

# Das Wort

\*What is the German word of the future?

# der

# ZUKUNFT

**THE GERMAN ACADEMIC EXCHANGE SERVICE (DAAD) AND THE INSTITUTE OF MODERN LANGUAGES RESEARCH (IMLR)** joined forces for the seventh time to invite all learners and lovers of German to take part in a German language competition 2020-2021.

This year's competition aimed to encourage learners of the German language to combine their linguistic creativity with their hopes and thoughts for the future. They say that new words capture the *zeitgeist*. The year 2020 has certainly been full of events and situations that inspired new words in all languages, in fact, new circumstances and events encourage us to create new terms to describe the world. Slowly but surely, these new words then become part of our everyday language.

We therefore asked our participants **What is the German word of the future?**

Selected by a jury of professional linguists of the German language, the winning entries have been illustrated by professional designer and illustrator Max Weber, who has created this illustrated dictionary of German words for the years to come.



**Die Maskenlosigkeitserkenntnis** Der Augenblick, in dem man plötzlich darauf aufmerksam wird, dass man unabsichtlich, aber entgegen den aktuellen Regelungen, keine Maske trägt.

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**Die Amnemesie** Eine momentane Gedächtnislücke, die man hat, wenn man den Namen von jemandem vergisst, mit dem man gerade gesprochen hat.

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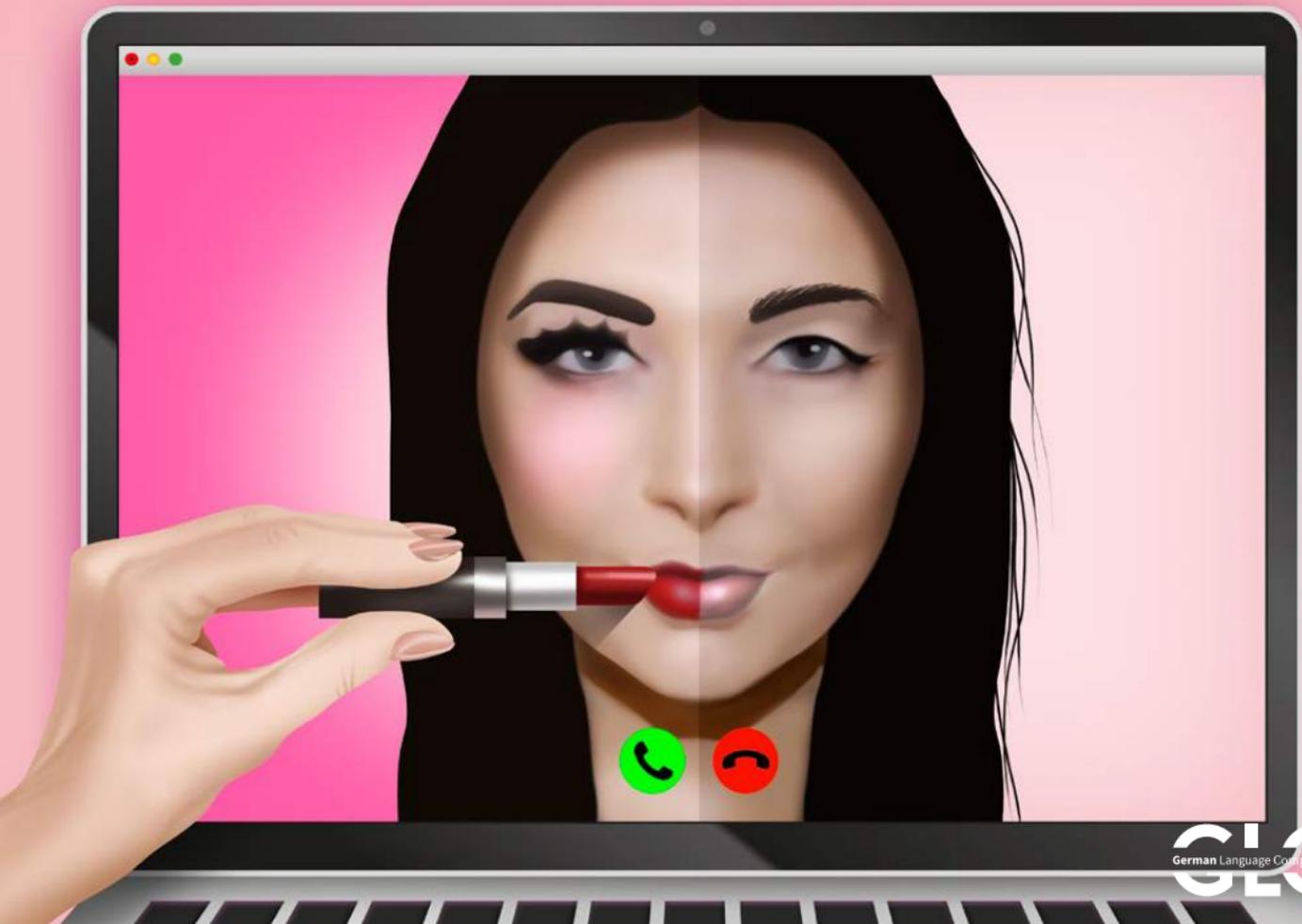
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**Der Umweltschädenstrauß.** Jemand, der die Tatsache ignoriert oder sich vor ihr versteckt, dass seine Handlungen der Umwelt schaden, um das Gewissen zu schützen.

