

THE GLOBAL MAYOR

ENGLISCH FÜR
BÜRGERMEISTER/INNEN UND KOMMUNALPOLITIKER/INNEN
IN DER INTERNATIONALEN PRAXIS

VORWORT

Geschätzte Freunde der Kommunalpolitik!

In einer Welt der fortschreitenden Internationalisierung hat vor allem die Kommunalpolitik eine entscheidende Rolle. Das länderübergreifende Netzwerk aus Kontakten, Kooperationen und zukünftigen Projekten wird vor allem durch die kommunale Ebene getragen und zusammengehalten.

Die Kommunalpolitische Vereinigung hat in diesem Bereich bereits viele wertvolle Beiträge geleistet. Das vorliegende Handbuch soll den österreichischen Bürgermeister und Kommunalpolitikern bei ihren Kontakten mit Kollegen auf internationaler Ebene dienen.

Die Aufgaben der Kommunalen Politiker sind in den letzten Jahren um einiges vielschichtiger geworden, die Anforderung, die eigene Gemeinde auch über die Grenzen Österreichs hinaus zu vertreten, gehört heute zum „Alltagsgeschäft“. Nicht selten stellt dabei die unterschiedliche Sprache eine Barriere dar. Ein „global player“ zeichnet sich eben nicht nur dadurch aus, dass er seine Gemeinde in Form von Bilanzen präsentieren kann.

Im Austausch mit benachbarten und befreundeten Gemeinden entstehen wertvolle Synergien, von denen beide Seiten in gleichem Ausmaß profitieren können.

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INTRODUCTION

This reader has been produced with the specific requirements of Austrian (in particular) and German-speaking (in general) communal politicians in mind. It can, however, be used to advantage by anyone with an interest in this field and the necessary linguistic level. This has been assumed to be of, at least, intermediate standard and is aimed particularly at those readers who are in need of refreshing their language skills.

It is basically made up of two components – practical and theoretical. The practical sections contain information on communal, national and international politics. In addition to original contributions, information provided by various communities, organisations and international media is included to give an idea of the current state-of-the-art in dealing with these matters.

An extensive amount of space is devoted to the wide field of communication. We are all aware of the importance placed on these aspects today – almost to the extent that presentation is sometimes given more consideration than content. One single sloppy letter, one single perspiring television appearance or one single ill-considered remark to a journalist can have disastrous, long-term effects.

A grammar survey, dealing with the most important aspects of the language, particularly with those which cause German-speakers the most difficulties, is included. Where appropriate, individual vocabulary lists have been included and the reader finishes with a glossary of approximately 500 of the most widely-used terms as well as a listing of internet resources.

We all know that some things – particularly in the political arena – are not much fun and, indeed, have to be taken seriously. The idea behind this booklet was to treat matters as lightly as possible. It is particularly important to enjoy what you are doing – even if it is brushing up on prepositions. You will only be successful if you find pleasure in your activities.

This volume was not conceived as a course book – even though it is hoped that the reader can learn some useful things through it. It is intended to be a source of information, assistance and pleasure for those increasingly confronted with the English language in their day-by-day activities.

It is impossible to include each and every topic in a book of limited size but I hope that the most important points have been covered. If you have any comments or suggestions – even criticism – I would be pleased to hear them, and they might be included in the sequel “The Mayor Rides Again, Even more English for Communal Politicians”. Language is seldom a one-way street and give-and-take is usually beneficial for both parties.

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WHY ENGLISH?

An Englisch kommt heute kaum jemand mehr vorbei. Und ein echter Global Mayor schon gar nicht. Im Kontakt mit den Gemeinden aus den Nachbarländern ist gute und verständliche Kommunikation der Schlüssel zum Erfolg. Warum also gerade Englisch? Weil ohne Kommunikation keine Kooperationen, keine Partnerschaften keine Synergien zustande kommen.

One of the most common questions asked today is “Why is so much emphasis placed on English?” “Isn’t German just as valuable, or French, or Spanish, or ...?” The answer, of course, is yes. So why **do** so many people learn English?

There are many reasons; some of them are historical. The British Empire was the most important power in the 19th and early 20th century. This was replaced, to a large degree, by the American “economic empire”, following the Second World War – both English-speaking!

It has been estimated that more than a billion people speak English – this is a large portion of the world’s population. Around 400 million have English as their mother tongue, an even larger number speak it in countries where English is used as a second language in administration. A similar number learn and speak English as a foreign language.

- English is the official, or semi-official language in 60 countries; (French in 27, Spanish in 20).
- In a country like India, with its many languages, English is vital as a link language.
- Chinese has more native speakers, but is hardly ever used as a second language.
- 80% of the information stored on the world’s computers is in English.
- The majority of international scientific and political conferences are conducted in English.
- Youth culture is dominated by English.

Is it easy or difficult to learn English?

The answer to this question is. Both! Many people think that it is easy to learn English “because there are not so many rules”. This might be true, but there are many exceptions, and these exceptions are really rules.

Certain basic aspects, however, are easier than in German. We have no “gender” problems. We use “he” for things that are masculine, “she” for the feminine, and “it” for the rest. English nouns have only one case ending, the genitive’s “s”. And, most plurals are formed by adding an “s” – you can learn the exceptions to this rule very quickly. If you have more than one child, ask your children to help you.

English adjectives do not change at all. The single form *black* corresponds to six German forms: *Schwarz, schwarze, schwarzer, schwarzes, schwarzem, schwarzen!* Conjugating English verbs is also easier than in German. The most complicated verb *to be* gets by with only six forms *am, are, is, was, were, been*. How many forms does *sein* have? *Bin, bist, ist, sind, seid, war, warst* ...

Another reason why many people like to learn English is because of its heterogeneity. English speakers have never had problems with the purity of their language. It is composed of words borrowed from many languages, mainly German, French, Latin and Greek, with a smattering from other languages. Some of the things seen as being “very British” have some unusual sources – our “admirals” have Arabic roots, and even our “marmalade” came to us by way of Portuguese.

It is estimated that there are more than 800,000 English words. That sounds like bad news; but how many words do you really need to communicate. Most English speakers regularly use about 4,000-5,000 in their everyday life. (They hopefully know many more – Winston Churchill used over 60,000 in his writings!.) And there are about 1,000 words which are used more than others. There is a list of these words at the end of this section – I am sure that you will know most of them.

You will also notice that many of these words are similar to German ones. The majority of the English words used in familiar conversation have Germanic roots. Once we leave everyday life, we are faced with an ever increasing number of words originating from Romance languages.

Many of them are not in common use but, in the fields of history, philosophy and politics, the majority of the vocabulary stems from this group of languages. It has been rightly said that English is a language where the roots are Germanic and the flowers Romance.

Because they think that “everyone speaks our language”, many English-speakers do not attempt to learn a second one. They are, therefore, very impressed when they meet people who can speak more than one. This makes them very generous when dealing with a non-native

speaker's mistakes. (This, however, is not an excuse for making them!) They are, also, often fascinated by foreign accents. Make sure yours doesn't get in the way of your pronunciation, but use it to your advantage as your visiting card!

The most important reason, however, for learning any language is: I WANT TO! not, I have to. Every language you study, no matter to which level, opens a door for you, and today, English provides the key for many international doors.

3. Vocabulary

- There are a couple of hundred vocabulary differences. Sometimes, one word has a different meaning. For example, in the USA a “flat” is a “flat tyre”; in British English a “flat” is a place to live; the Americans call it an “apartment”.

Some of the most common differences are:

British	American	German
trousers	pants	<i>Hose</i>
knickers	panties	<i>Unterhose</i>
napkin	diaper	<i>Windel</i>
serviette	napkin	<i>Serviette</i>
ground floor	first floor	<i>Parterre</i>
lift	elevator	<i>Aufzug</i>
handbag	purse	<i>Handtasche</i>
toilet	bathroom, restroom	<i>Toilette</i>
biscuit	cookie	<i>Keks</i>
shop	store	<i>Geschäft</i>
tramp	hobo	<i>Landstreicher</i>
tap	faucet	<i>Wasserhahn</i>
rubbish	trash	<i>Abfall</i>
lorry	truck	<i>LKW</i>
caravan	trailer	<i>Wohnwagen</i>
boot (of a car)	trunk	<i>Kofferraum</i>
bonnet (of a car)	hood	<i>Motorhaube</i>
joint	roast	<i>Braten(stuck)</i>
bill	check	<i>Rechnung</i>
(bank) note	bill	<i>Banknote</i>
wardrobe	closet	<i>Schrank</i>

4. Pronunciation

As mentioned above, there are differences both between, and within, both countries. Americans often lengthen the vowels sounds – the famous American “drawl” – and British vowels are usually rounder. Some words are also stressed differently.

Today, through the international media, both versions are known and influence each other, forming a kind of “mid-Atlantic” English. It is best, however, to try to stick to one version. Your computer’s grammar and spell checker can be a great help to you here.

One word of warning: Do not confuse pronunciation with accent. Be very careful about trying to imitate an accent – it is extremely difficult to keep it under control, particularly after one or two drinks. It can also have a negative effect; if you try to imitate a – let’s say Texan – accent and are not successful, your Texan “friends” might think that you are making fun of them, which can have disastrous consequences.

There is nothing wrong with having a European accent: it is part of you. Everyone’s accent is an integral part of his or her personality; a statement of origin and, usually, social standing. Be yourself, be genuine – people appreciate this. Think of Arnold Schwarzenegger! The most important thing is clarity, not sounding American or British!

LIST OF 1000 BASIC WORDS

Viele schätzen ihren Sprachwortschatz um einiges niedriger ein, als er tatsächlich ist. Wie viele Wörter kennen Sie im Englischen? Im nachfolgenden finden Sie eine Liste mit 1.000 Wörtern, quasi einen Basis-Wortschatz, der, wenn sie den Großteil davon verstehen, alle Voraussetzungen für eine möglichst freie Konversation bietet. Mit diesen Wörtern können Sie Small Talk halten, sich verständlich machen und die wichtigsten Themen diskutieren. Auch wenn Ihnen nicht alle auf Anhieb geläufig sind, und Sie einzelne vielleicht nachschlagen müssen, Sie können mehr, als Sie vielleicht denken ...

- A** a, about, above, across, act, active, activity, add, afraid, after, again, age, ago, agree, air, all, alone, along, already, always, am, amount, an, and, angry, another, answer, any, anyone, anything, anytime, appear, apple, are, area, arm, army, around, arrive, art, as, ask, at, attack, aunt, autumn, away.
- B** baby, base, back, bad, bag, ball, bank, basket, bath, be, bean, bear, beautiful, beer, bed, bedroom, behave, before, begin, behind, bell, below, besides, best, better, between, big, bird, birth, birthday, bit, bite, black, bleed, block, blood, blow, blue, board, boat, body, boil, bone, book, border, born, borrow, both, bottle, bottom, bowl, box, boy, branch, brave, bread, break, breakfast, breathe, bridge, bright, bring, brother, brown, brush, build, burn, business, bus, busy, but, buy, by.
- C** cake, call, can, candle, cap, car, card, care, careful, careless, carry, case, cat, catch, central, century, certain, chair, chance, change, chase, cheap, cheese, chicken, child, children, chocolate, choice, choose, circle, city, class, clever, clean, clear, climb, clock, cloth, clothes, cloud, cloudy, close, coffee, coat, coin, cold, collect, colour, comb, comfortable, common, compare, come, complete, computer, condition, continue, control, cook, cool, copper, corn, corner, correct, cost, contain, count, country, course, cover, crash, cross, cry, cup, cupboard, cut.
- D** dance, dangerous, dark, daughter, day, dead, decide, decrease, deep, deer, depend, desk, destroy, develop, die, different, difficult, dinner, direction, dirty, discover, dish, direction, do, dog, door, double, down, draw, dream, dress, drink, drive, drop, dry, duck, dust, duty.

- E** each, ear, early, earn, earth, east, easy, eat, education, effect, egg, eight, either, electric, elephant, else, empty, end, enemy, enjoy, enough, enter, equal, entrance, escape, even, evening, event, ever, every, everyone, exact, everybody, examination, example, except, excited, exercise, expect, expensive, explain, extremely, eye.
- F** face, fact, fail, fall, false, family, famous, far, farm, father, fast, fat, fault, fear, feed, feel, female, fever, few, fight, fill, film, find, fine, finger, finish, fire, first, fit, five, fix, flag, flat, float, floor, flour, flower, fly, fold, food, fool, foot, football, for, force, foreign, forest, forget, forgive, fork, form, fox, four, free, freedom, freeze, fresh, friend, friendly, from, front, fruit, full, fun, funny, furniture, further, future.
- G** game, garden, gate, general, gentleman, get, gift, give, glad, glass, go, goat, god, gold, good, goodbye, grandfather, grandmother, grass, grave, great, green, grey, ground, group, grow, gun.
- H** hair, half, hall, hammer, hand, happen, happy, hard, hat, hate, have, he, head, healthy, hear, heavy, hello, help, heart, heaven, height, help, hen, her, here, hers, hide, high, hill, him, his, hit, hobby, hold, hole, holiday, home, hope, horse, hospital, hot, hotel, house, how, hundred, hungry, hour, hurry, husband, hurt.
- I** I, ice, idea, if, important, in, increase, inside, into, introduce, invent, iron, invite, is, island, it, its.
- J** jelly, job, join, juice, jump, just.
- K**
keep, key, kill, kind, king, kitchen, knee, knife, knock, know.
- L** ladder, lady, lamp, land, large, last, late, lately, laugh, lazy, lead, leaf, learn, leave, leg, left, lend, length, less, lesson, let, letter, library, lie, life, light, like, lion, lip, list, listen, little, live, lock, lonely, long, look, lose, lot, love, low, lower, luck.
- M** machine, main, make, male, man, many, map, mark, market, marry, matter, may, me, meal, mean, measure, meat, medicine, meet, member, mention, method, middle, milk, million, mind, minute, miss, mistake, mix, model, modern, moment, money, monkey, month, moon, more, morning, most, mother, mountain, mouth, move, much, music, must, my.

- N** name, narrow, nation, nature, near, nearly, neck, need, needle, neighbour, neither, net, never, new, news, newspaper, next, nice, night, nine, no, noble, noise, none, nor, north, nose, not, nothing, notice, now, number.
- O** obey, object, ocean, of, off, offer, office, often, oil, old, on, one, only, open, opposite, or, orange, order, other, our, out, outside, over, own.
- P** page, pain, paint, pair, pan, paper, parent, park, part, partner, party, pass, past, path, pay, peace, pen, pencil, people, pepper, per, perfect, period, person, petrol, photograph, piano, pick, picture, piece, pig, pin, pink, place, plane, plant, plastic, plate, play, please, pleased, plenty, pocket, point, poison, police, polite, pool, poor, popular, position, possible, potato, pour, power, present, press, pretty, prevent, price, prince, prison, private, prize, probably, problem, produce, promise, proper, protect, provide, public, pull, punish, pupil, push, put.
- Q** queen, question, quick, quiet, quite.
- R** radio, rain, rainy, raise, reach, read, ready, real, really, receive, record, red, remember, remind, remove, rent, repair, repeat, reply, report, rest, restaurant, result, return, rice, rich, ride, right, ring, rise, road, rob, rock, room, round, rubber, rude, rule, ruler, run, rush.
- S** sad, safe, sail, salt, same, sand, save, say, school, science, scissors, search, seat, second, see, seem, sell, send, sentence, serve, seven, several, sex, shade, shadow, shake, shape, share, sharp, she, sheep, sheet, shelf, shine, ship, shirt, shoe, shoot, shop, short, should, shoulder, shout, show, sick, side, signal, silence, silly, silver, similar, simple, single, since, sing, sink, sister, sit, six, size, skill, skin, skirt, sky, sleep, slip, slow, smoke, small, smell, smile, smoke, snow, so, soap, sock, soft, some, someone, something, sometimes, son, soon, sorry, sound, soup, south, space, speak, special, speed, spell, spend, spoon, sport, spread, spring, square, stamp, stand, star, start, station, stay, steal, steam, step, still, stomach, stone, stop, store, storm, story, strange, street, strong, structure, student, study, stupid, subject, substance, successful, such, sudden, sugar, suitable, summer, sun, sunny, support, sure, surprise, sweet, swim, sword.
- T** table, take, talk, tall, taste, taxi, tea, teach, team, tear, telephone, television, tell, ten, tennis, terrible, test, than, that, the, their, then, there, therefore, these, thick, thin, thing, think, third, this, though, threat, three, tidy, tie, title, to, today, toe, together, tomorrow, tonight, too, tool, tooth, top, total, touch, town, train, tram, travel, tree, trouble, true, trust, twice, try, turn, type.
- U** uncle, under, understand, unit, until, up, use, useful, usual, usually.

V vegetable, very, village, voice, visit.

W wait, wake, walk, want, warm, wash, waste, watch, water, way, we, weak, wear, weather, wedding, week, weight, welcome, well, west, wet, what, wheel, when, where, which, while, white, who, why, wide, wife, wild, will, win, wind, window, wine, winter, wire, wise, wish, with, without, woman, wonder, word, work, world, worry, worry, worst, write, wrong.

Y, Z year, yes, yesterday, yet, you, young, your. zero

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USE IT OR LOSE IT!

Mit ein bisschen Übung geht vieles einfacher, so ist es auch mit Englisch. Je öfter Sie Gelegenheit haben, die Sprache zu praktizieren, desto leichter wird es Ihnen fallen, desto sicherer werden Sie sich fühlen, und desto lieber werden Sie schlussendlich auch Englisch sprechen. Also, keine falsche Bescheidenheit, die Möglichkeiten, Englisch in den Alltag zu bringen sind vielfältig!

Tips for Improving Your English

If English is so easy, why do I have so many difficulties? This is the question so many people ask. The two biggest problems are – you don't use the language regularly and, because of this, you lack a certain amount of confidence.

How can this be overcome? Of course, there is not a simple answer which suits everyone in every situation, but there are certain techniques and tricks which can help individuals. Everything is easier in theory than in practice, but choose those which seem appropriate to you and try to use them. And remember, as in so many other areas, if you don't use the language you risk losing it – or, at the very best, becoming a passive English speaker. Do you really want to be passive in anything?

1) Regularity

It is better to try to study for a short period every day than for a long period at irregular intervals. Thirty minutes a day is much better than one day every two weeks.

2) Tests

These are becoming less important. Many international companies are no longer really interested in your certificates; they want to know if you can really work in English and will often have native speakers to check this. However, if you are the kind of person who likes something to hang on the wall, enrol in a course and study for one of the many certificates available.

