

**Deutsch 301 • Herbstsemester 2013  
Sitzung Nr. 04 • 10.10. Do • Tagesordnung**

Vorige Sitzung: Vokabeln

kleines Momentchen! - just a sec /moment!	jetzig - current, present	heutig - relating to today
gestrig - relating to yesterday	morgig - relating to tomorrow	Eigentumswohnung - condominium
mieten - rent (from someone)	vermieten - rent (to someone)	die Miete - rent (the payment)
remember - sich erinnern (systematic); denken an - casual	vergessen - forget; not remember	Ich habe vergessen, auf die Uhr zu achten. = I forgot to check the time.
Gespräch - conversation	Rede - speech	Vortrag - presentation, lecture (also Vorlesung)
die Klasse - class (group of students)	der Kurs - class (course)	die Klassenstunde - class (individual meeting)
die Note - grade (mark)	das Schuljahr - grade (year in school)	Nachbarschaft - neighborhood
in der Nähe von - in the neighborhood of; near to	Kies - home neighborhood, 'hood	Viertel - part of town, district
Gebiet- region	Gegend - area, region	Bezirk - district of town, surrounding district
Aussenbezirk - outskirts, suburbs	Vorort - suburb	Aufenthalt - stay (period of residence)
Gewinn - profit	Verlust - loss (business)	brutto / netto - gross / net
Großhandel - wholesale	Einzelhandel - retail	schon mal da gewesen - been there, done that

Unterlagen u. Grafiken [Zahlen in () beziehen sich auf meine Datenbanksammlung]

Kursbeschreibung

Fischer-Richardson, German Reference Grammar

Nees, Greg. "Germany: Unraveling and Enigma" (Amazon site and preview of chapter 1)

Schlüsselwort/begriff des Tages / der Woche

Sprachkompetenzen u. Sprachstudium, verwandter Hintergrund • language proficiency and background

Kenntnisse - knowledge	mündlich - oral	schriftlich - writing (in writing)
Hörverständnis - listening comprehension	sich ausdrücken - express oneself	sich verständigen - make oneself understood

versuchen - attempt	zum Teil - partially	fließend - fluent(ly)
Schwierigkeit - difficulty	einfach - simple/ simply	Gespräch - conversation
Wortschatz - vocabulary (collectively)	Vokabeln - vocabulary words	klar - clear(ly)

### Schwerpunkte (Zeichenerklärung)

- SmallTalk: Der Professor reist noch heute nach Ashland – 1) Unsere Pläne für das Wochenende; 2) ob wir die verschiedenen Oregon-Gebiet kennen
- Weiter zur Schulung und Ausbildung: Lieblingsfächer in der Schule, gehasste Fächer; erste Arbeitserfahrungen; jetzige Arbeit
- Leseübung: ein "ich über mich" Text – der Lebenslauf von Ralf B. Aufzeichnung von relevanten Vokabeln. Das alles als Vorbereitung auf eine spätere Aufgabe: Ihr Lebenslauf
- Debriefing: targeting the right level (cont'd.); checks of generic Advanced vocabulary vs. "business" vocabulary – business / legal vocabulary – list); negotiating meaning: exemption (income tax - Einkommensteuer; the form: Steuerrechnung); fringe benefits; utilities (apartment)
- Vielleicht: weiter über SpeakEasy (Firmenwebsite; Konferenz-Vortrag) - unsere Rohstoffe, unser Geld
- Hörverständnisübung: Nachrichtenbericht (g00082): Ein großer Unternehmer ist tot
- Noch ein "ich über mich" Text, ziemlich informell: "LordMason" (und in der Computerübersetzung); Stärken und Schwächen von Übersetzungsanwendungen. Das alles als Vorbereitung auf eine spätere Aufgabe: Ihr Lebenslauf
- Wiederholung / Fortsetzung von Sitzung 3: Ihre praktischen Kenntnisse; Ihre Geschäftserfahrung(en); Zeitangaben (wann, wie lange; vor/nach; -lang;"for"; schon / noch). Bitte versuchen Sie, Gebrauch von den verschiedenen deutschen Lebensläufen (s. oben) zu machen!
- Übung (Fortsetzung): Wie werden Sie Nees, Greg. "Germany: Unraveling and Enigma (Amazon; Powells) bekommen/ bestellen/ kaufen/ lesen? Als Buch? E-Datei? selber bestellen oder als Gruppenbestellung?
- Vielleicht: Wie bedient man den Computer / das Handy / die Tablette? (dabei: die AATG "STEM+German" Unterstützung und die Fremdsprachenlehrerkonferenz in Ashland
- Wrap up: assignments for the week and preparation for next meeting - see below

