

CHAPTER

3

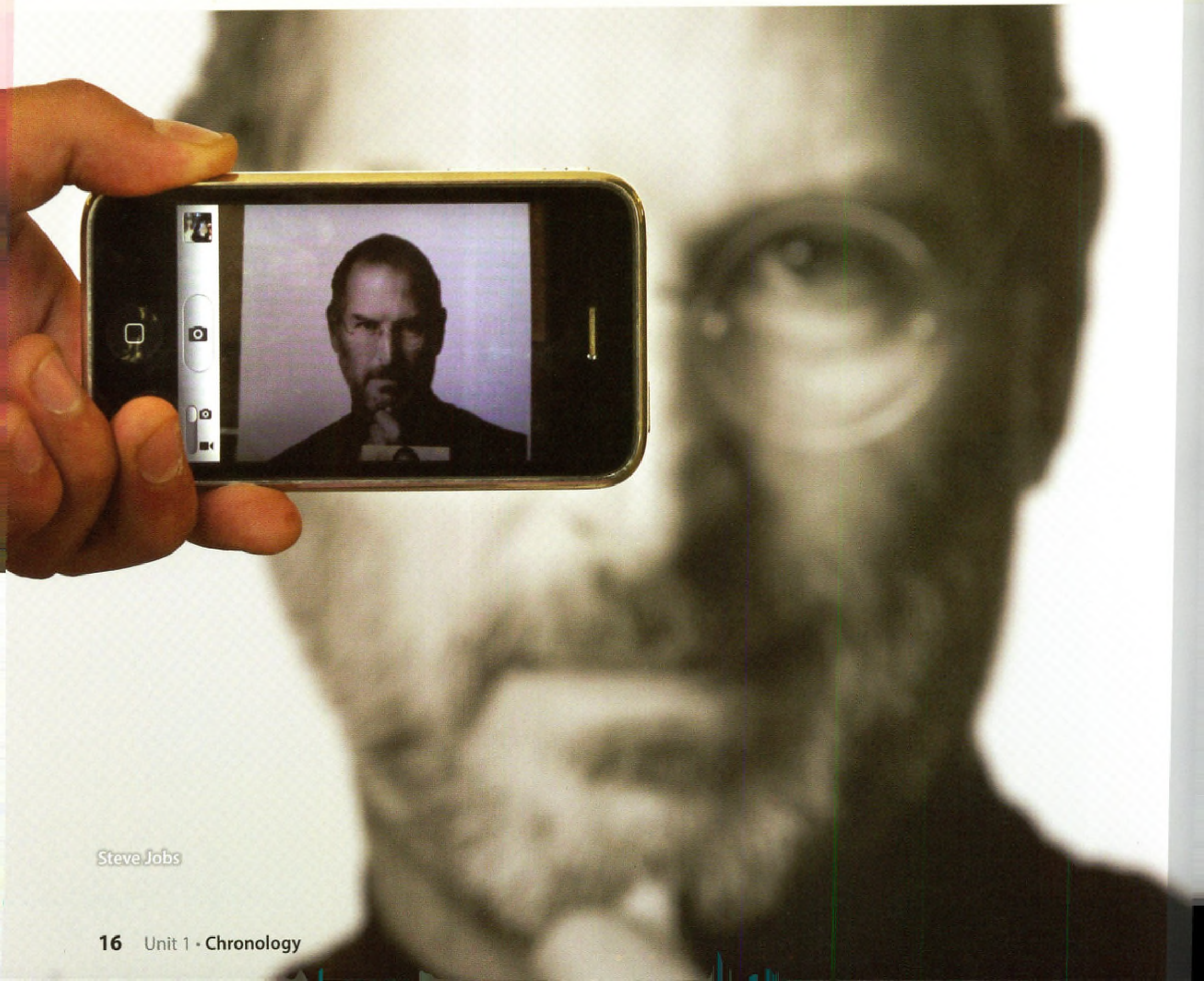
Steve Jobs

A Man with a Vision

TOPIC PREVIEW

Answer the following questions with a partner or your classmates.

1. What electronic tools—a computer, a cell phone, a tablet, etc.—do you use on a daily basis? Which is the one you could not do without? Why?
2. Describe an electronic device you dream of having 25 years from now. Why do you think this type of device would be helpful both to you and others?
3. Who are two people who you think are as famous as Steve Jobs? Explain why.



Steve Jobs

VOCABULARY PREVIEW



A Listen to the following sentences that contain information from the lecture. As you listen, write the word from the box that completes the sentence.

animated	device	equipment	founded
mass	profitable	released	strategy

- Jobs' friend Stephen Wozniak liked to design and build his own electronic _____.
- Jobs and Wozniak _____ the Apple Computer company.
- The Apple II became the world's first _____-produced personal computer.
- The movie *Toy Story* was the first full-length, computer-generated, _____ film.
- Pixar became a very, very _____ company.
- In 2001 Jobs introduced Apple's "digital-hub" _____.
- The iPhone was like having a computer, a camera, and a phone all in one _____.
- Three years later, Jobs _____ the iPad onto the market.

B Match the words to their definitions.

- | | |
|---------------------|--|
| _____ 1. equipment | a. in large numbers |
| _____ 2. found | b. a method or plan for doing something |
| _____ 3. mass | c. made by filming many slightly different pictures so they appear to move |
| _____ 4. animated | d. makes a lot of money for you or your company |
| _____ 5. profitable | e. to start a business |
| _____ 6. strategy | f. to make a product available for sale |
| _____ 7. device | g. tools or other items used for a particular purpose |
| _____ 8. release | h. a machine used for a special purpose |

PREDICTIONS

Think about the questions in the Topic Preview on page 16 and the sentences you heard in the Vocabulary Preview. Write three questions that you think will be answered in the lecture. Share your questions with your classmates.

