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# Vocabulary trainer

Use our Key Words list to learn vocabulary from the current *Business Spotlight*.

NOUNS	<b>beehive</b>	a structure in which bees are kept	Bienenstock
	<b>gratification</b>	the pleasant feeling you have when something has gone well	Erfüllung, Freude
	<b>gut instinct / gut feeling</b> <i>ifml.</i>	an intuitive feeling, as opposed to an idea based on facts	Bauchgefühl
	<b>pasture</b>	a meadow where animals graze	Weideland
	<b>registrar</b>	a person who keeps the official records of births, marriages and deaths	Standesbeamter/-beamtin
VERBS	<b>overemphasize sth.</b>	to give something too much importance	etw. überbewerten, zu stark herausstellen
	<b>rewild sth.</b>	to return something, such as land or an area, to its natural state	etw. renaturieren
	<b>scale up</b>	to get bigger	sich vergrößern
	<b>unwrap sth.</b>	to remove the wrapping or packaging from something	etw. auspacken
	<b>work oneself up</b>	to get upset	sich aufregen
ADJECTIVES	<b>aforementioned</b>	(in a text) referred to in an earlier sentence	oben genannt
	<b>low-carbon</b>	producing low levels of carbon dioxide	CO <sub>2</sub> -arm
	<b>seductive</b>	attractive, tempting	verlockend
	<b>tacky</b> <i>ifml.</i>	lacking in taste	stillos
	<b>untenable</b>	unable to be upheld	unhaltbar
EXPRESSIONS	<b>be the preserve of sb.</b>	to be restricted to the sole use of a particular person or group	jmdm. vorbehalten sein
	<b>done and dusted</b> <i>ifml.</i>	completely finished	abgehakt, erledigt
	<b>do one's utmost</b>	to do all one can	sich nach allen Kräften bemühen
	<b>get by on one's charm</b>	to be successful entirely on the basis of one's charisma and friendliness	seinen Charm spielen lassen
	<b>look down one's nose at sb.</b>	look at someone contemptuously	jmdn. von oben herab ansehen

## KEN'S CORNER

## Done and dusted

## MEDIUM

The Oxford English Dictionary defines the informal phrase "done and dusted" as "completely finished or ready". It is generally accepted that the expression comes from the time when people wrote with quill and ink. To dry the ink, powder was sprinkled on the paper. This was then dusted off when the ink was dry.

This is an example of an alliterative phrase, in which the key words start with the same sound. Alliterative phrases are often used in speeches and slogans to get people's attention:



- Proper preparation prevents poor performance.  
You also often see alliteration in the names of companies, pop groups, etc.:
- Coca-Cola, Pay**Pal**, Backstreet Boys  
English has a large number of alliterative expressions, including:
  - good as gold (= behaving very well or in very good condition)
  - right as rain (= completely well or healthy)
  - rough and ready (= simple but good enough)



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**alliterative** [ə'li:təətɪv]  
 ► [wg. Aussprache]

**dust sth. off**  
 ► etw. ab-, wegwischen

**ink** ► Tinte

**pal** [pæl] *ifml.*  
 ► Kumpel, Freund

**quill** ► Federkiel

**rough** [rʌf] ► grob, ungefähr