

Scorer WBT Date Sept 31 Jan 10 Total Score 5,9 Grade A+ 0777e-1

### Scoring Guide for Project K 11: "Einkaufen u. Geschenke • Shopping & Gifts"

Rule of thumb for complete: vocab list items mostly NOT from core. Clearly used – not just visited - a specialized website in German. German note is 75+ words, in simple sentences without major distortion throughout. Friend could get around a German website using the advice provided.

	on time? (10%)	Misc. (support kit, etc.) (10%)	Vocab for WWW (10%) & for gift (10%)	explore WWW (10%)	Write a note (40%)	Explain WWW use (10%)
6	turned in within one week after assigned	Twice goes beyond the major parts of the assignment (rich comments about a site, asks a substantive question, etc) Includes rich & relevant WWW printouts or similar showing use of language.	German terms are ambitiously chosen (Umsatzsteuer), cover a wide range (computer management, business terms, shipping), and are very accurately reproduced. All English meanings correct (though do not have to be the specific technical term).	Both required sites: lists several items offered at each. Own sites: two or more kinds of site (another like Quelle, own specialized kind, etc.); either more than 3 sites or 3 sites richly described.	Has salutation, closing and 6 of the 6 specified parts (or 5 of them and some new and relevant part). 150 mostly simple words, or 100 words including many that go beyond core vocabulary. Some sentences have 8 or more words and consist of 4 or more syntactic units (Ich habe das Geschenk im Internet gefunden.) "Steals" many words from Stage 1 research. Likely uses past tense in habe-ge- form (allow moderate distortion). Articles show gender; pronouns show case (both can show errors). <i>but w/ the error</i>	Walks the monolingual learner through the whole process of on-line shopping: where to go, generic website navigation, and specialized terms and procedures for shopping as a specific activity. Rich citation of German terms: attention to cultural content.
5	within 2 weeks	Nearer 6 than 4	Nearer 6 than 4	Nearer 6 than 4	Nearer 6 than 4	Nearer 6 than 4
4	2 weeks	Once goes beyond. Includes some... <i>extra comment on this one</i>	Several words are from core vocabulary (suchen) or are near-exact cognates (Netz-Surfer). Draws words from 2 or more areas (see above). Only a few transcription errors. Max one clear error of meaning.	Both mandatory sites, briefly but accurately itemized. 3 specialized sites, or 2 such and 1 of another kind (Quelle-type, etc.)	Has salutation or closing. Handles well 4 of the specified parts, or all of them sketchily (or equivalent combination). 100 mostly simple words, or 75 words including some that go beyond core vocabulary. Some sentences have 6 or more words (3 syntactical units). Steals some words from Stage 1 research. Past tense, if needed, is attempted but flawed (Ich *gefunde). Some article gender and attempt at pronoun case.	Gives the essential information about where to go, navigation, and basic shopping, if only as a bilingual list. Information is not clearly sequenced, in terms of steps to follow or regions of typical screen, but it must be structured (A-Z, etc.)
3	within 3 weeks.	Nearer 4 than 2	Nearer 4 than 2	Nearer 4 than 2	Nearer 4 than 2	Nearer 4 than 2
2	within 4 weeks	support materials sparse and apparently chosen without much thought	Words drawn from just one area (see 6), apparently all from one web page. Easy terms predominate. Several transcription errors and incorrect meanings.	One mandatory site. 2 individualized sites. Gives the 3 types of info for each site.	No salutation or closing. Skips several parts; handles the others sketchily, mostly by using language from earlier contexts (if that is severely distorted, assign score of 1). Sentences of fewer than 6 words. Steals a word or two. Lives on sein and haben.	Bilingual list, minimum 10 terms, without apparent organization.
1	within 5 weeks.	1 shabby piece of support				

19 Jan

# First-year German Project: "Einkaufen – Geschenke" • "Shopping & Gifts"

**Description:** Learn how to shop on German-language internet site, and then find a gift for that "special person."

**Level:** Context 11

**Time:** 4-5 hours over 2 weeks; additional 30 minutes to 1 hour for revisions. Some of this is web-surfing, NOT work!!

**Due:** Two weeks from start of assignment (earlier is better, so we can help you promptly, and also because you will score higher on the "on-time" factor). Any revisions are due one week before the final deadline.