### Aufgabe(n)

- Wenn noch nicht erledigt: Bitte SOFORT eine Email an mich richten, wo Sie Ihre bevorzugte Email-adresse angeben.
- Due Tuesday (8 October): Read the course description and write, in English, a reflection about: 1) how the course fits into your larger PAST study of German; 2) how it fits into what you want from your study of German. Keep it to 1 page (250 words). Your reading and reflection will be the basis of class discussion of those topics, in German, on Tuesday, as preparation for when you compose your own career statement and résumé in German.
- Read online the first chapter of Nees, Greg. "Germany: Unraveling and Enigma", and be prepared Tuesday to tell (in German) how you want to obtain the book: get the print version on your own, join others in a group order of the print version, or use the Kindle version.
- Due today (10 October): Read the "Ich über mich" statements by the students from Irkutsk who are participating in the TU Dresden course where they learn about German culture and ways of thinking. Note vocabulary that you can use in your upcoming personal statement. Translate into English either Oksana Zwira's or Irina Anziferowa's statement. This document

# What is Speakeasy®

Speakeasy® is a student run company based in the Portland State University Department of Foreign Languages and Literatures. It is managed by the students in "German/French for Professional and Business Use". This course is offered at three different levels, 320, 415, and 515. We produce multilingual, environmentally friendly products that foster a global awareness.



Students/Coworkers hard at work

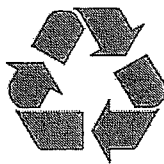
Speakeasy® was founded in spring of 2001 as a developer of materials for learning and using languages. Students are completely immersed in the target language and learn by interacting in a mock business atmosphere. Students write application letters, personal profiles, business reports, and submit budding ideas all in the target language.



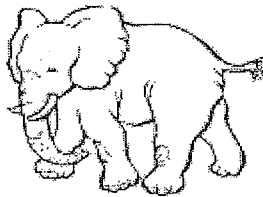
Speakeasy coworkers/ Business German students

# Environmentally friendly

Our cards are made from paper created from elephant byproducts. This unusual paper is 100 percent environmentally friendly and organic. It is made out of 75 percent elephant dung and the 25 percent post consumer waste. The elephant "poo" paper is also 100 percent bacteria free and recyclable.



Elephants are herbivores, and spend up to 16 hours a day eating plants. An adult elephant creates about 500 pounds of waste a day which makes roughly 115 sheets of paper. Elephant waste is very fibrous; this fibrous matter is the first stage of paper making.



## Our Goals

Our goals are to promote language learning, to enable the course and the business to support itself indefinitely from its own profits, and maybe to have enough left over to support some scholarships.

# Speakeasy® Profits


The revenue from our sales goes towards the production of other environmentally friendly multilingual products and towards the advancements of our language courses. The profits we make are put into a fund managed by the Portland State chapter of Phi Sigma Iota, the national language honor society. The funds are then used to support scholarships for outstanding language students and where necessary to pay teaching assistants and supervise parts of the course, especially when a new language is added.



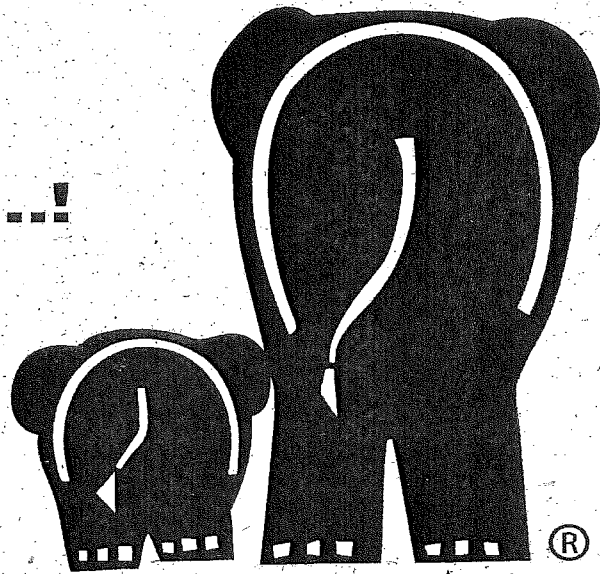
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**Poo  
Happens...!**



**Mr. Ellie Pooh**

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Business creation in Germany

## A slow climb

BERLIN

A vigorous start-up scene has yet to produce its first big breakthrough

“ALL of the entrepreneurial spirits left here 200, 300 years ago,” jokes Maxim Nohroudi in his Berlin office. That is obviously not quite true. He met his business partner at Düsseldorf airport in 2010, their flight grounded by the eruption of Iceland’s Eyjafjallajökull volcano. If only there were an app to compare their options to get back to Berlin by schedule, price and time required, they thought. Now there is: Waymate, which quickly compares both inter-city and intra-city means of travel. To make money, Waymate plans to sell adverts aimed at people based on their location. Eventually the app will allow data to travel two ways, so that users can tell each other when a bus is stuck in traffic.

