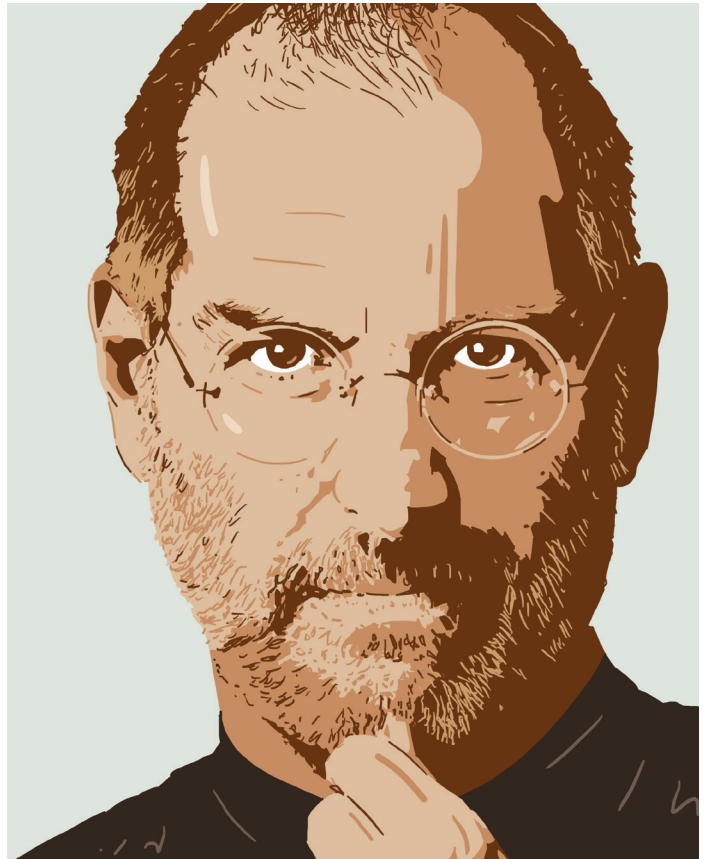


Steve Jobs

Pre-Reading

A. Warm-Up Questions

1. Have you ever heard of Steve Jobs?
If so, what do you know about him?
2. Do you own a Mac computer?
3. What other devices does Apple make?
4. Have you seen any of the following movies:
Toy Story, A Bug's Life, Monsters Inc., Finding Nemo?
Do you know what these movies have in common?
5. Do you know what it means
to be the CEO of a company?
6. What is the difference between
computer software and computer hardware?



B. Vocabulary Preview

Match the words on the left with the correct meanings on the right.

- | | |
|-------------------------------|--|
| _____ 1. available | a) to step down from a position |
| _____ 2. adopt | b) well liked |
| _____ 3. semester | c) to do well |
| _____ 4. invent | d) able to be used |
| _____ 5. appeal | e) a lot |
| _____ 6. public | f) to create something that didn't exist before |
| _____ 7. prosper | g) to legally take a child of other parents as one's own |
| _____ 8. popular | h) an area of study or activity |
| _____ 9. animation | i) a school term or period of time |
| _____ 10. generate | j) people or a community in general |
| _____ 11. hit (<i>noun</i>) | k) the art form of making pictures move, cartoons |
| _____ 12. a great deal | l) to attract |
| _____ 13. field | m) to produce, to make |
| _____ 14. resign | n) a big success |

Reading

1. Steve Jobs helped to make personal computers and computer technology **available** to everyone.
2. Steven Paul Jobs was born in Los Altos, California, on February 24, 1955. He was **adopted** when he was a baby and grew up in Northern California.
3. After high school, Jobs attended college in Portland, Oregon, but left after his first **semester** to travel in India. When he returned to California, he learned that his high school friend, Steve Wozniak, was building computers as a hobby. Wozniak had just **invented** the Apple I computer. In 1976, Jobs and Wozniak started Apple Computer. They worked out of Jobs's garage.
4. The Apple II personal computer that they built next **appealed** to both businesses and the **public**. The computer sold well and the company **prospered** until about 1981. That year, IBM began to take business away from Apple. By then, Jobs and his development team had invented the Macintosh computer. Unlike the Apple II, the Macintosh was not very **popular** at first, and Jobs left the company in 1985 after being fired from the board.
5. After Jobs left Apple, he started his own company called NeXT Software. Then, in 1986, he bought Pixar **Animation** Studios. In 1995, Pixar produced the first entirely computer-**generated** movie, *Toy Story*. It was a big **hit**, and Pixar went on to produce *A Bug's Life* (1998), *Toy Story 2* (1999), *Monsters Inc.* (2001), and *Finding Nemo* (2003). These movies made **a great deal** of money.
6. Jobs was asked to return to Apple to help it become a leader in the computer **field** once again. In 1998, Apple introduced its iMac and iBook personal computers. Jobs became the CEO in the year 2000.
7. Apple introduced the iPod shortly after Steve Jobs became the CEO. The iTunes store was launched in 2003. One year later, Steve Jobs was diagnosed with pancreatic cancer. Jobs beat his cancer and helped Apple release several important devices, including the iPhone and the iPad. He also sold Pixar to Disney.
8. In 2011, Apple was declared the wealthiest company in America. Jobs **resigned** as CEO that same year. Steve Jobs died on October 5, 2011. He was 56 years old.

"Innovation distinguishes between a leader and a follower."

—Steve Jobs

Comprehension

A. True or False?

Read the statements below.

If the statement is true, write T beside the sentence.

If it is false, write F and correct the information.

- _____ 1. Steve Jobs invented the Apple I computer.
- _____ 2. Steve Jobs and his partner Steve Wozniak started Apple Computer.
- _____ 3. The Apple II computer was not very popular.
- _____ 4. The introduction of IBM's personal computer helped Apple's business.
- _____ 5. Steve Jobs died in 2011.

B. Ask and Answer

Practise asking and answering the following questions with your partner.

Then write your answers in complete sentences in your notebook.

- 1. What did Steve Jobs do after he finished high school?
- 2. Why did Steve Jobs and his friend Steve Wozniak start Apple Computer?
- 3. Why did Apple Computer have difficulty in the early 1980s? Give two examples.
- 4. What did Steve Jobs do when he left Apple Computer?
- 5. What does Pixar Animation Studios do?
- 6. Why did Jobs return to Apple Computer?
- 7. What happened to Steve Jobs in 2004?

Vocabulary Review

Complete the sentences using vocabulary from page 1.
You may need to change the word forms.

1. In the first few years, his business was losing money, but now it is starting to _____ .
2. Mr. and Mrs. Lee cannot have their own children, so they decided to _____ .
3. I want to see that new movie. It's supposed to be a big _____ .
4. Alexander Graham Bell _____ the telephone over 100 years ago.
5. John has only one _____ left before he graduates from university.
6. This government building is not open to the _____ . It is for employees only.
7. Steve Jobs made _____ of money in his life.
8. I can't move into the new apartment yet. It won't be _____ until next month.
9. She is planning to go to university next year, but she hasn't chosen her _____ of study yet. She is thinking about studying to become either a nurse or a teacher.
10. Many people believe that Steve Jobs _____ due to health problems.

Discussion

1. How has computer technology changed our lives in the past 20 years?
2. Apple Computer, the huge international company, grew out of Steve Wozniak's hobby of building computers. Do you know anyone else who has turned a hobby into a successful business?
3. Many movies nowadays use a lot of computer technology to generate special effects or create animation. Describe some of these films. What did you like or dislike about them?