

Apple's Steve Jobs dies

The co-founder and former chief executive of US technology giant Apple Steve Jobs recently died at the age of 56. He had been suffering from pancreatic cancer since 2004. Apple said he had been "the source of countless innovations that enrich and improve all of our lives" and had made the world "immeasurably better". Worldwide tributes were made to the man who introduced the colourful iMac computer, the iPod, the iPhone and the iPad to the world. President Barack Obama said the world "had lost a visionary". He added, "Steve was among the greatest American innovators – brave enough to think differently, bold enough to believe he could change the world, and talented enough to do it." A statement from Mr Job's family said they were with him when he died peacefully on Wednesday 5th October 2011. The family said, "In his public life, Steve was known as a visionary; in his private life, he cherished his family." They requested privacy and thanked those who had "shared their wishes and prayers" during his final year.

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Even Samsung, which is in an ongoing battle with Apple over patents, praised Mr Jobs for his "numerous revolutionary changes to the information technology industry. Chief executive officer Choi Gee-Sung: "His innovative spirit and remarkable accomplishments will forever be remembered by people around the world." His death came just a day after Apple unveiled its latest iPhone 4S model.

Category: Technology / Apple / Steve Jobs
Level: Intermediate / Upper intermediate

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EXERCISES

1. **Steve Jobs:** Briefly, what three things do you know about Steve Jobs? Go round the room swapping details.

2. **Dictation:** The teacher will read four to six lines of the article slowly and clearly. Students will write down what they hear. The teacher will repeat the passage slowly again. Self-correct your work from page one - filling in spaces and correcting mistakes. Be honest with yourself on the number of errors. Advise the teacher of your total number of errors. Less than five is very good. Ten is acceptable. Any more is room for improvement! More than twenty - you need to do some work!

3. **Reading:** The students should now read the article aloud, swapping readers every paragraph.

4. **Vocabulary:** Students should now look through the article and underline any vocabulary they do not know. Look in dictionaries. Discuss and help each other out. The teacher will go through and explain any unknown words or phrases.

5. **The article:** Students should look through the article with the teacher.

- a) What is the article about?
- b) What do you think about the article?

6. **Apple and its rivals!** In pairs, think of five Apple devices. Then add five rival devices. Write them below. Explain the differences between them.

| Apple devices | Rival devices |
|---------------|---------------|
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |

The teacher will choose some pairs to discuss their findings in front of the class.

7. **Steve Jobs inventions:** In pairs, think of three 'early' inventions that Steve Jobs created. Write them below. How important were they?

| |
|---|
| 1 |
| 2 |
| 3 |

The teacher will choose some pairs to discuss their findings in front of the class.

8. **Let's think!** In pairs. On the board write as many words as you can to do with **Apple**. *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

Apple's Steve Jobs dies – 10th October 2011

9. **Let's roleplay: ABC News:** In pairs/groups. One of you is the interviewer. The others are one of the following people. You are in the *ABC News TV* studio in New York. Today's interview is about: *Steve Jobs*. 5-10 minutes.

| | | | |
|---|-----------------|---|------------------------|
| 1 | Bill Gates | 3 | President Barack Obama |
| 2 | Mark Zuckerberg | 4 | Choi Gee-Sung |

The teacher will choose some pairs to roleplay their interview in front of the class.

10. **Presentation:** In pairs, groups or individually: Prepare in class or at home a two minute presentation on: ***The many faces of Apple computers***. Stand at the front of the class to give your presentation to the class. The class can vote on the best presentation.

11. **Let's do 'The Article Quiz':** Have the students quiz each other in pairs. They score a point for each correct answer and half a point each time they have to look at the article for help. See who can get the highest score!

Student A

- 1) Name the technology companies.
- 2) Who is the CEO of Apple?
- 3) Where is Apple's headquarters?
- 4) Name the Facebook founder.
- 5) Who is Bill Gates?

Student B

- 1) Name the chief executive officer of Samsung.
- 2) What had Apple just unveiled?
- 3) What did President Barack Obama say?
- 4) What devices did Steve Jobs create?
- 5) What were flown at half mast?

12. **The iInventions:** In pairs, think of two features on each of the following... Write them below. Which one is best? Why?

| | |
|---------------|--------|
| iPad | iPod |
| 1 | 1 |
| 2 | 2 |
| iMac computer | iPhone |
| 1 | 1 |
| 2 | 2 |

The teacher will choose some pairs to discuss their findings in front of the class.

