

Name:

Klasse:

Datum:

Unit 3: A consumer's world

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| enquiry | [ɪn'kwærəri] | Anfrage | She wanted to find out when the train left, so she made an enquiry at the counter. |
| deli | ['deli] | Delikatessen, Feinkost | We bought our sandwiches at the deli. |
| deli counter | ['deli kauntə] | Feinkostabteilung | |
| bakery | ['beɪkəri] | Bäckerei | Can you get some bread from the bakery? |
| toiletries | ['tɔɪlətrɪz] | Toilettenartikel | You'll find the soap and the toothpaste in the toiletries section in aisle 7. |
| chilled | ['tʃɪld] | gekühlt | |
| section | ['sekʃn] | Abteilung, Abschnitt | |
| chilled foods section | [,tʃɪld fu:dz 'sekʃn] | Kühlregal | |
| checkout | ['tʃekəʊt] | Kasse | In most shops, you pay for everything at the checkout. |
| canned | [kænd] | in Dosen, Dosen- | I've got to buy canned tomatoes and corn for our home-made pizza. |
| frozen | ['frəʊzn] | tiefgekühlt, Tiefkühl- | If there's no fresh spinach, you may as well buy frozen spinach. |

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| ice cream | [,aɪs 'kri:m] | (Speise-)Eis | |
| butter | ['bʌtə] | Butter | |
| basket | ['bɑ:skɪt] | Korb | |
| trolley | ['trɒli] | Einkaufswagen | I can't carry everything I want to buy. I need a trolley. |
| flower | ['flaʊə] | Blume | |
| to position | [pə'zɪʃn] | platzieren, (auf)stellen | |
| entrance | ['entrəns] | Eingang | There were lots of people at the entrance waiting to go in. |
| Gotcha! | ['gɒtʃə] | Hab dich! | |
| to call in | [,kɔ:l 'ɪn] | vorbeischaun | |
| egg | [eg] | Ei | |
| weight | [weɪt] | Gewicht | |
| purchase | ['pɜ:tʃəs] | Einkauf | |
| deep | [di:p] | tief | We found room for all our purchases in the big, deep trolley. |
| tempting | ['temptɪŋ] | verlockend | |
| plant | [plɑ:nt] | Pflanze | |
| promotion | [prə'məʊʃn] | Werbeaktion | The promotion of their new brand went really well. |
| though | [ðəʊ] | obwohl, aber, trotzdem | |

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| to wash | [wɒʃ] | waschen | |
| powder | ['paʊdə] | Pulver | |
| bottle | ['bɒtl] | Flasche | He brought a bottle of water with him in case he needed a drink. |
| aisle | [aɪl] | Gang | |
| means <i>p/</i> means | [mi:nz] | Mittel | |
| shelf | [ʃelf] | Regal | We often don't see products placed on high or low shelves. |

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| at eye level | [ət 'aɪ levl] | in Augenhöhe | Customers tend to buy goods positioned at eyelevel. |
| to highlight | ['haɪlaɪt] | hervorheben | Special offers are often highlighted in bright colours. |
| relaxing | [rɪ'læksɪŋ] | beruhigend, entspannend | Many shops play relaxing music to make customers spend more time doing their shopping. |
| soft | [sɒft] | weich, sanft, (<i>Musik:</i>) leise | Soft music in shopping malls creates a pleasant atmosphere. |
| to broadcast | ['brɔ:dka:st] | (<i>im Rundfunk</i>) senden | Walmart always broadcasts information on special offers and new products. |
| desirable | [dɪ'zʌərəbl] | begehrtest | |

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| toothpaste | ['tu:θpeɪst] | Zahncreme | |
| incorrect | [,ɪnkə'rekt] | falsch, unrichtig | 34 plus 14 is 58. – No, that's incorrect. The right answer is 48. |
| on sale | [ɒn 'seɪl] | im Angebot | These shoes are on sale. You'll save a lot of money if you buy them now. |
| to reduce | [rɪ'dju:s] | reduzieren, verringern | Okay, I'm willing to reduce the price for you. I can give you 10% off. |

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| retailing | ['ri:teɪlɪŋ] | Einzelhandel |
| consultant | [kən'sʌltənt] | BeraterIn |
| economist | [ɪ'kɒnəmɪst] | VolkswirtIn, WirtschaftswissenschaftlerIn |
| association | [ə,səʊsi'eɪʃn] | Verband, Vereinigung |

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| | | | |
|------------------------------|-----------------------|--|---|
| sceptical | ['skeptɪkl] | skeptisch | |
| retailer | ['ri:teɪlə] | EinzelhändlerIn | A retailer sells goods directly to customers for their own use. |
| in any case | [ɪn 'eni keɪs] | auf jeden Fall | |
| psychology | [saɪ'kɒlədʒi] | Psychologie | |
| simple | ['sɪmpl] | einfach | If you work harder, you'll earn more money. It's as simple as that. |
| to break in | [,breɪk 'ɪn] | unterbrechen | |
| Go ahead. | [,gəʊ ə'hed] | Bitte, nur zu. | May I interrupt you and add something? – Of course, go ahead! |
| to exaggerate | [ɪg'zædʒəreɪt] | übertreiben | |
| to deliver | [dɪ'lɪvə] | liefern | If you have too much shopping to carry, the store will deliver it to your house. |
| psychological | [saɪkə'lɒdʒɪkl] | psychologisch | |
| study | ['stʌdi] | Untersuchung, Studie | The study showed that customers tended to spend more money in shops with a relaxing atmosphere. |
| to go out of business | [gəʊ ,aʊt əv 'bɪznəs] | das Geschäft aufgeben (müssen), in Konkurs gehen | If nobody comes to my shop, it will go out of business. |
| to miss the point | [,mɪs ðə 'pɔɪnt] | das Thema verfehlen, das Wesentliche nicht begreifen | |
| to begin with | [tə bɪ'gɪn wɪð] | zunächst einmal | |
| the same goes for | [ðə seɪm 'gəʊz fə] | dasselbe gilt für | |
| budget airline | ['bʌdʒɪt eəlaɪn] | Billigfluglinie | |
| Come off it! | [,kʌm 'ɒf ɪt] | Hör bloß auf! | |

