style of language that is used in speaking more than in writing	
admit	zugeben	to admit = to confess	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
summary	Zusammenfassung	Please give a written summary of your hopes for this course.	
to trouble	behelligen; mit etw belästigen	I'm sorry to trouble you.	
delivery	Lieferung; Zustellung	We get pizza delivery from two restaurants in our town.	
invoice	Rechnung	Did you remember to pay the invoice?	
shipment	Lieferung	= a load of goods that has been sent to a customer	
consignment	Warensendung	consignment = shipment	
intention	Absicht Intention	= what sb wants and plans to do	
to identify yourself	sich zu erkennen geben	= to say who you are	
customer service attendant	Kundendienstbetreuer/-in	= a person who answers the phone when you call a company about a product	
I'm afraid ...	Leider ...	I'm afraid I'm very busy right now.	
upset	aufgebracht; bestürzt	Why are you so upset? – I can't find my phone.	
to appreciate	wertschätzen; würdigen	If you appreciate sth, you like it because you recognise its positive characteristics.	

Text workshop D – Changing language

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
feature	Eigenschaft; Merkmal	feature = quality, characteristic	
impact	Auswirkung; Effekt	impact = effect	
to surround	umgeben; umringen	= to be all around sth	
to prompt	auslösen; provozieren	= to make sth happen	
subtle	dezent; fein	subtle ↔ obvious	
brevity	Kürze; knapp	brevity → brief	
common	üblich; gewöhnlich; (weit) verbreitet; gebräuchlich	The most common language in the US is English. The second most common one is Spanish.	
current	aktuell; gegenwärtig	The current situation is difficult.	
to despair at	verzweifeln an	= to be very unhappy about sth	
equally	ebenso; gleichermaßen	= to the same degree	
casual	informell; lässig	casual = relaxed	
to emerge	aufkommen; neu entstehen	to emerge = to appear	
worthwhile	lohnend; wertvoll	It is worthwhile to do a tryout period before you start a new job.	
fad	Modeerscheinung; Laune	Don't worry, it's just a fad. It'll pass.	
subsequently	anschließend; folgend	subsequently = following this, afterwards	
to contribute (to)	beitragen (zu); mitwirken (an)	to contribute (to) = to give sth (to e.g. a project)	
social standing	gesellschaftliche Stellung	social standing = social status	
inconsiderate	rücksichtslos; leichtfertig	inconsiderate → to consider → considerate	

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
to request	anfragen; anfordern	= to ask for sth formally and politely	
excessive	übertrieben; ausschweifend	= greater than what seems reasonable or appropriate	

Topic task

Englisch	Deutsch	Beispiele / Erklärungen	Eigene Beispiele oder Übersetzung in die Muttersprache
target group	Zielgruppe	The people who should buy your product are your target group.	
charity run	Wohltätigkeitslauf; Benefizlauf	= a running event which involves donors who pledge a certain amount of money for every round that a runner finishes	
potential	potenziell; möglich	potential = possible, likely	
environmental	ökologisch; Umwelt-	environmental → environment → environmentalist	
to persuade	überreden	Jay wants to persuade his brother to come with them.	

New for you?

Englisch	Deutsch		Eigene Beispiele oder Übersetzung in die Muttersprache
means of communication	Kommunikationsmittel		
to make a call	einen Anruf tätigen		
to dial a number	eine Nummer wählen		
country code/area code/extension number	Landesvorwahl/Vorwahl/Durchwahl		

Englisch	Deutsch		Eigene Beispiele oder Übersetzung in die Muttersprache
to put sb through	jdn verbinden; jdn durchstellen		
the line is engaged	die Leitung ist besetzt		
to hold the line	in der Leitung bleiben		
to be on hold	in der Warteschleife sein		
a poor connection	eine schlechte Verbindung		
to leave a message	eine Nachricht hinterlassen		
Can I take a message?	Soll ich (ihm/ihr) etwas ausrichten?		
to return sb's call/to get back to sb	jdn zurückrufen		
to log into/out of one's email account	sich in seinem E-Mail-Konto an- bzw. abmelden		
to check one's mailbox	die Mailbox abrufen		
to go online	online gehen		
to call a meeting	eine Versammlung einberufen		
to chair a meeting	einer Versammlung vorsitzen		
an item on the agenda	Tagesordnungspunkt		
to have a conversation/discussion	eine Unterhaltung/Diskussion führen		
to give a presentation	eine Präsentation halten		