Waymate is one of many start-ups in Berlin. Conferences about them are an almost-daily event. One bank has said that a new start-up is founded every 20 hours, making Berlin a standout among the world’s “tech clusters”.

But standing before Germany’s newly minted entrepreneurs is a series of hurdles that have so far kept them from getting bigger and changing the world. The last German tech start-up to become a global star is SAP—founded in 1972. German firms, both the biggest ones and the much-lauded, family-owned *Mittelstand*, are innovative themselves. But founders dream of German Googles, and the government is keen to encourage them. The barriers are coming down. Unlike the Berlin Wall, however,

they will not tumble quickly.

One problem is that popular attitudes towards entrepreneurship are lukewarm (see chart, next page). Just under 50% of Germans polled by the Global Entrepreneurship Monitor (GEM) agreed that starting a business was an attractive idea. Compare that with attitudes in Germany’s neighbours: 65% in France, 68% in Poland and 79% in the Netherlands had positive views. Germans are no more begrudging of success than the others. The problem seems to be that few start-ups achieve it.

Lack of finance is a big reason. Small companies need angel investors and venture capital to survive and grow. But these sources of capital are puny in Germany. Deutsche Bank reckons that there are as many venture-capital investments in Germany as in America (11-12 per million inhabitants). But the average investment in Germany is just €780,000 (\$1m), compared with €6m in America. Lars Hinrichs, founder of Xing, a social network for entrepreneurs (and a growing public company), says that a big reason is that successful entrepreneurs do not become investors themselves, as they do in Silicon Valley.

German venture capitalists are cautious. Rather than bet on many companies in the hope that one will grow explosively, they invest more selectively and expect a high proportion to break even within 18 months. Germany’s banks—the local savings banks and co-operatives that fund

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many traditional companies—are hesitant to lend to untested digital entrepreneurs.

Fear of failure is another dampener. It would deter 42% of Germans from starting a company, GEM’s polling finds. That is far behind Japan’s 53%, but well ahead of the 32% in the United States, where having flopped a few times is a point of pride. Mr Nohroudi says “there’s no one [in Germany] asking ‘what did you learn?’” Instead, when his first company was shuttered, friends urged him to go back to the comfortable university job he had held.

Optimists say nearly all of this is changing. University graduates now consider start-ups a legitimate career option. More venture capital flowed into Berlin than into London in the last quarter. American funds are especially keen. Xing’s Mr Hinrichs has been named to the supervisory board of Deutsche Telekom, the first fledgling founder to take such a role in traditional corporate Germany. One big initial public offering (IPO) could bring a charge of excitement to the capital markets.

Patrick Bunk, founder of Übermetrics, which helps big companies make sense of the thousands of articles and social-media posts written about them, points to several signs that Berlin’s time has come. The city’s five universities churn out talent, though many graduates are shocked by the long hours they are expected to work at a start-up. (Gründerszene, a website, jokes that “anyone who wants to leave at 6pm will be asked if he’s taking a lunch break.”) Fortunately for founders, workers are relatively cheap. Berlin’s cool reputation attracts young people from across Europe and beyond. The city’s low costs (relative to those of London, Europe’s tech capital) allow early funding to stretch much further in paying rents and salaries.

Germany’s government tries to help. Ifw, the federal development bank, lends ▶▶

► matches can make “heart-gripping, heart-pounding entertainment”. (He is standing for president of the English Chess Federation on October 12th.) He plans more competitions in big cities beyond Russia and eastern Europe, where many now take place. In March he launched ChessCasting, a web application that offers statistics and commentary on big events as well as discussion boards for amateur pundits. He talks of reporting competitors’ sweating, eye movement and heart rate.

Chess needs deep-pocketed backers to complete this transformation. Mr Paulson thinks firms will want to associate with a game that is “clean, pure and meritocratic”. But he has not yet announced any big new sponsors. “One mistake has been assuming it would be easier,” he says. A cartwheeling world champion might help. ■

### Road safety

## Circling the globe

### Roundabouts have turned a corner

**F**IVE new roundabouts are dismaying residents of Tennant Creek, an Australian town. “Too big, too high, and no consultation,” complains Darrin Whately, a businessman, who says several motorists have already collided with them. He accuses the council of installing them “for their own sake”. They “look like albino teddy bears’ backsides”, thunders the local newspaper.

For a century Britain’s many roundabouts have flummoxed foreign drivers. These days they are as likely to be found overseas. Australia boasts 8,000 of them; France has 30,000. Nevada built America’s first in 1990; today there are 3,000, and every state has one. Israel and Hong Kong are keen, as is Jordan. Amman, the country’s capital, has so many they are numbered and residents give addresses by reference to the nearest.

