

STEVE JOBS

http://www.famouspeoplelessons.com/s/steve_jobs.html

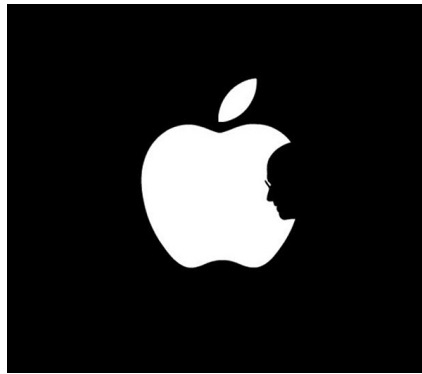


Image from <http://www.demilked.com/tribute-apple-logo-to-steve-jobs/>

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THE READING / TAPESCRIPT

Steve Jobs was the co-founder and CEO of Apple Inc. and former CEO of Pixar Animation Studios. He was the largest individual shareholder in Walt Disney. Jobs' name is associated with innovative products like the iPod, iPhone, iTunes and iPad. He was a much-respected corporate leader whose management style is studied worldwide. His attention to design, function and style won him millions of fans.

Jobs was born in San Francisco in 1955. He became interested in computers when he was a teenager and attended lectures after school at Hewlett Packard. In 1974, Jobs got a job as a technician at the video game maker Atari. He saved enough money to backpack around India and then returned to Atari, where he met Apple co-founder Steve Wozniak.

Jobs and Wozniak founded Apple in 1976. Jobs persuaded Wozniak to make a computer and sell it. Together, they developed the Mac. It was the first small computer with a user-friendly interface to be commercially successful. Jobs also built the computer on which the World Wide Web was created. He developed a passion for style and functional perfection, which became Apple trademarks.

Jobs guided Apple to be a major player in the digital revolution. The introduction of the iMac and other cutting-edge products made Apple a powerful brand with a loyal following. Jobs also enjoyed considerable success at Pixar. He created Oscar-winning movies such as 'Toy Story' and 'Finding Nemo'. Jobs' advice for success is: "You've got to find what you love." He died in October 2011, aged 56.

SYNONYM MATCH: Match the words from the article on the left with their synonyms on the right. Are your answers the same as other students'?

Paragraphs 1 and 2

- | | |
|---------------|----------------------------|
| 1. CEO | a. followers |
| 2. individual | b. Chief Executive Officer |
| 3. fans | c. went to |
| 4. attended | d. went back |
| 5. backpack | e. single |
| 6. returned | f. travel |

Paragraphs 3 and 4

- | | |
|------------------|--------------------|
| 7. persuaded | g. innovative |
| 8. passion | h. characteristics |
| 9. trademarks | i. love |
| 10. major | j. lots of |
| 11. cutting-edge | k. big |
| 12. considerable | l. convinced |

PHRASE MATCH: Match the following phrases from the article.

- | | |
|--------------------------------|-------------------------------|
| 1. former CEO | a. passion for style |
| 2. the largest individual | b. as a technician |
| 3. innovative | c. to make a computer |
| 4. Jobs got a job | d. with a loyal following |
| 5. backpack | e. of Pixar |
| 6. Jobs persuaded Wozniak | f. find what you love |
| 7. a user-friendly | g. around India |
| 8. He developed a | h. shareholder in Walt Disney |
| 9. made Apple a powerful brand | i. products like the iPod |
| 10. You've got to | j. interface |

LISTENING GAP FILL:

Steve Jobs was the _____ of Apple Inc. and former CEO of Pixar Animation Studios. He was the _____ shareholder in Walt Disney. Jobs' name is associated with innovative products like the iPod, iPhone, iTunes and iPad. He was a much-respected _____ whose management style is studied worldwide. His attention to design, function _____ millions of fans.

Jobs was born in San Francisco in 1955. He became interested in computers when he was a teenager and _____ after school at Hewlett Packard. In 1974, Jobs got a job _____ the video game maker Atari. He _____ money to _____ India and then returned to Atari, where he met Apple co-founder Steve Wozniak.

Jobs and Wozniak founded Apple in 1976. Jobs persuaded Wozniak to make a computer and sell it. Together, they _____. It was the first small computer with a _____ to be commercially successful. Jobs also built the computer on which the World Wide Web was created. He _____ for style and functional perfection, which became _____.

Jobs guided Apple to be _____ in the digital revolution. The introduction of the iMac and other _____ made Apple a powerful brand with a _____. Jobs also enjoyed considerable success at Pixar. He created Oscar-winning movies such as 'Toy Story' and 'Finding Nemo'. Jobs' _____ is: "You've got to find what you love." He died in October 2011, aged 56.

CHOOSE THE CORRECT WORD:

Delete the wrong word in each of the pairs in italics.

Steve Jobs was the co-founder and CEO of Apple Inc. and *formed / former* CEO of Pixar Animation Studios. He was the largest *individually / individual* shareholder in Walt Disney. Jobs' name is *associated / association* with innovative products like the iPod, iPhone, iTunes and iPad. He was a much-respected corporate leader whose management style is studied worldwide. His attention to design, function and *style / stylish* won him millions of fans.

Jobs was born in San Francisco in 1955. He became *interesting / interested* in computers when he was a teenager and attended *lecture / lectures* after school at Hewlett Packard. In 1974, Jobs got a job *as / was* a technician at the video game maker Atari. He saved enough money to *backpack / backpacking* around India and then returned to Atari, where he met Apple co-founder Steve Wozniak.

Jobs and Wozniak *find / found* Apple in 1976. Jobs persuaded Wozniak to make a computer and sell *it / them*. Together, they developed the Mac. It was the first small computer with a user-friendly interface to be commercially successful. Jobs also built the computer *on / into* which the World Wide Web was created. He developed a passion for style and functional perfection, which became Apple *trademarks / landmarks*.

