

English File Digital Upper-intermediate Student's Book

Vocabulary List Unit 9-10

Vocabulary Unit 9:

English	Sentence	German
Page : 84-85		
advert (advertisement/ad)	Can you think of an advert which made you want to buy the product?	Anzeige, Werbung
to advertise	What is being advertised?	bewerben
to deceive	Which company deceived the public?	täuschen, betrügen
celebrity	Companies often use celebrities to advertise their products.	berühmte/prominente Persönlichkeit
claim	Which company admitted that they had made a claim that wasn't true?	Behauptung
to admit	He admitted that it had been his fault.	zugaben
misleading	This company was punished for its misleading advert	irreführend
harmful	Cigarettes are harmful to your health.	schädlich
to approve of something	The tobacco companies made us believe that doctors approved of smoking.	etwas gutheißen
brand	What brand of coffee do you prefer?	Marke
cancer	There is no evidence that vitamins fight cancer.	Krebs
lung cancer	Evidence showed the link between smoking and lung cancer.	Lungenkrebs
prostate cancer	The ad suggested that vitamins prevent prostate cancer.	Prostatakrebs
retailer	The retailer sold his products at a very low price.	Einzelhändler
to sue	The company wanted to sue a blogger.	jemanden verklagen
distorted	The ad showed a very distorted image of a woman's body.	verzerrt, entstellt, deformiert
fine	The company eventually paid a fine.	Geldstrafe
supplement	A baseball player promoted two diet supplements.	Ergänzung, hier: Nahrungsergänzungsmittel
celebrity endorser	A celebrity endorser can help increase the sales of a product.	prominente(r) Fürsprecher(in)

supply	There is limited supply of the product.	Vorrat, Bestand, Versorgung
study	Recent studies show that sales increase.	Studie
viral	Some ads are viral.	hier: ansteckend
subscription	I have a subscription to the magazine.	Abonnement
stocks	Companies want us to believe that they could run out of stocks.	Vorräte, Bestände
must-have	Companies make us think their product is a must-have.	Muss
in-thing	Only buy the product you need, not simply because you think it's the in-thing.	Produkt das in ist
purpose	What's the purpose of doing this?	Zweck
even though	Even though the product is expensive, many people will still buy one.	obwohl
although	Although they banned most cigarette advertising, too many people keep on smoking.	obwohl
so as to	I went to the bank so as to talk to my bank manager.	um zu, um ... zu
so that	Dark colours are used so that it makes the product look cool.	sodass
in order to	The photo has been airbrushed in order to make her skin look perfect.	um zu, um ... zu
in spite of	In spite of a huge marketing campaign, the product was not successful.	trotz
despite	He's decided to carry on working despite being 65.	trotz

English	Sentence	German
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incident	The incident made him leave his job.	Zwischenfall
proportion	The biggest proportion of people eats bagels for breakfast.	Anteil
to progress	The business is going digital to progress further.	Fortschritte machen, vorankommen
unintentionally	I'm sorry I offended you. I did it unintentionally.	unabsichtlich
cash box	Someone has taken the cash box.	Geldkassette
executive	Executives receive higher payments than lower employees.	leitende(r) Angestellte(r)
administrative worker		In der Verwaltung tätig
expenditure	He analysed the weapons expenditures of the US Navy.	Ausgaben
to treat someone	He treated his employees whenever they won a new contract.	Jmdm eine Freude machen

to solicit	He solicited customers with a simple idea.	hier: werben
pitch	He got new customers with a simple pitch.	hier: Überredung zum Kauf

