Topic 3 Communication today

**Symbole und Abkürzungen**

↔ ist das Gegenteil von …

→ ist verwandt mit

= entspricht

sth something

sb somebody

*(AE)* Amerikanisches Englisch

*(BE)* Britisches Englisch

*(sg)* Einzahl (Singular)

*(pl)* Mehrzahl (Plural)

etw etwas

jdn jemanden

jdm jemandem

**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 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! |  |
| 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 | *Das “l” in* calm *wird nicht ausgesprochen.* |  |
| 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. |  |
| 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. |  |
| to doubt | bezweifeln | = if you are not sure whether sth is true or not *Das “b” in* doubt *wird nicht ausgesprochen.* |  |
| 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. |  |
| 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 *(no pl)* | 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: *spenden* ≠ 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 |  |
| 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 *(für Arzneimittel)* | 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 *Beim Verb* to insult *liegt die Betonung auf der 2. Silbe.* |  |
| empathetic | einfühlsam; empathisch | empathetic → emphathy |  |
| credible | glaubwürdig; zuverlässig | credible → credibility |  |
| engaged | eingebunden; beschäftigt | Here: focused, concentrated |  |
| client | Kunde/Kundin | People who buy your products are your clients. |  |
| 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 ≠ *blamieren* |  |
| 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 |  |
| 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 |  |
| 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 |  |  |
| 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 |  |  |