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Introduction


It’s an age-old love affair — the British and their gardens. Come with us to one of the most popular landscape gardens in the UK and find out what all the fuss is about.

Ireland isn’t all wet and windy. County Wexford, on the south-east coast, is a sunny and spectacular destination.

Have you ever had to explain quickly who you are and what you do? Learn the most effective way to get the message across in English at Work.

Britain Today


David: Our columnist Colin Beaven takes a critical look at Britain’s new social security payment system, which is called Universal Credit. Though the new system is supposed to give less fortunate people a hand up, it seems to be pushing them further into debt and difficult financial situations. Colin says the whole thing is just too little, too late.

Here in Britain, we’re not generally very interested in factories or the just-in-time production methods they all seem to use. We tend to be more interested in Justin Bieber, Justin Timberlake or a quick look at social media — just in case there’s something new about Justin.

But during the Brexit talks, there were worries about factories and the parts they import from EU partners. Would these parts continue to arrive “just in time”, or need to be kept in expensive stockpiles to make sure production doesn’t come to a halt?

If we’re honest, we don’t need something as meaty as Brexit to stop us producing our work just in time. Some of us never seem to get the
of causing unnecessary financial difficulties for those on low incomes.
When Theresa May became prime minister, she said she wanted to help people she called JAMs — those who were “just about managing”. Even though they have jobs, JAMs can only just cope with the cost of day-to-day living, and have little left over for luxuries. They manage to make ends meet, but their finances are fragile. JAMs will in many cases be affected by Universal Credit. Money they get to help with the

|**hang** of deadlines — our production methods are less just-in-time and more just-too-late. One thinks of past colleagues who remained inactive for heroically long periods of time just to make absolutely sure they missed a deadline. Have they all been recruited by the government? For some time now, it’s been changing the way it pays **benefits** — that’s the money it gives to those out of work, unable to work, on low **wages** and so on.

Certainly, the benefits system was complex, so it made sense to try to simplify it. In the new system, called Universal Credit, different benefits are all meant to be paid together, rather than separately, and payments are made once a month, not once a week or **fortnight**. And you have to wait five weeks for your first payment. It’s a classic just-too-late production method. In fact, it’s much too late; it’s been pushing many into **debt**, or deeper into debt. Yet the official reaction hasn’t been **sympathetic**. The government clearly thinks we should all learn to manage our money monthly. Easier said than done when you haven’t much money to manage.

The way Universal Credit has been introduced, with a **delay** of five weeks until the first payment, was severely criticised in a report last year on poverty in the UK. UN representative Philip Alston **accused** the British government
cost of bringing up children, for example, is also set to become part of the scheme. Is this what Theresa May meant when she talked about trying to help?
As for those who are nowhere near managing, they must feel there’s only one word to describe Universal Credit and its delayed payments: unjust.

Source: Spotlight 8/2019, page 11

A Day in My Life

David: In A Day in My Life we meet Mark Abreu. The 44-year-old is a chiropractor from Brisbane, Australia. The clinic that Abreu owns is open three and a half days a week. On a typical full day, Abreu arrives at work about seven in the morning and works until lunchtime. After lunch, it’s back to work. In the following extract from the interview, the chiropractor tells us what his afternoon is like.

I travel home for lunch and I normally will prepare lunch. It’s pretty straightforward. It’s normally a salad and meat for lunch. Pretty health-conscious, obviously. Then I normally sit and relax for about an hour. I have quite a long lunch break. It’s very lucky. Then I start my day again. So, I actually have another shower and I get dressed again. It’s like I’m starting work all over again. I travel back to work and everything is exactly the same. I get to work about an hour before clients, meet with my staff again. Once again, we start off with an hour of regular clients, meet with my staff again. Once again, we start off with an hour of regular clients, followed by long-visit time where we will do X-rays, new people, same as we did in the morning, and then we finish with about an hour and a half of adjusting. The office I work in is busier in the afternoons than the mornings, so we need more time in the afternoon because people travel back home from the city. We finish about 6:30. Once again, I’ll meet with my staff and wrap up the day, make sure that all our reports and homework are all sorted out.

See Spotlight 8/2019, pages 12–13

**A Day in My Life**

[3] He’s got your back

**David:** In A Day in My Life we meet Mark Abreu. The 44-year-old is a chiropractor from Brisbane, Australia. The clinic that Abreu owns is open three and a half days a week. On a typical full day, Abreu arrives at work about seven in the morning and works until lunchtime. After lunch, it’s back to work. In the following extract from the interview, the chiropractor tells us what his afternoon is like.