3) Films, TV

Go to as many English-language films as possible. Once you have reached a certain level, try to watch films without subtitles. We are all lazy and will read them if they are there – it IS easier. Do not try to understand every single word; even native speakers have problems sometimes when dealing with "unusual" accents. You will soon lose contact to the film; so relax and enjoy the sound of the language and be surprised at how much you have understood after you leave the cinema.

If you have a DVD player, consider yourself lucky. In this case, you can watch films with or without subtitles. If possible, try to watch the films without subtitles. If this is a problem, try the English subtitles – it helps to be able to read and hear at the same time. Only as a last resort, turn to the German subtitles. They often have very little to do with the original – and you really don't need them, do you?

Watch TV. Many programmes are now available on cable or via satellite. News programmes can be useful, because you will usually be familiar with the content. CNN, with its reporters from all over the world, is particularly valuable for making you acquainted with various English accents.

4) Songs

It is surprising, but many people have a “favourite song” and don't really know what it is about. If there is a song you particularly like, try to write the lyrics. If you have problems, look for them on the Internet – Yahoo, Google, etc. You might be amazed at what you discover 😊

5) Read

Read, read, read!!!! What you read is not important; it is important that you read. Harry Potter or James Joyce – it makes no difference. Make sure that you are interested in what you read. If you force yourself to read something because you think you should, you will soon lose interest and then ...

Here also, do not try to understand every word. Understand the meaning; even in your mother tongue you come across uncommon words and, do you always look them up in the dictionary? Honestly?

Occasionally, however, try some “exclusive reading”. Take a paragraph or two, not more, and try to get the meaning of every word. If you do not understand something, look it up in a dictionary. Then decide if it's a word or phrase that you really need. There is no need to clutter the mental hard disk with useless information. For example, *haberdasher*¹ is a word you will probably only see three times in the next twenty years. **A word about dictionaries:** A German/English dictionary is a way to get a quick translation of a word – but is it the way to make sure the word remains with you? If you can, use an English dictionary, read the definition of the word you don't know, this will force you to think and – sometimes – you will find that the word is then stored more easily.

At the end of this section, you will find a glossary of terms commonly used in communal politics in the USA. How easy is it for you to understand their meanings using the English definitions?

6) Speak

Take advantage of every opportunity to speak – no matter about what and to whom – SPEAK! Of course, you will make mistakes, but nobody's perfect.

Read aloud! Read a newspaper article, or a section from a book, out loud (nobody has to hear you). Get used to hearing yourself making those peculiar English sounds.

¹ Kurzwarenhändler

Talk to yourself! On the way to work, in the underground, in your car, wherever, have an imaginary conversation with yourself.

Talk to your colleagues! Try to have a certain time – or place – where only English is spoken. There are limitations to this; sometimes it will be necessary to say what you have to say and not what you can say – and this is usually easier to do in your mother tongue.

Remember! The more you speak, the easier it becomes. And, when it becomes easier, you will relax and speak more. Then you will be able to concentrate more on what your partner says and less on forming your own sentences. In this way, you will learn new expressions by listening to others, use them, and improve your language capabilities. Then you will speak even more! It's just like a circle.

7) Writing

Find an English-speaking, Internet pen-pal. Communicate, tell this person about your interests, your country, your holidays, everything! Cultivate this person. If you ever have something important to write, ask him/her to check your English. This can be very, very useful.

Keep a diary. Write a simple description of events that have happened, restaurants you have visited, films you have seen, people you have met. This is a good way for German-speakers to perfect their KISS – keep it short and simple – technique.

8) Vocabulary

Keep a notebook with a list of new words you think you can use. Write the word down, along with a phrase and, if you need it, the translation. The phrase is important because most people think in groups of words, not single ones. Some people like to use cards with the English words and phrases on one side and German on the other.

Do crosswords and puzzles. Try to play Scrabble; this will help you think about the way English is constructed.

Set yourself a goal – 5 words a day, for example. In theory, this means that, after one year, you will have increased your vocabulary by over 1,800 new words. As there are only around 850,000 words in the English language, after about 450 years, you will know them all!

9) Grammar

Be careful about asking English speakers to explain grammar points. Most native speakers never learn the rules exactly, and forget them soon after they leave school. (Many non-native speakers are much better at this – particularly parents who have just studied for the Matura with their children.) English grammar is complicated, with many exceptions, and is changing all the time. Some things which were frowned on 20 years ago, were passable 10 years ago, and are absolutely normal today. Learn your grammar by reading, and listening to, as much natural, contemporary English as possible.

GLOSSARY OF US COMMUNAL POLITICS TERMINOLOGY

Wie oft ist es Ihnen schon passiert, dass Sie im persönlichen Gespräch, oder auch im Schriftverkehr, nach dem richtigen Wort gesucht haben? Die gängigsten Begriffe für Kommunalpolitiker kann man eigentlich gar nicht oft genug wiederholen.

Ad valorem tax:	A property tax set according to the value of the property.
Alternate:	One chosen to take the place of another.
Annexation:	Extending a city's boundaries by adding land from adjoining territory.
Authority:	A special-purpose public corporation set up by a government to provide a specific function or services, such as hospital care or public housing.
Bandwagon:	Political action where party members show their support of a candidate or issue that appears certain to win.
Bipartisan:	Combination of members of opposing parties to support legislation, candidates or other issues.
Blanket ballot:	Ballot listing both names of candidates and proposed legislation.
Budget:	A government's annual financial plan. The budget is based on anticipated revenues and expenditures for a given year.
Caucus:	Usually a closed meeting of party members to reach agreement on policies or legislation.
Charter:	Similar to a constitution; written and adopted by the citizens. It defines the city's boundaries, form of government and powers.
Citizen:	A resident of a city, state or nation; a consumer of public services.

City attorney:	Represents city in legal matters and gives legal advice concerning city affairs.
City clerk:	Record keeper for the city. Keeps the official city seal, maintains city council minutes and other records.
City council:	The governing body of a city.
City hall (USA):	A city's main government building, usually including the offices for the mayor, the city council members, and a council meeting room.
City manager:	An official appointed by the city council to administer such city business as hiring, promotions, purchases and finances.
City:	See municipality. Many people think a city is a large town, but there is usually no legal difference between towns, villages and cities.
Closed primary (USA):	Election in which only voters with a party affiliation are entitled to vote.
Coalition:	An alliance of persons, parties or states.
Code:	A set of ordinances arranged by subject matter.
Community:	May refer to any local area whose residents share common interests.
Consolidation:	A formal merging of two governments (such as a county and city) that must be approved by the voters of each government.
County seat:	The area designated by the legislature as the site of a county's government.
County (USA):	A subdivision of the state set up to carry out certain state laws; it also functions as a general-purpose local government.
Dark horse:	A candidate, not originally considered, who is nominated when supporters of other candidates are deadlocked.

Favorite son:	A person nominated for local or regional support rather than national.
Floor leader (USA):	Member of the House or Senate elected to be his party's speaker.
Grant:	Money provided by the state or federal government for local governments projects. Grants are often designated for specific uses or projects.
Growth strategies:	Planning for future population growth, resource use and development.
Home rule:	A constitutional provision that allows municipal governments to exercise any power for municipal purposes except when it is expressly prohibited by state law. That is, as long as it is not specifically prohibited by state or federal law, municipal officials may pass any ordinance on behalf of the city.
Homestead exemption:	A reduction in property tax for the taxpayer who owns and lives on property being taxed.
Incorporate:	To officially bring a municipality into existence through the passage of an act in the state legislature and a referendum in the proposed municipality.
Incorporated area:	The land within a municipality. The boundaries are set by the city charter.
Independent:	Non-affiliated voter; party member who does not adhere to party lines and policies; a candidate with no political affiliation.
Infrastructure:	The physical framework or facilities of government, such as roads, bridges, buildings and sewer lines.
Intergovernmental:	The relationship between two or more governments or levels of government.
Landslide:	Overwhelming victory in an election.

Land-use plan:	A plan on how land can be used. The plan divides a city or county into zones and specifies the purposes for which land in each zone can be used.
License fee:	A fee required of a specific business in order to control the effects that the business might have on a community.
Local law:	A law passed by the state legislature to provide for a specific need in a named county or city.
Local option:	Allowing citizens of a county or city to vote on whether a particular law or practice will apply in their community.
Majority:	More than 50% of the votes cast in an election.
Mandate:	A message from the voters to follow a specific course of action.
Mayor:	An elected municipal official who may, depending upon the charter, have specific duties and responsibilities.
Municipality:	The legal name for a city, town or village.
Open primary (USA):	Primary election open to all voters.
Ordinance:	A law enacted by a city or county affecting local affairs such as traffic, noise and animal control.
Plank:	One of the principals of a political platform.
Platform:	The document stating the principles of a political party.
Plurality:	The difference between the two highest votes in an election with more than two candidates.
Population density:	The number of people who live in a specific area, such as a square mile.

Privatization:	The use of a private business to deliver a government service.
Property tax:	A tax based on the value of real property (a house or land) or personal property (car or boat). Also known as ad valorem tax.
Referendum:	The submission of proposed legislation, passed upon by a legislature or convention, to the voters for ratification or rejection.
Revenue:	A government's income from taxes, grants, fines, fees and licenses.
Rural:	Areas of the countryside with a low population density and not considered urban.
Sanitary landfill:	The public facility where solid waste is buried under earth.
Sleeper:	An unresolved issue, avoided by politicians but important to voters, which could explode during a campaign.
Split ticket:	Voting for candidates of more than one party.
Steamroller:	Tactics intended to crush the opponent.
Straight ticket:	Voting for candidates of one party only in an election.
Straw vote:	Unofficial poll of voters taken to suggest trends.
Suburban:	A heavily populated area near a large city, usually having residential areas and small businesses.
Tax digest:	The record showing the total taxable value of property in a city or county.
Tax:	Money that a government levies and collects from people or organizations within its jurisdiction. Taxes are used to pay for government services.

Town:	See municipality.
Unincorporated area:	The area of the county not in any city. Area may be rural, agricultural or heavily populated and suburban in nature.
Urban:	Generally, refers to any city or developed community with a sizeable population. Urban can also refer to a densely settled area that is located next to a city.
Urbanized area:	Includes a central space and the densely settled urban fringe next to or around it.
User fee:	A charge made to persons for using a governmental service such as water.
Village:	See municipality.
War house:	Politician who is a veteran of many campaigns.
Whip:	Member of parliament whose duties including assuring attendance of party members when votes are taken, and promoting internal solidarity.
Zoning:	Dividing a community into zones for different types of uses, such as business, residential subdivisions and agriculture.

WHAT IS THAT CALLED?

In Ihrem "Alltagsgeschäft" sind Sie es bereits gewöhnt, Ämter, Magistrate, Behörden und Institutionen richtig zu benennen, doch wenn es darum geht, diese ins Englische zu Übersetzen, kommen bisweilen kreative Bezeichnungen zustande. Das entsprechende Pendant zu finden, ist meist gar nicht so einfach, wie es manchmal den Anschein hat.

Did you ever wonder about the correct name for the various departments of your council? Maybe this list of translations of the sections of the largest city council in Austria will help you.

The Organisation of a City Administration / Community

Magistratsabteilung	Municipal Department
1 Allgemeine Personalangelegenheiten	General Personnel Matters
2 Zentrales Mitarbeiter/innenservice für Dienstrecht und Besoldung	Central Personnel Service for Public Service Regulations and Remuneration
4 Allgemeine Finanz- und Wirtschaftsangelegenheiten; Abgaben	General Financial and Economic Affairs; Duties and Charges
5 Finanzwirtschaft und Haushaltswesen	Finance and Budget
6 Rechnungsamt	Accounting Services
7 Kultur	Cultural Affairs
8 Wiener Stadt- und Landesarchiv	City Archives
9 Wiener Stadt- und Landesbibliothek	City Library
11 Amt für Jugend und Familie	Youth and Family Offices
11A Tagesbetreuung von Kindern, Kindertagesheime der Stadt Wien	Municipal Nursery Schools and Children's Daycare Centres

12	Wien Sozial	Vienna Social Welfare
13	Bildung und außerschulische Jugendbetreuung	Education, Out-of-School Activities for Children and Young People
14	Automationsunterstützte, elektronische Datenverarbeitung, Informations- und Kommunikationstechnologie	Automated Dated Processing, Information and Communications
15	Gesundheitswesen	Public Health
16	Wiener Schlichtungsstelle in Wohnrechtsangelegenheiten	Vienna Arbitration Board for Legal Housing matters
18	Stadtentwicklung und Stadtplanung	Urban Development and Planning
19	Architektur und Stadtgestaltung	Architecture and Urban Design
20	Fremdenrechtliche Angelegenheiten	Immigration Office
21A	Stadtteilplanung und Flächennutzung Innen-West	District Planning and Land Use, Central West
21B	Stadtteilplanung und Flächennutzung Süd-Nordost	District Planning and Land Use South and Northeast
22	Umweltschutz	Environmental Protection
25	Technisch-wirtschaftlich Prüfstelle für Wohnhäuser, besondere Angelegenheiten der Stadterneuerung	Technical and Financial assessment in Matters of Housing Construction and Promotion, Specialised Urban Renewal
27	EU-Strategie und Wirtschaftsentwicklung	EU Strategy and Economic Development
28	Straßenverwaltung und Straßenbau	Road Management and Construction
29	Brückenbau und Grundbau	Bridge Construction and Foundation Engineering
30	Wien-Kanal	Vienna Waste Water Management
31	Wasserwerke	Water Management

33	Öffentliche Beleuchtung	Public Lighting
34	Bau- und Gebäudemanagement	Building and Facility Management
36	Technische Gewerbeangelegenheiten, behördliche Elektro- und Gasangelegenheiten, Feuerpolizei und Veranstaltungswesen	Inspection of Business Establishments, Electrical and Gas Equipment, Fire Prevention and Official Authorisation of Events
37	Baupolizei	Building Inspection
38	Lebensmittelversuchsanstalt der Stadt Wien	Food Safety Department
39	Versuchs- und Forschungsanstalt der Stadt Wien	Research Centre
41	Stadtvermessung	Surveyors
42	Stadtgartenamt	Parks and Gardens
43	Städtische Friedhöfe	Cemeteries
44	Bäder	Municipal Swimming Pools
45	Wasserbau	Water Engineering
46	Verkehrsorganisation und technische Verkehrsangelegenheiten	Traffic Management and Organisation
47	Pflege und Betreuung	Nursing and Care Services
48	Abfallwirtschaft, Straßenreinigung und Fuhrpark	Waste Management, Street Cleaning and Vehicle Fleet
49	Forstamt und Landwirtschaftsbetrieb der Stadt Wien	Forestry Office and Urban Agriculture
50	Wohnbauförderung, Wohnhaussanierung, Wohnungsverbesserung und Aufsicht über die gemeinnützigen Bauvereinigungen	Housing Promotion, Housing Rehabilitation and Improvement, Supervision of Non-profit Building Associations
51	Sportamt	Sports Office

53	Presse- und Informationsdienst	Press and Information Services
54	Zentraler Einkauf	Procurement
55	Bürgerdienst	Community Services
56	Städtische Schulverwaltung	School Administration
57	Frauenförderung und Koordinierung von Frauenangelegenheiten	Promotion and Coordination of Women's Issues
58	Rechtliche Angelegenheiten der Landeskultur und des Wasser- und Schifffahrtswesens	Legal Affairs: Natural Resource Management, Waterways and Shipping
59	Marktamt	Market Authority
60	Veterinäramt	Veterinary Board
61	Staatsbürgerschafts- und Personenstandsangelegenheiten	Vital Statistics and Citizenship
62	Wahlen und verschiedene Rechtsangelegenheiten	Elections and specific Legal Affairs
63	Gewerbewesen und rechtliche Angelegenheiten des Ernährungswesens	Commerce and Trade, Legal Aspects of Food safety
64	Rechtliche Bau-, Energie-, Eisenbahn- und Luftfahrtangelegenheiten	Legal Affairs: Construction, Energy, Railways, Traffic and Aviation
65	Rechtliche Verkehrsangelegenheiten	Legal Affairs: Transport and Traffic
66	Statistisches Amt der Stadt Wien	Bureau of Statistics
67	Parkraumüberwachung	Supervision of On-Street Parking
68	Feuerwehr und Katastrophenschutz	Fire Services and Disaster Relief
69	Liegenschaftsmanagement	Real Estate Management
70	Rettungs- und Krankenbeförderungsdienst der Stadt Wien	Ambulance and Patient Transport Services

K Krankenanstaltenfinanzierung, Wiener Krankenanstaltenfinanzierungsfonds	Hospital Funding; Vienna Hospital Finance Fund
L Angelegenheiten der Landessanitätsdirektion	Matters regarding the Vienna Health Board
Stadt Wien – Wiener Wohnen	City of Vienna – Housing in Vienna
KAV – Wiener Krankenanstaltenverbund	KAV – Vienna Hospital Association
Kontrollamt	Auditing Department

FACTS AND FIGURES

Daten und Fakten, jeder Kommunalpolitiker arbeitet täglich mit Statistiken, Tabellen und Zahlen. Dabei gilt es nicht nur, fremde Daten zu verarbeiten, sondern auch die eigene Stadt und Gemeinde entsprechend vergleichen zu können.

This is a data sheet for Krems. It is a good example of typical facts and figures issued by many communities. Do you understand all the vocabulary? Does your community have something like this readily available in the Internet? What would the figures for your community be?