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**fairgewissern** Handlung, die im Rahmen einer Kaufentscheidung stattfindet, um in Erfahrung zu bringen, ob ein Produkt unter fairen, ethischen und nachhaltigen Bedingungen hergestellt wurde.

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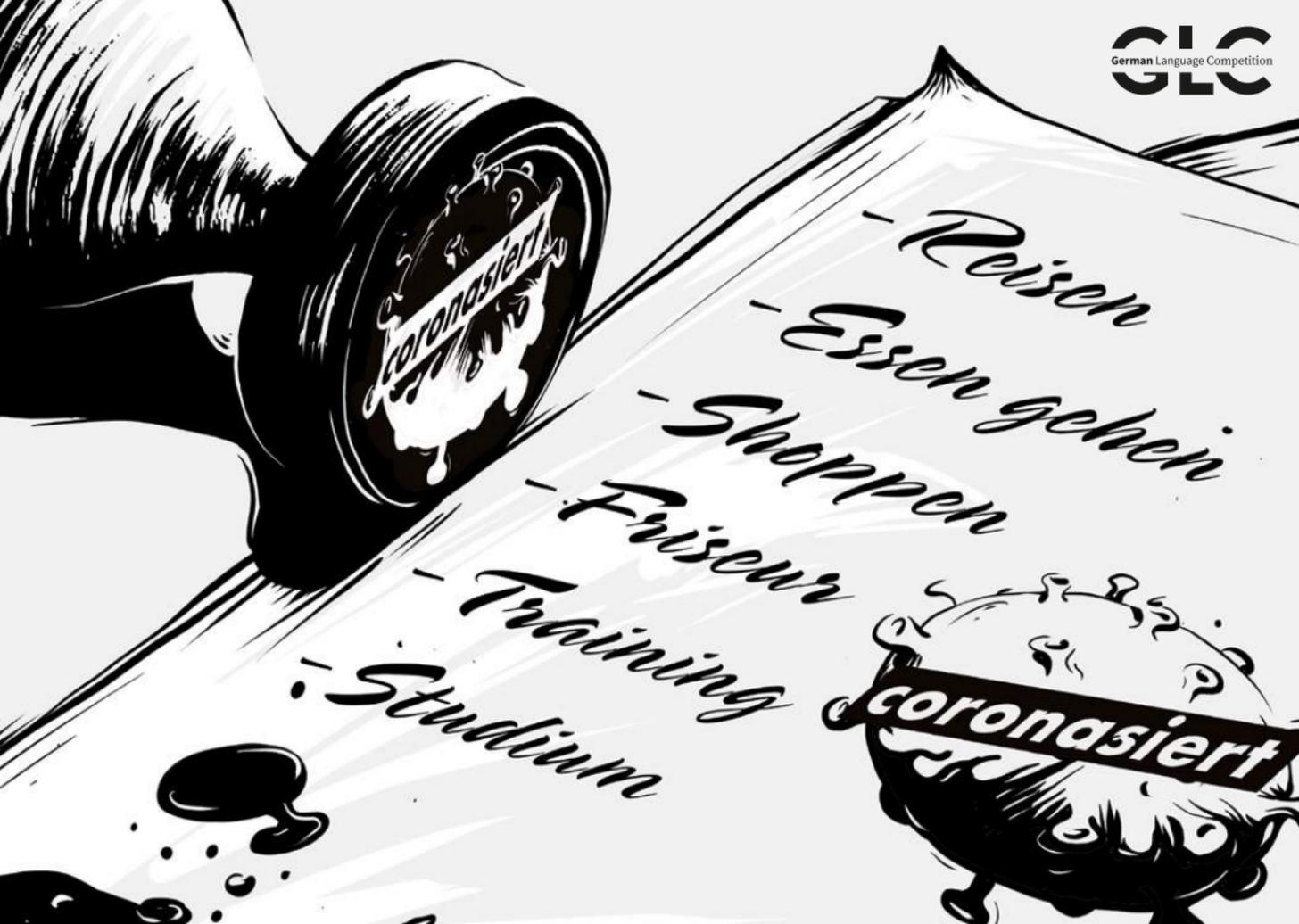