## Objectives

- 1) learn shopping terminology above the minimal survival level ("gift ideas," "toys," instead of just "How to buy a gift")
- 2) develop skills and vocabulary for describing everyday objects using language closely specific to a given object; use this language when using the target language;
- 4) acquire skill of "stealing": plugging own terms into framework provided by others, or plugging someone else's terms into your own framework;
- 5) begin to internalize (feel, not consciously convert) currency (Euro) and other "foreign" quantities (clothing sizes);

## Summary of activities

- 1) explore on-line major German department store and a range of specialized shopping sites;
  - 3) select a gift to give that "special someone", even if only "let's pretend;"
  - 3) compile two vocabulary lists: a) useful on-line shopping terms; b) "juicy" words for describing that special someone;
  - 5) in German, write a friendly note accompanying the gift you are sending to that special person (see details below under "Procedure").
- money?), telling how internet shopping can be done with German-language sites (see details below under "Procedure").

## Procedure

On steps 1-3 above ("Summary of Activities"), as you go along take notes about the specialized vocabulary of shopping in general, and the precise terms that are useful for describing something you particularly care

"Cruszkarte") that can serve as models for the messages you will be writing.

- 1) On the internet, go to the home page of "Quelle," the big German department store chain. The link is on the web page for this assignment, along with others for it. Spend about an hour exploring the Quelle site. This can easily be the main source of your specialized shopping vocabulary list. It may also provide the special gift from which you draw your list of specific terms that can be used to describe the gift. See worksheet for specific words and general kinds of words to look for. Try to learn what words mean by looking at pictures and reading descriptions in German. This is a good way to learn the words in their original version. That way you will learn the words more deeply. And besides, many modern words, especially those for popular commercial items, may not yet be in dictionaries.

assignment. Note: Some of the sites include content (leather goods, hunting items, lingerie) that may be objectionable to some web-surfers. You will be able to tell that from the name and description of the site. If you have any questions, please contact me. Good luck!

- 3) On your own now, find at least one German-language shopping site that carries gifts that you are interested in. Write down the German word for some special interest (examples: "Schach" [chess], "Krawatten" [neckties], "Motorrad" [motorcycle]).

"Mozart" or "Hip-Hop." You can also search on the generic names of specific items, such as, "Daunendecke," the word for those cozy soft down quilts they have.

- 4) Use the worksheet to construct your specialized vocabulary lists and to list the websites which you visited and found useful, other than the "Quelle" site.
- 5) Draft the German message that will go along with your gift (see advice below, "What to put in your gift note").
- 6) Compose your English message that tells about shopping on the internet in German. A reader who knows no German should be able, from the message, to repeat the major features of your experience.
- 7) Turn in your German and English messages and support materials.

### Results, including things to hand in

- 1) 2 specialized vocabulary lists, one about internet shopping, one about your dream gift (10+ items each) ✓
- 2) specialized list of web sites, consisting of those you visited from the list of suggestions we provided, and those you found on your own (see worksheet) ✓
- 3) letter in German about the gift you are presenting (1/2 to 1 page); ✓
- 4) one-page note in English (single-spaced) that can serve as a basic "manual" for someone who knows no German but wants to explore on-line German-language shopping facilities;
- 5) kit of support materials (probably website printouts) that: a) help give a picture of the special gift, and b) help someone explore on-line German-language shopping facilities;
- 6) (from the project as a whole: more support for your hoped-for trip to a German-speaking country).

### What to put in your gift note

A special gift deserves a special note to accompany it. Aside from the obvious ("Here is a gift for you..."), we include many or all of the following kinds of content, and perhaps some other things as well:

- 1) a reason for making the gift ("You're 21 now, so...");
- 2) a detailed description of the gift, even if it's obvious what it is, so that it will be clear how appropriate the gift is ("It's so useful, and just the right color for your kitchen!");
- 3) something special about the people involved, to show how appropriate the gift is ("I remembered how much you hate chopping onions by hand!");
- 4) something to show that coming up with the idea took some special thought, or that shopping for the gift was something more than a fast trip to the supermarket ("I knew you were taking a language course, so I wondered whether I could find spice containers with the words for the contents in various languages");
- 5) reference to how much, and maybe just how, the recipient will use and treasure the gift ("Now you can really enjoy baking those special holiday cookies. I get the first one.");

**Note:** Some of you love to attempt language at a very high level. That's OK in general, but be aware that what you write may be strong on vocabulary but very weak in its resemblance to actual German. Be sure you use the resources that have been presented in the current Kontexte: the vocabulary, the sentence patterns, the specific structures. The projects do not ask you to do anything that requires language beyond the current resources and the special resources you are asked to develop for the project. Be especially careful of writing (or just thinking) your messages in English and then attempting to translate them. Also, although you are encouraged to "steal" language from your shopping resources, using an on-line translator to convert your message from English to German is prohibited. The same goes for having German speakers you know "help" you write a high-level message in German. The language you write must be what you can produce yourself.

