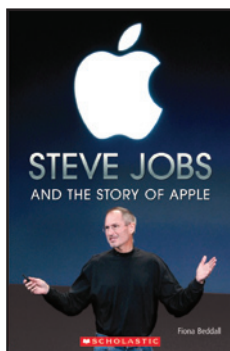


A **FREE** RESOURCE FOR TEACHERS!

STEVE JOBS

– EXTRA

AND THE STORY OF APPLE

Level 3

This level is suitable for students who have been learning English for at least three years and up to four years. It corresponds with the Common European Framework level B1. Suitable for users of TEAM magazine.

SYNOPSIS

Steve Jobs and the Story of Apple tells us how Apple's founder and CEO turned a small computer business into one of the world's biggest and most successful companies.

Steve Jobs was born in California in February 1955 and was immediately given up for adoption. He grew up with loving adoptive parents in Silicon Valley. As a child, Steve learnt about electronics from a neighbour. In his teens, he became friends with Steve Wozniak, who was brilliant at designing computers.

The company's first computer was built in the Jobs' garage. Their second computer model, the Apple II, was a huge success, and Steve Jobs was a multi-millionaire by the age of twenty-five. As the company grew, Steve helped to develop the computer mouse and the graphical user interface, which changed computing around the world. But Steve wasn't easy to work with and the Mac computer that he had developed, although ground-breaking, was a commercial failure. At the age of thirty, boardroom politics forced Jobs out of the company that he had started.

Steve Jobs bought the company that became Pixar, and also started a computer company called NeXT. For years, both companies seemed likely to fail, but in his private life Steve found happiness. He married Laurene Powell, with whom he eventually had three children. He also tracked down his

biological mother and discovered that he had a sister, a writer called Mona Simpson. They became close friends.

Pixar finally became successful when it produced the animated film *Toy Story* in 1995. Jobs agreed to sell NeXT to Apple in 1997, and within a few months he was back in charge of Apple. He guided the company as it developed hugely popular technology like the iPod, iPhone and iPad, and set up the Apple Stores and online seller iTunes. New Apple products created worldwide excitement. Everything that Apple produced looked beautiful and was simple and pleasurable to use.

Meanwhile, Jobs was fighting a long battle with cancer. It was a battle he lost in 2011. But his influence on the world of computers, music and mobile phones will live on for a very long time.

MEDIA LINKS

Film: *The Pirates of Silicon Valley* (1999) is a dramatized account of Apple and Microsoft in the 1980s. It is available on DVD.

CD: An audio recording of *Steve Jobs and the Story of Apple* is available to accompany this Scholastic Reader.

Books: Walter Isaacson worked with Steve, his family and ex-colleagues to produce the biography *Steve Jobs*.

HOW TO USE YOUR SCHOLASTIC READER

Choosing and motivating

Is this the right book for your class? What do students already know about Steve Jobs and Apple? What more would they like to find out? Motivate them with background information and by reading aloud page 6 of the book.

Organising

Plan a class reading schedule. Decide how many pages to set for reading each week. Select exercises from the Self-Study section at the back of the reader and extra activities from this resource sheet to go with each chunk of reading. (All answers on page 4 of this resource sheet.)

Using the CD

Students can listen and follow in their books. They can listen and then read. They can read and then listen. All these activities will improve their reading speeds and skills.

Glossary

Go to 'New Words' at the back of the reader. Translate the words with the class or get students to find meanings at home. The Vocabulary Builder on page 3 of this resource sheet practises the new words in a different context.

Casual language

Introduce the informal expressions used in *Steve Jobs and the Story of Apple* (see Vocabulary Builder on page 3 of this resource sheet). Put them into context. Ask students to look out for them as they read.

Fact Files

The Fact Files at the end of the book can be used as self-study or for whole class work. They provide information about some inventions that changed our world, entrepreneurs of the digital age, and advice on how to become an entrepreneur.

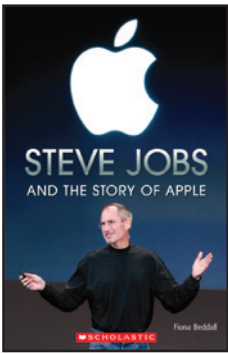
What did they think?

Get everyone to do a written or spoken review of *Steve Jobs and the Story of Apple*. Compare opinions. Did they find out anything new about Jobs or Apple? Did they like the book? Did you? Let us know at readers@link2English.com.

COMPETITIONS AND UPDATES

Check www.scholasticeltreaders.com for competitions and other activities related to the Scholastic Readers.

RESOURCE SHEET STUDENT ACTIVITIES



STEVE JOBS AND THE STORY OF APPLE - EXTRA

People and places

Find information on pages 4–5 to complete these sentences.

- a) Steve Jobs and Steve Wozniak started Apple in
- b) They made their first computer in a in California.
- c) There are more than Apple Stores in the world today.
- d) is the home of Google, Facebook and Apple and many other technology companies.
- e) Steve Jobs was married to
- f) His sister's name was

Chapters 1–2

Put these sentences about Steve in the correct order.