English	Sentence	German
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inhabitants	Megacities have more than 10 million inhabitants.	Einwohner
advanced	It is the most technologically advanced city.	fortschrittlich
automated subway	The automated subway is so efficient, that it is able to transport 8 million commuters.	automatisierte U-Bahn
commuter	It is able to transport 8 million commuters.	Pendler
on the rare occasions	On the rare occasions that it goes wrong, nobody believes it.	in den seltenen Fällen
unthinkable	The idea of late trains is almost unthinkable.	undenkbar
football pitches		Fußballplätze
overcrowded	Subways are overcrowded.	überfüllt
alienation	There are other problems too, of alienation and loneliness	Entfremdung
to cope with something	They cannot cope with the mechanical coldness of a megacity.	mit etwas zurecht kommen
recluse	They have become recluses, rarely leaving their homes	Einsiedler
socialize	People meet and socialize.	sozialisieren
to stroll	Bands stroll through the boulevards playing songs.	bummeln
to gather	People of all ages gather to dance.	zusammen kommen, sich treffen
to choke	Commuters drive through choking traffic fumes.	ersticken
traffic fumes	They drive through choking traffic fumes.	Abgase
social divide	He shows us the huge social divide.	soziale Kluft
imbalance	Because of this social imbalance it can be a dangerous city.	Ungleichheit, Unausgeglichenheit
reinforced	They are made of reinforced Kevlar.	verstärkt

English	Sentence	German
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incidentally	Incidentally, these five cities aren't in any particular order.	übrigens, nebenbei
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waterfront city	Sidney is a waterfront city.	Küstenstadt
cosmopolitan	Sidney is a cosmopolitan city. People from all over the world live there.	international, kosmopolitisch
honeymoon	They spent their honeymoon in Mexico.	Hochzeitsreise
buzz	All the festivals give the city a special buzz.	hier: Energie, Begeisterung
antiquities	You can see a lot of antiquities in the Egyptian museum.	Antiquitäten
suburb	Some people prefer a suburb to the city centre.	Vorort
exquisite	The museum has a lot of exquisite pieces from Muslim times.	außerordentlich, vorzüglich
jam-packed	Florence is always jam-packed with tourists.	überfüllt
to peer	You can peer into people's living rooms as you walk past.	spähen
nearby	Torre del Lago is nearby.	in der Nähe
gentle	The Laotians are gentle people.	sanft, zart, vornehm
laid-back	The Laotians are laid-back.	entspannt, locker
rushing	The rushing river becomes more dangerous as the rainy season begins.	eilend
torrent	When the rainy season arrives, the torrent becomes fast.	Strom, Wildwasser
to sweep away	The breathtaking view sweeps all my troubles away.	wegfegen
outskirts	Some people prefer the outskirts to the city centre.	Vorort
scenery	The scenery in South East Asia is spectacular.	Landschaft
tap water	I prefer tap water to bottled water.	Leitungswasser
space	There is not enough space on my desk. I must clear it.	Raum, Platz
tend to (be)	The food tends to be cheap in fast food restaurants.	neigen zu (sein)
almost , nearly	Very good restaurants are nearly/almost always full.	fast, beinahe
in advance	You can book your table in advance so you don't have to wait.	im Voraus
slightly	Gastropubs are slightly cheaper than the majority of mid-range restaurants.	etwas
imaginative	Imaginative people come up with a lot of ideas.	einfallsreich
to run	You need good skills to run a restaurant.	hier: führen
English	German	Sentence

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executive
creative director

Kreativdirektor

to draw to sth	I was drawn to advertising when I was a young boy.	zu etw. hinziehen
to take the baton from	My father took the baton from my uncle.	die Verantwortung übernehmen
commercial	TV and radio commercials cannot make false claims about a product.	Werbespot
to gather	My family would gather to watch television.	sich versammeln
to decry	Commercials of my generation are usually decried as not very creative.	schlechtmachen, herabsetzen
to scoff at sth/sb	Some people laughed and scoff at jingles.	sich über etw./Jdn. lustig machen
exposure	The daily exposure of jingles make them into earworms.	Aussetzung
rudimentary	The commercial was very rudimentary.	rudimentär, unentwickelt
to trip	I tripped over the stone.	stolpern
amalgamation	A good commercial is amalgamation of different elements.	Vermischung
impact	The top part of a commercial is impact.	Auswirkung
to intrude into sth	If you intrude, you get into people's lives.	in etw. eindringen
persuasion	Persuasion is important to make people believe in an advert.	Überzeugung
shortcut	If you take a shortcut, you save time.	Abkürzung
cerebral	I am a quite cerebral guy, so I use my intellect a lot.	intellektuell
to wind up doing sth	I wind up having to use humour and intellect.	schließlich etw. tun
to resonate with	If commercials resonate with people, they are successful.	Widerhall finden
billboard	He thinks that billboard and TV advertising will remain important/slowly decline.	Werbetafel
to decline		abnehmen, fallen
to tend to do sth.	He tends to notice both good and bad adverts.	dazu neigen, etw. zu tun
to notice		wahrnehmen
innovative	He thinks Apple's approach to advertising was very innovative/repetitive.	innovative, neuartig
repetitive		wiederholend
informative	Their advertising message was modest and informative.	informativ, aussagekräftig
to have had one's day	Do you think billboards and TV commercials have had their day?	ausgedient haben
empirically	I can tell you empirically that 75% of all media dollars is spent on broadcast.	erfahrungsgemäß
TV viewership	TV viewership is at an all-time high.	TV Zuschauerschaft