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- Reisen
- Essen gehen
- Shoppen
- Friseur
- Training
- Studium

coronasiert

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fake news |



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**Das Parallelweh** Große Sehnsucht nach den Erlebnissen, die wohl eingetreten wären, wenn man sich anders entschieden hätte bzw. wenn etwas nicht dazwischen gekommen wäre.

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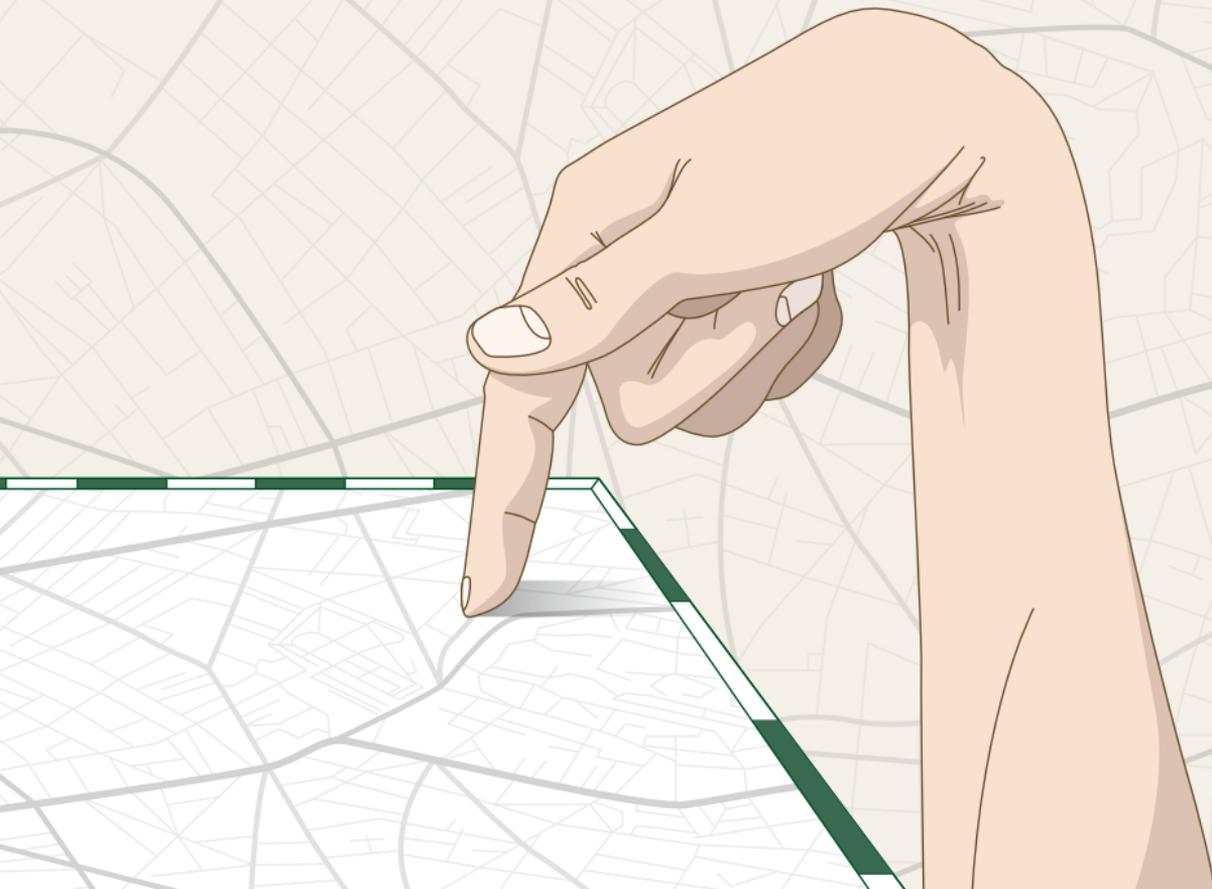