- a) He and his friends made fifty computers in his garage.
- b) He became a vegetarian.
- c) He went to Reed College.
- d) He went to India.
- e) He got a job at Atari.
- f) He went to a computer fair, but it wasn't a success.
- g) He and Woz started Apple.

Chapters 3–4

1 In Chapter 3, why are these numbers important?

- a) 250,000
Mike Markkula put \$250,000 into Apple.
- b) 300
.....
- c) six million
.....
- d) twenty-three
.....
- e) 256 million
.....

2 Are these sentences true (T) or false (F)? Correct the false sentences in your notebook.

- a) Steve was often kind and polite to the people in the Macintosh team.
F. He was often rude to them.
- b) Because of Steve, the Lisa computer was very successful.
- c) At first, people loved the Macintosh.
- d) There was a bigger choice of software for a Macintosh than for an IBM computer.
- e) The Macintosh was unusual because it had a computer mouse and lots of different writing styles.
- f) Steve left Apple after a disagreement with Woz.

Chapters 5–6

1 Work in pairs. Imagine that one of you is Mona Simpson and the other is her friend. Have a conversation about the brother that she's just met (e.g. Why didn't they meet before? What's he like? What did they do together?)

2 Complete the sentences with these names.

John Lasseter	Steve	Laurene	Tina	Pixar	Reed
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- a) Steve asked Tina to marry him, but she said no.
- b) Steve met when he was talking to students at Stanford University.
- c) was Laurene and Steve's first child.
- d) When he was at work, was always happy to have phone calls from his family.
- e) was the director of *Toy Story*.
- f) won twenty-six Oscars during Steve's lifetime.

Chapters 7–8

1 Answer the questions.

- a) Why did Steve want to create an MP3 player?
Because he loved music.
- b) How many songs could the first iPod hold?
.....
- c) Why did people think that the iPod would not be successful?
.....
- d) In 2002, where did most people get MP3s for their iPods?
.....
- e) How much did Steve want the songs on iTunes to cost?
.....
- f) How long did it take iTunes to sell a million songs?
.....

RESOURCE SHEET STUDENT ACTIVITIES

2 Complete the newspaper article with these words.

advertises case CEO computer operating system
product screen

Apple's newest (a) *computer*, the iMac, is not like anything that you have seen before. Its (b) is part of the main computer, and it has an unusual, bright blue (c).
Apple's (d), Steve Jobs, returned to the company last year, after Apple bought NeXT and its (e), NeXTSTEP.
In its (f), Apple tells us to 'Think different'. The iMac shows us that Apple has certainly done that. It might become Apple's most successful (g) for many years.

Chapters 9–10

1 Circle the correct word in italics in these sentences.

- a) Natural medicines *helped* / *didn't help* Steve to fight cancer.
- b) Steve was worried about sales of the *iPod* / *iMac*.
- c) At big meetings, Steve always wore *jeans* / *a suit*.
- d) The iPhone was *difficult to use* / *expensive*.
- e) The iPhone had a new *touchscreen* / *keyboard*.

2 Match the two columns.

- a) Steve — i) could keep your work safe even if you lost your computer.
- b) The iCloud — ii) designed new machines for use in hospital.
- c) The iPad — iii) got advice from Steve in his final months.
- d) iTunes — iv) sold electronic books from 2010.
- e) Larry Page — v) was a great new way to use the Internet.

FINAL TASKS

- 1 Choose an important day in Steve Jobs' life. Write his diary entry for that day. Include what has happened and how you feel about it.
- 2 You are going to make a documentary about Steve Jobs' life. Which three people would you interview for the documentary and why? Discuss in groups.
- 3 There is a new building for technology students at your local university. Some people want to call it the Steve Jobs Building. Do you think this is a good idea? Why/Why not? Write to the newspaper and give your opinion.

VOCABULARY BUILDER

1 Choose the correct words from the 'New Words' at the back of your reader.

- 1. This is a new way of doing something. *innovation*
- 2. You use this to type on a computer.
- 3. You can buy parts of old cars here.
- 4. When you do this, another person's child becomes part of your family.
- 5. This part of your body cleans your blood.
- 6. Electricity is an example of this.
- 7. This is something that is made and sold by a company.

2 Complete the sentences with 'New Words'.

- 1. He loves films and works in the film *industry*.
- 2. I prefer subjects, like History and English.
- 3. She has skin cancer and needs an .
- 4. Do you like watching films like *Toy Story*?
- 5. I bought my camera years ago. It isn't .
- 6. With hard work and , I'm sure you can start a company and become a successful .
- 7. It's a company, so thousands of different people own in it.

Casual language

- 'change your mind' (p.7, p.27, p.35, p.45). When someone changes his mind, he changes his plan or opinion about something.
- 'in big trouble' (p.45). In 2002, the music industry was in big trouble. There were a lot of problems in the music industry.
- 'give (something) a try' (p.11). When Woz made the blue box, he 'gave it a try'. He wanted to try using it.
- 'go wild' (p.28). When Steve introduced the Mac, the crowd 'went wild' They were very excited.