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See Spotlight 8/2019, pages 12–13

**adjusting**

- Justierung, Behandlung

**extract**

- Auszug

**pretty**

- ziemlich

**sorted out** if ml.

- hier: erledigt

**staff**

- Personal, Mitarbeiter

**straightforward**

- unkompliziert

**wrap up**

- abschließen

**X-ray**

- Röntgenbild
Travel

[4] Wexford love song

David: Our travel feature takes us to beautiful Ireland, nicknamed the “Emerald Isle” because of its green countryside. Of course, all that greenery is thanks to plenty of rain. However, there are some parts of Ireland that are drier and sunnier than most. Correspondent Olive Keogh travels to Wexford, a county on the south-east coast, to discover stunning coastlines, historic castles and beautiful gardens. You’re about to hear an excerpt from the feature. As you listen, try to answer these questions. What do Irish people often call potatoes? Who founded the town of Wexford in AD 800? And if you ordered a “99”, what would you get?

County Wexford on Ireland’s south-east coast is best known for three things: its long, sandy beaches, its sweet and succulent strawberries and its floury potatoes, or “spuds”, as Irish people often call the national vegetable. The perfect spud should be of an almost powdery consistency, with flesh that melts away when you add the essential topping — a big dollop of Irish butter produced from the rich milk of grass-fed cows. This high-calorie dish may well have health professionals wringing their hands in horror, but for most Irish people, it’s the only way to eat potatoes. And some of the best spuds are produced in the rich green fields of County Wexford.

Will you need your wellies in Wexford? Probably not. Wexford receives more hours of sunshine than any other county in Ireland. This is a county of sea views and gently rolling countryside, with the majestic Wicklow Hills to the north and the River Barrow and Blackstairs Mountains to the west. Even the bees love living in the warm south-east and they...
produce a light-tasting, **pale-coloured** honey that goes perfectly on toasted brown soda bread for breakfast.

Wexford is **steeped** in history and is marked on Greco-Roman geographer Ptolemy’s second-century map as Menapia, after a **Belgic tribe** that settled there in prehistoric times. The Gaelic (or Irish) name for Wexford, Loch Garman, is so old that its origin was disputed as far back as early Christian times. The county’s modern English name is **derived** from the Viking **Waesfjord**, a Norse word meaning, roughly, “harbour of the **mudflats**”.

**Lie of the land**

The county has over 250 kilometres of coastline and its fine farmland is fed by the River Slaney, which flows through the county before reaching the sea at Wexford Harbour. For many Irish people, Wexford is the gateway to Europe, as ferries sail from Rosslare in the south to France and the UK. Roughly 150,000 people live in the county, whose five main centres of population are the town of Wexford itself, Enniscorthy, New Ross, Gorey and Bunclody.

The county town of Wexford is part of Ireland’s “ancient east”, with a history going back to pre-Christian times. It was founded by the Vikings around the year AD 800 and was settled by the Old English and the Normans. During the Middle Ages, the people living there spoke a **distinct** form of English known as the Forth and Bargy dialect (once spoken in the Forth and Bargy **baronies**), or Yola (meaning “old”), which was in use right up to the 19th century. It’s thought that this **offshoot** of Middle English came about because of the area’s geographic isolation.
Opera has built its reputation on introducing audiences to rare and often forgotten masterpieces from the operatic repertoire. It takes just over two hours to travel from Dublin to the southern tip of Wexford and the small fishing village of Kilmore Quay with its old-fashioned, thatched cottages. The harbour is alive with activity in the summer months, and a snowy-white whipped ice-cream cone with a chocolate Flake on top, known as a “99”, is a must as you walk along the pier or the coastal path to take in the views.

David: Were you able to find the answers? What do Irish people often call potatoes? A common name for potatoes in Ireland is “spuds”. Who founded the town of Wexford in AD 800? Wexford was founded by Viking settlers. And what would you get if you ordered a “99” in Ireland? You’d get a whipped ice-cream cone with a chocolate Flake on top.

Source: Spotlight 8/2019, pages 28–34


David: While in Wexford, correspondent Olive Keogh visited Kilmokea Country Manor. Situated on the banks of the River Barrow, the Georgian house has been owned by Mark and Emma Hewlett since 1997. The couple run the property as a hotel and visitors can also enjoy the wonderful landscape gardens. You can listen to some excerpts from an interview with Emma Hewlett. In the first excerpt, Hewlett explains why the couple decided to buy Kilmokea in the first place.

We were actually living in the middle of London and had a very full life, had no kids. And a lot of our friends, you know, had started their families, and we thought, gosh, we don’t really want to do that in London. So we started looking at houses in Ireland — I’m Irish, my husband’s English — and this was the first house we looked at and we just completely fell in love with it. So, we ended up buying it at
auction, which is an experience we hadn’t been through before, and so it was a surprise that we actually got to buy it. And we literally plucked ourselves out of a very full life and started restoring the house.

David: Kilmokea’s gardens are a highlight of any stay. Covering seven acres of woodland, the gardens include an Italian loggia, a trout lake and a series of waterfalls. Listen now as Hewlett talks about why the gardens are so special.

