

## Steve Jobs: the world pays tribute

### Level 3 • Advanced

#### 1 Warmer

Answer these questions. Then discuss your answers.

a. Which of these items do you have?

iPhone	have <input type="checkbox"/>	don't have <input type="checkbox"/>	would like to have <input type="checkbox"/>	what is it? <input type="checkbox"/>
iPod	have <input type="checkbox"/>	don't have <input type="checkbox"/>	would like to have <input type="checkbox"/>	what is it? <input type="checkbox"/>
iPad	have <input type="checkbox"/>	don't have <input type="checkbox"/>	would like to have <input type="checkbox"/>	what is it? <input type="checkbox"/>
iMac	have <input type="checkbox"/>	don't have <input type="checkbox"/>	would like to have <input type="checkbox"/>	what is it? <input type="checkbox"/>

b. Do you use iTunes? What do you use it for? / Why don't you use it?

c. What is an *app*?

#### 2 Key words

a. Write the key words from the article next to the definitions below.

neat	devices	svelte	swiping	intuitive	licensed
mourners	tributes	manipulate	cutting-edge	flop	

- people who are very sad because someone has died \_\_\_\_\_
- things that you do or say to show that you respect and admire someone or something \_\_\_\_\_
- \_\_\_\_\_ products are ones that someone has official permission to use.
- extremely modern and advanced \_\_\_\_\_
- a complete failure \_\_\_\_\_
- graceful, thin, and attractive \_\_\_\_\_
- (in computing) to change, correct or move information stored on a computer \_\_\_\_\_
- machines or pieces of equipment that do a particular thing \_\_\_\_\_
- An \_\_\_\_\_ system or piece of software is easy to use because the process of operating it is very obvious.
- producing a result in a simple but intelligent way; (mainly American informal) good, or nice \_\_\_\_\_
- the movement of passing your hand from one side of a touchscreen to another \_\_\_\_\_

b. How do you think the key words are likely to be used in the article? What are they likely to be used in connection with? Scan the article to check your answers.

## Steve Jobs: the world pays tribute

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*An extraordinary outpouring of emotion has greeted the death of the co-founder and former CEO of Apple Inc.*

**Charles Arthur**

**6 October, 2011**

- 1 "It's a dark day in Silicon Valley," wrote Matt Drance, a former Apple employee. Steve Jobs, co-founder of Apple Inc., who died at 56 from cancer, inspired the strongest feelings.
- 2 In Beijing, mourners and admirers made their way to lay flowers and light candles at the Apple Store. They also left messages: "You have enriched our lives. Thank you for changing the world," said one in English.
- 3 It seemed as though there wasn't anyone who hadn't somehow been touched by his work. The tributes came from everywhere. President Obama said "he transformed our lives, redefined entire industries and changed the way each of us sees the world."
- 4 Bill Gates, his long-time rival but also friend – born, like Jobs, in 1955 – said that "the world rarely sees someone who has had the profound impact Steve has had, the effects of which will be felt for many generations to come ... I will miss Steve immensely."
- 5 The fact is that for multiple businesses – computing, film, music, mobile telephony and, most recently, mobile computing – Jobs overturned the existing order. Again and again he refused to go along with the conventional wisdom and introduced his own instead. He lived his life by the instruction he gave in a speech to Stanford graduates: "Don't let the noise of others' opinions drown out your own inner voice. Stay hungry. Stay foolish."
- 6 The first time he overturned the way the world worked was in 1984. In 1979, three years after setting up Apple with Steve Wozniak, Jobs visited Xerox's Palo Alto Research Center in California and saw its experimental system which used 'windows' and a 'mouse'. "It wasn't complete," he said. "It wasn't quite right. But within ten minutes, it was obvious that every computer in the world would work this way someday."
- 7 Jobs licensed the system from Xerox and oversaw the development of computers using the new 'windowing' system. Jobs also wanted them to be as simple to use as a washing machine. Computers, he felt, were just too complicated. Using window systems was much easier.
- 8 Microsoft agreed. Bill Gates extended the idea of windows to Windows, which rapidly overtook Apple's products and became the most widely used desktop computer operating system in the world. Jobs was kicked out of Apple in 1985 and, over the next 12 years, Microsoft then took over personal computing. All the computers used windows – in some form. Jobs had been right.
- 9 His next target was the film business, Pixar. It was also cutting-edge, making films entirely with computers. Pixar never had a flop as an independent company; Disney bought it in January 2006 for \$7.4bn (it was stock in Pixar, rather than Apple, which made Jobs a billionaire).
- 10 On returning to Apple, Jobs quickly took over and installed himself as "Interim CEO" in 1997. It was then that the music business – one of his oldest loves – came into his sights. With online file-sharing rampant and revenues crashing, record labels needed a saviour. It came in the unlikely form of a cigarette packet-sized white-and-silver object. And so Jobs changed the world again.
- 11 The iPod changed everything, first because of its tiny size – with 1,000 songs in svelte enclosure – and for its simple, quick synchronization. There were already music players, but they were bulky, had horrible software and would take five hours to transfer 1,000 songs. The iPod would take ten minutes.
- 12 Then Jobs persuaded the record labels to let him sell music digitally. Apple's target was to sell one million songs in the first year. When the iTunes Music Store opened in 2003, it sold the first million songs in a week. Within a year it had sold nearly 100 million songs and the iPod had 70% of the music player market.