Population: 23,552 (+ 4,518 with Krems as second residence)
as of April 2002

Total area: 51.6 square kilometres

Population density: 544 inhabitants/km²

Number of households: 10,743

Of which 1-member: 4,169

2-member: 3,300

3-member: 1,665

4-member and more: 1,609

Family status: Single: 12,215

Married: 11,494

Widowed: 2,134

Divorced: 2,227

Cadastral municipalities: 11
Angern, Egelsee, Gneixendorf, Hollenburg, Krems, Rehberg,
Landersdorf, Scheibenhof, Stein, Thallern, Weinzierl

Sister cities:	Since 1971: Ribe (Denmark) Since 1971: Böblingen (Germany) Since 1973: Beaune (France) Since 1973: Passau (Germany) Since 1994: Kremsier (Czech Republic) Since 1999: Grapevine (Texas, USA)
Population flows:	New residents: 1,285 Departing residents: 1,157 (Source: Statistik Austria 2001)
Labour market situation	Unemployment: 6.8% Unemployed per job opening: 5.9 Annual average (2001)
Businesses total number:	1,749 Crafts, trades, services: 441 Industry: 22 Retail/wholesale: 702 Financial, credit, insurance: 23 Transportation: 72 Tourism: 271 Information, Consulting: 218 (April 2003)
Agriculture and forestry	
Uses of area:	Building areas: 375 ha Farmland: 1,109 ha Horticulture: 42 ha Forests: 1,543 ha Vineyards: 1,000 ha Hunting grounds: 12
Vineyards	10 cadastral units: Pfaffenberg (184 ha), Kremsleithen (52 ha), Sandgrube (341 ha), Goldberg (91 ha), Kogl (110 ha), Sommerleithen (80 ha), Thalland (15 ha), Pulverturm (12 ha), Herrentrost (47 ha), Frauengrund (68 ha)
Main variety:	60% Grüner Veltliner
Harvest:	approx. 4,300,000 litres

Enterprises: 525 wine producers, of which 71 full-time, 54 buschenschank businesses (wine taverns with restricted business licenses)

Tourism key figures (2002):

Guest beds:	1,455
Arrivals:	82,202
Average stay:	3.3 days
Overnight stays in 2002:	154,528

Health care

Number of physicians in city: 100 (of which 27 general practitioners, 68 specialists, 15 dentists)

6 pharmacies

Hospital with 472 beds

3 senior residences with a total of 104 beds in residential units,
167 beds in care units

Glossar

population	e Einwohner
area	e Fläche
population density	e Bevölkerungsdichte
household	r Haushalt
single	ledig
married	verheiratet
widowed	verwitwet
divorced	geschieden
cadastral municipality	e Kastralgemeinde
sister city	e Partnerstadt
population flow	e Wanderungsbewegung
labour market	r Arbeitsmarkt
craft	s Handwerk
trade	s Gewerbe
service	e Dienstleistung
retail	r Einzelhandel
wholesale	r Grosshandel
insurance	e Versicherung
transportation	r Verkehr
agriculture	e Landwirtschaft
forestry	e Forstwirtschaft
horticulture	r Gartenbau
vineyard	r Weingarten
hunting ground	s Jagdgebiet
cadastral unit (open field)	e Flur
variety	e Sorte
harvest	e Ernte
enterprise	r Betrieb
key figure	e Kennzahl
physician	r Arzt
general practitioner	r Allgemeinmediziner
specialist	r Facharzt
pharmacy	e Apotheke
dentist	r Zahnarzt

THE AUSTRIAN GOVERNMENTAL SYSTEM

Auf die Schnelle gefragt: Der Verband der Sozialversicherungsträger, könnten Sie den Englischen Begriff einfach so aus dem Ärmel schütteln? Kein Wörterbuch bietet die wichtigsten Institutionen auf einen Blick, und selbstgenerierte Übersetzungen verursachen meist mehr Verwirrung als Klarheit.

Bundespräsident	Federal President
Österreichische Bundesregierung	Austrian Federal Government
Bundeskanzleramt	Federal Chancellery
Bundeskanzler	Federal Chancellor
Vizekanzler	Vice Chancellor
Bundesminister	Federal Minister
Bundesminister ohne Geschäftsbereich	Federal Minister without Portfolio
Bundesministerium (BM) für Inneres	Federal Ministry of the Interior, Interior Ministry
Bundesminister für Inneres	Federal Minister of the Interior, Interior Minister
Bundesministerium für Verteidigung	Federal Ministry of Defense
Bundesministerium für Finanzen	Federal Ministry of Finance
Bundesministerium für auswärtige Anglegenheiten	Federal Ministry for Foreign Affairs
Bundesministerium für Wirtschaft und Arbeit	Federal Ministry of Economics and Labour

Bundesministerium für Justiz	Federal Ministry of Justice
Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft	Federal Ministry of Agriculture, Forestry, Environment and Water Management
Bundesministerium für Verkehr, Innovation und Technologie	Federal Ministry for Transport, Innovation and Technology
Bundesministerium für Bildung, Wissenschaft und Kultur	Federal Ministry for Education, Science and Culture
Bundesministerium für soziale Sicherheit und Generationen	Federal Ministry for Social Security and Generations
Staatssekretär für Kunst und Medien im Bundeskanzleramt	State Secretary for Art and Media at the Federal Chancellery
Staatssekretär im BM für Finanzen	State Secretary for Finance
Staatssekretär für Tourismus und Freizeitwirtschaft im BM für Wirtschaft und Arbeit	State Secretary for Tourism and Leisure Industry at the Federal Ministry of Economics and Labour
Staatssekretär für Gesundheit im BM für soziale Sicherheit und Generationen	State Secretary for Health at the Federal Ministry for Social Security and Generations

Bundesland	Federal Province / State	Capital City
Burgenland	Burgenland	Eisenstadt
Kärnten	Carinthia	Klagenfurt
Niederösterreich	Lower Austria	St. Pölten
Oberösterreich	Upper Austria	Linz
Salzburg	Salzburg	Salzburg (City)
Steiermark	Styria	Graz
Tirol	Tyrol	Innsbruck

Vorarlberg	Vorarlberg	Bregenz
Wien	Vienna	Vienna

Politische Parteien und Bewegungen	Political Parties and Movements	
Die Grünen	The Greens	
Freiheitliche Partei Österreichs	FPÖ	The Austrian Freedom Party
Kommunistische Partei Österreichs	KPÖ	The Austrian Communist Party
Österreichische Volkspartei	ÖVP	The Austrian People's Party
Sozialdemokratische Partei Österreichs	SPÖ	The Social Democratic Party of Austria

Gerichtshöfe	Law Courts / Courts of Justice	
Oberster Gerichtshof	Supreme (Judicial) Court	
Verfassungsgerichtshof	Constitutional Court	
Verwaltungsgerichtshof	Administrative Court	
Rechnungshof	Court of Audit	

Interessensvertretungen	Representation of Interests	
Arbeiterkammer !!!!	Chamber of Labour	
Industriellenvereinigung	Federation of Austrian Industry	
Landwirtschaftskammer	Chamber of Agriculture	
Österreichische Gewerkschaftsbund	Austrian Trade Union Federation	
Wirtschaftskammer	Austrian Federal Economic Chamber	

Sozialversicherung	Social Insurance
Hauptverband der Sozialversicherungsträger	Association of Statutory Social Insurance
Verwaltung	Administration
Amt	office – duty, function
Amtsschimmel	red tape
Beamter	Public servant, official
Behörde	public authority
Behördenweg, Amtsweg	official channel(s), official procedure(s)
Bescheid	notification
Bezirk	district, county
Bezirkshauptmannschaft	District Administration, District Authority, County Office
Botschaft	embassy
Budgetausschuss	Budget Committee
Bundesgesetzblatt (BGBl.)	Federal Law Gazette (FLG)
Bundesland	Federal Province, Federal State
Bundesorganisation	federal office
Bundespolizeidirektion	Federal Police Headquarters
Bundesregierung	Federal Government
Bundesverfassung	Federal Constitution
Bundesversammlung	Federal assembly
Bürger	citizen

Bürgermeister	Mayor
Bürgerservice	Citizen's Service
Einstimmigkeitsprinzip	principle of unanimity
Gemeinde	municipality, city, town, village, district, region
Gemeinderat	Municipal Council
Gesetzesentwurf, Regierungsvorlage	bill
Grundbuch	cadastral register
Grundgesetz	basic (constitutional) law
Hauptausschuss	Main Committee
Immunitätsausschuss	Immunity Committee
Kabinettsdirektor	Head of Cabinet
Katastralgemeinde	cadastral municipality
Konsulat	consulate
Kundmachung der Bundesregierung	official announcement
Landeshauptstadt	Provincial Capital, Federal State Capital
Landesorganisation	provincial office
Landesregierung	Provincial Government, Federal State Government
Landtag	Provincial Parliament, State Parliament
Landtagsabgeordneter	Member of Provincial (State) Parliament
Magistrat	Municipal Department

Magistratisches Bezirksamt	Municipal District Office
Ministerrat	Council of Ministers
Nationalrat	Nationalrat, National Council
Parlamentsdirektion	Parliamentary Administration
Polizist	police officer
Präsidentenkanzlei	Office of the Federal President
Referat	subdivision
Regierungsbildung	formation of government
Regierungsperiode	term of government
Regierungsvorlage, Gesetzesentwurf	bill
Regionalorganisation	regional office
Ressort	portfolio
Sachbearbeiter, Referent	official (clerk) in charge
Sozialpartnerschaft	social partnership
Staatsoberhaupt	Head of State
Stadtrat	City Councillor
Ständiger Unterausschuss	Permanent Sub-Committee
Strafvollzug	enforcement (execution) of a sentence, imprisonment
Unvereinbarkeitsausschuss	Incompatibility Committee
Verein	association, club, society, union
Verfassungsrechtlich, verfassungsgemäß	constitutional

Verwaltungssenat, unabhängiger	Independent Administrative Tribunal, Independent Administrative Senate
Volksanwaltschaft	Austrian Ombudsman Board
Weisungsrecht	authority to issue directives

THE AUSTRIAN EDUCATION SYSTEM

Akademie für Sozialarbeit	College for social workers
Allgemeinbildende höhere Schule (AHS)	Academic secondary school
Allgemeine Sonderschule	General purpose special school
Aufbaulehrgang	Continuation course
Bauhandwerkerschule	Training school for construction workers
Berufsbildende mittlere und höhere Schule	Medium and higher-level secondary technical and vocational college !!!!
Berufsförderungsinstitut	Institute for the advancement of vocational training
Berufspädagogische Akademie	Technical and vocational teacher-training college
Berufsreifeprüfung	Vocational matriculation examination
Berufsschule	Vocational school
Bildungsanstalt für Kindergartenpädagogik	Teacher-training college for kindergarten education
Bildungsanstalt für Sozialpädagogik	Teacher-training college for social education
Diplomprüfung	Diploma exam
Fachhochschule	University of applied sciences
Fachschule für !!!	Medium-level secondary college for occupations in the food and beverage industry
Fachschule für Altendienste und Pflegehilfe	School for the care of the elderly and the handicapped
Fachschule für Familien- und Pflegehilfe	School for family and nursing services

Fachschule für Mode und Bekleidungstechnik	Medium-level secondary college for the fashion and clothing trade
Fachschule für Sozialberufe	Medium-level secondary college for social workers
HOTELFACHSCHULE?	Medium-level secondary college for hotel management and tourism !!!!
Fachschule für wirtschaftliche Berufe	Medium-level secondary college for management workers !
Forstliche Bundesfachschule	Medium-level secondary forestry college
Grundschule / Volksschule	Primary school
Handelsakademie	Higher-level secondary commercial college
Handelsschule	Medium-level secondary commercial college
Hauptschule	General secondary school
Haushaltungsschule	Medium-level secondary domestic-science college
Hauswirtschaftsschule	Medium-level secondary home-economics college
Höhere Internatsschule	Academic secondary boarding school
Höhere land- und forstwirtschaftliche Lehranstalt	Higher-level secondary agricultural and forestry college
Höhere Lehranstalt für	Higher-level secondary college for occupations in the food and beverage industry !
Höhere Lehranstalt für Mode und Bekleidungstechnik	Higher-level secondary college for the fashion and clothing trade
Höhere Lehranstalt für Tourismus	Higher-level secondary college for tourism
Höhere Lehranstalt für wirtschaftliche Berufe	Higher-level secondary college for !!

Höhere technische und gewerbliche Lehranstalt	Higher-level secondary industrial and trade college
Höhere technische und höhere land- und forstwirtschaftliche Lehranstalt	Higher-level secondary industrial, agriculture and forestry college !!!
Kolleg	Specialised post-matriculation course
Landwirtschaftliche Fachschule	Medium-level secondary agricultural college
Lehranstalt für heilpädagogische Berufe	Training college for special education occupations !!!
Matura, Reifeprüfung	Matriculation exam
Pädagogische Akademie	Teacher-training college
Pädagogisches Institut	Institute for in-service teacher training!!!
Polytechnische Schule	Polytechnic school
Reifeprüfung, Matura	Matriculation exam
Schule für Sozialdienste, Ehe- und Familienberatung	School for social services, marriage and family counselling
Sonderschule	Special school
Sonderschuloberstufe	Special school – upper grade
Technische, gewerbliche und kunstgewerbliche Fachschule	Medium-level industrial, trade and crafts college
Volkshochschule	Adult education centre
Volksschuloberstufe	Primary school – upper grade
Vorbereitungslehrgänge	Preparatory course
Werkmeisterschule	School for training foremen
Wirtschaftsförderungsinstitut	Institute for the advancement of business !!!

GLOSSARY OF TERMINOLOGY FOR EU INTERREG PROJECTS

Kaum eine österreichische Gemeinde kommt an EU-Projekten vorbei, und vor allem in Hinblick auf zukünftige Kooperationen mit den Nachbarländern und den neuen EU-Mitgliedern werden Interreg-Projekte aktuell bleiben. Im Erfahrungsaustausch, zur Information, für eine bessere Zusammenarbeit wird der Austausch von relevanten Inhalten wohl meist in Englischer Sprache stattfinden. Das richtige Wort, die konkrete Bezeichnung, das zielführende Vokabular, nur wer effizient kommuniziert, kann auch effizient arbeiten.

English	German
added value	Mehrwert
advance payment	Vorauszahlung, Anzahlung
allocation of funds	Zuwendung/Zuteilung von Mitteln
assessment	Beurteilung
border region(s)	Grenzregion(en)
Federal or Länder Authorities	Bundes- oder Landestellen
CADSES (Central European, Adriatic, Danubian, South-Eastern European Space)	Mitteuropäischer, Adriatischer, Donau- und Südosteuropäischer Raum
call for projects	Aufruf zur Projekteinreichung
call for proposals	Ausschreibung
candidate countries	Kandidatenländer
ceiling	Obergrenze
Certificate of Expenditure	Ausgabenbescheinigung

Community Assistance for Reconstruction Development Stabilisation (CARDS)	Hilfe der Gemeinschaft für Wiederaufbau, Entwicklung, Stabilisierung (Programm der Westbalkanhilfe)!!!
contingent liability	Ausfallhaftung
contribution in kind	Sachleistung, Eigenleistung
controlling institution	Prüfstelle
Council Regulation	Verordnung des Rates
cross-border	grenzübergreifend
directive	Richtlinie
dissemination	Verbreitung
east zone of INTERREG IIIC	Zone Ost INTERREG IIIC
eligible costs	zuschussfähige Ausgaben
Eligible expenditure	zuschussfähige / zulässige Ausgabe / Kosten
enlargement	Erweiterung
EU public procurement law	EU-Gesetz über öffentliche Ausschreibung
European Regional Development Funds (ERDF)	Europäische Fonds für Regionalentwicklung (EFRE)
evaluation	Bewertung
expenditure	Ausgaben, Kosten
final beneficiary	Endbegünstigter
financing plan	Finanzplan
form	Formblatt / Formular
funding	Finanzierung

ineligible expenditure	Unzulässige Ausgaben
Instrument for Structural Programmes for pre-Accession (ISPA)	strukturpolitisches Instrument zur Vorbereitung auf den Beitritt !!!
Joint Technical Secretariat (JTS)	Gemeinsames Technisches Sekretariat
Lead Partner (LP)	!!!!
letter of intent	Absichtserklärung
Managing Authority (MA)	Verwaltungsbehörde
mid-term review	Halbzeitbilanz
milestone	Meilenstein
Monitoring Committee (MC)	!!!
national contact point	Nationale Kontaktpunkt
Non-Member States	Nichtmitgliedstaaten
objective	Ziel, Zielsetzung
paying authority (PA)	Zahlstelle
Programme Complement (PC)	Programmergänzung
progress report	Fortschrittsbericht
provincial and local authorities	Gebietskörperschaften
public body	öffentliche Förderstelle
Publicity plan	Plan für die Öffentlichkeitsarbeit
regulation	Verordnung
Steering Committee (SC)	Lenkungsausschuss
Strand A,B,C	Ausrichtung A,B,C

structural funds	Strukturfonds
subsidy contract	Fördervertrag, Zuwendungsvereinbarung
subsistence expenses	Unterhaltskosten
Support for Pre-accession Measures for Agriculture and Rural Development (SAPARD)	!!! Heranführungsinstrument für die Landwirtschaft
Technical assistance to Commonwealth of Independent States (TACIS)	Technische-Hilfe-Programm für die Gemeinschaft unabhängiger Staaten
third countries	Drittländer
urban development	städtische Entwicklung

THE EUROPEAN UNION AT A GLANCE

Die Grenzen einer durchschnittlichen österreichischen Gemeinde reichen schon seit vielen Jahren weit nach Europa hinein. Und teilweise sogar schon weiter. Was meist als „die EU“ abgehandelt wird, ist jedoch eine vernetzte Struktur, deren Arbeitsweise bereits auf Deutsch anspruchsvoll in der Erklärung ist. Und wie sieht es dann mit Englisch aus?

The European Union (EU) is a family of democratic European countries, committed to working together for peace and prosperity. It is not a State intended to replace existing states, but it is more than any other international organisation. The EU is, in fact, unique. Its Member States have set up common institutions to which they delegate some of their sovereignty so that decisions on specific matters of joint interest can be made democratically at European level.

The historical roots of the European Union lie in the Second World War. The idea of European integration was conceived to prevent such killing and destruction from ever happening again. It was first proposed by the French Foreign Minister Robert Schuman in a speech on 9 May 1950. This date, the "birthday" of what is now the EU, is celebrated annually as Europe Day.

There are five EU institutions, each playing a specific role:

- European Parliament (elected by the peoples of the Member States);
- Council of the European Union (representing the governments of the Member States);
- European Commission (driving force and executive body);
- Court of Justice (ensuring compliance with the law);
- Court of Auditors (controlling sound and lawful management of the EU budget).

These are flanked by five other important bodies:

- European Economic and Social Committee (expresses the opinions of organised civil society on economic and social issues);
- Committee of the Regions (expresses the opinions of regional and local authorities);
- European Central Bank (responsible for monetary policy and managing the euro);
- European Ombudsman (deals with citizens' complaints about maladministration by any EU institution or body);
- European Investment Bank (helps achieve EU objectives by financing investment projects);

A number of agencies and other bodies complete the system.

The rule of law is fundamental to the European Union. All EU decisions and procedures are based on the Treaties, which are agreed by all the 27 EU countries.

Initially, the EU consisted of just six countries: Belgium, Germany, France, Italy, Luxembourg and the Netherlands. Denmark, Ireland and the United Kingdom joined in 1973, Greece in 1981, Spain and Portugal in 1986, Austria, Finland and Sweden in 1995. In 2004 the biggest ever enlargement takes place with 10 new countries joining, in 2007, the latest enlargement takes place with Bulgaria and Romania.