I think it was the gardens really that caught us because we felt that, because the gardens had been opened for groups by appointment by the previous owners, they were fairly well known in Ireland anyway. They’re very special gardens because, although they have a feeling that they’ve been here for a very long time, they’re actually very young in garden terms. The planting started about 70 years ago, and they really started with the gardens around the house, within the walls of the wall garden, creating rooms, and then they found that a couple of fields across the road had a very wet, boggy bit in the middle, and they thought it would make a great bog garden, which we now call the woodland garden. So, you know, the gardens are in two distinctly different parts. You’ve got the more formal — in Irish terms, more formal — wall garden and then a very informal woodland garden.

See Spotlight 8/2019, pages 28–34

Everyday English

[6] At a music festival

David: There’s nothing quite like going to a music festival — and a recent trend has been festivals with a nostalgia theme. One of the biggest in Britain is the Rewind Festival, which features pop musicians who were famous in

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the 1980s. In Everyday English we meet Ally and Siobhan, who are on their way to the event. Listen to their conversation and explain what Siobhan means when she says that festivals are “not really her scene”. Also, which expression means “to have a lot of fun”?

Ally: You know, I can’t believe I’m nearly 50 and have never been to a festival before. I’m a bit nervous.
Siobhan: It’ll be fine. It’s not really my scene either, to be honest. I don’t think I’d be going if Kate hadn’t invited us. But I’m sure we’ll have a blast.
Ally: Really? I’m not sure. I have these visions of muddy fields, crowds of drunk people and overflowing Portaloos.
Siobhan: You’re not wrong. I think the Rewind Festival’s different, though. Kate went last year, and she said the atmosphere was amazing. It’s all music from the 1980s — and people our age having a laugh.
Ally: If you say so. At least it’s not raining.
Siobhan: Not yet.

David: So, Siobhan said that festivals are not really her scene. That means she doesn’t like to attend such events. And an expression that means to have a lot of fun is “to have a blast”. In the next dialogue, the friends have arrived at the venue. There, they discover that they’re not alone. Listen and describe what they find when they first arrive at the festival. Also, where will they be staying during the festival? They might be in for a surprise!

Ally: There’s a signpost for the car park. Turn left here.
Siobhan: Oh my goodness! Look at the queue. It’s going to take ages to get in.
Ally: Look at those guys in that camper van — they’re all dressed up. How funny!
Siobhan: I think we’ll be dressing up later if Kate gets her way. She said something about wigs and shoulder pads.
Ally: You’re joking! Oh, we’re moving again. Where are we meeting Kate and the others?
Siobhan: In the tent. She’s booked a luxury yurt for us. She said we should give her a call when we get here, and she’ll direct us to it or come and pick us up.
Ally: This is quite an adventure. I’m getting a little bit excited now.
Siobhan: That’s the spirit!
David: So, what do the friends find when they first arrive at the festival? That’s right: they discover a long queue of cars. It will take some patience to get in! And where will they be staying during the festival? Their friend Kate has booked them a yurt, which is a round tent traditionally used as a home in Mongolia and Siberia. It sounds like Ally and Siobhan might become festival fans after all. They’re in for a fun time filled with fabulous friends, food and great music.

Source: Spotlight 8/2019, pages 54–55

American Life

[7] The perfect “how-to”

David: Do you have a book in you? Many people feel they have. Our US columnist Ginger Kuenzel is one of those people. Her only problem is finding a good topic to write about. Luckily she already knows the genre — she wants to write a how-to book. Find out more about her idea in this month’s American Life.

I recently decided to write a how-to book. After all, people keep telling me that this is the genre of books that sells. Sure, people buy novels, biographies, and even coffee-table books — those oversized books that are displayed on a coffee table and focus on topics such as iconic toilet designs, strange roadside attractions, or the facial expressions of dogs. Nobody reads them, but they look good. And they can serve as excellent conversation starters.

But let’s get back to the how-to books. It seems like there’s a how-to book on just about any topic imaginable. Probably the most successful of these are the For Dummies books, which got their start in the early 1990s and initially focused on explaining computer software. Today, the series has expanded to cover more or less any topic you can think of — along with some that you actually can’t imagine. Think Sex for Dummies or The Royal Wedding for Dummies.

I decided that I could write a For Dummies book. After all, I thought to myself, I’m pretty sure I’m an expert on something. I just have to figure out what that something is. But first, I needed to learn how to write this kind of book. And I knew just where to go to find out. Or so I thought. With approximately 2,500 For...
Dummies titles, there surely must be one called Writing “For Dummies” Books for Dummies, right? Nope. Hard as it is to believe, there is not. I was going to have to do this all on my own. As I thought about potential topics, I realized that all of the good ones have already been done: playing the kazoo, jumping rope, buying a painting to match your sofa, naming a new pet, college admission for your not-so-smart child. I don’t know the first thing about any of those topics, though that wouldn’t have stopped me. But no, I’d have to come up with a new idea.

And then it came to me. After considerable research, I discovered that not a single how-to book has been written about how to convince Stasi officers in East Germany that they should not put you in jail. I know, I know — you’re probably thinking that this isn’t exactly a timely topic, since the chances of getting arrested by the Stasi are zilch today, nearly three decades after East Germany (and the Stasi) ceased to exist. Nevertheless, it is a topic I know something about. And who wouldn’t want to hear the rest of that story?