### Resources (other than basic textbook materials and all-purpose dictionary)

German-language WWW sites (or equivalent in print, if you can find them, for example from ads in a German-language newspaper or magazine). In reality, anyone shopping for specialized German-language gifts would almost certainly use the internet to find information and carry out transactions, so that's an essential part of this project. To help you develop your language, look for sites that offer rich descriptive information rather than just brief headlines and lists. Sites with good visual materials will help you understand the language.

### Need help with a gift idea?

Think Christmas stuff (toys, cookies); special foods and beverages; goose-down comforters; lederhosen and alpine hats; folk music and classical music; heritage items (pictures of the ancestral town, etc.); cutlery.

Name \_\_\_\_\_

### Worksheet for Project K11 "Einkaufen u. Geschenke • Shopping & Gifts"

List here 2 of the suggested websites that you visited, other than "Quelle". Add the indicated information.

I not your fault

www-address (PLEASE PRINT CLEARLY)	short description	what they sell / example of product
Karstadt.de (Didn't realize this was the new Quelle!) Sorry.	Looks similar to a store like Target. Sell a diverse array of products.	A diverse selection from Basketball shoes to Computers.
Bavarian-Superstore.de Used the German version!	Sells a selection of stereotypical Bavarian items.	Beer mugs also, clothing, Lederhosen literally means "leather britches" New info from there.

List here 3 other German-language shopping websites that you found on your own. Add the indicated information.

www-address (PLEASE PRINT CLEARLY)	short description	what they sell / example of product
geschenk-finder.de (Had many links to other shopping sites).	Website that has gift ideas for people in your life.	Jewelry for women Electronics for men.
Christ.de	A jewelry website. Also has description of company's past.	Watches. (\$) Designer. Jewelry. (\$) Looks high end stuff. popular in Germany.
Beko-bbl.de (Bundesliga Basketball)	A shop of the German Basketball League. Interesting to see how their league is.	Basketball shoes, jerseys. Team merchandise. The league's fans often make themselves as Americans.
Digitalud.de	A selection of DVDs and BluRays. Some American and some German.	DVDs. Mostly American. I expected more domestic stuff but it was absent. Will write on this.



Name \_\_\_\_\_

**Worksheet for Project K11 "Einkaufen u. Geschenke • Shopping & Gifts"**

Note about searching for vocabulary: Expect to find most of your words right on the websites, and in some cases to have to understand them by context rather than looking them up in a dictionary or using the English version of a website. There are two reasons: 1) some of the words that are most useful may well not be in your dictionary; 2) words can have multiple meanings, and meanings change over time and space – your dictionary may not give the right word.

Extra 2  
Gewinn-Profit  
Kunden:Customer

List here 10 or more words that can help someone around in a variety of German-language shopping websites. Don't use core words from the course, such as "sehen" or "Deutschland." Aim for a balance of nouns ("catalog"), verbs ("click") and other words ("top left"). For the three words listed in English, find their German equivalents on the German-language websites.

German	English	German	English
Warenkorb	shopping basket (on a website)	Rückgaberecht	Right to return
Schleuderware	bargain basement	Fachgeschäft	Specialized dealer
Einkaufszentrum	to shop / shopping (NOT "shop/ store/ business" [building])	Sendung	Parcel
Geschenke	Gift	Sicher	Secure
Internet	Internet	Ansprache	address - phone
Armbanduhr	Watch	Hoffen	to hope
Silber	Silver	Preisgarantie	Price guarantee

*Handschrift = written*

After you find your dream gift, list here 10 or more words that can be useful in describing it so precisely that the gift would not fail to fit that special someone, and that the note related to it would have the appropriate pizzazz.

