

Lead-In

(to) associate sth. with sth. (task 1c)	A lot of people now ~ drugs with crime and vice versa.	etwas assoziieren mit etwas, etwas verbinden mit etwas
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Words in Context: Mass Media and Participatory Media

channels of communication (l. 2)	The Internet is to thank for opening channels of ~ around the globe.	Wege der Kommunikation
mass media (l. 3)	It is common for advertisers to use ~ media to reach the largest possible audience.	Massenmedien
print media (l. 8)	More and more people are choosing online editions over conventional ~ media .	Printmedien; Presse
electronic media (l. 11)	E~ media , be it radio, Internet or television, are universally popular across all age groups.	elektronische Medien
publishing house (l. 16)	P~ houses have seen their profits fall thanks to the Internet.	Verlagshaus
broadcasting corporation (BE) = broadcasting networks (AE) (l. 17)	The British Broadcasting Corporation (BBC) is one of the most highly respected b~ corporations in the world.	Sendeanstalt
advertising revenue [ˈrevənju: ☆ -nu:] (l. 19)	Many of the free newspapers you read in the subway are financed through ~ revenue .	Werbeeinnahmen
periodical (l. 20)	It was her ambition to become a journalist and to write for a respected ~.	Fachzeitschrift, Journal
broadcasting time (l. 20)	A TV channel makes a large amount of its money by selling ~ time to advertisers.	Sendezeit
commercial (l. 21)	It is estimated that an average American child sees 20,000 television ~ s a year.	Werbepspot, Werbesendung
sponsor (l. 22)	The football shirt was covered in the logos of the team's many ~ s .	Sponsor, Förderer, Geldgeber
target group [ˈtɑ:ɡɪt ☆ ˈtɑ:rgɪt] (l. 25)	Before running an advertising campaign, the company carefully considers who its ~ group is.	Zielgruppe
mainstream (adj) (l. 28)	= available to the general public	für die breite Masse
digital revolution (l. 29)	= refers to the advancement in technology started by the invention of the microchip	digitale Revolution
media content (l. 30)	= information presented in a variety of possible media formats	Medieninhalte
information sharing (l. 32)	The number of online forums has grown dramatically – and therefore ~ sharing has become more common.	Informationsaustausch

dissemination (l. 32)	The ~ of confidential legal documents led to the prosecution of two journalists.	Verbreitung; Veröffentlichung
broadband Internet access (l. 33)	= high speed Internet access	Breitband-Internet-Zugang
blogging (l. 33)	= updating an online diary with commentary on a specific topic	einen Blog schreiben, Bloggen
tweeting (l. 33)	= making a post on one's Twitter account	Twittern, Twitter benutzen
file sharing (l. 33)	After an explosion of illegal downloading many music companies wish for ~ websites to be blocked.	Datenaustausch
social networking (l. 33)	The rise of ~ networking online has made staying in touch easier than ever before.	Pflege sozialer Kontakte
smartphone (l. 35)	= a mobile phone with advanced capabilities and PC functions	Smartphone
user-generated content (l. 35)	Many websites, such as Wikipedia, have become dependent on ~ content to fill their webpages.	von Benutzern erzeugter Inhalt
participatory media (l. 37)	= interactive platforms such as blogs, podcasts and wikis	partizipatorische Medien; Medien, die man selbst mitgestaltet
empowerment (l. 41)	Working in the munition factory during WWII served as ~ to woman used to staying at home with the children.	Ermächtigung, Befähigung; Mitwirkungsfähigkeit
invasion of privacy (l. 42)	Due to ~ of privacy the photographer was banned from approaching the actress.	Verletzung der Privatsphäre
identity theft (l. 43)	Rather than fall victim to ~ theft , I put all my bank statements though a shredder.	Identitätsdiebstahl; Identitätsbetrug
copyright infringement [ɪn'frɪndʒmənt] (l. 43)	Downloading music without paying for it is illegal and you can be sued for copyright ~ .	Urheberrechtsverletzung
Web 2.0 (l. 44)	= the Internet as an interactive medium from circa 2004 onward	Begriff für das Internet als partizipatorisches Medium
media hype (l. 46)	Prior to the release of a film, PR executives will try to create excitement and ~ hype surrounding the movie.	Medienhype; Medienrummel
media literacy (l. 47)	= ability to make use of various forms of media	Medienkompetenz