Yes, I’m confident that this is going to be a bestseller, but I’m not divulging anything about it in advance. You’re going to have to wait until it arrives in your local bookstore. And just in case I can’t get the publisher to buy into that title, I have a really good alternative up my sleeve: How to Get Elected President for Dummies.

Source: Spotlight 8/2019, page 26

Grammar Tales

[8] “The footballer and his wife”

David: Do you know the fairy tale about the fisherman and his wife? It tells the story of a simple fisherman and his very greedy wife. Spotlight has put a new twist on this story — now it’s called “The footballer and his wife”. The grammar focus in this episode is on using

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<td>first thing: I don’t know the ~ about sth.</td>
<td>ich habe keine Ahnung von etw.</td>
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“Well, I am a haddock. But I’m also an enchanted prince,” said the haddock.

“Ah, of course,” said Robbie. “I didn’t think haddock could talk. Of course I’ll put you back.” Carefully, Robbie slid the fish back into the water.

When Robbie got home, Cybil was sitting in the living room, painting her nails. Robbie told her about the talking haddock. Cybil wasn’t pleased.
“You should have asked him for something,” she complained. “After all, he owes you his life. Go back and ask him for a car. No, wait! An SUV.”
“I can’t...,” Robbie began to protest.
“Shush!” said Cybil. “Just do it.”
When Robbie arrived at the place where he had put the fish back into the sea, the water was a strange, greeny-black colour. Robbie was wondering how on earth he could get the attention of the haddock when he heard himself say:
“Haddock, haddock, in the sea, Please come up and speak to me. My wife’s not happy with her lot, She wants much more than we have got.” Suddenly, the fish popped his head out of the water. “What does she want?” he asked.
“I feel embarrassed to ask,” began Robbie, “but she says she wants an SUV.”
The fish rolled his eyes and said, “Go home. She’s got one.”
When Robbie got home, there was a big, brand-new, shiny black car outside their house and Cybil was sitting in it. As he walked up to the car, the window on the driver’s side slid down with a pleasing hum. Cybil beamed at him. “Nice car,” said Robbie, happy to see his wife smiling.
“I’ve been thinking,” said Cybil. “We should have asked for a house. Go back and ask the fish or the enchanted prince or whatever to give us a nice big house.”
“But...,” said Robbie.
“Shush!” said Cybil. “Just do it.”
When Robbie arrived at the harbour, the water was dark and choppy. Thunder was rumbling away in the distance. Robbie took a deep breath and said:
“Haddock, haddock, in the sea, Please come up and speak to me. My wife’s not happy with her lot, She wants much more than we have got.”
The fish appeared and said, “What does she want now?”
“Em... she says she wants a nice big house,” said Robbie with a pained expression on his face.

beam
- strahlen

choppy
- bewegt, rau

embarrassed: feel ~
- jmdm. peinlich sein, sich genieren

hum
- Summen

lot
- Schicksal, Los

owe
- schulden; hier: verdanken

pop out
- herausstrecken

rumble
- grollen

Shush!
- Pst!

SUV (sports utility vehicle)
- Geländewagen
The fish rolled his eyes and said, “Go home. She’s got one.”
When Robbie got home, Cybil was standing outside a brand-new house, set in a beautiful garden. “OK, she has the house and the car,” thought Robbie. “Surely she’s happy now.” But Robbie was wrong.
“I’ve been thinking,” said Cybil. “We should have asked for a castle. Go back and ask your fishy friend to give us a castle.”
“Oh, for goodness’ sake!” said Robbie.
“Shush!” said Cybil. “Just do it.”
When Robbie returned to the water, it was black and raging, and a nasty smell hung in the air. It was dark, but every few seconds, flashes of lightning cut through the sky. Robbie hesitated. He looked up, clenched his fists and said: “Haddock, haddock, in the sea, Please come up and speak to me. My wife’s not happy with her lot, She wants much more than we have got.”
The fish thrust himself out of the water and asked, “What does she want now?”
“Actually,” said Robbie, “I’d like to ask for something for myself, if you don’t mind.”
The fish said, “Go ahead.”
“I don’t need an SUV or a big house,” said Robbie. “I’d just like my wife to be happy and content.”
The fish smiled and said, “Go home. She is.”
The sea was suddenly calm and the fish was gone. Robbie went home. Home wasn’t a castle or a nice big house, but their tired-looking semi in the quiet street. And there was no shiny new car in front of it. As Robbie walked through the door, Cybil rushed up to him, grinned and threw her arms around his neck. Robbie knew then that they would live happily ever after.

Source: Spotlight 8/2019, pages 22–24

Replay

[9] A look at recent news events

Inez: Welcome to Replay, the listening exercise in which we look at a recent news story, its background and language. In this edition:

The Palace of Westminster, where the Parliament of the United Kingdom meets, has

clench: ~ one’s fists
die Fäuste ballen

nasty
scheußlich

raging
tosend, brausend

For goodness’ sake!
Herrgott nochmal!

grin
grinsen

thrust
stoßen
become dangerously run-down. Its physical collapse has come to symbolize a failed and out-of-date political system.