Roundabouts are not as cheap as they look. Some cost over \$2m to build. But they are less expensive to run than traffic lights, which can cost \$100,000 a year to power and maintain. They cut congestion because they do not require drivers to stop completely—that makes them greener, too. Their biggest benefit is safety. American authorities say swapping crossroads for roundabouts cuts deaths by 90% and crashes by a third.

They drive some people round the bend. Signs and public-service announcements have taught Americans how to negotiate their new rotaries. That is not the case in some poor countries. Motorists in Baghdad sometimes circle them in both directions. In parts of Italy drivers expect cars already on the junc-

### Finding the missing

## Dead link

### Tracing missing people is a grim task, belatedly gaining new oomph

**I**N THE wreckage of Nairobi’s Westgate shopping centre the remains of dozens of victims of last month’s terrorist attack await identification. In some cases the damage is so bad that conventional means—faces, fingerprints, teeth—may be of little use. But thanks to Interpol the Kenyan authorities are getting help from an unexpected quarter: a Bosnia-based organisation which uses DNA testing to trace

victims of the Yugoslav wars.

The International Commission on Missing Persons (ICMP) sounds grand but has just 150 people and a core budget of under €7m (\$9.5m) a year. Zlatan Bajunovic, whom it has sent to Nairobi, lives close to Srebrenica, where 8,000 Bosniaks were killed in 1995. Their killers dug up and moved bodies from the original mass graves. Many corpses disintegrated.

Thanks to him and his colleagues most of those remains have been identified. Of the 40,000 people who went missing in the wake of the Balkan wars of the 1990s, 70% have been found. The ICMP has helped identify two-thirds of those. Families register their DNA and then look on the ICMP website to see if it matches the remains which have been found. Testing kits, of the kind Mr Bajunovic has taken to Nairobi, are cheap, quick and effective.

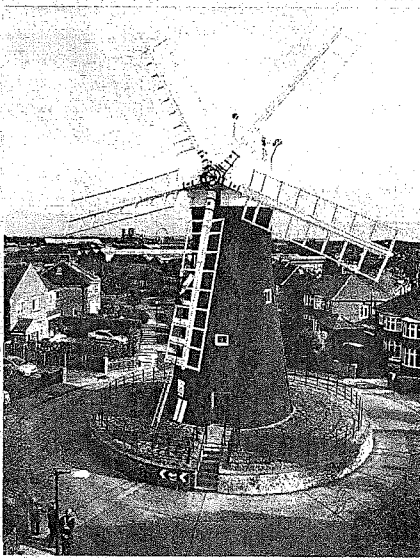
Now the ICMP is looking for new work. Though other outfits—in Argentina and South Africa, among other places—do similar jobs, its labs in Sarajevo are the biggest of their kind and its technology is the most advanced. It has already helped identify victims of the Indian Ocean tsunami, Hurricane Katrina and a devastating typhoon in the Philippines in 2008.

It could do more. Up to 1m people are missing in Iraq, 10,000 in Libya, 50,000 in Syria. Hundreds of thousands remain untraced from the Rwandan genocide of 1994. After years of war, even estimating numbers of missing people in the Democratic Republic of Congo is hard. The migrants whose corpses wash up on the Italian island of Lampedusa are buried in anonymous graves. In all these cases DNA, if taken and traced, could restore names to the dead and put an end to miserable uncertainty for their families.

But the ICMP needs more clout. It has neither the authority of a big organisation like Amnesty International, nor the standing enshrined in international law of the Red Cross. It is not part of the UN system. Its biggest political backer was Bill Clinton; later American administrations have been less keen. There are many multilateral bodies. Who needs another?

Now moves are afoot to boost the ICMP’s status. It has already signed a deal with the International Organisation for Migration to begin finding those missing as a result of migration and trafficking. It plans to move its headquarters to the Netherlands, where the government is offering diplomatic immunities and privileges (the labs will stay in Sarajevo). The mayor of The Hague may offer an office and some cash. Britain has promised diplomatic support. Germany is mulling over help too.

The result would be what its director, Kathryn Bomberger, calls a “birth certificate” for the ICMP. For the unknown victims of beastliness and disaster, it would mean more accurate death certificates. ■



Wheels within wheels

tion to give way to those joining it. Nor are the safety benefits shared with all road users. Researchers at Hasselt University in Belgium say that cyclists are 41% more likely to die at a roundabout than at a crossroads. They have been known to swallow pedestrians. In Britain the body of a man who collapsed while crossing one lay undiscovered for 11 days.

Yet innovation approaches, says John Hourdos, an engineer at Minnesota University. So-called “Dutch” roundabouts, tested in the Netherlands, keep cars and bikes far apart. London will probably get its first in 2014. Once a pioneer of the circular junction, Britain now buys from abroad.