

Steve Jobs

Steve Jobs helped to make personal computers and computer technology **available** to everyone.

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.

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 AppleComputers. They worked out of Jobs's garage.

The Apple II personal computer that they built next **appealed** to both business 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.

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.

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 CEO in the year 2000.

Apple introduced the iPod shortly after Steve Jobs became CEO. The iTunes stores 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. In 2011, Apple was declared the wealthiest company in America. Jobs **resigned** as CEO that same year. Steve Jobs died on October 5th, 2011. He was 56 years old.

Pre-Reading Warm Up Questions ☀

1. Have you ever heard of Steve Jobs? If so, what do you know about him?
2. Do you own an Apple computer?
3. Can you name any other products made by Apple?
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?



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. If it is false, correct the information.

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

B. Practice asking and answering the following questions with your partner. Then write the answers in complete sentences.

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



VOCABULARY REVIEW

A. Match the words on the left with the correct meaning on the right.

- | | |
|------------------------|---|
| _____ 1. available | a) to step down from a position |
| _____ 2. adopt | b) well-liked |
| _____ 3. semester | c) do well |
| _____ 4. invent | d) able to be used |
| _____ 5. appeal | e) a lot |
| _____ 6. public | f) create something that didn't exist before |
| _____ 7. prosper | g) 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 community in general |
| _____ 11. hit (a hit) | k) making something seem to be alive; cartoons |
| _____ 12. a great deal | l) attract |
| _____ 13. field | m) produce, make |
| _____ 14. resign | n) a big success |

DISCUSS

1. How has computer technology changed our lives in the past twenty years?
2. Apple Computers, 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?

B. Choose the right word from the left column above to complete the following sentences. (You may have to change the verb form or pluralize a noun.)

1. In the first few years his business was losing money, but now it is finally 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 very 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.

ANSWER KEY**Please note:**

The reading for this topic is also available in full-page format at the end of the lesson (page 4).

PRE-READING QUESTIONS

- 1-5. individual answers
6. Computer software is a program or series of instructions that tells a computer what to do. WordPerfect and Mac OS X for Macintosh computers are examples of software. Computer hardware is made up of all of the physical components of a computer including the central processing unit (CPU), main storage, auxiliary storage, and input/output devices.

COMPREHENSION QUESTIONS**A. True or False**

1. F 2. T 3. F 4. F 5. T

B. Written Answers

1. After high school, Steve Jobs attended college in Portland, Oregon but left after his first semester to travel in India.
2. Steve Jobs and Steve Wozniak started Apple Computers because they believed it would be a big success.
3. Apple Computers had difficulty in the early 1980's because a competitor company called IBM introduced its first personal computer which proved to be very popular. When Apple introduced its own Macintosh computer, it was not very popular at first and, as a result, Steve Jobs left the company.
4. After Jobs left Apple, he started his own company, called NeXT Software. Then, in 1986, he bought Pixar Animation Studios.
5. Pixar Animation studios creates computer-generated movies.
6. Steve Jobs returned to Apple Computers to help the company become a leader in the computer field once again.
7. In 2004, Steve Jobs was diagnosed with pancreatic cancer.

VOCABULARY REVIEW**A. Matching**

1. d 2. g 3. i 4. f 5. l 6. j 7. c
8. b 9. k 10. m 11. n 12. e 13. h 14. a

B. Choose the right word

1. prosper 2. adopt 3. hit 4. invented 5. semester 6. public
7. a great deal 8. available 9. field 10. resigned

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