[10] **The Palace of Westminster: renovate it and our democracy**

*Inez:* The decision to completely refurbish the Palace of Westminster was taken in 2018 when the ancient plumbing and dangerous network of pressurised steam pipes could no longer be ignored. The renovations are set to begin in 2025 and will take an estimated six years to complete. Needless to say, many commentators feel that the poor state of the palace is bound up, or closely connected, with the state of British politics today. In an opinion piece from the British Guardian newspaper, the editorial writers state that the restoration of the building offers the perfect opportunity to repair British politics as well. Of course, there are those who believe that the UK should write off the whole structure — and the parliament — and start again. To write something off is to decide that it’s too badly damaged to be worth spending money to repair it. Now, let’s listen to the first excerpt.

The metaphors pile up...: there is an urge, understandable at times, to write off the building as well as the parliament that sits within it, condemning both as worthless and outmoded. This is unfair....

*Inez:* Indeed, the palace was declared a Unesco World Heritage site in 1987 and has a history dating to at least the 11th century. It has been destroyed twice by fire during this time and is still unsafe with a high risk of more conflagrations. This word describes very large fires that destroy buildings and land. A conflagration can...
also be swift-spreading, which means that the flames travel at high speed. Let’s hear more in the second excerpt.

The palace is a Unesco world heritage site, an architectural masterpiece... Though most of the Gothic structure was designed by Charles Barry and Augustus Pugin in the 19th century, the palace also contains the 11th-century Westminster Hall and the 13th-century Saint Stephen’s chapel, sole survivals of a catastrophic fire in 1834 that tore through the rest of the buildings.

What is also true is that the palace is completely unsafe. ... Its outmoded steam-powered heating system is especially dangerous: if the ancient pipes were to explode, the high-pressure steam could kill, and send asbestos through the ventilation system. Between 2008 and 2012, 40 fires broke out in the building. Swift-spreading conflagrations are prevented only through the vigilance of a 24-hour patrol. ...

Inez: The editorial writers believe that it is crucial, or extremely important, that the renovations are done with a positive purpose in mind. The public must be convinced that rebuilding the Houses of Parliament will be safeguarding not just the historic building complex but also the future of British democracy — to safeguard something means to keep it safe and protect it from harm. Let’s listen to the third and final part.

MPs finally voted early last year for a full renovation, involving their vacating the buildings for several years from 2025. The cost was recently estimated at £3.5bn. ... Parliamentarians have been reluctant to commit public funds to the building, fearing outrage. ... At present, out of 31 lifts, only one, scandalously, is fully wheelchair-compliant. The Commons chamber itself can accommodate only one wheelchair and cannot even seat all its MPs at once. This renovation ought to be seen as the opportunity to renovate British democracy itself. ... What is crucial is that the work must be done with a sense of optimism: with a belief in the

bn (billion)
- Milliarde(n)

Commons chamber
- brit. Unterhaus

MP (Member of Parliament)
- Parlamentsabgeordnete(r)

outrage
- Entrüstung

reluctant
- zurückhaltend, unwillig

sole
- alleinig, einzig

vacate
- räumen, verlassen

vigilance
- Wachsamkeit

wheelchair-compliant
- rollstuhlgerecht
duty to safeguard our historic buildings for future generations, and a conviction of the long-term strength of our parliamentary politics. ...

Source: © Guardian News & Media 2019


Inez: Let’s see if you can remember the meaning of some of the words and phrases from the text. I’m going to give you a definition. Do you know the word or phrase that fits? Ready? What verb means to keep something safe and protect it from harm? To safeguard. Large fires that destroy buildings and land can be called... conflagrations. When the flames of a fire travel at high speed, they are... swift-spreading. What verb means to decide that something is too badly damaged to be worth spending money on repairing it? To write off. Two things that are closely connected can be described as... bound up. What adjective means extremely important? Crucial.

With that, we end Replay for this edition. We hope you’ve found our explanations useful. Till next time, goodbye.

See Spotlight 8/2019, page 69

[12] Garden stories

David: You’ve already heard about one beautiful garden in the travel section. For the society section, we must cross the Irish Sea to the United Kingdom, where correspondent Julian Earwaker is touring some of Britain’s most famous landscape gardens. One of the gardens Julian visits is RHS Wisley, near Woking in Surrey. RHS stands for the Royal Horticultural Society, which runs this showcase garden. RHS is the UK’s largest gardening charity. While visiting Wisley, Julian spoke with Tim Upson, the garden’s director of horticulture. You’re about to hear some excerpts from the interview. In the first excerpt, Upson explains why gardens and gardening still matter.