NOTETAKING PREPARATION

Time Lines

When you are taking notes about a person's life, write the dates and years that you hear underneath one another in the left margin of your notes. Then after the lecture, you can easily turn your notes into a time line that will help you organize the events in that person's life.

1955 | Bill Gates b. in Seattle, WA
prnts want him to be lawyer
1968 | → interested in computers
wrote 1st prog - tic tac toe game
1973 ↓ grad from h.s.; went to Harvard



CD 1, TR 18

A Listen to information from the lecture. Circle the letter of the notes that you think create a better time line: *a* or *b*.

a.

1998 → Apple intro iMac
1 yr later - iBook
2001 → iPod (most pop dig music player)
2007 → iPhone (phone = mini comp)

b.

1998 Apple intro iMac
1999 iBook
2001 iPod
2007 iPhone = mini comp.

B Compare your answer with a partner and explain your choice.

Discourse Cues for Chronology Remember to listen for words and phrases that tell you when things happened and the order they happened in. Also, when you listen to a history or a biography (the story of someone's life), listen for dates.



CD 1, TR 18

C Listen to information from the lecture and write the chronological discourse cues you hear.

1. _____
2. _____
3. _____
4. _____
5. _____



CD 1, TR 19

FIRST LISTENING

Listen to the lecture about Steve Jobs. As you listen, put the following parts of the lecture in the order that you hear them. Number them 1 to 5.

- _____ Jobs returned to Apple.
- _____ Jobs introduced the iBook.
- _____ Jobs began working with Pixar.
- _____ Jobs started Apple Computer with Wozniak.
- _____ Jobs introduced the “digital hub” strategy.



CD 1, TR 20

SECOND LISTENING

Listen to information from the lecture. The speaker will talk slowly and carefully. You don't have to do anything as you listen. Just relax and listen.

THIRD LISTENING

Listen to the lecture in two parts. Follow the directions for each part. When you have finished, review your notes. Later, you will use them to summarize the lecture with a partner.



CD 1, TR 21

Part 1

You will hear the first part of the lecture again. Listen and complete the notes by adding the abbreviations and symbols from the box.

e 1st PC b. &

Steve Jobs

1955 Jobs _____ in CA – Silicon V.

1969 J. met S. Wozniak – built elec equip

1975 Woz. designed 1st _____

- J. good _____ bus.
- J. _____ W. built PCs in gar.

1976 W. & J. started Apple Comp.

1977 Apple → success!

- _____ mass prod PC
- Jobs 25 = millionaire



CD 1, TR 21

Part 2

As you listen to the second part of the lecture, take your own notes on a separate piece of paper.

ACCURACY CHECK



A You will hear six questions about the lecture. Listen to each question and write the letter of the best answer.

- | | |
|---|---|
| _____ 1. a. 1955
b. 1956
c. 1975
d. 1976 | _____ 4. a. 1955
b. 1975
c. 1985
d. 1995 |
| _____ 2. a. 12
b. 14
c. 16
d. 18 | _____ 5. a. 1978
b. 1988
c. 1998
d. 2008 |
| _____ 3. a. 20
b. 21
c. 25
d. 27 | _____ 6. a. 1951
b. 1971
c. 1991
d. 2011 |



B You will hear four questions about the lecture. Write a short answer to each question. Use your notes.

1. _____
2. _____
3. _____
4. _____

ORAL SUMMARY

Use your notes to create an oral summary of the lecture with your partner. As you work together, add details to your notes that your partner included but you had missed.

DISCUSSION

Discuss the following questions with a classmate or in a small group.

1. What effect do you think the computer and the Internet have had on student life? Name another modern device that has been revolutionary for you.
2. Do you know anyone who might make life in the twenty-first century better or more interesting? Is that person someone you know, or someone you read or heard about?
3. If you were going to spend 10 months alone in a remote area doing research or working on a job, what electronic equipment would you want to have with you? Why?



TASK 1 The Evolution of the Computer

Listen to a short talk about the evolution of computers. As you listen, add the dates to complete the chart below.

Event in Computer Evolution	Date
The abacus was invented in Babylonia.	
Blaise Pascal invented the first automatic calculator. It did not run on electricity; it ran by turning gears and wheels.	
Gottfried Wilhelm Leibniz designed another type of calculator. It also ran with gears and wheels.	
Joseph-Marie Jacquard invented a weaving loom that used punch cards. This led to the coding used in modern computers.	
Charles Babbage invented all of the parts that are used in the modern computer.	
Herman Hollerith invented a calculating machine that counted and sorted information.	
First-generation computers were very large and used vacuum tubes to run.	
Second-generation computers no longer use vacuum tubes. They run on silicon chips.	
Computers became affordable and small enough to fit in a home.	
Computers start to be much like the computers that are in use today.	

TASK 2 Landmarks in Technology



A Listen to descriptions of people and their companies. As you listen, take notes.



B Listen again and answer the questions below. Be ready to do some math to get the right answer!

- In what year did Mark Zuckerberg start Facebook? _____
- In what year did Wikipedia have over 3 million articles? _____
- In what year did Amazon.com start making profits? _____
- In what year did Larry Page and Sergey Brin create Google? _____
- In what year was Bill Gates worth \$53 billion? _____
- In what year was Twitter created? _____