German	English	German	English
Armbanduhr	Watch	Mittelstück	Centerpiece
Silber	Silver	Leder	Leather
Mechaniker	Mechanic	Handgelesen	Wrist
Königskrone	Royal Crown	In Deutschland hergestellt	Made in Germany
Designartikel	Designer Item	Personalisiert	Personalized
Schmuck	Jewels	Qualitätsarbeit	High Quality
Römische Ziffern	Roman Numerals	Machen	Made (to make)
Außen	Outside	bedienen	To use

Sie sind (to strangers)  
Du bist (to relatives/friends)

Some of your handwriting  
(like mine!) is so indistinct  
that I can't be sure about  
possible mistakes 0777e-b

Guten tag Vater,

Ihre bist mein Vater und ich liebe dich.  
In diesem Jahr, ich habe ein Geschenke für dich.  
Mein Preis für die Geschenke war  
\$50 bis \$100. Aber, ich fand ein wunderbar  
Geschenke für dich. Ihre mo braucht ein Uhr  
so ich kaufe ein Armbanduhr auf "Christ  
Juwelieren und Uhrmacher". Die Armbanduhr  
spricht "Ich bin ihre Vater!" Die ~~Armb~~ Armbanduhr  
ist als <sup>wie</sup> ein königskrone. Er hat ein silber band  
mit juwelen Außer das Mittelstück. Der man oder die  
Frau macht die Armband mit Qualität arbeit. ~~Der~~ Die  
Armband is auch im Schwarz Leder so der magst  
nicht die silber Armband, Christ hat ein Küch gaberecht.  
Ich kann die leder Armband gekauft. Die leder  
Armband ist auch ein Design Artikel. Ich hoffe  
die silber ist gut! Gefallen!

-Ich liebe dich,

Matthew

Vill Spaß!  
how fun  
1 Geschenk  
2+ Geschenke

good  
use of  
new  
vocal

## How to guide in German Online Shopping.

German Online shopping is similar, if not identical to shopping online in an English speaking side. You log onto the site and search for items. Clicking "add" whenever you see an item that you like.

However, since this will be a German site, there will be no "add" button. Instead, look for keys such as "In den Warenkorb." This means something along the lines of "add <sup>into the</sup> basket." When you are finished with your shopping, click the button "Warenkorb." This will take you to the check out. At the check out you will have to fill out your address, "Adresse." It'll look like this:

Postleitzahl:	Translation:
Ort, Stadtteil, Region, Bundesland.	Zip Code.
Straße	City, State, Country.
Haus Nummer	Street
Name	House number.
Vorname	→ Name (First)
	↳ Last name

The next step is to pay. This stage is called Zahlung. You will choose your payment method. After that. Buy!

Since these websites are from Germany, you may not know their quality. Search the company's name on google, to see if they are legitimate.

Also!! Important!! Remember you are buying in Euros, not dollars. Exchange rate  
~~€~~ €1 = \$1.50. Go to [x-rates.com/calculator.html](http://x-rates.com/calculator.html)  
 to find price in dollars.

0777e-8



Die  
Silber  
Armbanduhr

Die leder  
Armbanduhr

Für mein Vater.



Thanks for the extra thought + the personal perspective.  
Even on just a single page there's a lot of cultural encounter, 0777e-9  
and it opens doors into other areas of the larger topic.

- 1) long history of pride in high quality German products
- 2) position of Germany (and EU in general) in relation to US & Asia

As someone who visits England quite frequently, I do have some shopping experiences in European countries. However, after shopping on these German websites I came to a realization. Probably 95% of the products on the major websites are from companies that are not only non-German but also non-European. Because of the lack of German products, this got me thinking about how this structures German beliefs about America.

Typically, Europeans have a positive and romantic view of the United States. Despite this romantic view, Europeans are also the first to speak out against the Americans. This is due to their feelings that Americans are out to ride the world with wars and capitalism. (I made that sound worse than it really is). Seeing American companies' products all over their German stores must be surreal ~~to~~ and especially sad for those older Germans. Maybe I am just making stuff up here but it would be interesting to see how Germans felt about America if the store products situation was less one-sided towards East Asian and American goods.

American products were also more expensive in Germany. I 80 basketball shoes costed \$225!

Europeans are proud people and the fact that their products are no longer remembered in their country may be hurtful.

... Of course T-mobile, BMW, Opel, Mercedes, Adidas are exceptions! ☺

3) (I wonder how Germans feel about EU goods, as they might feel pan-US/Asian goods - maybe less irritable, but there have been squabbles about laws related to beer + sausage production)