In the early years, much of the co-operation between EU countries was about trade and the economy, but now the EU also deals with many other subjects of direct importance for our everyday life, such as citizens' rights; ensuring freedom, security and justice; job creation; regional development; environmental protection; making globalisation work for everyone.

The European Union has delivered half a century of stability, peace and prosperity. It has helped to raise living standards, built a single Europe-wide market, launched the single European currency, the euro, and strengthened Europe's voice in the world.

Unity in diversity: Europe is a continent with many different traditions and languages, but also with shared values. The EU defends these values. It fosters co-operation among the peoples of Europe, promoting unity while preserving diversity and ensuring that decisions are taken as close as possible to the citizens.

In the increasingly interdependent world of the 21st century, it will be even more necessary for every European citizen to co-operate with people from other countries in a spirit of curiosity, tolerance and solidarity.

Europe is not the same place it was 50 years ago, and nor is the rest of the world.

In a constantly changing, ever more interconnected world, Europe is grappling with new issues: globalisation, demographic shifts, climate change, the need for sustainable energy sources and new security threats. These are the challenges facing Europe in the 21st century.

Borders count for very little in the light of these challenges. The EU countries cannot meet them alone. But acting as one, Europe can deliver results and respond to the concerns of the public. For this, Europe needs to modernise. The EU has recently expanded from 15 to 27 members; it needs effective, coherent tools so it can function properly and respond to the rapid changes in the world. That means rethinking some of the ground rules for working together.

The treaty signed in Lisbon on 13 December 2007 sets out to do just that. When European leaders reached agreement on the new rules, they were thinking of the political, economic and social changes going on, and the need to live up to the hopes and expectations of the European public. The Treaty of Lisbon will define what the EU can and cannot do, and what means it can use. It will alter the structure of the EU's institutions and how they work. As a result, the EU will be more democratic and its core values will be better served.

This new treaty is the result of negotiations between EU member countries in an intergovernmental conference, in which the Commission and Parliament were also involved. The treaty will not apply until and unless it is ratified by each of the EU's 27 members. It is up

to each country to choose the procedure for ratification, in line with its own national constitution.

The target date for ratification set by member governments is 1 January 2009 – some months before the elections to the European Parliament.

EU Member States

Austria

Belgium

Bulgaria

Cyprus

Czech Republic

Denmark

Estonia

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

The Netherlands

Poland

Portugal

Romania

Slovakia

Slovenia

Spain

Sweden

United Kingdom

KISSING IN ENGLISH

Schon mal auf Englisch geküsst? Der „KISS“ ist in der Fachsprache kein Kuss sondern die einfache Formel für erfolgreiches Texten, Schreiben, für Kommunikation überhaupt. Kurz und einfach soll die Botschaft sein, egal ob in Wort oder Schrift. Klingt nicht so kompliziert, wie es dann in der Praxis manchmal ist. Gerade Kommunalpolitiker stehen immer wieder vor der Aufgabe, komplexe Sachverhalte verständlich zu vermitteln, und müssen darüber hinaus noch darauf achten, nicht betriebsblind zu werden. Nicht alle Informationen erklären sich von selbst, wer also erfolgreich kommunizieren möchte, sollte sich auf eines verstehen: KISS.

It is not true that the English are not very romantic. The KISS technique is one of the most important things to remember when dealing with the language – both written and spoken.

KISS means KEEP IT SHORT AND SIMPLE (some say, keep it short, stupid!). Particularly when writing English, this can keep you from making too many mistakes.

Writing an official letter can be one of the trickiest things in any language – it is even more so if you are a non-native speaker. One of the advantages of verbal communication is that people can see you physically and your gestures can add greatly to your message. (Another “plus” point is that people also do not always really listen to each other.) A written communication is something permanent, the reader can come back to your letter again and again, and hopefully not find too many mistakes.

KISSing is a way to avoid this. Keep your sentences short (maybe 10-15 words). Remember, English-speakers prefer full-stops to commas. Keep your paragraphs short (one idea only!). And, keep your letters short, if possible (readers tend to lose interest after the first page). Of course, there will always be exceptions. Sometimes, being too short can be seen as being impolite. But, being too long-winded is also not the right approach! And remember – the more you write, the more likely you are to make mistakes.

How important are mistakes? In spoken English, mistakes can be charming, in written English this is not the case. An important mistake is one which has a negative effect on your reader. If you have important correspondence to write, try to have a native speaker check it for you.

Your colleague who speaks English very well, and maybe even spent some time in an English speaking country, is not always the right choice. In these days of internet it is not a bad idea to have the modern form of the old-fashioned pen pal: somebody you know (and can trust) who will help you with language problems.

A major portion of official correspondence is made up of standard phrases. Learn them and use them! Don't try to be too original or "amusing". A "witty" remark that is a little bit awkward can be disastrous.

There are a few small, but important, differences which German-speaking writers often have problems with when writing English letters, try to avoid as many as possible.

In English,

- the first letter after the salutation is capitalized (Thank you for your letter ...)
- commas are used less often than in German
- paragraphs can begin with "I". However, do not start all your sentences with "I" – it can sound egomaniacal. It is very common to use "we" instead of "I".

Two very common phrases in writing are

"I look forward to **hearing** from you" DO NOT FORGET the – "ING" !!!!

and

"I would appreciate **it** if" DO NOT FORGET the "IF" !!!!

When writing a letter to an organisation where you have no contact name, start it with "dear Madam or Sir" or "Dear Sir or Madam". (Many people feel that the old-fashioned "Dear Sirs" or "Gentlemen" is sexist.) Note that, in English, "or" is used in contrast to the German "Sehr geehrte Damen und Herren".

Do not worry too much about the exact layout of your letters. In English correspondence, many different styles are used and are acceptable. The important thing is not the position of the date, the references, or your logo, but that the letter is clear and easy to read.

Here are two sample letters. The first one is in a general American style, the second one more British.

LETTERS

Wie die Umsetzung von trockener Theorie in die Praxis aussehen kann, zeigen die folgenden beiden Briefe. Ein Global Mayor ist eben auf alles vorbereitet.

MILESTONE INTERNATIONAL HOTELS
146 OCEAN BOULEVARD
MIAMI, FL. 32875

Grossdorf City Council
Hauptplatz 1
A-2345 Grossdorf
Austria

Attn: Mayor Peter Frank

January 17, 2008

Dear Mayor Frank,

I was very interested to read in Saturday's New York Times that a major source of thermal water has been discovered in your community.

As you are probably aware, Milestone is one of the major, first-class hotel chains in the Americas and Asia and is now planning to extend its activities to Europe. To give you an idea of the kind of establishments we operate, I am enclosing our latest catalogue and annual report. Our clients are increasingly interested in health and recreation activities and we plan to construct and operate up to ten spa hotels in Europe.

The reports in the New York Times were extremely positive and, particularly in view of your town's proximity to a major city, we would be interested in discussing the possibilities of planning such an undertaking in Grossdorf. Of course, we will also be having negotiations with other towns and regions in Europe.

Our chief planning and investments officer, Thomas Swanson, will be in Europe at the end of the month and would like to discuss these possibilities with you and your council. Tom will be in Vienna from January 28-30. Please let us know if it would be possible for him to visit you during this period. I would very much appreciate it if you could let us have your answer before Tom leaves the States on January 20.

I look forward to hearing from you soon and hope that this will be the start of a mutually profitable relationship.

Sincerely,

Anthony Rosetti
General Manager

Encl.: Annual Report
List of properties.

GEMEINDE GROßDORF
Hauptplatz 1
A-2345 Großdorf

21 January 2008

Mr Anthony Rosetti
General Manager
Milestone International Hotels
146 Ocean Boulevard
Miami, Fl. 32875
USA

Dear Mr Rosetti,

Thank you very much for your letter of 17 January.

As you can imagine, we were very excited when thermal water was discovered in our area. Like Milestone Hotels, the Großdorf Council is also interested in developing quality tourism in our town. I am enclosing some brochures on the tourist aspects of Großdorf as well as information on investment possibilities, published by the government of our federal state.

We would be very pleased to discuss the possibility of cooperating with you in the future and look forward to meeting Mr Swanson when he is in Austria. If it is convenient for him, we could arrange to have him collected from his hotel in Vienna in the morning of 29 January and show him the many advantages of our region and discuss ways in which we could work together to our mutual advantage. If it is possible, the council would like to invite him for dinner in the evening. We could arrange accommodation for him in Großdorf and drive him to the airport the next morning.

I look forward to hearing from you and to meeting Mr Swanson in the near future.

Yours sincerely

Peter Frank
Mayor of Großdorf

Encl. Tourist Information, Information for Investors

USEFUL CORRESPONDENCE PHRASES

Sir, Mrs oder Miss? Den richtigen Ton treffen ist auch im Englischen nicht immer einfach. Ein souveräner Kommunalpolitiker hat aber auch das stets im Griff.

Salutation

To a company	Dear Sir or Madam	Yours faithfully
To a man if you do not know his name	Dear Sir	Yours faithfully
To a woman if you do not know her name	Dear Madam	Yours faithfully
To a man	Dear Mr Smith	Yours sincerely
To a married or unmarried woman	Dear Ms Smith	Yours sincerely
To a married woman	Dear Mrs Smith	Your sincerely
To an unmarried woman	Dear Miss Smith	Yours sincerely
To someone you know	Dear John	Best wishes

Beginning

Thank you for your letter of ...	asking if ...
We have received your letter of ...	enquiring about ...
We refer to your letter of ...	enclosing ...
	concerning ...
	in connection with ...

Ending

I look forward to receiving your reply/order/product ...

Looking forward to hearing from you,

I remain

I hope that this information will help you. (...will be of help to you)

Please contact me if you need any further information.

Please feel free to contact me if you have any further questions.

Please let me know if you need any further information.

Referring

With reference to ...

Further to ...

With regard to ...

I am writing in connection with ...

Good news

I am pleased to tell you that ...

I am delighted to inform you that ...

I am happy to advise you that ...

Bad news

I regret to tell you that ...

I am sorry to have to inform you that ...

I am sorry to advise you that ...

We regret that ...

Saying what can or can't be done

We are unable to ...

We are able to ...

We have been forced to ...

Giving reasons

This is owing to ...

due to ...

as a result of ...

because of ...

Requesting action

Please could you ...

We would be grateful if you could ...

We would appreciate it if you could ...

(if urgent, add :)

as soon as possible

without delay

immediately

Warning

Unless ...we will be forced to ...

If ...(not) ..., we will be forced to ...

Apologising

We must apologise for ...

We are extremely sorry for/that ...

We apologise for ...

At the end of the letter

Please accept our apologies again.

We hope that this has not caused you any inconvenience.

With apologies once again,

I remain

Requesting Information

Please could you

give us further details about ...

We would be grateful if you could

let us know about/if ...

We would appreciate it if you could

inform us about/if ...

We would like to know about/if ...

Making a mild complaint

Say unfortunately, something is wrong and request action

Unfortunately, we have not received the answer to our request and would be grateful to receive your reply soon.

Making a point

I would like to draw your attention to (the fact that) ...

I should like to point out that ...

I should like to remind you that ...

I hope it is not necessary to remind you that ...

Warning

Unless ...we will be forced to ...

If ...(not) ...we will be forced to ...

Making a strong complaint

Say exactly what is wrong, make a point connected with this, and demand immediate action.

It is now over three months since we placed our order and we have still not received our goods. I would like to point out that we have already paid your invoice and must insist that you deliver immediately.

If necessary, add a warning.

Unless we hear from you within seven days, we will be forced to take legal action.

Making a letter more personal

An opening which mentions your feelings about your last contact.

Thank you for your letter / telephone call / fax

It was a pleasure to meet you at / on ... It was good to see you once again at / on..

It was a pity that we didn't have more time to talk at / on ...

I am sorry that I missed you when you visited my office..

The main message which says why your writing and gives details.

I thought you might be interested to hear that ...

I was wondering if you could help me. I am afraid I have some bad news.

I am afraid we have a small problem.

The closing which talks about future plans and often mentions personal information.

I look forward to seeing you again when I am in ...

If ever you are in Vienna, please give me a call.

Please give my regards to your family.

Please give my best wishes to your assistant. I hope he has recovered from the flu.

Sending the top copy of a fax

I am faxing this letter now, but will forward the top copy to you for your files.

I am sending the original of this by post.

The original copy of this fax follows by post.

Informal business letters

- The name and address of the addressee is sometimes omitted.
- Start the letter with the addressee's first name.
- Use contractions - I'm / we're / don't / can't
- Use short direct phrases.
- Sign the letter with your first name or nickname.

Put only your name under you signature (no title)

Informal letters

- Use the language you use when speaking.
- Use contractions.
- Use short phrases.
- Use common words - ask (instead of *enquire*), tell (instead of *advise*), because (instead of *due to the fact that*)

Date

12 06 08 is the twelfth of June in the UK, and the sixth of December in the USA.

Write 12 June 2008 (UK) or June 12, 2008 (USA) and everybody will understand.

THIS IS A LIST OF COMMON ENGLISH ABBREVIATIONS

Die Briten und die Amerikaner gleichermaßen schätzen die Einfachheit von Abkürzungen. Die gängigsten sind einem ja noch geläufig, aber gerade in E-Mails finden sich immer wieder Kürzel, die nicht nur Kommunalpolitikern Rätsel aufgeben...

Letters and correspondence

a.s.a.p ²	as soon as possible	p.p.	<i>per pro</i> (through the agency of)
Attn.	For the attention of	ps	postscript
c.c.	copies to (carbon copies	PTO	please turn over
cf.	compare	re	in the mater of
e.g.	<i>exempli gratia</i> (for example)	p	page
enc./encl.	enclosure	ref.	reference
f.o.a.	for the attention of	RSVP	please reply
fyi	for your information	u/m	undermentioned
hdbk	handbook	w. ref.	with reference to
i.e.	<i>id est</i> (that is)	x ref.	cross reference
inc.	including	Yrs.	Yours (sincerely/faithfully ...)
n/a	not applicable to	NB	note well

In the office

admin.	administration	h.q.	Headquarters
AGM	Annual General Meeting	kbd	keyboard
CEO	Chief Executive Officer	Man.Dir.	Managing Director
a.o.b.	any other business	plc	public limited company
assoc.	association	pt-tm	part time
CV	curriculum vitae	R&D	Research and Development
dept.	department	rep.	Representative
Dr	Doctor/Director	swbd	switchboard

² NOTE: There are some variations regarding full stops. For example, you will see both a.s.a.p. and asap.

est.	established	VDU	visual display unit
exec.	executive	WP	word processor
ext.	extension (phone number)	Xer.	Xerox™
hdw	hardware (computer)	HoD	Head of Department

Finance and banking

a/c	current account	f.o.t.	free of tax
a/cs pay	accounts payable	GDP	Gross Domestic Product
a/cs rec	accounts receivable	n/c	no charge
bf	brought forward	o/d	overdraft
b.o.m.	bill of materials (goods)	o.n.o.	or nearest offer
B/P	bills payable	qr.	Quarterly (accounts)
B/S	bill of sale	S/R	sale or return (goods)
cf	carried forward	stat.	Statistics
c.o.d.	cash on delivery	t.b.a.	to be arranged
D/a	deposit account	T/O	turnover
fin	finance/financial	VAT	Value Added Tax
f.o.c.	free of charge	xs	expenses

Deliveries

C&E	Customs & Excise	mdse	merchandise
C/O	Certificate of Origin	p&p	postage and packing
d/o	delivery order	p.p.i.	parcel post insured
ETA	estimate time of arrival	gtd	guaranteed
ToD	Time of delivery	JO	Job Order

English punctuation

.	full stop (UK), period (US), dot in computer language "dot.com"
,	comma
:	colon
;	semi-colon
" "	quotation marks
' '	single quotes
!	exclamation mark
?	question mark
@	ampersand, at in computer language
*	asterisk
~	tilde
•	bullet
/	slash
–	dash
§	paragraph sign
()	brackets
{ }	curved brackets
[]	square brackets
...	ellipsis
ä,ö,ü	umlaut = (vowel) mutation

E-MAILS

Das zweifelsfrei zwanglosere Kommunikationsmedium E-Mail hat Briefe und Faxe bereits weitgehend abgelöst. Die schnelle Kontaktaufnahme und der sekundenschnelle Datenaustausch macht dieses Medium auch für Kommunalpolitiker zu einem wichtigen Instrument. Die schnelle Nachricht, die einen Augenblick später auf dem Bildschirm der internationalen Kollegen aufscheint sollte aber auch gewissen Standards entsprechen.

Are you getting more e-mails than telephone calls? Are you getting more e-mails than faxes? (Remember them?) The answer to the first question is “probably yes” and to the second “almost definitely yes”.

In the early days of e-mail, many people thought of it as a “cheap, fast and easy” way of contact – a so-called “communications quickie”. E-mails were seen as something between a letter and conversation. This proved to be dangerous and even people who were very careful about their written language became sloppy. Is this the way things should be? Now that the initial “passion” is over, isn’t it time to settle down to a steady relationship and learn some “netiquette”? Your e-mails give an impression of you, and this should be as positive as possible.

The key to writing good e-mails is being able to write good letters. Treat an e-mail the way you treat a letter, in professional dealings, and you will have no problems.

1. **Be concise. KISS** – an e-mail, like a letter, should not be longer than it has to be. Keep your sentences short, e-mails are meant to be quick and easy. For most people, it is more difficult to read from the screen and, therefore, long e-mails can be very annoying.
2. **Use proper English.** Bad spelling, grammar and punctuation make a bad impression. They can also affect the meaning of your message. Most computers have a checking option – it’s there to be used!

Some people like to use excessive punctuation. Is it a good idea????????? Not really. It doesn’t seem very professional!!!!!! If you want to say something important, show it in your text, not your punctuation.

E-mails are meant to be quick and dynamic, so use active verb forms instead of passives. *I will take care of your enquiries* is much more positive than *Your enquiries will be dealt with*.

Bad spelling is very common in Internet communication. It is no more difficult to spell correctly than sloppily so – at least try to – do it.

CAPITALS ARE LIKE SHOUTING. You don't shout all the time – if you do others will soon stop listening – so don't do it in your e-mails. If you want to emphasize one or two words, CAPS are ok, but there are other, more elegant ways. *Italics* are not bad, or you can *bracket* something important with asterisks. And don't forget, IT IS VERY TIRING TO READ ALL CAPS!