Jobs guided Apple to be a *major / media* player in the digital revolution. The introduction of the iMac and other cutting-edge *produce / products* made Apple a powerful brand with a *loyal / royal* following. Jobs also enjoyed considerable success at Pixar. He created Oscar-winning movies such as 'Toy Story' and 'Finding Nemo'. Jobs' *advise / advice* for success is: "You've got to find what you love." He died in October 2011, aged 56.

SPELLING:

These jumbled words are from the text. Spell them correctly.

Paragraph 1

1. co-freduno and CEO of Apple Inc.
2. He was the atrsgel individual shareholder
3. He was a much-respected corporate rldeae
4. His attention to iegdsn

Paragraph 2

5. when he was a tereange
6. teatdedn lectures after school
7. a job as a ianeinctch
8. packacbk around India

Paragraph 3

9. Jobs and Wozniak duofend Apple in 1976
10. they peevoeddl the Mac
11. a ssipnao for style
12. Apple kmtsrderaa

Paragraph 4

13. a major player in the itadlig revolution
14. other cutting edeg products
15. a powerful brand with a yolla following
16. Jobs' ieavdc for success

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () edge products made Apple a powerful brand with a loyal following. Jobs also enjoyed considerable
- () Jobs was born in San Francisco in 1955. He became interested in computers when he was a teenager and attended lectures
- () advice for success is: "You've got to find what you love." He died in October 2011, aged 56.
- () enough money to backpack around India and then returned to Atari, where he met Apple co-founder Steve Wozniak.
- () success at Pixar. He created Oscar-winning movies such as 'Toy Story' and 'Finding Nemo'. Jobs'
- () built the computer on which the World Wide Web was created. He developed a passion
- () iPad. He was a much-respected corporate leader whose management style is studied
- () Jobs and Wozniak founded Apple in 1976. Jobs persuaded Wozniak to make a computer and sell it. Together,
- () for style and functional perfection, which became Apple trademarks.
- () Jobs guided Apple to be a major player in the digital revolution. The introduction of the iMac and other cutting-
- () worldwide. His attention to design, function and style has won him millions of fans.
- () they developed the Mac. It was the first small computer with a user-friendly interface to be commercially successful. Jobs also
- () after school at Hewlett Packard. In 1974, Jobs got a job as a technician at the video game maker Atari. He saved
- (**1**) Steve Jobs was the co-founder and CEO of Apple Inc. and former CEO of Pixar Animation Studios. He was the largest
- () individual shareholder in Walt Disney. Jobs' name is associated with innovative products like the iPod, iPhone, iTunes and

SCRAMBLED SENTENCES

With your partner, put the words back into the correct order.

1. the Walt largest Disney individual He shareholder was in

2. name associated innovative Jobs' is with products

3. computers was He in he teenager interested when a became

4. Jobs a as technician got job a

5. around backpack to money enough saved He India

6. a Jobs Wozniak make computer persuaded to

7. which Wide created on World was computer the Web the

8. He style for passion a developed

9. in digital a player the revolution major

10. love got find you You've to what

STEVE JOBS DISCUSSION:

STUDENT A's QUESTIONS (Do not show these to student B)

1. What do you know about Steve Jobs?
2. Would you like to have met Steve Jobs?
3. What would you like to know about Steve Jobs and why?
4. _____
5. _____
6. _____
7. _____
8. _____

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STEVE JOBS DISCUSSION:

STUDENT B's QUESTIONS (Do not show these to student A)

1. What did you learn from this text about Steve Jobs?
2. What questions would you like to have asked Steve Jobs?
3. What would his answers be to those questions have been?
4. _____
5. _____
6. _____
7. _____
8. _____

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STEVE JOBS SURVEY:

Write five questions about Steve Jobs in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.

WRITING:

Write about Steve Jobs for 10 minutes. Show your partner your paper. Correct each other's work.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about Steve Jobs. Talk about what you discover with your partner(s) in the next lesson.

3. STEVE JOBS POSTER: Make a poster showing the achievements and different stages of the life of Steve Jobs. Show your poster to your classmates in the next lesson. Did you all find out similar things?

4. MAGAZINE ARTICLE: Write a magazine article about Steve Jobs. Include an imaginary interview with his friends and rivals.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to Apple. Ask the company three questions about Steve Jobs. Give him three suggestions on what the company should do now he has gone. Read your letter to your partner(s) in your next lesson. Your "Apple expert" partner(s) will try and answer your questions.

6. GENIUS: Write a paragraph explaining why Steve Jobs was a genius.

ANSWERS

SYNONYM MATCH:

Paragraphs 1 and 2

- | | |
|---------------|----------------------------|
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| 3. fans | c. followers |
| 4. attended | d. went to |
| 5. backpack | e. travel |
| 6. returned | f. went back |

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| 9. trademarks | i. characteristics |
| 10. major | j. big |
| 11. cutting-edge | k. innovative |
| 12. considerable | l. lots of |

PHRASE MATCH:

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|--------------------------------|-------------------------------|
| 1. former CEO | a. of Pixar |
| 2. the largest individual | b. shareholder in Walt Disney |
| 3. innovative | c. products like the iPod |
| 4. Jobs got a job | d. as a technician |
| 5. backpack | e. around India |
| 6. Jobs persuaded Wozniak | f. to make a computer |
| 7. a user-friendly | g. interface |
| 8. He developed a | h. passion for style |
| 9. made Apple a powerful brand | i. with a loyal following |
| 10. You've got to | j. find what you love |

ALL OTHER EXERCISES

Look at the text on page 2.