A1 The Vanishing Newspaper

sense of mission (l. 3)	The Prime Minister has a ~ of mission about what kind of Britain he wants to create.	hier: Motivation
license (l. 7)	The secret agent was armed and had a ~ to kill.	Lizenz, Erlaubnis

circulation (l. 10)	The ~ of daily newspapers has dropped substantially since the arrival of the Internet.	Auflage
(to) vanish (l. 12)	It was like he had ~ ed into thin air. He was never seen again.	verschwinden
(to) coincide with [ˌkɔɪn'saɪd] (l. 14)	The film's release was timed to ~ with Valentine's Day to make the most money.	zusammentreffen, zusammenfallen
artifact (AE) = artefact (BE) (l. 17)	I walked slowly around the museum admiring the many historical ~ s on display there.	Artefakt; von Menschen gemachter Gegenstand
(to) abandon sth. (l. 22)	I got bored of the gym and ~ ed my New Year's resolution to get fit.	hier: etwas aufgeben; etwas einstellen
(to) rely on sb./sth. (l. 25)	When you are in trouble, you can always ~ on me.	sich auf jdn./etwas verlassen; jdm./etwas vertrauen
(to) end up (l. 26)	'If you don't stop this behaviour, you are going to end ~ in big trouble with the police!'	landen; geraten
stock valuation (l. 28)	Google saw an improvement in its ~ valuation when it launched new products like Google Earth.	Börsennotierung, Börsenbewertung
rapid (l. 29)	We all sensed a ~ change in him when he started his new job.	sehr schnell, rasant
on demand (l. 36)	'He is such a slave driver. He expects us to be available on d ~ 24/7!'	auf Abruf; auf Anfrage

B1 New Genres

decision-making process (task 3 b)	Many factors need to be considered during the ~ -making process .	Entscheidungsprozess
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B2 Making Reality – Faking Reality

(to) fake sth. (title)	His attempts to ~ enthusiasm about the project failed to convince me.	etwas vortäuschen
nagging doubt (introductory text)	After his affair she took him back, but the ~ doubt was always there.	nagender Zweifel
(to) dispel sth. (introductory text)	It is important to address drug issues in schools and ~ myths about their use.	etwas zerstreuen; etwas vertreiben

B3 The Television Tells Us

substitute for sth. (n) (pre-reading task)	Honey can be a good ~ for sugar.	Ersatz für etwas
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C1 The Power of Images

(to) create a desire (introductory text)	The job of advertising is to ~ a desire for a product that wasn't there before.	ein Bedürfnis hervorrufen
(to) plant sth. firmly in sb.'s mind (introductory text)	My father ~ ed a work ethic firmly in my head from a young age.	jdm. etwas eintrichtern

consumption (task 2)	C~ of caffeine late at night can make it difficult to sleep.	Verzehr; Konsum
(to) recommend sth. (task 2)	The expert ~ed a cautious approach.	etwas empfehlen

C2 Fact File

concern (n) (l. 3)	The new budget showed that education was of utmost ~ to the government.	Interesse; Anliegen
striking (adj.) (l. 5)	The actor had ~ blue eyes that seemed to look through you.	auffallend

D1 The Dangers of the Electronic Footprint

prospective (adj) (l. 17)	She smiled and handed out flyers to ~ customers at the trade fair.	potentiell
reputation (l. 19)	'Be careful or you will earn a bad ~ for yourself!'	Ruf, Ansehen
prospect (l. 20)	When I met my fiancé's parents we had dinner and they asked me about my career ~s .	Aussicht, Perspektive, Chance

D2 The Three Stages of Media Literacy

(to) incorporate sth. (l. 1)	Many multi-national companies ~ smaller national businesses.	etwas umfassen
inquiry (AE) = enquiry (BE) [ɪn'kwɪəri ☆ 'ɪnkwəri] (l. 8)	'Thank you for your ~ . One of our advisors will get back to you as soon as possible.'	Erkundigung; Recherche
applicable (l. 20)	I had problems downloading the document because it was not ~ to my software.	anwendbar, verwendbar, gültig

Communicating across Cultures

addressee [ˌædre'siː] (introductory text)	When writing a letter it is best to find out who your ~ is. It can make a poor impression if you do not.	Empfänger, Adressat
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