3. **Use normal salutations.** If you are dealing with professional colleagues use your standard greeting – “Dear Mr Brown”, “Dear Peter”, etc. Very informal greeting like “Hi!” or “Howdy!” should only be used in very informal circumstances. If in doubt, play it safe and use a formal salutation.
4. **Use an appropriate layout.** Reading from the screen is more difficult than reading from paper. Use short paragraphs with blank lines between them. Number individual points so that it is easy for the reader to follow.
5. **Be careful with formatting.** Not all computers have the same configuration. Your reader might see different fonts than you intended. Use plain text as much as possible.
6. **Use a significant subject.** This will make your reader at least open your e-mail. A “cute” subject might sound like fun, but today, when people are worried about viruses, it could lead to your mail going straight into the trash.
7. **“Signing” your e-mail.** It is not (yet) possible to actually sign your e-mail so end it with your name, (possibly) title and name of your organisation. Also, include your e-mail address here; it can be difficult to find this if it is hidden in the information at the head of the transmission.

Some people like to have a quotation or image ☺ after their name. If you do this, make sure it is appropriate – it is a reflection of yourself.

8. **Read your e-mail before you finally send it!** This sounds reasonable, but many people do not do it. This is obvious from the spelling and grammatical mistakes contained in so many e-mails. Read it – imagine that you are the receiver – and you will be able to make your e-mails more effective and avoid any damaging misunderstandings and comments.

GOOD CONNECTIONS – THE TELEPHONE

Tausend Zettel Papier auf Ihrem Schreibtisch, zwei Kollegen, die dringende Anfragen haben und plötzlich läutet auch noch das Telefon, zum hundertsten Mal an diesem Vormittag. Und dann ist auch noch jemand dran, der nur Englisch spricht. Ist das auch Ihre Altraum-Vorstellung? Keine Panik, je öfter Sie solche Situationen „im Trockenen“ durchspielen, desto souveräner werden Sie im Falle des Falles reagieren können. Wieder ein Stresspotential weniger.

Why is it that so many people – except you, of course – are afraid of receiving a call on the telephone from somebody speaking English?

The biggest problem is the surprise of hearing a foreign language coming out of the familiar receiver. Many modern telephones show you the caller's number on a display, but how often do you really look at it?

DO NOT PANIC!

The state of shock is usually not permanent – it should only last for a few seconds – and there are some simple techniques which can help you get over the initial problems.

Guten Tag! Gemeinde Großdorf, Büro vom Bürgermeister Frank, wie kann ich Ihnen behilflich sein?

Hi! This is Walt Stevens from the Miami City Council, can I speak to Peter Frank please?

Hello Mr Stevens. How are things in Florida today? I'm afraid that Mr Frank is out of the office at the moment. I am Maria Schneider, his assistant, can I help you Mr Stevens or would you like the Mayor to call you back?

By making this kind of small talk you have achieved two goals. You have given yourself around 10 seconds to get yourself prepared to speak English. And by mentioning the caller's name twice (it's even better if you can do it three times) you have shown him that you are interested in him, and it will probably help you to remember it. If you have spoken to the caller before, you can get an even longer time to gather your thoughts by talking about the weather in Großdorf, telling the caller where the Mayor is, etc.

What do you do if the caller is SPEAKING TOO FAST? There is a very easy solution to this problem – tell him or her! There is nothing wrong with saying

I'm sorry, could you speak a little bit slower, I am having some trouble keeping up with you.

If you find this too direct, repeat important pieces of information, numbers or letters; this will automatically slow the caller down. Another method is to say a few, brief phrases in your language. This makes the caller realize that you are the one capable of speaking more than one language not he! This can have a humbling effect, so it is better to use it with your “equals” and not the boss.

NEVER SAY THAT YOU HAVE UNDERSTOOD IF YOU HAVE NOT! It is the caller's job to make himself understood. Ask him to repeat what is not clear – if the person has to do this twice he will automatically slow down! This is particularly important if you are dealing with numbers and quantities. There can be serious consequences if you get them wrong.

USE YOUR CONNECTIONS. If you have to call an organization and do not know who you should speak to, but do know somebody else there, call that person – not the switchboard operator – and ask. It is more likely that you will be connected to the real decision maker.

If you have to LEAVE A MESSAGE on an answering machine speak clearly and slowly and give the vital information. Too much can be confusing.

This is Maria Schneider, Mayor Frank's secretary.

It is 10 a.m. in Austria. Mayor Frank would like to postpone Friday's meeting to

1 p.m.

Could you call me back on 0043 2345 98765 to confirm?

Thank you.

Of course, it is much easier if you are the person making the call. Remember the Boy Scouts' motto – BE PREPARED! Make notes on what you have to ask the other side. If you are not certain of anything, ask somebody else for help. It is surprising, but often others really like to be of assistance. Be careful, however, of being too prepared. Some people like to “rehearse” a tricky phone call with a colleague and then have problems when they do not get the answers they are expecting.

Here are some hints for successful telephoning:

Remember – BE PREPARED
 BE PROFESSIONAL
 BE POLITE

ALWAYS SPEAK SLOWLY, CLEARLY AND POLITELY !!!!!

Give your name slowly and clearly and identify yourself and position.

Good morning, this is Maria Schneider from the Großdorf Council. I'm Mayor Frank's secretary.

Check that you are talking to the right person. Don't expect the other person to know.

Are you in charge of ...

Be brief. Even if you have nothing to do, the other person might.

If the connection is not good say that YOU will call back, and do it immediately!

Always try to be friendly and polite. Remember the person on the other end can only judge you by your voice.

Don't use technical terms and abbreviations unless you are sure that the other person understands them the same way you do.

Give important information like numbers, dates, quantities, etc., slowly and carefully. Make sure the other person has noted these things correctly - especially numbers which are often the most difficult things to understand over the phone. If giving a telephone number to a non-local caller always include the country and area code.

When the other person is speaking, try not to interrupt, even if you think you know what he is going to say. This can be taken as being very rude.

Try not to call during lunch breaks and shortly before the beginning or end of the working day. Before calling a foreign country find out what time it is there.

Note down important information. Always have something to write on and with, near the telephone. It doesn't sound very professional to have to say "*Just a minute, I have to find something to write with*".

POLITENESS IS VERY IMPORTANT

It is easy to give the wrong impression if the person you are speaking to cannot see you.

Use WOULD and COULD often

Could you connect me with ...

Would you mind calling us back ...

Would you like me to arrange an appointment for you ...

I'm afraid Mayor Frank is not in the office right now ...

Would you like to speak to his assistant.

Useful Telephone Language

Answering

Good Morning, Großdorf Council.

Hello, Mayor Frank speaking.

Großdorf Council, Tax Department, Franz Gruber speaking.

Asking for information

Could I have your name?

Can I take your number?

Making contact

I'd like to (Could I) speak to Peter Steiner please.

Could I have the sales department please.

Showing understanding

Right.

OK. That's fine

Identifying yourself

This is / My name's Maria Schneider.

Messages

Would you like to leave a message?

Can I leave a message?

Can I give him a message?

Promising action

I'll make sure he gets your message
I'll tell him when he gets back.

Making excuses

I'm sorry he's in a meeting.

I'm afraid he's not available right now.

Would you like to speak to his assistant (secretary).

Stating your purpose

I'm calling about your invoice, number ...

I'm returning his call

The reason I'm calling is ...

Ending the call

Thanks for your help. Goodbye.

Thanks for calling.

Checking that you have the right number

Is that the Miami City Council?

Is that 212 517649?

Apologising

I'm sorry, I've dialled the wrong number.

I'm sorry, I wanted 212 516749.

Sorry to have troubled you.

Telling callers that they have the wrong number

I'm sorry, I think you have the wrong number.

You must have dialled the wrong number, this is 2345 98765.

Saying telephone numbers

*Say numbers separately. Pause between groups. Say **oh** for 0 in the UK. Say **zero** in the USA.*

SPELLING ALPHABET

Nicht nur Kommunalpolitiker haben täglich mit vielen verschiedenen Menschen zu tun, deren Namen bisweilen auch komplizierter sein können, und auch österreichische Namen können für internationale Kollegen schwer verständlich sein. Dann sollten Sie darauf vorbereitet sein, Ihren Namen auch entsprechend buchstabieren zu können, auch wenn es mal schneller gehen muss. Die gängige österreichische Buchstabiertabelle unterscheidet sich von der Englischen und diese wiederum unterscheidet sich von der Internationalen.

	Austria	English	International
A	Anton	Alfred	Alfa
Ä	Ärger		
B	Berta	Benjamin	Bravo
C	Cäsar	Charles	Charlie
D	Dora	David	Delta
E	Emil	Edward	Echo
F	Friedrich	Frederick	Foxtrot
G	Gustav	George	Golf
H	Heinrich	Harry	Hotel
I	Ida	Isaac	India
J	Julius	Jack	Juliet
K	Konrad	King	Kilo
L	Ludwig	London	Lima
M	Martha	Mary	Mike
N	Nordpol	Nellie	November
O	Otto	Oliver	Oscar
Ö	Österreich		
P	Paula	Peter	Papa
Q	Quelle	Queen	Quebec
R	Richard	Robert	Romeo

S	Siegfried	Samuel	Sierra
ß	scharfes ß		
T	Theodor	Tommy	Tango
U	Ulrich	Uncle	Uniform
Ü	Ubel		
V	Viktor	Victor	Victor
W	Wilhelm	William	Whiskey
X	Xaver	X-ray	X-ray
Y	Ypsilon	Yellow	Yankee
Z	Zürich	Zebra	Zulu

NEGATIVE CAN BE POSITIVE – GUIDE TO PRESENTATIONS

Gerade Kommunalpolitiker kennen den Unterschied zwischen öffentlicher Meinung und veröffentlichter Meinung, zwischen gesprochenem Wort und verstandenem Wort und zwischen Nachrichten, die ausgesandt wurden, um im luftleeren Raum zu verschwinden. Nicht nur Wahlbotschaften sollen an den Mann gebracht werden, der mündige Bürger will schließlich über alles informiert sein. Die Präsentation der Botschaft ist dabei nicht weniger wichtig als der Inhalt. Die beste Nachricht kann untergehen, wenn sie nicht entsprechend aufbereitet wird.

Today, the world is flooded with information. Every day, we are confronted with thousands of professionally produced messages. What do we do with them? In most cases, we simply forget them or ignore them completely. We have learned to filter out most information. Audiences also do this at presentations and meetings.

The filter shows just how difficult it is to get your message across.



Meant to say	100%
	Said 80%
Audience heard	60%
	Understood 40%
	Remembered 20%
	Acted on 10%
FINAL EFFECT	WHO KNOWS?

This means that most people only say about 80% of what they intended. The audience only listens to 60% and only 40% is really understood. They remember – maybe – 20% and – at the most – will act on 10%. The final result is uncertain.

This all sounds very depressing, but it is reality. What can you do to increase the attention of your audience when you are making a presentation?

Surprise them!

The fact the English is not your first language is a strong point in your favour. When people hear somebody speaking with a foreign accent, they sit up and pay attention. Think of Arnold Schwarzenegger!!! Now you have their attention – what can you do to make sure you don't lose it? The most important thing is to have something interesting to say – and then present it in the most interesting way possible.

Start at the finish

The most important sections of any presentation are the beginning and, even more so, the ending. Your last statements are also your last chance to impress the audience. Work out what your climax should be and develop your presentation backward to lead up to this. The final words must hit home!

1. **Do not apologize.** End positively. If you have to apologize – for overrunning, for example (It looks like I'll need a bit longer than planned) – do not make it part of your final statement.
2. **KISS.** Your final statement should be made up of short sentences. They are easier to understand and remember.
3. **Do not weaken your message.** Phrases like *"I hope this was of interest"* give the impression that you were not convinced of the importance of what you said.
4. **Do not end by thanking the audience.** This implies that your final statement was not strong enough and that you had to signal to the audience that your presentation was over. If you want to thank them, do it earlier. *"Before I go over the main points again, I would like to thank you all for being here today."*
5. **Do not finish by asking for questions.** This gives the audience the chance of having the final word. When you ask for questions, use *"some"*. The word is more positive than *"any"*.

A good construction for your ending could be:

- Ask for questions before the summary. This allows you to take control again before your final message.
- Summarize your three or four key messages.
- Change your vocal speed and emphasis. This will make the audience expect something important.
- Learn your final statement by heart. This permits you to concentrate on the audience and not on your script.
- Pause after your final statement, then leave centre stage. This will prevent the dreaded one last question from the audience.

“So before I come to the end of this presentation, are there some questions?”

Thank you for those interesting questions. Now, let me just summarize the three main factors in Großdorf’s favour. Firstly, we can offer you reasonably-priced building land. Secondly, our proximity to Vienna means that it will be easy for you to find qualified staff. And finally, we at the council will do all we can to help make this venture successful.”

Introduction

After you have introduced yourself – NEVER APOLOGIZE FOR YOUR ENGLISH – start with something to grab your audience’s attention. This can be a surprising fact, a question to make them start thinking, a dazzling visual aid.

Your weaknesses can be your advantages!

In this world of very smooth presentations, it can be extremely refreshing to be exposed to somebody who is not perfect. People tend to like speakers who make small mistakes, have an unusual accent and even, imperfect English. (Try, however, to make as few mistakes as possible.) In short, they appreciate authenticity; they want to experience you – not your coach! These “shortcomings” can make you more interesting than sophisticated native-speakers. And, if your audience includes other non-native speakers, they will find your simpler use of English easier to understand. If you have problems, ask your audience to help you.

People like doing this and will reward your honesty. (However, don’t do this too often in a single presentation or the audience might think that you are not prepared.) Remember, there are more than 800,000 English words so, if there are any which are particularly difficult for you to pronounce, look for an alternative. This can reduce some of the stress.

Small is beautiful or Less is more

Keep your presentation as long as necessary but as short as possible. Your audience will not mind if you take less time than planned; they will usually not be pleased if you run overtime. If you are really troubled with the verbal aspects of a presentation, use first-class, easily-understood visual aids. This can be particularly important if you have an international audience.

Dealing with questions.

The audience is usually given the opportunity to ask questions or make comments. Depending on the presentation, this can be during the speech or before your final statement.

Asking questions

Refer to a specific section of the presentation:

I was very interested in what you said about taxation benefits for new enterprises. Could you tell us ...?

Ask for clarification:

The information you gave us was interesting, but where does the money actually come from?

Masking a comment:

I would like to comment on the point you made about ...

Answering questions

Rephrasing the question is a good technique to ensure that you have understood correctly:

If I understood that correctly, you would like to know ...

Show that you are interested in your audience's comments:

That's a really interesting point. Let me say ...

If you don't know the answer, say so!

I'm sorry, I'm not able to answer that at the moment. On that. Let me have your number and I'll get back to you as soon as I can.

THE GOLDEN RULES FOR A GOOD PRESENTATION

If you keep the following advice in mind it will help you turn a good presentation into a first-class one.

1. BE YOURSELF

It has been said that one of the worst things that can happen to woman is to be at an event and see another woman wearing the same dress. It is almost as bad to be at a presentation, conference or meeting and hear several speakers who have obviously worked with the same coach. Be comfortable with your own capabilities. Do not do anything that is unnatural for you. Not everything works for everyone. Address a large group the same as you would a small one. You will need to project more, but do not change your personality.

2. DO NOT RELY ON OTHERS

If your presentation is important – and it should be – check everything before you start. Arrive at the venue with enough time to make sure the necessary equipment is there, functioning and that you know how to operate it.

3. GET OFF TO A GOOD START

Have an exact plan for the first minute. Memorize your opening. In this way you can make immediate contact with the audience and you will sound more confident and in control. Make sure your introduction is not too long-winded and boring. Go straight to your point and make one strong statement as early as possible.

4. TALK TO THE AUDIENCE

Try not to “lecture” or talk down to the audience. Treat them as equals. Successful presentations are often made in a conversational manner. Show them how much you have in common. Discuss their goals, their interests. There are some things which most audiences like; personal experiences, amazing facts, dramatic comparisons.

5. SPEAK NATURALLY

Try to avoid too many but don't be afraid of making mistakes. You are not an actor who has learned his lines – and you are not speaking in your own language. Keep your sentences short and simple. Use pause to punctuate your speech. And, if there are any words which are very difficult to pronounce, use alternatives.

6. DO NOT RUSH

This is a sure way to make mistakes. When you make an important point, pause so that the audience has time to realize this ... and then proceed.

7. BE CAREFUL ABOUT BEING FUNNY

Humour is a very sensitive topic which differs from country to country. If you feel you must make a joke, do not stop and wait for the laughs – they might not come! Keep on speaking and be (pleasantly) surprised if you get the right response.

8. LET YOUR VISUALS WORK FOR YOU

Visuals are a good way to liven up your presentation. Make sure they are professional and that each, individual visual does not have too much information on it. Experiment with different formats, typefaces, etc. but then stick to a uniform, fixed design. When you show a visual keep quiet at the beginning to give your audience time to take it in. Do not read out the entire text on your overheads – just draw attention to the main points, pointing to the relevant parts as you speak. If you have to say more, turn off the projector and do so. Do not try to compete with your visual aids. Try to have a backup – e.g. a set of overheads if you are using a pc.

9. BE PLEASED IF YOUR AUDIENCE ASKS QUESTIONS

If people ask questions it is usually because they are really interested and want to know more. It can be a sign of success and gives you the chance of getting your message across better.

10. FINISH STRONGLY

When you are at the end of your presentation, slow down, lower your voice and look at the audience. Make sure you know your final statement by heart and deliver it slowly and clearly. Pause, smile and then sit down.

11. ENJOY YOURSELF

All good speakers enjoy speaking – try to do the same. The audience is (rarely) your enemy and everybody enjoys listening to somebody who likes what they are doing.

THE LANGUAGE OF PRESENTATIONS

This is a summary of the language used in presentations. Most of it can also be used successfully in formal meetings and conferences.

Introductions

It is essential to state the purpose of your presentation near the beginning.

Do this clearly and effectively.

Fairly Formal

Perhaps we should begin.
Good morning, ladies and gentlemen.
On behalf of.....may I welcome you to...
My name's.....
For those of you who don't know me....
I'm responsible for.....
This morning I'd like to.....
discuss.....
report on.....
and present.....

More Friendly

OK, lets get started.
Morning, everyone.
Thanks for coming.
I'm.....
As you know,.....
I'm in charge of.....
What I want to do this morning is.....
talk to you about.....
tell you about.....
and show you.....

This presentation should take about ... minutes.

If you have any questions you'd like to ask,
I'll be happy to answer them

Feel free to ask any questions you like
as we go along.