I suppose ultimately it goes right back to some of our innate feelings, our connection with...
nature, and with natural places, and with green places. Now, OK, gardens are managed, man-made creations, but they still have that innate feel of nature about them. I suppose I start at that point because in today’s really busy world, the importance of gardens for our health and well-being, as spaces where we can go and relax, recreate with nature, I think is becoming more and more and more important. And we see that reflected in a lot of our work. Now, in some cases, we have a new garden — RHS Bridgewater — and we’re very specifically developing a well-being garden there, and we’re already working with the local NHS and actual social prescribing for people to come there.

**David:** RHS Garden Bridgewater is currently being created near Salford, Greater Manchester. It will open to the public in 2020. By the way, the NHS — or National Health Service — is the public health service in Britain. It provides medical treatment and is paid for by taxes. In the second excerpt, Upson talks about developing a garden that makes visitors feel good. 

Now, that we’re going to bring to Wisley as well with our new Hilltop development. We’re going to have a well-being garden there. It’ll maybe have a slightly different angle to it, where it’s going to be much more interactive with our visitors, and to try and illustrate to them why gardens make us feel good, calm us down, all of those sort of positive things. And so we’ll be testing how do different scents make you feel? We know colour perception, so the cooler part of a palette range tends to calm you down. Obviously the hotter part, the oranges and the reds, tends to really cheer you up and everything. We’ll be demonstrating and testing that.

**David:** In the final excerpt from the interview, Upson talks about the importance of inspiring children with a love for gardens and gardening.

Maybe something where our work, our attitudes, our culture has changed over many decades now, is in welcoming children to gardens. And obviously you can look at that in a number of different ways. They could be the horticulturalists of the future, but for me, seeing a young kid — maybe they’re just running across the lawn; maybe they’re doing something rather naughty like climbing a tree.
— but the point is that they’re interacting with nature, and that’s so important to get that. We talk about that biophilia, that how important it is for young children to connect with nature from an early age. That for me, is all part of... I suppose it’s back to that well-being, it’s that connection, and making sure that children, the next generation, do have that connection.

See Spotlight 8/2019, pages 14–19

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**English at Work**

**[13] Elevator pitches**

David: In each edition, business communication expert Ken Taylor joins us in the studio with tips on using English at work. This time, Ken has tips on how to explain quickly to people about your organization and your role in it.

Ken: Hello. This is Ken Taylor from London. In conferences and international meetings, people often ask who you work for and what you do. In this situation, you need an elevator pitch. An elevator pitch is a short description of your organization and of your role in it. It’s called an elevator pitch because you should imagine you only have the time it takes to travel a few floors in an elevator with the other person. So, your elevator pitch needs to be short and to the point. But it also needs to be positive and convincing. Listen to this conversation between two delegates at an international conference. Listen carefully to their elevator pitches.

**Ella:** Nice to meet you. I’m Ella Davies.

**Luke:** Nice to meet you too. I’m Luke Woodhall. Have you come far?

**Ella:** Actually, yes. My company is based up in Scotland.

**Luke:** And what does your company do?

**Ella:** It’s called Business Links. We’re a logistics company based near Glasgow. If you need just-in-time deliveries, we can help you on a national or international basis. We can tailor-make a logistics solution to match your specific needs.

**Luke:** Interesting. And what do you do there?

**Ella:** I’m a key account manager. I manage the relationships with several key customers. If you were one of my key accounts, I would be your one-stop solution partner. And what about you? Where do you work?

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**biophilia ➔ Biophilie, Liebe zum Leben und zu allem Lebendigen**

**match ➔ entsprechen**

**tailor-make ➔ individuell anpassen**

**key account manager ➔ Großkundenbetreuer(in)**
Luke: I’m based in London. We’re a management consultancy company called Reliance. We specialize in supporting companies in mergers and acquisitions. So, if you want to take over a competitor, we help you do that in the most cost-effective way.

Ella: And what’s your role there?

Luke: I’m a senior partner. Like you, I’m involved in supporting key accounts. I lead teams of consultants who would come into your company and help with the M and A process.

Ken: Both Ella and Luke were practised at giving elevator pitches. Their pitches were brief — only three or four sentences. But they were clear and to the point. They both said what their companies could do for the other person. They used the word “you” and used positive words to describe their work like “one-stop solution” or “cost-effective way”. Now it’s your turn. Imagine you get into an elevator on the tenth floor of a hotel with another passenger. You’re carrying a bag with your organization’s logo or name on it. The other person asks, “What does your organization do?” In the following pause, answer their question using three or four sentences. Try to use some positive words and try to relate it to the other person. Pause the track now and work out the elevator pitch for your organization. When you’re ready, start the track and speak in the pause. Now imagine your fellow lift passenger asks, “And what do you do there?” Again, pause the track while you work out your elevator pitch. And again, use some positive language and relate it to the other person by using the word “you”. How did you get on? I would suggest that you polish your elevator pitches until you feel totally happy with them. Then practise them several times until you feel comfortable saying them. Now you’ll never be lost for words when someone asks, “What does your organization do and what’s your role in it?”

David: If you have a question for Ken, send it by e-mail to language@spotlight-verlag.de If Ken chooses your question to print in Spotlight magazine, you’ll receive a free copy of his book, Dear Ken... 101 answers to your questions about business English.
Peggy’s Place

[14] Going to a dark place?