captive audience	"...because you've got a captive audience."	unfreiwilliges Publikum
susceptible to	I'm very susceptible to advertising.	empfänglich für
to craft	When I see something that is well crafted and appeals I think to both my head and my heart.	anfertigen
exemplary	The stuff has been exemplary.	beispielhaft
to tap into sth	They tapped into a mind-set.	sich etw. zu Nutze machen
gold standard	They became kind of the gold standard.	Goldstandard, Nonplusultra
compelling	They were compelling.	verlockend, unwiderstehlich
earworms	They call them earworms.	Ohrwurm
word for word	"And I bet you I'm getting this word for word if you could find it."	wortwörtlich
perk one's ears up	Their ears perk up when they see a celebrity.	die/seine Ohren spitzen
hit a false note	They rarely hit a false note.	den falschen Ton treffen
consciously	I am sure I am, probably not consciously, but I'm sure subconsciously.	bewusst, wissentlich
subconsciously		unterbewusst
to come to mind	The only thing that comes to mind that should be banned from advertisements is...	zufällig einfallen
health issues	I think that anything that causes health issues should be banned.	Gesundheitsprobleme

Vocabulary Unit 10:

English	Sentence	German
Page : 94-95		
impact	A person standing on the ground would feel the impact.	Aufprall
tyres	Number four is the one about rubber tyres.	Reifen
conductor	It acts as a conductor and passes the electrical current down to the ground.	Stromleiter
electrical current		elektrischer Strom
to attribute sth to	All cultures have attributed special powers to the full moon.	jdm/etw zusprechen
lunatic	The English word "lunatic" comes from the word "lunar".	irr, verrückt
as blind as a bat	We have the English expression "as blind as a bat".	blind wie ein Maulwurf

to rely on	Bats rely heavily on other senses like hearing and smell.	sich verlassen
guinea pig	People can volunteer to be guinea pigs in clinical trials.	Versuchskaninchen, Meerschweinchen
genetically modified food	Are you happy to eat genetically modified food (GMO)?	genetisch veränderte Nahrungsmittel

English	Sentence	German
Page : 96-97		
bumpy	He had a very bumpy start to his science career.	holprig
apprentice	As a young apprentice he was fired from his job.	Lehrling
apothecary	He worked as an apothecary.	Apotheker
to inhale	He had a habit of inhaling various gases.	einatmen, inhalieren
anaesthetic	He discovered the anaesthetic properties of nitrous oxide.	betäubend
nitrous oxide		Stickstoffoxid
poisoning	The frequent poisonings left him an invalid.	Vergiftung
invalid		Invalide
physician	As a physician he began experiments with blood transfusions.	Arzt, Mediziner
blood transfusion		Bluttransfusion
to go bald	He declared that he had stopped going bald.	eine Glatze bekommen
donor	Hospitals need donors to give blood for operations.	Spender/in
infected	He took a transfusion infected with malaria.	infiziert
lead	Lead was added to petrol to make cars less noisy.	Blei
petrol		Benzin, Kraftstoff
commercialize	General Motors commercialized the discovery.	kommerzialisieren
additive	The additive causes poisoning.	Zusatz
vapour	He inhaled its vapour for a minute.	Dampf
recover	It took him a year to recover from the harmful effects.	sich erholen
harmful		schädlich
to contract	He contracted polio at the age of 51.	an etw. erkranken
polio		Polio, Kinderlähmung
pulley	He invented a system of ropes and pulleys so that he could pull himself out of bed.	Flaschenzug