Or

Perhaps we can leave any questions you may
until the end of the presentation.

And don't worry, there'll be plenty of have
Time left over for questions at the
end.

Handouts will be available at the end of my talk.

The first 3-5 minutes are the most important. There are simple techniques (hooks) designed to get the immediate attention of your audience.

1. GIVE THEM A PROBLEM TO THINK ABOUT.

Suppose ...

How would you ... ?

2. AMAZING FACTS TECHNIQUE.

Did you know that ...

Statistics show that ...

3. STORY / ANECDOTE TECHNIQUE.

Have you ever been in the situation where ...

When I think about ...

I'm reminded of ...

Signalling

In a good presentation, the content is more important than anything else - but a clear structure helps. Use *signposts* to guide your audience through your presentation.

When you want

to start the actual presentation

So, let me begin by looking at ...

to end a section

That's all I planned to say about that.

to make your next point

Let me move on to ...

to change direction

Now I would like to turn to ...

to refer to an earlier point

Let me go back to what I said about ...

to repeat the main points

Now I would like to recap what I said about ...

to give a wider view

Those are the basics, now I will expand on ...

to do a deeper analysis

Is that sufficient or should I elaborate on ...

to give the basics

I will only summarize these points.

to depart from your plan

If I could I just digress for a second, ...

to come back to the theme

Let me come back to the main topic

to finish your talk.

Let me conclude by saying ...

Giving a presentation in a foreign language is always a challenge. If you concentrate too hard on the facts you may make language mistakes; if you concentrate too hard on your language you might get your facts wrong. If you have problems during your presentation - DON'T PANIC.

WHAT YOU THINK

WHAT YOU SAY

I've got my facts wrong!

Sorry, what I meant was.....

Too fast!

So, let's recap on that point.

I've forgotten something!

Sorry, I should mention one thing.....

Too complicated!

So, basically what I'm saying is.....

I'm talking nonsense!

Sorry, perhaps I didn't make that quite clear

What's the word in English?

Sorry, what's the word / expression?

That sounds wrong!

So, let me rephrase that.

I'm running out of time!

So, just to give you the main points here....

Techniques

Emphasis

You can change the significance of what you say by stressing words which would normally be unstressed or contracted.

It's our best chance of success.

It **is** our best chance of success.

We can't go ahead with this.

We **cannot** go ahead with this.

Do we or don't we believe this?

Do we or do we **not** believe this?

You can be more persuasive by using simple *intensifiers* to emphasise your points.

I'm afraid it **just** isn't good enough, the **entire** system must be changed.

I'm **fully** aware that it's been a **complete** disaster from start to finish.

There's **absolutely** no chance **whatsoever** of making **real** progress.

Some emphatic expressions are very common in presentations.

strongly recommend	totally reject	deeply regret
freely admit	sincerely hope	enthusiastically endorse
utterly refuse	readily accept	categorically deny
fully appreciate	positively encourage	honestly believe

Focusing

If you want to get the attention of your audience you can try the *What.....is....* technique.

I'm going to talk about ... **What I'm going to talk about is ...**

I'd like to ask you about ... **What I'd like to ask you about is ...**

Repetition

Some words are very, very effective when repeated.

It is really **extremely, extremely** difficult ...

The response is **much, much** better than expected.

We're getting **better and better**.

More and more people are fighting over **fewer and fewer** jobs.

Repetition of key points can be a powerful technique. Sometimes it is not only how you say something, but how often you say it that is important.

Credibility is everything ... Credibility is everything because people will not accept a phoney.

It's time to change our strategy ... It's time to change our strategy before it's too late.

It's easy to take risks It's easy to take risks when you're not risking your own money.

A pause and the strong repetition of a single key word can transform a simple remark:

Nobody knows that better than we do ... **NOBODY.**

Nothing could persuade us to co-operate with the Americans ... **NOTHING.**

Everybody knows that that is not true ... **EVERYBODY.**

Rhetorical questions

It is often more interesting to present your ideas as questions than as direct statement. It involves your audience. It makes the presentation more colloquial. It is also a good way of introducing an emphatic statement.

So, just how bad IS the situation?

So, just how small IS the risk?

So, how do you think we CAN solve the problem?

You can make a rhetorical question more powerful by repeating key words.

Statement + Rhetorical Question + Answer

We're having great difficulties. So what's the solution? The solution is.....

The obvious disadvantages are..... So what are the advantages? The advantages are.....

Tripling

It is often a good idea to chunk important points in threes.

Our service is swift, efficient, and professional.

blood, sweat and tears

sex and drugs and rock 'n' roll

There are three types of lies: lies, damned lies and statistics - *Benjamin Disraeli*

Never in the field of human conflict was so much, owed by so many to so few - *Churchill*

Questions

Function

Being positive
Clarifying
Avoiding an answer
Checking
Encourage

Language

That's a very interesting/complex/pertinent question.
Did I understand you correctly? You wanted to know if ...
I'm not certain, but I'll find out and let you know.
Did that answer your question?
Are you sure there are no more questions?

Ending

Function

Signalling the end
Inviting questions
Thanking
Final statement

Language

That brings me to the end of my presentation.
If you have some questions, I would be happy to answer them now.
Before I finish, let me thank you all for coming today.
To conclude, let me summarize the key points.

Using visual aids

Introduction

Introducing
Checking
Explanation
Attention
Moving on
Going back
Referring to figures

Language

Now I'd like to show you ...
Can everybody see OK?
As you can see, this chart shows that ...
The most important figure here is ...
Now, let's take a look at the next diagram.
Let's take another look at the previous figure.
If you look at the first column, you can see that ...

Visual Aid Vocabulary

Bar chart	Balkendigramm
Flow chart	Flussdiagramm
Graph	Kurve(ndigramm)
Pie chart	Kuchendiagramm

THE GLOBAL MAYOR

Transparency

Screen

Whiteboard

Folie

Bildschirm

Kunststofftafel

DEALING WITH THE MEDIA = DEALING WITH YOUR CONSTITUENTS

Der richtige Umgang mit den Medien gehört schon längst zum Geschäftsalltag von Kommunalpolitikern. Durch die stärkere Kooperation mit internationalen Gemeinden kommen aber auch neue Herausforderungen auf einen wahren Global Mayor zu. Lokalmedien, Presse und TV-Stationen riskieren immer öfter einen Blick über die Grenze, so auch nach Österreich.

Today, successful dealings with the media have become vital. Having support in national and regional press, and the electronic media, can make all the difference in winning – or losing – an election.

It has been said that *a picture says more than a thousand words*. In the visual age we live in, this means that appearances on television or cinema advertising have become more and more important. The days when a Winston Churchill could show himself on the beach are long gone. I am sure that we have all been in a cinema and heard the audience burst into laughter when a campaign film is shown – this is obviously not the intended result.

Always try to treat journalists as equals. Arrogance can lead to “bad press” and also does not impress the audience. Even if your partner is aggressive, good manners tend to have a positive effect on the viewer. As in many other cases, try to be yourself. People soon recognize a “phoney” and loss of credibility can be disastrous for a politician.

There are no fixed rules for dealing with the press – which really means dealing with the public – but here are some tips which can help you.

Structure of a press release

Make the journalist's life easy – provide something that can be used without too much rewriting.

Headline:	<i>In newspaper style</i>
1 st section:	<i>Who is doing what.</i> <i>When and where is it being done.</i> <i>How and why is it being done.</i>
Body text:	<i>Short, simple sentences</i> <i>Quotations</i> <i>Intermediate headings</i>
Ending:	<i>Date + sender + contact for additional information</i>

Organization of a press conference

Invitation – send out as early as possible. This will increase the chances of the head editor attending and not an assistant.

Heading / 5 sentences / 2-3 additional pieces of information on the content

Press conference

Podium:	<i>Maximum of 3 persons (presenter, expert, speaker)</i> <i>Either 1 or 3 persons (incl. presenter) Here, 2 is not a good number!</i>
Statement:	<i>Maximum 1 minute per person – then dialogue!</i>
Presenter:	<i>Responsible for greeting and organization of the questions</i>
Papers:	<i>Extra copies of the invitation (journalists often “forget” which press conference they are attending) and additional information such as background material, data/facts, graphs, first-class photographic material (if possible, also electronic).</i> <i>Additional discussions, possibility for closer contact with the press. In-depth interviews</i>
Background:	<i>Suitable for the camera!</i>
Setting:	<i>Input from the right – discussion from the left</i>

Tips for interviews

- *Everything must be comprehensible.*
- *It is better to make a point than to tell a story. That's where problems begin! Your audience wants the turkey, not the stuffing.*
- *Uncommon words lessen the impact.*
- *Descriptive language is easier to understand.*
- *If it is being recorded, take your time (drink water, etc.)*
- *If the questions are unusual (senseless??): give a careful, brief response or ask again.*
- *When answering questions: do not reply directly with an argument. At least, try to sound like you are answering the question you have been asked.*
- *If confronted with individual fates; answer on the meta-level.*
- *If there is nobody vis-à-vis for eye contact, use the substitute technique; imagine that there is an actual person present.*
- *Firstly, only deal with the topic, do not provoke questions (that's the interviewer's job!)*
- *Do not bend down towards the microphone !!!*

Fundamental philosophy

When being interviewed, most people leave the mental paths they are used to (I can always talk, so why not now?) Be yourself! Use language you are comfortable with. Be genuine, and you will be credible. Phoneys are not liked!

Enjoy the situation and you will be able to free yourself from the feeling that you have to justify yourself. It's an interview – not a summons to the inquisition!

Convince yourself that you are congruent, coherent, powerful and good!

On-camera appearance

The audience sees you before you say a word. If the reaction is

“Oh my God! What does he look like!”

you are in trouble! Make sure that your appearance is well-kept, discrete and appropriate to the occasion and topic, your age and position.

Clothing

No black, no white (also applies to the background), grey or beige is better – if a bluebox is being used – no blue.

No checks, no wide stripes (mafia look), no fishbone or other small patterns; they can produce a flickering effect. Monochrome, “dirty,” autumnal or pastel tones are best.

Ties should be monochrome and unobtrusive.

Shoes should be clean!

And men, make sure you wear long socks. White skin between the bottom of your trousers and socks is not very sexy.

The clothing should emphasize the body, better too large than too small. Avoid velvet (absorbs light). Sit on your jacket – this prevents unflattering wrinkles.

Wear clothing appropriate to your age and position. A 50-year-old, overweight politician wearing jeans and a too-tight t-shirt does not look cool and definitely does not inspire confidence.

Makeup

Whether you like it or not this is a necessity. Always wear makeup (especially face powder – remember the sweating Nixon!) when making a TV appearance. If you don't trust the studio's makeup department, learn how to apply it yourself.

Jewellery

Christmas is in December. At other times people do not want to see Christmas trees, so make sure that your jewellery is as unobtrusive as possible. The audience should have the feeling that you are still one of them! Be careful of the noise from watches, earrings and bracelets, and dangling earrings distract!

Contact lenses are better than glasses. If you do wear glasses, they should not reflect and the frames should be appropriate to your position. Dame Edna Everage is on the other channel!

Hair

Keep your face free (do not let your hair hang into your face) and make sure that your hair is clean and well-groomed. If the interview is taking place in your office or home, pay attention to the background. It should not be too cluttered. Too many pictures or plants disturb.

How to handle requests for an interview

First ask some questions!

Which channel? Which programme?

Who is the interviewer? How is our relationship?

When? For which purpose?

How much time do we have?

Who else will be present? In which sequence?

Where will the interview take place?

Live or taped?

When all of these things are clear, accept, look forward to the opportunity, and enjoy the experience.

Be careful of telephone interviews. It is very easy to be misunderstood or misquoted.

If you receive such a request, always – at the very least – call the journalist back.

Never agree to rushed interviews. They are usually possible at a slightly later time and a careless statement can have a disastrous effect – even at a later date.

Remember! Journalists see their archive as a way of taking revenge.

MEETINGS

Ein Kommunalpolitiker lebt davon, dass er in ständigem Informationsaustausch für und mit der Gemeinde steht. Um dieses Wissen weiterzuverarbeiten und zu vermitteln, bedarf es einer guten Abstimmung im jeweiligen Team. Dafür sind Meetings unerlässlich. Generell gilt: Viele der Grundregeln für Präsentationen gelten auch für Meetings, hier sind trotzdem nochmals die wichtigsten zusammengefasst.

Many of the techniques used in presentations are also valid for formal meetings. In a formal meeting or conference, directed by a chairperson, the procedure is very stylised and identical phrases are used on all occasions. Most of the language listed here is used exclusively by the person running the meeting.

Introductions

Fairly Formal

Perhaps we should begin.
Good morning, ladies and gentlemen.
On behalf of.....may I welcome you to...
My name's.....
For those of you who don't know me....
I'm responsible for.....
This morning I'd like to.....
discuss.....
report on.....
and present.....
If you have any questions you'd like to ask,
I'll be happy to answer them

Or

Perhaps we can leave any questions you may have until the end of the presentation.

More Friendly

OK, lets get started.
Morning, everyone.
Thanks for coming.
I'm.....
As you know,.....
I'm in charge of.....
What I want to do this morning is.....
talk to you about.....
tell you about.....
and show you.....
Feel free to ask any questions you like as we go along.

And don't worry, there'll be plenty of time left over for questions at the end.

It is essential to state the purpose of your presentation near the beginning. Do this clearly and effectively.

Good morning, everyone. Thanks for coming. I'm ... This morning I'm going to be talking to you about ... so I'll begin by ... and then go on to ...

The first 3-5 minutes are the most important. There are simple techniques (hooks) designed to get the immediate attention of your audience.

1. GIVE THEM A PROBLEM TO THINK ABOUT.

Suppose ...

How would you ...?

2. AMAZING FACTS TECHNIQUE.

Did you know that ...

Statistics show that ...

3. STORY / ANECDOTE TECHNIQUE.

Have you ever been in the situation where ...

When I think about ... I'm reminded of ...

Giving a presentation in a foreign language is always a challenge. If you concentrate too hard on the facts you may make language mistakes; if you concentrate too hard on your language you might get your facts wrong. If you have problems during your presentation - DON'T PANIC.

WHAT YOU THINK WHAT YOU SAY

I've got my facts wrong!

Sorry, what I meant was ...

Too fast!

So, let's recap on that point.

I've forgotten something!

Sorry, I should mention one thing ...

Too complicated!

So, basically what I'm saying is ...

I'm talking nonsense!

Sorry, perhaps I didn't make that quite clear

What's the word in English?

Sorry, what's the word / expression?

That sounds wrong!

So, let me rephrase that.

I'm running out of time!

So, just to give you the main points here ...

IN A GOOD PRESENTATION, THE CONTENT IS MORE IMPORTANT THAN ANYTHING ELSE - BUT A CLEAR STRUCTURE HELPS. USE SIGNPOSTS TO GUIDE YOUR AUDIENCE THROUGH YOUR PRESENTATION.

When you want

to make your next point.	To move on
to change direction.	To turn to
to refer to an earlier point.	To go back
to repeat the main points.	To recap
to give a wider view.	To expand on
to do a deeper analysis.	To elaborate on
to give the basics.	To summarise
to depart from your plan.	To digress
to finish your talk.	To conclude

Techniques

Emphasis

You can change the significance of what you say by stressing words which would normally be unstressed or contracted.

It's our best chance of success. It **is** our best chance of success.

We can't go ahead with this. We **cannot** go ahead with this.

Do we or don't we believe this? Do we or do we **not** believe this?

You can be more persuasive by using simple *intensifiers* to emphasise your points.

I'm afraid it **just** isn't good enough, the **entire** system must be changed.

I'm **fully** aware that it's been a **complete** disaster from start to finish.

There's **absolutely** no chance **whatsoever** of making **real** progress.

Some emphatic expressions are very common in presentations.

strongly recommend	totally reject	deeply regret
freely admit	sincerely hope	enthusiastically endorse
utterly refuse	readily accept	categorically deny
fully appreciate	positively encourage	honestly believe

Focusing

If you want to get the attention of your audience you can try the *What.....is....* technique.

I'm going to talk about ... **What I'm going to talk about is ...**

I'd like to ask you about ... **What I'd like to ask you about is ...**

Repetition

Some words are very effective when repeated.

It is really **very, very** difficult ...

The response is **much, much** better than expected.

We're getting **better** and **better**.

More and **more** people are fighting over **fewer** and **fewer** jobs.

Repetition of key points can be a powerful technique. Sometimes it is not only how you say something, but how often you say it that is important.

Price is everything ... Price is everything because the market is saturated.

It's time to change our strategy ... It's time to change our strategy before it's too late.

It's easy to take risks ... It's easy to take risks when you're not risking your own money.

A pause and the strong repetition of a single key word can transform a simple remark:

Nobody knows that better than we do ... **NOBODY.**

Nothing could persuade us to co-operate with the Americans ... **NOTHING.**

Everybody knows that that is not true ... **EVERYBODY.**

Rhetorical questions

It is often more interesting to present your ideas as questions than as direct statement. It involves your audience. It makes the presentation more colloquial. It is also a good way of introducing an emphatic statement.

So, just how bad IS the situation?

So, just how small IS the risk?

So, how do you think we CAN solve the problem?

You can make a rhetorical question more powerful by repeating key words.

Statement + Rhetorical Question + Answer

We're having great difficulties. So what's the solution? The solution is.....

The obvious disadvantages are..... So what are the advantages? The advantages are.....

Tripling

It is often a good idea to chunk important points in threes.

Our service is swift, efficient, and professional.

blood, sweat and tears

sex and drugs and rock 'n' roll

There are three types of lies: lies, damned lies and statistics - *Benjamin Disraeli*

Never in the field of human conflict was so much, owed by so many to so few - *Churchill*

USEFUL PHRASES FOR YOUR COMMUNICATION ACTIVITIES

Die richtigen Worte finden ist nicht immer einfach. Manchmal jedoch hilft es schon, einige eingängige Phrasen auswendig zu lernen und bei Bedarf einsetzen zu können. Damit es nicht lange Nachdenk-Pausen gibt, können Sie die Phrasen auch abwechselnd einsetzen, weil ein Kommunalpolitiker eben alles im Griff hat, sollte vor allem die Kommunikation einwandfrei verlaufen.

A language consists of words, but most people think in terms of “chunks” or phrases. This is a list of common phrases which can be used in all communication areas – writing, telephoning, at presentations and at meetings. Using them will make your English more lively and idiomatic.

