



**Steve Jobs**  
1955 - 2011

Steve Jobs, the American businessman and technology visionary who is best known as the co-founder, chairman, and chief executive officer of *Apple Inc.*, was born on February 24, 1955. His parents were two University of Wisconsin graduate students, Joanne Carole Schieble and Syrian-born Abdulfattah Jandali. They were both unmarried at the time. Jandali, who was teaching in Wisconsin when Steve was born, said he had no choice but to put the baby up for adoption because his girlfriend's family objected to their relationship.

The baby was adopted at birth by Paul Reinhold Jobs (1922-1993) and Clara Jobs (1924-1986). Later, when asked about his "adoptive parents," Jobs replied emphatically that Paul and Clara Jobs "were my parents." He stated in his authorized biography that they "were my parents 1,000%." Unknown to him, his biological parents would subsequently marry (December 1955), have a second child, novelist Mona Simpson, in 1957, and divorce in 1962.

The Jobs family moved from San Francisco to Mountain View, California when Steve was five years old. The parents later adopted a daughter, Patti. Paul was a machinist for a company that made lasers, and taught his son rudimentary electronics and how to work with his hands. The father showed Steve how to work on electronics in the family garage, demonstrating to his son how to take apart and rebuild electronics such as radios and televisions. As a result, Steve became interested in and developed a hobby of technical tinkering. Clara was an accountant who taught him to read before he went to school.

Jobs's youth was riddled with frustrations over formal schooling. At Monta Loma Elementary school in Mountain View, he was a prankster whose fourth-grade teacher needed to bribe him to study. Jobs tested so well, however, that administrators wanted to skip him ahead to high school—a proposal his parents declined. Jobs then attended Cupertino Junior High and Homestead High School in Cupertino, California. During the following years Jobs met Bill Fernandez and *Steve Wozniak*, a computer whiz kid.

Following high school graduation in 1972, Jobs enrolled at Reed College in Portland, Oregon. Reed was an expensive college which Paul and Clara could ill afford. They were spending much of their life savings on their son's higher education. Jobs dropped out of college after six months and spent the next 18 months dropping in on creative classes, including a course on calligraphy. He continued auditing classes at Reed while sleeping on the floor in friends' dorm rooms, returning Coke bottles for food money, and getting weekly free meals at the local *Hare Krishna* temple.

In 1976, Wozniak invented the *Apple I* computer. Jobs, Wozniak, and Ronald Wayne, an electronics industry worker, founded Apple computer in the garage of Jobs's parents in order to sell it. They received funding from a then-semi-retired Intel product-marketing manager and engineer Mike Markkula.

Through Apple, Jobs was widely recognized as a charismatic pioneer of the personal computer revolution and for his influential career in the computer and consumer electronics fields. Jobs also co-founded and served as chief executive of *Pixar Animation Studios*; he became a member of the board of directors of *The Walt Disney Company* in 2006, when Disney acquired Pixar.

Jobs died at his California home around 3 p.m. on October 5, 2011, due to complications from a relapse of his previously treated pancreatic cancer.

1. Steve Jobs never knew who his real parents were.    True   /   False
2. His adoptive parents were rich.    True   /   False
3. Jobs was a university graduate.    True   /   False

Steve Jobs made technology fun. The co-founder of Apple died last Wednesday at the age \_\_\_\_\_. He had fought for years against cancer. Mourners gathered outside his house in Palo Alto, California, and Apple stores around the world.

Tim Bajarin is president of Creative Strategies, a high-tech research and consulting company. TIM BAJARIN: "If you actually look \_\_\_\_\_, they're really happy if they have one hit in their life. Steve Jobs has the Apple II, the Mac, the iPod, the iPhone, the iPad and Pixar."

Steve Jobs was a \_\_\_\_\_ dropout. He was adopted by a machinist and his wife, an accountant. They supported his early interest in electronics. He and his friend \_\_\_\_\_ started Apple Computer -- now just called Apple -- in nineteen seventy-six. They stayed at the company until nineteen eighty-five. That year, Steve Wozniak returned to college and Steve Jobs left in a dispute with the chief executive.

Mr. Jobs then \_\_\_\_\_ company, called NeXT Computer. He rejoined Apple in nineteen ninety-seven after it bought NeXT. He helped remake Apple from a business \_\_\_\_\_ then to one of the most valuable companies in the world today.