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| van convenient | [væn] [kən'vi:niənt] | Lieferwagen praktisch, bequem | My local shop is very convenient because it's so close to my house. |
| to go bust because of | [gəʊ 'bʌst] [bi'kɒz əv] | pleite gehen wegen | |
| red herring | [,red 'herɪŋ] | falsche Spur, Ablenkungsmanöver | He looks tired because of all the overtime he's been working lately. |
| frankly to run (a business) | ['fræŋkli] [rʌn] | offen gesagt (ein Geschäft) führen | |

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| bankrupt distinction fixed shopping hours | ['bæŋkrʌpt] [di'stɪŋkʃn] [fɪkst] ['ʃɒpɪŋ aʊəz] | bankrott Unterscheidung fest, starr Geschäftsöffnungszeiten | I can buy products on the Internet any time I want. There are no fixed shopping hours. The big supermarkets in the UK are open round the clock. They never close. |
| round the clock | [,raʊnd ðə 'klɒk] | rund um die Uhr | |
| urban apart from Christmas Day | ['ɜ:bən] [ə'pɑ:t frəm] [,krɪsməs 'deɪ] | städtisch, Stadt-, urban außer, abgesehen von Christtag (erster Weihnachtsfeiertag) | Ostern |
| Easter | ['i:stə] | | |

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| accurate electronics hypermarket | ['ækjərət] [ɪ,lek'trɒnɪks] ['haɪpəmə:kɪt] | genau Elektronik Großmarkt(zentrum) | If you can't get everything you need at the local supermarket, go to the hypermarket outside town. They sell a wide range of products. My mother's a shopaholic. She loves going shopping and enjoys spending lots of money. |
| shopaholic | [,ʃɒpə'hɒlɪk] | Einkaufssüchtige/r | |
| midnight | ['mɪdnɑɪt] | Mitternacht | |

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| to wonder actually | ['wʌndə] ['æktʃuəli] | sich fragen wirklich, eigentlich | She says she's eighteen, but actually she's twenty. |
| crowded | ['kraʊdɪd] | überfüllt, voll(gestopft) | In the evenings, the local supermarket is always crowded with lots of people. |

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| juice | [dʒu:s] | Saft | Water's a bit boring. Would you like some juice to drink instead? |
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| possibility debate weekly | [,pɒsə'bɪləti] [di'beɪt] ['wi:kli] | Möglichkeit Debatte wöchentlich |
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| calculation | [ˌkælkjuˈleɪʃn] | Rechnung, Berechnung | <p>The duration of many TV advertisements is less than 30 seconds.</p> <p>If you want the products delivered to your home, you'll have to pay an extra fee.</p> <p>You should read the terms and conditions carefully before you sign the contract.</p> |
| duration | [djuˈreɪʃn] | Dauer | |
| fee | [fi:] | Gebühr | |
| terms and conditions (pl) | [ˌtɜ:mz ənd kən'dɪʃnz] | (Allgemeine) Geschäftsbedingungen | |
| particular | [pə'tɪkjələ] | bestimmt, besonders, speziell | |
| to take off | [ˌteɪk 'ɒf] | ausziehen (<i>Kleidung</i>) | |
| to work out | [ˌwɜ:k 'aʊt] | bestimmen, ausrechnen, erarbeiten | |
| to fit sth | [fɪt] | zu etw passen | |
| original | [ə'ɒrɪdʒənl] | ursprünglich | |
| to charge | [tʃɑ:dʒ] | (<i>Preis</i>) verlangen, berechnen, in Rechnung stellen | |
| recording | [rɪ'kɔ:dɪŋ] | Aufnahme | |
| net | [net] | netto, Netto- | |
| total | ['təʊtl] | Summe, Gesamtbetrag | |
| value added tax (VAT) | [ˌvælju: 'ædɪd tæks] | Mehrwertsteuer, Umsatzsteuer | |
| to go down | [ˌgəʊ 'daʊn] | fallen, sinken | |
| drop | [drɒp] | Rückgang | |
| correspondence | [ˌkɒrə'spɒndəns] | Korrespondenz, Briefwechsel | |
| decimal | ['desɪml] | Dezimalzahl | |
| to divide up | [dɪ'vaɪd ʌp] | unterteilen | |

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| to jumble sth | ['dʒʌmbəl] | etw durcheinanderbringen |
| pleasure | ['pleɪʒə] | Vergnügen |
| bulk order | ['bʌlk ɔ:də] | Großbestellung |
| occasion | [ə'keɪʒn] | Anlass, Gelegenheit |

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| delivery problems | [dɪlɪvəri 'prɒbləmz] | Lieferschwierigkeiten | <p>You can see all our new products on display.</p> <p>I never buy clothes from mail-order firms. I prefer shops where I can try them on first.</p> <p>My new laptop has a 4-year guarantee.</p> |
| display | [dɪ'spleɪ] | Auslage, Display | |
| mail-order firm | [meɪl ɔ:də 'fɜ:m] | Versandunternehmen | |
| guarantee | [ˌgærən'ti:] | Garantie | |