13. **Other great inventors:** In pairs, think of four other great inventors. Write them below. What did they invent? How important was the invention?

| | |
|----------|--------------------|
| Inventor | What they invented |
| 1 _____ | 1 _____ |
| 2 _____ | 2 _____ |
| 3 _____ | 3 _____ |
| 4 _____ | 4 _____ |

The teacher will choose some pairs to discuss their findings in front of the class.

14. **Let's write an e-mail:** Write and send a 200 word e-mail to your teacher about: '**Steve Jobs**'.

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) Where were you when you heard the news about Steve Jobs death?
- 3) What do you think about his death?
- 4) Have you got an Apple device? If yes, explain.
- 5) How would you describe Steve Jobs?
- 6) Will you be buying an Apple device in the future?
- 7) How do Apple compare to rival technology companies?
- 8) What do you think of the iPad?
- 9) What do you think of the iPhone?
- 10) What type of computer(s) do you have?

Student B questions

- 1) What do you think about what you read?
- 2) What type of phone(s) do you have?
- 3) What do you think of the iPod?
- 4) What do you think of iMac computers?
- 5) Why are Apple devices so expensive?
- 6) Would you queue for a new Apple device?
- 7) What is the latest technology device to hit the news?
- 8) What gadget will you be buying next?
- 9) Will Apple's rivals now steal a lead on Apple? Explain.
- 10) Did you like this discussion?

SPEAKING

Let's discuss! Apple computers

Allow 10-15 minutes – As a class / small groups / pairs / 1 to 1

Discuss the following:

| |
|---------------------------------------------------------------|
| Apple computers – the past, the present and the future |
|---------------------------------------------------------------|

The teacher can moderate the session.

GAP FILL: READING:

Put the words into the gaps in the text.

Apple's Steve Jobs dies

The co-founder and former chief executive of US technology giant Apple Steve Jobs recently died at the age of 56. He had been suffering from pancreatic (1)_____ since 2004. Apple said he had been "the source of countless innovations that (2)_____ and improve all of our lives" and had made the world "immeasurably better". Worldwide (3)_____ were made to the man who introduced the colourful iMac computer, the iPod, the iPhone and the iPad to the world. President Barack Obama said the world "had lost a visionary". He added, "Steve was among the greatest American (4)_____ - brave enough to think differently, (5)_____ enough to believe he could change the world, and talented enough to do it." A statement from Mr Job's family said they were with him when he died peacefully on Wednesday 5th October 2011. The family said, "In his public life, Steve was known as a (6)_____; in his private life, he cherished his family." They requested (7)_____ and thanked those who had "shared their wishes and (8)_____ " during his final year.

innovators

tributes

visionary

bold

prayers

enrich

privacy

cancer

Apple said the company has "lost a visionary and creative (1)_____ and the world has lost an amazing human being". Tim Cook, who was made Apple's CEO after Mr Jobs stood down in August, said his (2)_____ had left behind "a company that only he could have built, and his spirit will forever be the foundation of Apple". (3)_____ were flown at half mast outside the Apple headquarters in Cupertino, California, while fans of the company have left tributes outside Apple stores around the world. Heads of (4)_____ technology companies paid their own tributes. Microsoft boss Bill Gates said Mr Job's "profound (5)_____ " on the world of technology would "be felt for many generations to come". He added, "For those of us lucky enough to get to work with him, it's been an insanely great (6)_____. I will miss Steve (7)_____." Facebook (8)_____ Mark Zuckerberg thanked Mr Jobs for "showing that what you build can change the world".

rival

flags

founder

impact

genius

predecessor

honour

immensely

GAP FILL: LISTENING

Listen and fill in the spaces.

Apple's Steve Jobs dies

The co-founder and former _____ US technology giant Apple Steve Jobs recently died at the age of 56. He had been suffering from pancreatic cancer since 2004. Apple said he had been "the _____ innovations that enrich and improve all of our lives" and had made the world "_____". Worldwide tributes were made to the man who introduced the colourful iMac computer, the iPod, the iPhone and the _____. President Barack Obama said the world "had lost a visionary". He added, "Steve was among the greatest _____ - brave enough to think differently, bold enough to believe he could _____, and talented enough to do it." A statement from Mr Job's family said they were with him when he died peacefully on Wednesday 5th October 2011. The family said, "In his public life, Steve was known as a visionary; _____, he cherished his family." They requested privacy and thanked those who had "shared their wishes and prayers" _____.