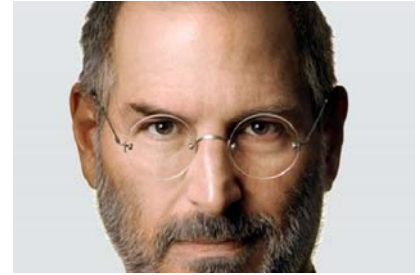
Steve Wozniak, speaking on CNN, remembered \_\_\_\_\_ as a "great visionary and leader" and a "marketing genius."

President Obama said in a statement: "By building one of the planet's most \_\_\_\_\_ from his garage, he exemplified the spirit of American ingenuity. By making computers personal and putting \_\_\_\_\_ pockets, he made the information revolution not only accessible, but intuitive and fun."

David Carroll is a professor at Parsons School of Design in New York City. He says Steve Jobs not only revolutionized technology, he also \_\_\_\_\_ American business.

DAVID CARROLL: "The fact that he was able to redesign American commerce top to bottom and across is really stunning. He probably will be considered an industrial giant on \_\_\_\_\_ and Henry Ford, so one of the great of all time." Steve Jobs stepped down as Apple's chief executive in August because of his health.

Apple's new chief, Tim Cook, will also have \_\_\_\_\_ Kindle Fire tablet computer from Amazon.com. It costs less than half as much as an iPad but also does less.



**Write the correct letter in the gaps of the right answer. There are more options than you need.**

- A. .... college
- B. .... the Internet in our
- C. ....2020
- D. .... formed his own
- E. .... to deal with the new
- F. .... the scale of Thomas Edison
- G. .... of fifty-six
- H. ....computer mouse
- I. .... his longtime friend
- J. ....iPad
- K. .... Steve Wozniak
- L. .... revolutionized
- M. ....bought
- N. .... that was in bad shape
- O. .... successful companies
- P. .... at a tech leader



Steve Jobs made technology fun. The co-founder of Apple died last Wednesday at the age of fifty-six. He had fought for years against cancer. Mourners gathered outside his house in Palo Alto, California, and Apple stores around the world. Tim Bajarin is president of Creative Strategies, a high-tech research and consulting company. TIM BAJARIN: "If you actually look at a tech leader, they're really happy if they have one hit in their life. Steve Jobs has the Apple II, the Mac, the iPod, the iPhone, the iPad and Pixar."

Steve Jobs was a college dropout. He was adopted by a machinist and his wife, an accountant. They supported his early interest in electronics. He and his friend Steve Wozniak started Apple Computer -- now just called Apple -- in nineteen seventy-six. They stayed at the company until nineteen eighty-five. That year, Steve Wozniak returned to college and Steve Jobs left in a dispute with the chief executive.

Mr. Jobs then formed his own company, called NeXT Computer. He rejoined Apple in nineteen ninety-seven after it bought NeXT. He helped remake Apple from a business that was in bad shape then to one of the most valuable companies in the world today. Steve Wozniak, speaking on CNN, remembered his longtime friend as a "great visionary and leader" and a "marketing genius."

President Obama said in a statement: "By building one of the planet's most successful companies from his garage, he exemplified the spirit of American ingenuity. By making computers personal and putting the Internet in our pockets, he made the information revolution not only accessible, but intuitive and fun." David Carroll is a professor at Parsons School of Design in New York City. He says Steve Jobs not only revolutionized technology, he also revolutionized American business. DAVID CARROLL: "The fact that he was able to redesign American commerce top to bottom and across is really stunning. He probably will be considered an industrial giant on the scale of Thomas Edison and Henry Ford, so one of the great of all time." Steve Jobs stepped down as Apple's chief executive in August because of his health.

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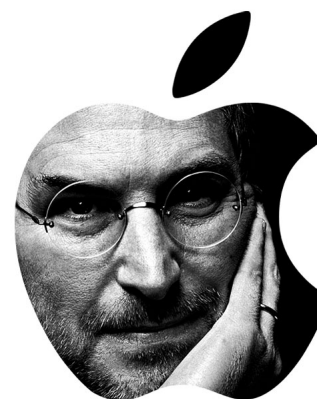
Key: G - P - A - K - D - N - I  
- O - B - L - F - E

Not used: C - H - J - M

## **Steve Jobs Commencement Speech**

**Listen to the first story and decide whether these sentences are True or False**

1. Steve Jobs got a university degree. True / False
2. His adoptive parents were a lawyer and his wife. True / False
3. His biological mother wanted him to go to college. True / False
4. When he dropped out, he stopped going to all the lessons. True / False
5. He attended calligraphy classes. True / False
6. The calligraphy classes weren't of any use to him. True / False



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**Listen and complete the sentences.**