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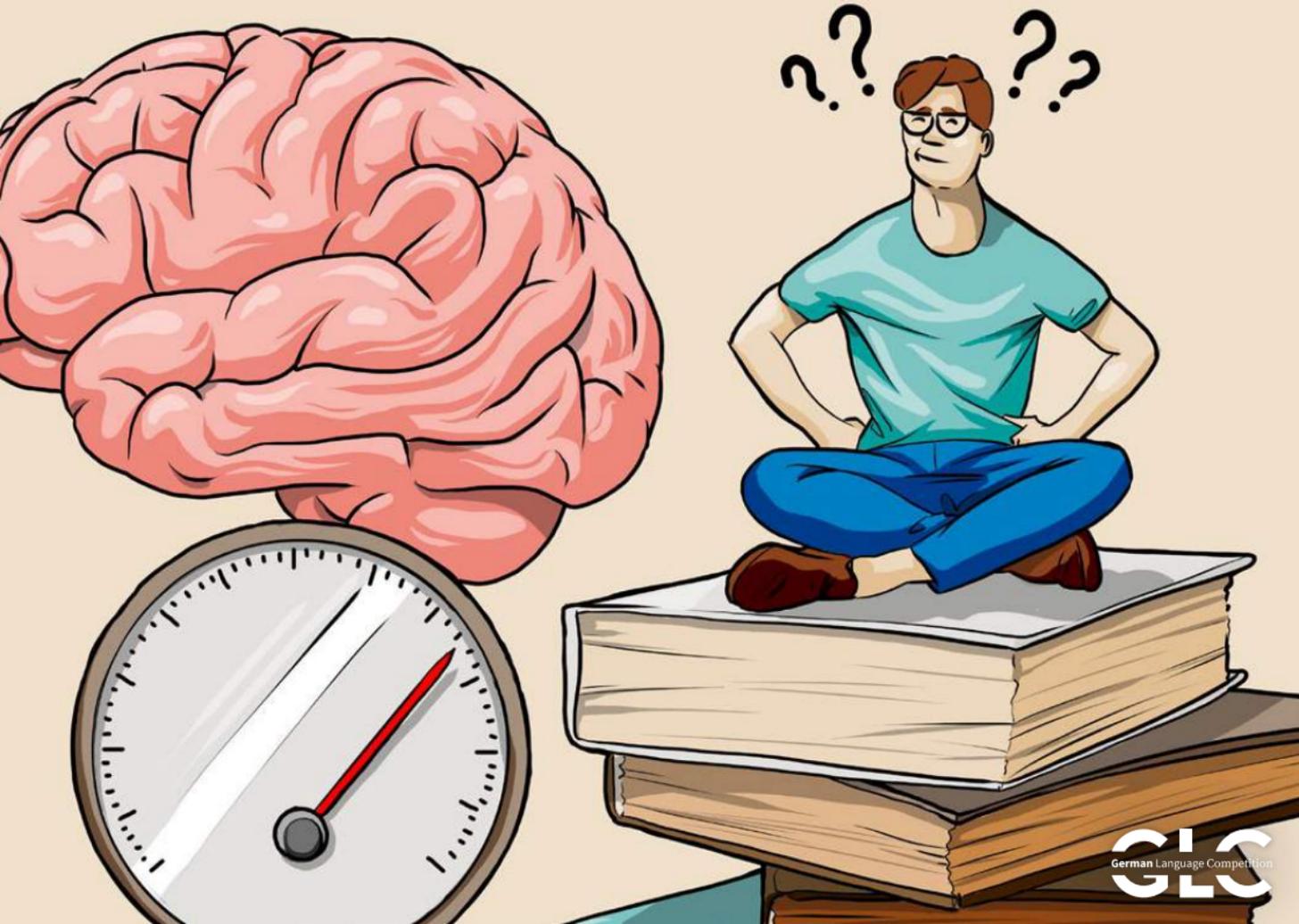


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# IMPRINT

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# VIelen DANK!

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Thanks to all the participants to the competition who accepted the challenge and took the time to create a new word and sent it to us. We hope you enjoyed the process and wish you to continue to engage creatively with languages.

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