Apple said the company has "_____ creative genius and the world has lost an amazing human being". Tim Cook, who was made Apple's CEO after Mr Jobs stood down in August, said his predecessor had left behind "a company that only _____, and his spirit will forever be the foundation of Apple". Flags were flown at half mast outside the Apple headquarters in Cupertino, California, while _____ have left tributes outside Apple stores around the world. Heads of rival technology companies paid their own tributes. Microsoft boss Bill Gates said Mr Job's "_____ " on the world of technology would "be felt for many _____". He added, "For those of us lucky enough to get to work with him, it's been an insanely great honour. I will miss Steve immensely." Facebook founder Mark Zuckerberg thanked Mr Jobs for "showing that what you build _____".

GRAMMAR

Put the words into the gaps in the text.

Apple's Steve Jobs dies

The co-founder and former chief executive of US technology giant Apple Steve Jobs recently died at the age of 56. He had been suffering from pancreatic cancer since 2004. Apple said he had been "the source of countless innovations (1)___ enrich and improve all of our lives" and had made the world "immeasurably better". Worldwide tributes were made to the man (2)___ introduced the colourful iMac computer, the iPod, the iPhone and the iPad to the world. President Barack Obama said the world "had lost a visionary". He added, "Steve was among the greatest American innovators – brave enough to think differently, bold enough to believe he (3)___ change the world, and talented enough to do it." A statement from Mr Job's family said they were with him (4)___ he died peacefully on Wednesday 5th October 2011. The family said, "In (5)___ public life, Steve was known as a visionary; in his private life, he cherished his family." (6)___ requested privacy and thanked (7)___ who had "shared (8)___ wishes and prayers" during his final year.

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you

SPELLING TEST

The teacher will ask the class individually to spell the following words that are in the article. Afterwards, check your answers with your teacher, using the following ratings: **Pass = 12, Good = 15, Very good = 18, Excellent = 20**

| | | | |
|----|--------------|----|-----------------|
| 1 | privacy | 11 | genius |
| 2 | visionary | 12 | predecessor |
| 3 | peacefully | 13 | foundation |
| 4 | statement | 14 | revolutionary |
| 5 | cancer | 15 | accomplishments |
| 6 | headquarters | 16 | executive |
| 7 | profound | 17 | differently |
| 8 | insanely | 18 | innovations |
| 9 | technology | 19 | immeasurably |
| 10 | co-founder | 20 | tributes |

LINKS

<http://www.apple.com/stevejobs/>

<http://abcnews.go.com/Technology/steve-jobs-apple-ceo-dies/story?id=14383813>

http://articles.cnn.com/2011-10-05/us/us_obit-steve-jobs_1_jobs-and-wozniak-iphone-apple-founder?_s=PM:US

<http://www.telegraph.co.uk/technology/steve-jobs/8809959/Steve-Jobs-Apple-co-founder-dies-aged-56.html>

ANSWERS

GAP FILL: Apple's Steve Jobs dies: The co-founder and former chief executive of US technology giant Apple Steve Jobs recently died at the age of 56. He had been suffering from pancreatic **cancer** since 2004. Apple said he had been "the source of countless innovations that **enrich** and improve all of our lives" and had made the world "immeasurably better". Worldwide tributes were made to the man who introduced the colourful iMac computer, the iPod, the iPhone and the iPad to the world. President Barack Obama said the world "had lost a visionary". He added, "Steve was among the greatest American **innovators** – brave enough to think differently, **bold** enough to believe he could change the world, and talented enough to do it." A statement from Mr Job's family said they were with him when he died peacefully on Wednesday 5th October 2011. The family said, "In his public life, Steve was known as a **visionary**; in his private life, he cherished his family." They requested **privacy** and thanked those who had "shared their wishes and **prayers**" during his final year.

Apple said the company has "lost a visionary and creative **genius** and the world has lost an amazing human being". Tim Cook, who was made Apple's CEO after Mr Jobs stood down in August, said his **predecessor** had left behind "a company that only he could have built, and his spirit will forever be the foundation of Apple". **Flags** were flown at half mast outside the Apple headquarters in Cupertino, California, while fans of the company have left tributes outside Apple stores around the world. Heads of **rival** technology companies paid their own tributes. Microsoft boss Bill Gates said Mr Job's "profound **impact**" on the world of technology would "be felt for many generations to come". He added, "For those of us lucky enough to get to work with him, it's been an insanely great **honour**. I will miss Steve **immensely**." Facebook **founder** Mark Zuckerberg thanked Mr Jobs for "showing that what you build can change the world". (V2)

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