Complete the sentences with the Casual language expressions.

- 1. A: I've got a new phone!
B: Great! Let's .
- 2. They don't get on very well now. Their friendship is .
- 3. The people when the band arrived at the airport.
- 4. I thought she was nice at first, but then I .

FACT FILE FOLLOW-UP

INVENTIONS THAT CHANGED OUR WORLD
(pages 56–7)**Research**

Students work in groups. They research one of the inventors mentioned in the Fact File: their early life, career, inventions and personal life. Students can choose how to present the information they have found to the rest of the class.

Debate

Students work in groups. Each student chooses one invention from the Fact File and prepares to argue that it is more important than the rest. After some preparation time, they have a group debate. Afterwards, the group votes on the most and least important inventions.

ENTREPRENEURS OF THE DIGITAL AGE
(pages 58–9)**Quiz**

After reading the Fact File, students divide into three groups. Each group prepares questions about one of the entrepreneurs. They then ask their questions to another group as a quiz.

Biography writing

Students write a short biography (150 words or less) of another technology entrepreneur, for example Larry Page, Jeff Bezos or Pierre Omidyar, using the style of the biographies in the Fact File to help them.

HOW TO BE AN ENTREPRENEUR
(pages 60–1)**Business plan**

In small groups, students plan a new business. It could involve food, jewellery, clothes, garden maintenance, car washing or an idea of their own. They think of a business name and decide on its products and prices. Then they write a Facebook message telling people about it.

Poster

Students design a poster to advertise their dream business and its products. Students display the posters in class. Give the class award categories, e.g. the most useful product, the best poster, the most original idea. The class decides which business wins each award.

CD FOLLOW-UP**Listening for key words**

Choose five key words or phrases from a chapter of the reader and write them on the board. Ask students to write down one piece of information to go with each of the key words while they listen. *Example:* (Chapter 1) 1. Clara Jobs, 2. Explorers Club, 3. Cupertino, 4. Bill Packard, 5. the Pope
Possible answers: 1. She adopted Steve. 2. Steve went to this science club at Hewlett-Packard. 3. The Jobs family went to live there. 4. He offered Steve a summer job at Hewlett-Packard. 5. Woz tried to phone him with the blue box.

ANSWER KEY**Self-Study Activities (pages 62–4)**

- 1 a) junkyard b) adopt c) keyboard d) animated e) expert
f) case g) digital h) create
- 2 Open answers.
- 3 a) Syria b) Hewlett-Packard c) Oregon d) Atari e) India
- 4 a) She was Steve's birth mother.
b) He and his wife adopted Steve and became his parents.
c) He was Steve's neighbour and taught him about electronics.
d) He was Steve's friend at Reed College and travelled round India with him.
e) He and Steve Jobs started Apple together.
f) He sold the first Apple computers.
- 5 a) operating system b) determined c) shares d) advert
e) public f) genius
- 6 Open answer.
- 7 a) v b) iv c) iii d) ii e) i
- 8 a) Mike Markkula b) wasn't c) was d) universities
e) birth mother f) children
- 9 Open answers.
- 10 The correct order is: c, e, a, d, b, g, f.
- 11 a) T b) F. Jonathan Ive suggested the unusual shape.
c) T d) F. He waited nine months before he had the operation.
e) F. It was produced in the 1960s. f) T
g) F. Their music only arrived on iTunes in 2010. h) T
- 12 Open answers.

Resource Sheet Activities**People and places**

- a) 1976 b) garage c) 350
- d) The Santa Clara Valley (or Silicon Valley) e) Laurene Powell
f) Mona Simpson

Chapters 1–2

The correct order is: c, b, e, d, g, a, f.

Chapters 3–4

- 1 b) They got 300 orders for the Apple II at the West Coast Computer Fair.
c) Six million Apple IIs were sold.
d) Steve was twenty-three when his daughter Lisa was born.
e) At the age of twenty-five, Steve had \$256 million.
- 2 b) F. Because of Steve, the Lisa computer was unsuccessful.
c) T d) F. There was a bigger choice of software for an IBM computer.
e) T f) F. He left after a disagreement with John Sculley.

Chapters 5–6

- 1 Open answer.
- 2 b) Laurene c) Reed d) Steve e) John Lasseter f) Pixar

Chapters 7–8

- 1 b) a thousand c) Because it was expensive.
d) music websites e) 99 cents f) six days
- 2 b) screen c) case d) CEO e) operating system f) adverts
g) product

Chapters 9–10

- 1 b) iPod c) jeans d) expensive e) touchscreen
- 2 b) i c) v d) iv e) iii

Vocabulary Builder

- 1 2. keyboard 3. junkyard 4 adopt 5. liver 6. power
7. product
- 2 2. arts 3. operation 4. animated 5. digital
6. determination, entrepreneur 7. public, shares

Casual language

1. give it a try. 2. in big trouble 3. went wild
4. changed my mind