David: Now it’s time to find out what’s happening at Spotlight’s favourite London pub, Peggy’s Place. In this episode, Peggy and her team are trying to think of creative ways to bring more customers in. One plan could result in a dark kitchen — and that has nothing to do with broken lights.

Phil: Then I suppose it seems like the logical next step.

Sean: Well, it certainly could be the business opportunity we’ve been searching for. Let me talk to George about it.

George: Talk to me about what?

Sean: Hi, George! I was just saying to Phil that lots of customers have recently been asking if we have a takeaway.

George: That’s fabulous! So when do we get started with the Peggy’s Place delivery service?

Peggy: Sorry to interrupt you gentlemen, but there’s a woman at table three with a question for you, Sean.

Sean: I’ll be back in a moment.

Phil: What do you think, Peg? Is it time we started a takeaway service for the food that Sean’s making?

George: It makes perfect sense to me.

Peggy: I don’t want to put the dampers on this, but there’s a lot to think through before we start a venture like that.

Phil: Yeah! What about manpower?

George: You mean in the kitchen?

Helen: Hi, everyone. Can I have a gin and tonic, Phil?

Phil: Coming up, love.

Helen: So what were you busy talking about?

Peggy: We were discussing a takeaway service for our food.

Helen: I wouldn’t do that. The next thing you know, Sean’s delicious dishes are being thrown together in a dark kitchen.

Phil: What’s a dark kitchen?

George: They’re places where your favourite curry is being prepared in a prefab on a ring road by staff who are just out of short trousers.

Peggy: I don’t understand.

Helen: OK, so you think you’re ordering a dish of Peking duck from a restaurant you know...
and trust. In fact, that restaurant has rented a factory space on an industrial estate, where a group of teenagers are cooking the duck according to the recipe they’ve been given by the restaurant.

**Phil:** Is that such a bad thing?

**George:** If you care about lovingly prepared dishes in surroundings dedicated to making good food, the answer is “yes”.

**Peggy:** You’re not making this stuff up, are you?

**Helen:** No! Go ahead and google “dark kitchens”.

**Phil:** Look, we’d be starting off small. I can’t see there’s much danger of mass production at this point.

**Peggy:** No, but it makes me think. Any business plan we create should be aimed at encouraging people to come to the pub, not to enjoy the benefits of what we have to offer at home.

**Sean:** I’m back! That was another customer asking if we have a delivery service. It gives me such a kick that people love my cooking! I feel like I’m getting better.

**Phil:** I don’t think Peggy’s that keen.

**Helen:** I’m not sure that was an outright “no”, was it?

**Peggy:** It just seems like a lot of hassle for something that isn’t going to encourage more punters.

**Sean:** Peggy, I love working here, but if you don’t open up to some new business models soon, I’ll have to think about moving on.

Source: Spotlight 8/2019, page 10

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**Short Story**


**David:** Where do fantasy and reality intersect?

In this month’s short story by C. W. Hof, we meet an American businessman who is on his way to catch a flight to a sales meeting in Mexico. When he arrives at the airport, reality shifts and things suddenly become very strange. But that’s by no means the end of the story — the...
truly scary part is still to come. Join us as we listen to “The ‘Big Brown’”, a surreal story set in Washington, DC.

David felt around in his pockets until he found his keys. Good Lord, he thought, at least I haven’t lost them again. He really had to get moving. The trip to Mexico City was the last thing he needed right now, but it was unavoidable. Although autumn was just around the corner, next year’s spring swimwear collection had to be presented, critiqued, and finalized. If all went to plan at the sales meeting, the collection would be shown to key distributors so they could place orders in a timely fashion. And orders placed by the end of this year meant solid bonuses next year.

So his keys had been located, but, oh no, where was his passport? David did a quick search of his two jackets — one for the cool evenings in rooftop restaurants, the other, a handsome sport jacket for the big sales seminars — and then his carry-on bag and backpack. Ah, there it was: in his backpack, unhappily pressed between his phone and his tablet computer. Just then, his phone began to ring. His Uber had arrived, ready for the long drive out to Dulles International Airport.

Living in the DC area had never seemed a bad idea to him, until he had been there for about ten years. From the car, he watched the light hitting the glass-and-steel skyscrapers that had just been built on the Virginia side of the Potomac River. Then came the historic towers of the university on the DC side, right across Key Bridge. The city’s rapid growth had come as a surprise, especially to him, a native of Rapid City, South Dakota. The small Midwestern city where he had grown up now had a population of 70,000. And greater Washington, DC? There were six million people living here, making it the sixth-largest metro area in the nation. The traffic, of course, was completely out of control, with afternoon rush hour starting at around 2:30 p.m. and lasting until well into the evening. What a way to live, he thought.
The Uber sped along the airport access road, its driver fortunately remaining silent. David loved to chat, but conversations in Ubers often turned political and then uncomfortable. When the driver’s cell phone rang, though, the man started a long monologue in what sounded like Hindi. David did his best to tolerate the noise. It would be a long ride.