Reaching a compromise or agreement

to agree on	to make an agreement about something The council <i>agreed on</i> two items but not on the others.
to agree to	to accept The mayor <i>agreed to</i> accept the medal.
to agree with	to have the same opinion The council <i>agreed with</i> the cultural councillor's suggestion.
to be in line with	to conform, or be in agreement, with The investor's proposal <i>was in line with</i> the council's plans.
common ground	a shared area of understanding The negotiations were stimulating, but there was not enough <i>common ground</i> to reach approval.
to compromise (with/over)	to reach an agreement by modifying objectives The investors and council agreed <i>to compromise with</i> each other <i>over</i> the communal taxes.

to do business (with)	to have a relationship intended to make money Thank you for your proposal, we hope to be able <i>to do business with</i> you in the future.
to draw up	to prepare a written document We can agree to that. I will ask the legal section <i>to draw up</i> a contract.
give and take	to make compromises so that all parties profit All successful relationships are the result of <i>give and take</i> .
to go along with	to have the same opinion, to agree with The council will be happy <i>to go along with</i> your proposal.
in agreement with	to have a common opinion or conclusion In agreement with your proposal, the council has decided to reduce your communal tax for the first five years.
in so far as	to a certain degree The council will help in so far as we can, but there are limitations.
to make (do) a deal (with)	to arrive at a commercial agreement It will be impossible to make a deal with you if that's your final offer.
to meet half way	to compromise in return for a compromise from the other party Your offer is not really acceptable, but I'm sure we can meet you half way.
off the record	unofficial This is completely off the record, but I've heard that our mayor is going to step down in June.
on (these) lines along these lines	in this way Now that I am in charge things will run on completely different lines.

on (these) terms changes.	in keeping with conditions We cannot do business <i>on your terms</i> ; you will have to make some changes.
other things being equal	if other factors do not change Other things being equal, we can probably accept, but we need some time to check your calculations.
see eye to eye with	to agree, understanding the other party's situation We are trying to see eye to eye with each other, but there are still some misunderstandings.
to settle (one's) differences	to reach an agreement on areas of disagreement I know it's not easy, but if we want this to be a success we will have to settle our differences.
to smooth out (also to iron/ straighten out)	to solve problems by discussion There were some financial problems last year but we managed to smooth them out.
to take note of	to consider something which is connected but not major factor We not only took note of the citizen's wishes, we considered them very seriously.
to take (the) point to see the point	to understand, but not necessarily agree with, an argument or reason I <i>see your point</i> , but if we make an exception for you we will have to do the same for the others.
to think over	to summarize something mentally in order to make a decision I can't make a decision at the moment, I need a couple of days <i>to think it over</i> .
to thrash out	to use frank discussions to solve a problem We'll have <i>to thrash out</i> the matter of subsidies at our next meeting.
what if ... ?	suppose ...? <i>What if</i> we offered you a reduction on water rates? Would that help?

without prejudice (to) (legal) attempting to reach an agreement without reducing existing rights
You can use the old school for the youth club, *without prejudice* to any future plans for reconstruction.

Arriving at a decision

the acid test the most essential and effective quality test
That sounds like a good idea, but *the acid test* is will our voters accept it.

to base (be based) on to use a basis for reasoning
Our policy *is based on* the results of an extensive opinion poll.

in (under) the circumstances in this specific case
We have been informed about your financial difficulties. *Under these circumstances*, we will not be able to make you an offer.

in that case because of that
We have agreed on all terms. *In that case*, we can have the legal department draw up a contract.

in the final analysis when all the facts have been analysed it is clear
It seemed like a good idea, but *in the final analysis*, there were too many deficiencies.

in the light of	in relation to; it is now clear <i>In the light of</i> new information, we decided to postpone making a decision.
in a new light	in a fresh way The cultural councillor's presentation made us see matters <i>in a new light</i> .
in view of	considering <i>In view of</i> the success of last year's festival, we have now decided to make it an annual event.
on the basis of	using something as a guideline; confirming with; in accordance with <i>On the basis of</i> opinion polls, we have decided to move the election forward to March.
on the ground(s) of (or that)	for the following reasons Our decision not to approve your proposal was based solely <i>on financial grounds</i> .

Setting conditions

as long as	provided that; only if We are prepared to provide the land, <i>as long as</i> you guarantee to employ workers from the area.
in case	if it happens; in order to be ready for something Do not use the elevators, <i>in case of fire</i> .
it depends (on)	maybe; it is uncertain; have not reached a decision so far "Are you interested in our proposal?" " <i>It depends on</i> what our management finally decides."
it remains to be seen	it has not yet been decided We are prepared to accept, but <i>it remains to be seen</i> how are voters will react.

on condition that yes, but only if; on the understanding that
We will grant permission, *on one condition* – *that* construction
must be completed before winter.

Criticizing and disagreeing

as far as (it) goes within (incomplete or imperfect) limits
He's a fine mayor, *as far as he goes*, but his relationship with
the press is a problem.

at cross purposes a difference of opinion which causes confusion
You're talking about elections in June? I was thinking about
early next year. It sounds like we're talking *at cross purposes*.

to be beside the point to be irrelevant
The important question is whether this will increase our
percentage, anything else *is beside the point*.

credibility gap the difference between what one can believe and what one is expected to believe
You say that inflation has not increased, but I have much less money in my
wallet. I think we have a *credibility gap* here.

to have doubts
about to feel negative or uncertain about something
Your plans sound fine, but I *have serious doubts about* your
ability to implement them.

(a) matter of opinion not known to be true; not (really) believed
You think he is the right candidate? Well, that's *a matter of
opinion*. The last time he ran we lost four seats.

on the contrary completely the opposite
We thought we could convince him to run again. *On the
contrary*, he said he was going to retire completely from politics.

**LET'S HAVE A LITTLE TALK ABOUT MAKING SMALL TALK
OR
WHO'S AFRAID OF THE COFFE BREAK?**

Die eigene Gemeinde zu präsentieren, das gehört zum Alltag eines jeden Kommunalpolitikers. Aber was passiert in den Pausen, Kaffeepausen und nach Veranstaltungen? Die Beklemmung, ein lockeres Gespräch in Gang zu bringen, kennt wohl jeder schon aus seiner Praxis. Dabei ist es ganz einfach über die ersten paar Minuten hinweg zu kommen und ein nettes Gespräch über Alltagsthemen zu führen. Übung macht eben immer noch den Meister, und ein waschechter Kommunalpolitiker von Welt hat schon ganz andere Herausforderungen überstanden.

Small talk is one of the most vital aspects of English. In most societies people want to get to know their partners. This usually does not happen during a meeting or presentation, but under less-formal surroundings and makes many people, who are capable of speaking "professional" English, fear the coffee break. Being liked by your vis-à-vis can make all the difference between being successful or not. There is always another organisation able to provide a similar opportunity and – all things being equal – it is often the person your client or partner feels most comfortable with who gets the signature.

PLEASE: Do not start a conversation by apologising "*I'm sorry, but my English is not very good*". It sounds like you are either insecure or, even worse, fishing for compliments. Your listener will soon find out how good your English is. Also, if you are complimented on your linguistic skills a simple "*thank you*" is enough. Remember, you are the person making an effort to speak a foreign language – not your listener.

Introductions

There are no absolute rules any more, but keep things as simple as possible. If in doubt, introduce a woman first. *“Peter, I’d like you to meet Anne Greenfield. Anne’s responsible for cultural activities in Miami. Anne, Peter’s the Mayor of Großdorf.”*

How do you do? is quite formal and it is not a question about your health. It merely means “Good to meet you”. The appropriate response is *“How do you do?”* or *“Pleased to meet you”*.

How are you? is a question about your health, but the person who asks this (usually) does not want a full medical report. If you don’t know the person well, the answer should be *“fine, thanks”* or at least *“not too bad”*.

If you need to introduce yourself do it as informally as appropriate. Remember, academic titles are not used as often as they are in German-speaking countries. *“Hello, I’m Peter Frank. I’m the mayor of Großdorf”* or *“I don’t believe we’ve met, I’m Peter Frank ...”*

After the introduction you have to keep the small talk going. The classic topics are family (*has your daughter started university?*), travel (*how was your flight?*), accommodation (*you’re staying in the Kaiserhof, how is it?*), holidays (*where did you spend your Christmas holidays?*) and – everybody’s favourite – the weather (*how has the weather been in Florida, this year?*)

Handshaking

Anglo-Saxons do not touch each other, in public, as often as many other people. When you meet, or at the beginning and end of a meeting, shake hands firmly but briefly.

First names

Once again, there are no firm rules. Americans tend to use first names more frequently than the British, but this is also changing. Do not assume that being on first-name terms means that you are “friends”, it is just a cultural difference. If you are not sure, it is best to call somebody Mr/Mrs/or Miss and wait for them to say *“Call me John/Susan...”* Secretaries, clerks, etc. often introduce themselves by their first names only *“Hi, I’m Susan, Mr Green’s secretary”*.

Do not use Austrian titles with your foreign partners – they will not know what a *Magister* or *Dipl.-Ing.* is and *Doctor* is used, almost exclusively, for the medical profession. Titles such as president, chairman, etc. are not used when addressing people. However, in very formal situations, and sometimes in academic circles, Doctor or Professor can be used as a sign of respect.

Are there any subjects which should be avoided?

This, of course, is delicate matter and varies from culture to culture. Basically, if your partner wants to discuss something, you should be able to do it. There used to be a rule to be careful about sex, politics and religion. However, these are three topics which seem to interest most people. If there have been any interesting developments in your – or your partner's – country, you should be prepared to discuss these. If you have an opinion, give it, but try to phrase things diplomatically. If you are not sure of the English vocabulary, check the words in a dictionary.

Be yourself

It is in these semi-formal situations that friendships are created. Your listener knows that you are a competent person in your profession – that is something that can be learned. Now, he wants to know what you are really like. What makes you tick! This can be one of the most important aspects of any relationship. Learn phrases, learn techniques but then integrate them into your own personality.

A typical introduction could run along these lines:

<i>Hello. May I introduce myself. My name's ...</i>	Good to meet you. I'm ...
<i>Where do you come from?</i>	I'm from ... but I was born in ...
<i>How is the weather there at this time of year?</i>	Very hot/cold/rainy...
<i>Are you married?</i>	Yes.
<i>What does your wife/husband/partner do?</i>	She's/He's a ...
<i>Is she/he here with you?</i>	Yes she's/he's over there.
<i>Is this your first time in Vienna?</i>	Yes, it is.
<i>Are you enjoying it?</i>	(Not) very much.
<i>Have you visited the Opera/Schönbrunn/St. Stephan's?</i>	Not yet.

You really should before you leave.

If you like, we can make a tour tomorrow.

Which hotel are you staying in?

How is it?

What time shall I pick you up tomorrow?

How about 9.30?

Do you have to be back at a certain time?

Then we can have lunch together.

What kind of cooking do you like best?

Is there anything you don't like?

Have you ever been to a heuriger?

If you're not too tired, we can go to one in the evening.

OK. We'll see you around 9.30.

I think we'll have a good day.

Enjoy the rest of the evening.

I know, we want to.

Thanks, that would be great.

The Kaiserhof.

Fine/not so good/a bit noisy

Whenever you want.

That's fine.

No, we have no plans for tomorrow.

Great. We'd like that.

We like most kinds of food.

I'm/we're not really fond of ...

Not yet. But I've heard about them.

That's a good idea.

We're/I'm looking forward to it.

I'm sure we will!

Thanks. You too. See you tomorrow.

GRAMMAR SURVEY

Das langweiligste an einer Sprache ist immer die Grammatik. Das ist klar. Aber ganz ohne geht es eben auch nicht. Je intensiver der Kontakt mit internationalen Gemeinden und somit Kollegen aus dem Ausland wird, desto entscheidender wird ein gutes Auftreten. Der beste Auftritt und der größte Sprachwortschatz können aber nicht über Mängel bei der Grammatik hinwegtäuschen. Je besser man seine Inhalte vermitteln kann, desto besser kommt die eigentliche Botschaft an den Adressaten.

Just how important IS grammar? This is a question which gets asked very often. The answer is – unfortunately – VERY.

Of course, the most important thing is to be understood, to get your message across. You should, however, try to do this at the highest possible level. English-speaking people are usually generous when non-native speakers make mistakes, but YOU will probably feel uncomfortable.

Present simple

The present simple is used to talk about facts, routine activities, things which are permanent.

- I am the mayor.
- Großdorf is a town in Lower Austria.
- We have a council meeting every week.

Present continuous

The present continuous is used to describe temporary situations, activities happening NOW, changing situations and future arrangements.

- The council members are visiting France until the weekend.
- I am talking to the governor at the moment.
- Großdorf is developing a new environmental project.
- We are starting building next week.

Present simple vs. present continuous

You can usually choose the correct form by considering if the action is “everyday” or something that is unusual that will return to the normal.

- I work in Großdorf. (everyday activity = present simple)
- This week, I am working in Vienna. (temporary activity = present continuous)

Past simple

The past simple is used to describe actions – short, long, or repeated – which finished in the past. A fixed time can always be attached.

- I studied political science from 1987-1993.
- The council approved the project at the last meeting.
- The journey lasted 7 hours.

Present perfect

The present perfect is used to talk about actions that started in the past and continue to the present. There is always a connection with NOW!

- I have been mayor since 1996. (= I still am.)
- We have had to reduce our labour force.
- I have been to Paris many times. (= until now)

We often use expressions of time which refer to both past and present.

- So far, this week, recently

Past simple vs. present perfect

Many people have difficulties with these two tenses. One simple way to differentiate between them is to remember: If you are talking about an exact time in the past, use the simple form; if there is a connection with NOW – the present perfect.

- I have been to the USA many times. (until now = present perfect)
- I was in New York in summer. (fixed date = past simple)

Past continuous

The past continuous is used to describe actions that were changing over time in the past. Often, this period includes another action which is finished.

- At that time, Großdorf was considering building a new sports centre.
- We met, while we were studying in Bologna.

Future activities

The present continuous is used for future arrangements.

- We are visiting our sister city next weekend.
- I am taking the 8 o'clock train tomorrow.

We use *going to* for plans and firm intentions.

- We are going to have a new election in March.
- I am going to have to investigate these accusations.

We use the present simple for timetables, routines and schedules.

- The council meets at 7 p.m. on Fridays.
- The train leaves at 8 o'clock.

If & when use present tenses.

- When I'm finished, I will let you know. (NOT When I will be finished ...)
- If I have time, I will meet you on Friday. (NOT If I will have time ...)

Modal verbs

The modal verbs are extremely useful little words. There are some hints which should make it easier for you to master them.

1) Can, could

These words are used for making requests;

Can you come on Saturday? *Could you come on Saturday?* (slightly more formal)

for giving or refusing permission;

Of course, you can use my car. *You can't interrupt the meeting now.*

for describing ability;

Today, anybody can use a computer.

for making an offer;

Can I get you something to drink?

for saying that something is (im)possible;

You can be successful, if you try hard enough.

I can't do that today, there isn't enough time.

Could is also used to describe future possibilities.

I think we could do much better with a different candidate.

2) **Would**

Would is used for making offers;

Would you like a glass of wine?

for making requests;

Would you mind helping me this weekend?

for describing imaginary situations;

I would go to Paris if I had enough time.

3) **Must, have to, need to, should**

Must, need to and have/has to are used to say something is necessary;

I must be careful if I want to surprise our opponents.

Municipalities have to have an impressive internet page.

I need to have your confirmation by Friday.

Should is often used to give advice;

You should be careful about trusting real-estate agents.

with *suggest* and *think*;

I think we should try to convince him to run again.

and to express that something is likely to happen;

The euro-rate should decrease soon; that will make exporting easier.

Had to often refers to a past obligation;

I lived in Brazil for six months, so I had to learn Portuguese.

Must not is used when things are prohibited;

Dog owners must not let their animals run without a muzzle.

Have to usually implies pressure from a third party; must is often a personal decision.

I must stop smoking, my doctor says I have to.

I have to work this weekend, my boss needs the figures before Monday.

Conditionals

Conditionals – the feared IF SENTENCES – cause more problems than they should. *If* you can remember a couple of simple facts you *will* have no problems.

- 1) Present Tense in the IF-clause, Future in the main clause:

If they build the hotel, it will improve the labour situation.

If I am elected, I will be a mayor for all citizens.

- 2) Past Tense in the IF-clause, Present Conditional in the main clause:

If I were eligible (OR If I was eligible), I would vote for him.

If I had more influence, I would prevent that project.

- 3) Past Perfect in the IF-clause, Past Conditional in the main clause:

If I had been elected, things would have been much different.

If I had had more support, I am sure we would have won .

NOTE:

If "if" means "whenever" or "every time" or "when" we use the present in both clauses:

If the sun shines in Arizona, it is (always) hot.

If she sits in front of the computer for 2 hours, she (always) gets a headache.

(If she sits in front of the computer for 2 hours, she will get a headache has a different meaning !!!!)

In general, do not use "will" in the "if" clause:

wrong: If I'll see him, I'll give him your message.

right: *If I see him, I'll give him your message*

Sometimes, however, will has a special meaning of willingness. In this case, it can be used in both the "if" clause and in the other clause:

If you will help me, I will pay you. ("If you are willing to help me, I am willing to pay you.")

Sometimes may or might are used instead of will in conditional sentences of this type:

If I have time, I may call you. If I have time, I might call you.

In sentences like these, the possibility is less than the possibility shown by will.

Remember: When if is at the beginning of a conditional sentence, put a comma (,) after the if clause, but do not use a comma when the if clause is in the middle of a sentence.

wrong: If I see him I'll give him your message.

right: *If I see him, I'll give him your message.*

wrong: I'll call you, if I need help.

right: *I'll call you if I need help.*

Did you learn in school that *if* and *would* never go together?

Sorry, it's not true. Two very typical English sentences begin with:

I would be grateful if you would ... or *I would appreciate it if you would ...*

In both cases there are even two woulds in the sentence.

More English exceptions!! These are not conditional sentences, they are requests and here would is absolutely correct.