to strangle	He was strangled by the ropes.	erdrosseln, erwürgen
reputation	The negative impact on the environment of leaded petrol damaged his reputation.	Ruf, Ansehen
critical	He accidentally dropped a container causing a critical reaction.	bedenklich
glow	Other scientists in the room witnessed a 'blue glow'.	Leuchten
lethal	He had been exposed to a lethal dose of radiation.	tödlich
radiation		Strahlung
liquid	Helium gas can be found in both liquid and solid form.	flüssig
solid		Fest
acid	A diamond can be destroyed by either intense heat or acid.	Säure

English	Sentence	German
Page : 98-99		
step	That's one small step for a man, one giant leap for mankind.	Schritt
leap	That's one small step for a man, one giant leap for mankind.	Sprung
mankind	That's one small step for a man, one giant leap for mankind.	Menschheit
momentous	It seemed the perfect quote for such a momentous occasion.	bedeutend
memorable	These became some of the most memorable words in history.	unvergesslich
controversy	The quote caused a controversy.	Diskussion
to insist	He insisted that he was right.	auf etw. beharren, insistieren
intended	The 'a' was intended.	gedacht, beabsichtigt
to broadcast	The recording was broadcast to the world.	übertragen, ausstrahlen
relieved	He was relieved to hear it.	erleichtert
aeronautical engineering	He studied aeronautical engineering at university.	Luftfahrttechnik
navy	Many countries have an army, air force and a navy.	Marine
lawsuit	He filed a lawsuit against an ex-barber.	Klage
inspirational	What makes a speech inspirational?	fähig, (andere) zu begeistern

starve	We are prepared to starve ourselves in order to draw attention to inequality.	hungern
inequality	We are prepared to starve ourselves in order to draw attention to inequality.	Ungleichheit
invasion	A German invasion of Britain was expected in 1940.	Invasion
surrender	We shall never surrender.	sich ergeben
suffragette	Emmely Punkhurst was the leader of the suffragette movement.	Frauenrechtlerin
unjust sentence	They decided to terminate those unjust sentences.	ungerecht Gerichtsurteil
means	He tries to get what he wants by any means.	Mittel
activist	Nelson Mandela was an activist in the fight against apartheid	Aktivist(in)
domination	Nelson Mandela fought against white domination.	Vorherrschaft
to cherish	I have cherished the ideal of a democratic society.	etw. in Ehren halten
equal opportunities	Nelson Mandela wanted equal opportunities for all people.	Chancengleichheit
sacrifice	They sacrificed their lives for the cause.	opfern, das Opfer
obstacle	We will never give up no matter what obstacles stand in our way.	Hindernis, Hürde
odds	We faces impossible odds.	Widrigkeiten
creed	Americans have responded with a simple creed: Yes, we can!	Credo, Glauben

English	Sentence	German
Page : 100-101		
take comfort	Take comfort from the fact that it wasn't that bad.	sich trösten
beforehand	I didn't say anything beforehand, as it was intended as a surprise.	Im Vornhinein
appropriate	Make sure any jokes you tell are appropriate.	passend, angebracht
distracting	There were too many distracting graphics. I couldn't concentrate.	ablenkend
sick and tired	I'm sick and tired of hearing your complain.	die Nase voll haben
bits and pieces	I didn't buy much, just a few bits and pieces.	Krimskrams
wait and see	You'll have to wait and see what is for lunch.	abwarten
now and again	I've been having headaches now and again.	gelegentlich
give and take	Every relationship needs a bit of give and take.	Geben und Nehmen