Forty minutes later, the car drove up to departures. David stepped out, grateful to be closer to the start of his journey. He lifted his bags and walked into the enormous terminal. It was not going to be a long flight, but still, he had prepared well: he had his noise-cancelling headphones and plenty to read, as well as some spreadsheets to work on. All that was left to do now was to go through security.

Just then, a little black dog appeared at his side. To his immense surprise, he realized that it was his dog, Stella.

“As you know, I’ll be joining you on the flight,” Stella said, looking up at her owner. “I can’t believe you forgot to bring me along. I had to get my own Uber.”

David stared in disbelief. Before the dog could say another thing, David bent down, scooped her up with one arm, and ran back outside. He hailed a taxi this time and told the driver he’d be paid double to take Stella all the way back home to his apartment.

As the taxi drove away, David told himself he must be hallucinating. And yet, why? The closest he’d ever come to hallucinating was one time when he was a boy: He’d had the flu, and his parents had given him too much cold medicine. But had he taken anything recently? He tried to remember, but couldn’t.

Ignoring his feelings of unease, he returned to the terminal’s immense main hall. Its futuristic design, based on a massive, sweeping curve, was suggestive of flight, an activity David hoped to take part in as soon as possible. Whatever was going on with him, he would need to block it out, get on the plane, maybe order a drink or two, and sleep. He simply could not imagine any other way of coping.

The terminal had, in his short absence, become very full. There were now hundreds of people
wandering about. They seemed to be waiting for something to happen. More people pressed into the terminal — and then, even more. Suddenly, the ground shook. A loud “boom!” sounded in the distance. David looked left and then right. Things were getting stranger by the second.

“He’s here! He’s here!” screamed a woman in the crowd. “The Big Brown is here!” A cheer went up from the crowd, and as if on command, everyone turned to face the far end of the hall, where a door had just been opened. David watched in confusion as the people pushed their way through it. I’ll never make it to my meeting now, David thought.

A noisy electronic sound filled the hall, and David closed his eyes. When he opened them, he realized that the alarm he had set for 7 a.m. was getting louder and louder. He sat up in bed slowly, giving himself time to shake off the bizarre dream. The “Big Brown”? What on earth? In a corner of his bedroom, Stella was sitting up in her dog bed, ears at attention. A loud “boom!” shook the room, as if a fighter jet had just broken the sound barrier. David stood up, went to the window, and raised the blinds. His once peaceful view of DC had been transformed by the shape of a big brown monster stepping over the tall white dome of the Capitol Building. As the creature made its way on scaly legs down the green lawns of the National Mall, it swung its tail back and forth across the ground, taking down famous institutions as it went. It was like something out of a Japanese disaster film. David watched, transfixed. Nothing out of Washington surprised him anymore. Not even this.

Source: Spotlight 8/2019, pages 70–71

Conclusion

[16] David: Thanks for joining us for Spotlight Audio. You’ll find more information about becoming a regular subscriber to either our CD or download at www.spotlight-online.de/hoeren Join us again next time, won’t you? Until then: goodbye.

blinds
- Jalousien

cheer
- Jubelschrei

scaly
- schuppig

sound barrier
- Schallgrenze

subscriber
- Abonnent(in)

transfixed
- wie versteinert
Impressum

Herausgeber: Jan Henrik Groß
Chefredakteurin: Inez Sharp (V.i.S.d.P.)
Stellvertretende Chefredakteurin:
Claudine Weber-Hof
Produktionsredaktion: Petra Daniell
Audioredaktion: Owen Connors
Sprachredaktion: Elisabeth Erpf (frei)
Produktion und Ton: Karl Braun (frei)
Tonstudio: Cebra Studio, Gröbenzell
Gestaltung: Georg Lechner
Produktmanagement: Ignacio Rodríguez-Mancheño
Produktion: Dorle Matussek
Leiter Werbevermarktung: Áki Hardarson
(DIE ZEIT, V.i.S.d.P.)
Litho: Mohn Media Mohndruck GmbH, 33311 Gütersloh
Druck und Vervielfältigung:
optimal media GmbH, D-17207 Röbel/ Müritz

Titel: borceee/iStock.com

Sprecher:
Owen Connors (Travel, English at Work, Peggy’s Place)
David Creedon (Anmoderation, Replay, Peggy’s Place)
Jenny Evans (Everyday English, Peggy’s Place)
Tania Higgins (Everyday English, Grammar Tales, Peggy’s Place)
Erin Perry (American Life, English at Work)
Nick Lloyd (Britain Today, Peggy’s Place)
Inez Sharp (Replay)
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www.spotlight-online.de/hoeren
Spotlight Verlag GmbH,
Kistlerhofstr. 172, 81379 München

Kundenservice: abo@spotlight-verlag.de
Redaktion: spotlight@spotlight-verlag.de

Einzelverkaufspreis: € 14,50 (D)