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- 13 But it was the design of the iPod – small, appliance-like, simple – that most struck people. Jobs had insisted that it should be able to get to any song within three clicks. Design, as he explained in 2000, wasn't about how it looked. It was about how it worked.
- 14 The iPhone was the result of a two-and-a-half year project to use touch screens to manipulate a computer. After the iPhone, everyone needed a touch screen: Google, then Microsoft, and then market leaders Nokia and RIM followed suit as quickly as they could. But not fast enough: in mid-2011 Apple became the world's biggest mobile phone maker by revenue. Jobs' revolutions were coming faster and faster.
- 15 Though Bill Gates introduced tablet computers in 2001, they went nowhere. Apple launched the iPad in January 2010. A computer you could carry, operated by touch, with a ten-hour battery life, that ran on "apps". And Apple sold them by the tens of millions, while would-be rivals struggled. "Our competitors are looking at this [tablet market] like it's the next PC market. That is not the right approach to this. These are post-PC devices that need to be easier to use than a PC, more intuitive," said Jobs, pacing the stage in one of his last public appearances in March 2011.
- 16 All the devices had one crucial thing in common: people fell in love with them. They felt passionately about them, in a way the world had never seen before. "Touch is a very important sense; a lot of human emotion is built around touching objects, other people, touching things," Don Norman, co-founder of Neilsen/Norman Group, said. "The iPhone felt like a piece of delight. It really is neat to go from one page to the other not by pushing a button but by swiping your hand across the page."
- 17 The one challenge Jobs couldn't beat was life's finite span. "No one wants to die," Jobs told the Stanford graduates in 2005. "Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be."
- 18 The questions now will turn to Apple and its future – though they are exactly the same as those which were posed when Jobs stepped aside, finally acknowledging his illness, in August 2011. Can it be the same creative force without him?

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### 3 Comprehension check

Look back at the article to find the answers to the following questions.

a. What was Steve Jobs' connection to the following people or companies?

Apple Inc.

Pixar

Xerox

Bill Gates

Steve Wozniak

Matt Drance

b. What influence or effect did he have on:

- the 'windows' system?
- the music industry?
- the design of handheld electronic devices?

c. What was Steve Jobs' philosophy on life and death?

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#### 4 Multi-word expressions

Find the following multi-word expressions in the article.

1. do the opposite of what is currently considered to be the natural way of things \_\_\_\_\_ (para 5)
2. beliefs or opinions that most people accept as correct \_\_\_\_\_ (para 5)
3. the thing he noticed and wanted to work with next \_\_\_\_\_ (para 10)
4. do the same as another has done \_\_\_\_\_ (para 14)
5. connect strong emotions with something \_\_\_\_\_ (para 16)
6. limited length of time \_\_\_\_\_ (para 17)

#### 5 Discussion

- “Thank you for changing the world” was a message left by a mourner in Beijing (see para 2). In what ways do you think has Steve Jobs changed the world?
- Think back to five, ten and twenty years ago. What do we have now that we didn’t have then? What, if anything, did we have instead?
- Do you agree with President Obama’s statement in para 3?

#### 6 Webquest

- What has happened to shares in Apple Inc. since the death of its founder and visionary?
- Find product descriptions of the Apple products mentioned in the article on [www.apple.com](http://www.apple.com).
- Find and watch videos of Steve Jobs introducing some of Apple’s famous products.

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## KEY

### 2 Key words

1. mourners
2. tributes
3. licensed
4. cutting-edge
5. flop
6. svelte
7. manipulate
8. devices
9. intuitive
10. neat
11. swiping

### 3 Comprehension check

**Teacher's note:** Get the students to make notes of their answers and then compare and discuss them.

a.

Apple Inc = co-founder and former CEO

Pixar = stockholder

Xerox = Jobs licensed their 'windows' system in 1979

Bill Gates = rival and friend

Steve Wozniak = co-founder of Apple Inc.

Matt Drance = a former Apple employee

b.

the 'windows' system – see paras 6, 7, and 8.

the music industry – see paras 10, 11 and 12.

the design of handheld electronic devices – see paras 13, 15 and 16.

c.

See quotes in paras 5 and 17.

### 4 Multi-word expressions

1. overturn the existing order
2. conventional wisdom
3. came into his sights
4. followed suit
5. felt passionately (about something)
6. finite span

### 5 Discussion

**Teacher's note:** You might like to get the students to come up with ten ways Steve Jobs changed the world, then compare their answers with this article:

[http://money.cnn.com/galleries/2011/technology/1110/gallery.how\\_steve\\_jobs\\_changed\\_the\\_world.fortune/](http://money.cnn.com/galleries/2011/technology/1110/gallery.how_steve_jobs_changed_the_world.fortune/)