List of common irregular verbs

<i>Infinitive</i>	<i>Past Simple</i>	<i>Past Participle</i>
awake	awoke	awoken
be	was, were	been
beat	beat	beaten
become	became	become
begin	began	begun
bend	bent	bent
bet	bet	bet
bid	bid	bid
bite	bit	bitten
blow	blew	blown
break	broke	broken
bring	brought	brought
broadcast	broadcast	broadcast
build	built	built
burn	burned/burnt	burned/burnt
buy	bought	bought
catch	caught	caught
choose	chose	chosen
come	came	come
cost	cost	cost
cut	cut	cut
dig	dug	dug
do	did	done
draw	drew	drawn
dream	dreamed/ dreamt	dreamed/ dreamt
drive	drove	driven
drink	drunk	drunk

eat	ate	eaten
fall	fell	fallen
feel	felt	felt
fight	fought	fought
find	found	found
fly	flew	flown
forget	forgot	forgotten
forgive	forgave	forgiven
freeze	froze	frozen
get	got	got/gotten (US)
give	gave	given
go	went	gone
grow	grew	grown
hang	hung	hung
have	had	had
hear	heard	heard
hide	hid	hidden
hit	hit	hit
hold	held	held
hurt	hurt	hurt
keep	kept	kept
know	knew	known
lay	laid	laid
lead	led	led
learn	learned/learnt	learned/learnt
leave	left	left
lend	lent	lent
let	let	let
lie	lay	lain
lose	lost	lost
make	made	made
mean	meant	meant
meet	met	met
pay	paid	paid

put	put	put
read	read	read
ride	rode	ridden
ring	rang	rung
rise	rose	risen
run	ran	run
say	said	said
see	saw	seen
sell	sold	sold
send	sent	sent
show	showed	showed/shown
shut	shut	shut
sing	sang	sung
sit	sat	sat
sleep	slept	slept
speak	spoke	spoken
spend	spent	spent
stand	stood	stood
swim	swam	swum
take	took	taken
teach	taught	taught
tear	tore	torn
tell	old	told
think	thought	thought
throw	threw	thrown
understand	understood	understood
wake	woke	woken
wear	wore	worn
win	won	won
write	wrote	written

POLITICAL GLOSSARY

Vokabeln kann man gar nicht oft genug wiederholen. Alles was ein Global Mayor, ein Kommunalpolitiker von Welt braucht ist auf den folgenden Seiten alphabetisch festgehalten.

A

abdication (of monarch)	e Abdankung
abstention	e Stimmenthaltung
accident, crash	r Unfall, s Unglück
according to official sources	nach offiziellen Angaben
adjourn (v.)	vertagen
agenda	e Tagesordnung
agriculture	e Landwirtschaft
amend (v.)	abändern, ergänzen
amendment	e Abänderung, (US) r Zusatzartikel zur Verfassung
agreement	e Übereinstimmung
air force	e Luftwaffe
alternate	r Ersatzmann, e Ersatzperson
ambassador	r Botschafter
annexation	e Einverleibung, e Annektierung
anti-foreigner sentiment, xenophobia	e Ausländer(Fremden)feindlichkeit
army	e Armee
arrest (v.;n.)	festnehmen, verhaften; e Haft
association	r Verein
attorney (US)	r (Rechts)Anwalt, r Bevollmächtigte
audit	e Rechnungsprüfung, e Buchprüfung
authority	e Autorität, e Behörde, e Vollmacht
avalanche	e Lawine
(the) axis of evil	die Achse des Bösen

On January 29, 2002 in his State of the Union address, President George W. Bush labeled Iran (der Iran), Iraq (der Irak), and North Korea (Nordkorea) an "axis of evil."

B

ballot	r Wahlgang
ballot box	e Wahlurne
bank robbery	r Banküberfall
basic law	s Grundgesetz
bovine spongiform encephalopathy (BSE) “mad cow disease”	e Bovine Spongiforme Enzephalopathie, e BSE, r Rinderwahnsinn
bill	r Gesetzesentwurf, e Regierungsvorlage
bipartisan	zweiparteien ...
birth certificate	e Geburtsurkunde
budget	s Budget, r Haushalt
business, economy	e Wirtschaft
business license	e Gewerbeberechtigung, r Gewerbeschein

C

cadastral municipality	e Kastralgemeinde
cadastral register	s Grundbuch
campaign assistant	r (e) Wahlhelfer(in)
case (legal)	r Fall
chairman (chair person) (the chair) chairwoman	r Vorsitzende e Vorsitzende
Chamber of Agriculture	e Landwirtschaftskammer
Chamber of Commerce	e Wirtschaftskammer
chancellor	r Kanzler
federal chancellor	r Bundeskanzler
chancellor of the exchequer (UK)	r Finanzminister
charter	e Charta, e Konzession, e Urkunde

citizen	r Bürger, e Bürgerin, r/e Staatsangehörige
citizenship	e Staatsbürgerschaft
certificate of citizenship	r Staatsbürgerschaftsnachweis
city council	r Gemeinderat, r Stadtrat
city hall (US)	s Rathaus
civil law	s Zivilrecht
civil servant, government worker, official	r Beamte/e Beamtin
climb, go up (v.)	steigen
gas/petrol prices are climbing	die Benzinpreise steigen
clone (v.;n.)	klonen; r Klon
cloning	s Klonen
coalition	e Koalition, s Bündnis
code	r Kodex, s Gesetzbuch, e Regeln
collect, receive (taxes) (v.)	kassieren
common law	s Gewohnheitsrecht
community	e Gemeinschaft
company (commercial) register	s Firmenbuch
competitor	r Konkurrent, r Mitbewerber
condemn, sentence, pass judgment (v.)	verurteilen
confrontation	e Konfrontation
to head for a confrontation, go on the offensive (v.)	auf Konfrontationskurs gehen
consent, agreement	e Zustimmung
with the consent of the ÖVP	mit der Zustimmung der ÖVP
consolidation	e Zusammenlegung, e Zusammenziehung
constituency	e Wählerschaft
constitution	e Verfassung
convention	r Konvent, e (Partei)Versammlung
contribution	r Beitrag
cooperation	e Zusammenarbeit
cost of living	e Lebenshaltungskosten
cost-of-living index	r Lebenshaltungskostenindex
Council of Ministers	r Ministerrat

councillor	r Gemeinderat
county	e Grafschaft, r (Land)Kreis, r Verwaltungsbezirk
court	r Gerichtshof
Administrative Court	r Verwaltungsgerichtshof
Court of Audit	r Rechnungshof
Constitutional Court	r Verfassungsgerichtshof
crash	r (Flugzeug)Absturz, s Unglück, r Zusammenstoß, r (Börsen)Krach, r Zusammenbruch (econ.)
cross-border	grenzübergreifend
currency	e Währung (euro, dollar, etc.)
current account	s Girokonto
custody, arrest, detention	e Haft
take into custody (v.)	in Haft nehmen

D

decision	e Entscheidung
make a decision (v.)	eine Entscheidung treffen
defence/defense (USA)	e Verteidigung
defence minister/secretary	r Verteidigungsminister
deploy (v.)	entsenden
detention	e Haft
detention pending trial	e Untersuchungshaft
die (v.)	sterben, ums Leben kommen
he died of cancer	er starb an Krebs
she died of heart failure	sie ist an Herzversagen gestorben
many people died/lost their lives	viele Menschen kamen ums Leben
disaster	s Unglück, e Katastrophe
District Administration (Authority)	e Bezirkshauptmannschaft
division	e Abteilung

head of division	r Abteilungsleiter
divorce (n.)	e Scheidung
to get a divorce	sich scheiden lassen
draft (v.;n.)	entwerfen; r Entwurf
drafting committee	r Entwurfsausschuss
driving (UK) / driver's (US) licence	r Führerschein

E

earthquake	s Erdbeben
on the Richter scale	an der Richterskala
seismograph (often used as describe reactions to political change)	r Erdbebenmesser
ecology tax	e Ökosteuer
economy, business	e Wirtschaft
education	e Bildung, s Schulwesen
election	e Wahl
election victory	r Wahlsieg
electoral district (USA)	r Wahlbezirk
electorate	e Wählerschaft
embassy	e Botschaft
emergency (situation)	e Notlage
enactment	r Gesetzesbeschluss
enforcement of a sentence	r Strafvollzug
enlargement	e Erweiterung
environment	e Umwelt
equity	e Billigkeit, e Gerechtigkeit
equity law	s Billigkeitsrecht
espionage	e Spionage
euro (common currency of 12 EU states)	r Euro
European Union (EU)	e Europäische Union (e EU)

exemption	e Befreiung
exemption from taxes	e Steuerfreiheit
certificate of exemption	r Befreiungsschein
extradition	e Auslieferung

F

Federal Constitution	e Bundesverfassung
Federal Council	r Bundesrat
Federal Government	e Bundesregierung
federal province (or state)	s Bundesland
federal (political) office	e Bundesorganisation
finance minister, chancellor of the exchequer (UK)	r Finanzminister
fiscal year	s Geschäftsjahr
forced labourer, slave labourer	r Zwangsarbeiter (-)
Nazi-era forced labourers	die NS-Zwangsarbeiter (pl)
foreign policy	e Außenpolitik
foreign secretary/minister, secretary of state	r Außenminister, e Außenministerin
foreigner	r Ausländer, e Ausländerin
flood	e Überflutung, e Überschwemmung, s Hochwasser
heavy floods/flooding	schwere Überschwemmungen
foreign policy	e Außenpolitik
forest fire	r Waldbrand
freedom	e Freiheit
freedom of movement	e Bewegungsfreiheit
freezing rain	gefrierender Regen

G

gasoline, petrol	s Benzin
gas prices	e Benzinpreise
GDP (Gross Domestic Product)	s BIP (Bruttoinlandsprodukt)
global warming	e Erderwärmung
government	e Regierung
formation of a government	e Regierungsbildung
term of government	e Regierungsperiode
government worker	r Beamte / e Beamtin
grant	e Bewilligung, s Stipendium
Green Party, the Greens	e Grünen (pl.)
growth strategy	e Wachstumsstrategie

H

Head of State	s Staatsoberhaupt
Head of Cabinet	r Kabinettsdirektor
headline(s)	e Schlagzeile(n)
House of Commons (UK)	Britisches Unterhaus
House of Lords (UK)	Britisches Oberhaus
human rights	e Menschenrechte
hypocrisy	e Heuchelei

I

identity card (ID)	r Personalausweis
immigrant	r Einwanderer
immigration	e Einwanderung
immigration authorities	e Einwanderungsbehörde
immunity	e Immunität
incentive	r Anreiz

incompatibility	e Unvereinbarkeit
incorporate (v.)	einschließen, eingemeinden, vereinigen
independent	unabhängig
inflation	e Teuerung, e Inflation
infrastructure	e Infrastruktur
integration	e Integrierung
intergovernmental	zwischenregierungs...
insurance	e Versicherung
investigation(s)	e Untersuchung(-en)

J

jobs (number of)	e Arbeitsplätze (pl.)
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K

kingdom	s Königreich
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L

landslide(s)	r Erdbeben
mudslide	e Schlammlawine
law(s)	s Gesetz, e Gesetze, s Recht, e Rechte
law-abiding	gesetzestreu
legal person	e juristische Person
license	e Lizenz, e Konzession, e Genehmigung
life	s Leben
to lose one's life, to die (v.)	ums Leben kommen
limit, restrict (v.)	einschränken
limitation(s), restriction(s)	e Einschränkung (en)
loophole	e Gesetzeslücke, s Schlupfloch

M

“mad cow” disease, BSE	r Rinderwahnsinn, e BSE
Main Committee	r Hauptausschuss
majority	e Mehrheit
marriage certificate	e Heiratsurkunde
mayor	r Bürgermeister, e Bürgermeisterin
member of parliament, representative	r/e Abgeordnete
minority	e Minderheit
minutes	s Protokoll
keep (or take) the minutes (v.)	das Protokoll führen
motion	r Antrag
mudslide	e Schlammlawine
municipality	e Gemeinde, e Kommunalbehörde
Municipal Department	r Magistrat
Municipal District Office	s magistratische Bezirksamt
murder (v.;n.)	ermorden; e Ermordung, r Mord

N

National Council	r Nationalrat
natural person	e natürliche Person
negotiation(s) (often pl.)	e Verhandlung(en)
by way of negotiation	auf dem Verhandlungsweg
notification	r Bescheid

O

official	r Beamte /e Beamtin
official channel (procedure)	r Amtsweg, Behördenweg
official in charge	r Sachbearbeiter, r Referent
ombudsman	r Ombudsmann
ordinance	s (Lokal)Gestez

P

parliament	s Parlament
Parliamentary Administration	e Parlamentsdirektion
pass (a law) (v.)	verabschieden
passage (of a law)	e Verabschiedung (eines Gesetzes)
pass judgement	verurteilen
passport	r (Reise)Pass
penalty	e Strafe, e Strafzahlung
pension	e Rente
pensioner	r Pensionist /e Pensionistin
pension reform	e Pensionsreform
people	e Menschen
peoples	e Völker
petrol	s Benzin
platform	e Plattform
police clearance certificate	s Leumundszeugnis, r Strafregisterauszug
politician	r Politiker, e Politikerin
politics	e Politik
poll(s)	e Umfrage (-n)
polling booth	e Wahlkabine
population	e Bevölkerung
population density	e Bevölkerungsdichte
portfolio	s Ressort
postpone (v.)	verschieben
prerequisite	e Voraussetzung
president	r Präsident
American president	r US-Präsident
primary (US)	e Vorwahl
privatisation	e Privatisierung
procedure	s Verfahren, r Ablauf
prosperity	r Wohlstand
provincial (federal state) capital	e Landeshauptstadt

provincial (federal state) government	e Landesregierung
provincial (federal state) parliament	r Landtag
provincial (political) office	e Landesorganisation
provision	e Vorkehrung, e Bestimmung, e Vorschrift
with the provision that	unter der Bedingung, daß
public servant	r Beamte, e Beamtin

R

rain	r Regen
freezing rain	gefrierender Regen
rape (v.;n.)	vergewaltigen; e Vergewaltigung
ratify (v.)	ratifizieren
recession, slowdown (econ.)	e Rezession, e Flaute
to recover (economically),	aus der Flaute herauskommen
come out of a slowdown	
receive (v.) (taxes)	erhalten, kassieren
recover, salvage, rescue (v.)	bergen
red tape	r Amtsschimmel
referendum	s Referendum, e Volksabstimmung
register (v.)	registrieren, sich eintragen
register (n.)	s Register, s Verzeichnis
registration sheet	r Meldezettel
registry office	s Meldeamt
regulation	e Verordnung
representative, member of parliament	r/e Abgeordnete
residence permit	e Aufenthaltserlaubnis
resignation (from office)	r Rücktritt
rescue workers, rescuers	e Rettungskräfte
resignation (from office)	r Rücktritt
they are calling for his resignation	sie fordern seinen Rücktritt

resolution	e Entschließung, r Entschluß, r Beschluß
restrict, limit (v.)	einschränken(-en)
restriction(s), limitation(s)	e Einschränkung(-en)
retirement	e Pensionierung, r Ruhestand
(the political) right, rightwing (sing.)	e (pol.) Rechten (pl.)
rightwing (skinhead) violence	rechte Gewalt
rightist, right-winger	e/r Rechte, vom rechten Flügel
revenue	e Staatseinnahmen, e Staatseinkünfte (pl.)
robber	r Räuber
robbery	r Raubüberfall, r Raub
bank robbery	r Banküberfall
roll call	r Namensaufruf
royal	königlich
rural	ländlich

S

secretary of state (USA)	r Außenminister, e Außenministerin
seismograph	r Erdbebenmesser
senate	r Senat
senator	r Senator / e Senatorin
sentence, condemn, pass judgment (v.)	verurteilen
silviculture	e Forstwirtschaft
slave labourer	r Zwangsarbeiter
slowdown (econ.)	e Flaute
slump (econ.)	starker Konjunkturrückgang, r Preissturz
social partnership	e Sozialpartnerschaft
soldier	r Soldat, e Soldatin
solidarity surtax	r Solidaritätszuschlag
source(s)	e Quelle(-n), e Angabe(-n)
according to official sources	nach offiziellen Angaben
from a reliable source	aus zuverlässiger Quelle

sport(s) (often pl.)	r Sport (sing.)
spy	r Spion
statute law	s Gesetzesrecht
storm (bad), thunderstorm	s Gewitter, s Unwetter
study (studies), investigation(s)	e Untersuchung (-en)
sub-committee	r Unterausschuss
suburb (often pl. <i>I live in the suburbs. = Ich wohne am Stadtrand.</i>)	r Vorort
suburban	vorstädtisch
suffrage	s Wahlrecht

T

tag (n.)	s Anhängsel, s Etikett
tag (v.) as	bezeichnen als, abstempeln als
tax(es)	e Steuer(n)
income tax(es)	e Einkommenssteuer (-n)
tax assessment(s)	r (e) Steuerbescheid (e)
tax break	r Steurnachlass, e Begünstigung
terrorism	r Terrorismus
threaten (v.)	bedrohen
thunderstorm	s Gewitter, s Unwetter
town hall	s Rathaus
trade (business) authority	s Gewerbeamt, e Gewerbebehörde
trade regulations	e Gewerbeordnung
transition	r Übergang
treasurer	r Schatzmeister
trustee	r Treuhänder
turnout	e Wahlbeteiligung

U

unanimity	e Einstimmigkeit
unanimous	einstimmig
unemployment	e Arbeitslosigkeit
union(s) (trade, UK) (labor, USA)	e Gewerkschaft(en)
urban	städtisch

V

VAT, value-added tax	MwSt, e Mehrwertsteuer
victim	s Opfer
the house fell victim to the flames	das Haus wurde ein Opfer der Flammen
violence	e Gewalt
vote (v.;n.)	abstimmen, wählen; e Abstimmung, e (Wahl)Stimme
cast a vote (v.)	Stimme (Stimmzettel) abgeben
vote-catcher	e Wahllokomotive

W

ward	r Wahlbezirk
warrant (for arrest)	r Haftbefehl
weapon(s) of mass destruction	e Massenvernichtungswaffe (n)
welfare (to be on)	Sozialhilfe beziehen
whip (UK parl.)	r Klubobmann, r Einpeitscher
work permit	e Arbeitserlaubnis

X

xenophobia, anti-foreigner sentiment	e Ausländer(Fremden)feindlichkeit
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PUBLIC HOLIDAYS IN AUSTRIA

Feiertage sind nicht immer auch freie Tage, und wer weiß schon auf die Schnelle, wie sie alle auf Englisch heißen?

1 January	Neujahrstag	New Year's Day
6 January	Epiphany; Dreikönigstag	Epiphany
	Ostermontag	Easter Monday
1 May	Tag der Arbeit	Labour Day
	Christi Himmelfahrt	Ascension Day
	Pfingstmontag	Whit Monday
	Frohnleichnam	Corpus Christi
15 August	Maria Himmelfahrt	Assumption
26 October	Nationalfeiertag	Austrian National Holiday
1 November	Allerheiligen	All Saints' Day
8 December	Maria Empfängnis	Immaculate Conception
26 December	Stefanitag	St. Stephen's Day / Boxing Day