ups and downs	We've had our ups and downs, but now we get on really well.	Höhen und Tiefen
law and order	The army were called in to restore law and order	Recht und Ordnung
safe and sound	Despite flying through a storm we arrived safe and sound.	wohlbehalten
riot	After the riots the soldiers restored peace.	Aufstand, Unruhe
to be familiar with	They are familiar with the technical language.	vertraut sein mit
venue	There were big audiences and the venues were great.	Veranstaltungsort
penultimate	We arrived in the penultimate city of our tour.	vorletzte(r)
to be supposed to	I was supposed to start at 8 o'clock.	sollte
to rely on	You can rely on me.	sich verlassen auf
entranced	The audience was absolutely entranced.	hingerissen, verzaubert
to roar (with laughter)	The audience roared with laughter.	brüllen, laut lachen

English	Sentence	German
Page : 102-103		
bold	Copy the words in bold.	fett gedruckt
mispronounce	He didn't understand because I had mispronounced the word.	falsch aussprechen
infuriated	I was infuriated by his arrogance.	wutentbrannt
genuine	There has been a genuine improvement in the economy in recent months.	echt, wirklich, wahr
appreciation	She has shown little appreciation for the effort you've made.	Wertschätzung, Anerkennung
to belong to	The house belongs to her and her husband.	(zu) jmd./etw. gehören
eventually	This plant eventually reaches a height of 15 feet.	irgendwann, letztendlich
to anticipate a windfall	A homeless man is anticipating a windfall of more than \$100.000 for his kindness.	einen „Geldregen“ erwarten
have a hunch	Harris had a hunch that the owner would return for it.	eine Ahnung/einen Verdacht haben
rash	She had developed a slight rash on her finger.	Hautausschlag
donation	More than 3,800 donations have been made.	Spende
'safe and sound'	He found a place to stay where he is 'safe and sound'.	gesund und munter, heil und unversehrt

breakthrough	In the Museum of the History of Science you can find some of the most important scientific breakthroughs.	Durchbruch
unrivalled	The museum has an unrivalled collection of scientific artefacts.	konkurrenzlos, unübertroffen
device	The device was used by Guglielmo Marconi to illustrate how radio waves work.	Gerät
despite	But despite the lack of proper equipment this research led to a large-scale production.	trotz
equation	You can still read Einstein's equations today.	Gleichung
outstanding	He was particularly famous for his outstanding collection of artefacts.	herausragend, hervorragend
sundial	He also collected sundials.	Sonnenuhr

English	Sentence	German
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to launch	Pepsi-Cola launched a new product called Pepsi A.M.	starten, auf den Markt bringen
to aim	It was aimed at the breakfast cola drinker.	zielen (auf), beabsichtigen
to merge	The Spanish airline Iberia merged with British Airways.	zusammenschließen, -führen, fusionieren
to market	Apple is famous for the way they market the products.	vermarkten, vertreiben
market leader	Tesco became market leader.	Marktführer
to fail	20% of businesses fail in their first year.	scheitern, versagen, misslingen
improve	Living standards have improved.	verbessern (sich)
to drop	During recession living standards drop.	fallen, sinken, abnehmen
redundant	It is redundant to say that a giant is tall.	überflüssig, nicht benötigt
to sack sb.	His boss sacked him because he was late.	jmd. feuern, entlassen
loss	The loss of my watch would be really annoying.	Verlust
business agreement	This new business agreement was signed yesterday.	Abkommen, Vertrag (zwischen Unternehmen)
CEO (chief executive officer)	The shareholders appoint a new CEO.	Vorstandsvorsitzender, Geschäftsführer
staff	The staff are happy about the pay rise.	Mitarbeiter, Personal
megacity	The emissions of a megacity with over 10 million people are huge.	Megastadt
underdeveloped	Transport systems and infrastructure are still underdeveloped in Southern Sudan.	unterentwickelt, rückständig

vandalism	These new cameras should protect against vandalism.	Vandalismus, mutwillige Beschädigung
bulletproof	His arguments were bulletproof.	kugelsicher, unerschütterlich
alienate	The comedian made such an offensive joke that the audience was alienated.	(jdn) verstimmen, abschrecken
alienation	The actions against Iran deepen the alienation of Muslims around the world.	Entfremdung, Distanzierung