1. Truth be told, I ..... from college. And this is the ..... I've ever gotten to a .....
2. It started before .....
3. My biological mother was a ..... graduate student .
4. My parents got a ..... night asking "We've got an ..... boy. Do you want him?"
5. If I had never ....., I would have never dropped in on that calligraphy class.
6. In ten years Apple had grown from ..... in a garage to a two-billion company with ..... employees.
7. We'd just released our finest ....., The Mackintosh, ....., and I'd just turned thirty.  
And then, I .....
8. Getting fired from Apple was ..... thing that could've ever happened to me.
9. I'm pretty sure none of this ..... if I hadn't been fired from Apple.
10. It was an ..... tasting medicine, but the patient ..... it.
11. "If you live ..... as I fit was the last, some day .....most certainly ....."
12. Remembering that ..... soon, is the most important tool that ..... encountered.
13. Death is ..... we all share.
14. Your time is ..... so ..... living someone else's life.
15. Have the courage to ..... and intuition.

This speech was a part of the 2005 Stanford University commencement where Steve Jobs, former CEO of Apple Inc, was granted an honorary doctorate degree from the university. Like Bill Gates, Jobs was a college dropout when took the less travelled path to become one of the greatest inventors of our time.

### TOPICS FOR DISCUSSION

- ✓ What would you do if you were told that you had cancer?
- ✓ What would your parents say if you decided to drop out from highschool?
- ✓ If you don't have a university degree, you can't find a good job. Agree?
- ✓ Unless you are very clever, you can't take advantage of a negative situation. True?
- ✓ Only if you work hard you can progress in life. Agree?
- ✓ Luck is as important in life as hard work and effort. True?
- ✓ What would have become of Steve Jobs if he hadn't died so young?
- ✓ What kind of Apple products do you use?
- ✓ What do you think of Apple as a company?
- ✓ What other people compare to Steve Jobs in importance today?
- ✓ What products and innovation do you think the future will bring?
- ✓ Would you consider starting a tech company or a start-up?
- ✓ What mistakes did Steve Jobs make? Did everyone like him?
- ✓ If you had been Steve Jobs, what would you have done differently?
- ✓ Why do you think people are inspired by his life and accomplishments?
- ✓ Do you think his kids will grow up as tech innovators? Why? Why not?
- ✓ Is the world a place with equal opportunity, if you work hard and are honest?



# Steve Jobs



What do the quotes below tell you about Steve Jobs?

„Because people who are crazy enough to think they can change the world are the ones who do.”

„My job is not to be easy on people. My job is to make them better.”

„Don’t let the noise of other’s opinions drown out your own inner voice.”

„Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.”

„Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me.”

„Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.”

1. The movie is divided into three parts, corresponding to three launches of important products. What are the products and when were they introduced?

1. .... year .....

2. .... year .....

3. .... year .....

2. Why was it difficult to fix Mac when it couldn't say 'hello'?

.....

3. Why didn't Jobs want to distribute the copies of TIME?

.....

4. The title „THE MAN OF THE YEAR 1984” came to.....

5. Where does Joanna Hoffman come from? .....

6. What, according to Jobs, does the LISA product name come from?

.....

.....

7. Why did Jobs want to wear a white shirt with a breast pocket during the launch?

.....

8. What did Steve Wozniak ask Jobs before the launch?

.....

9. What was the purpose of the Black Cube?

.....

10. What University did Jobs graduate from?

.....

11. What is missing in the Black Cube?

.....

12. Lisa is listening to a Joni Mitchell song „Both Sides Now” in two versions. What are the differences between the versions according to Lisa?

.....

13. Who is John Sculley?

.....

14. Why did Jobs leave Apple?

.....

15. What did Joanna Hoffman receive her awards for? How many times in a row?

.....

16. What was the REAL purpose behind creating the Black Cube?

.....

17. What was the Newton?

.....

18. Why was Jobs angry with Lisa?

.....

19. Who paid Lisa’s tuition?

.....

20. Why did Lisa need a therapist, according to Andy?

.....

21. Andy Hetzfeld. vs Andy Cunningham. Who is who?

.....

22. What does the name of Apple Computer come from? What legend could have been connected with it?

.....

.....

23. What was the slogan promoting iMac?

.....

24. What band do Woz and Steve refer to during their argument before the 3rd launch?

.....

25. Why is Lisa so bitterly resentful of her father?

.....

26. The prediction of which Apple product can we hear during the conversation between Lisa and her father on the roof? .....

27. Where did iMac take its shape from?

.....

28. Give five positive and five negative qualities of Job's character.

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„My job is not to be easy on people. My job is to make them better.”

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1. The movie is divided into three parts, corresponding to three launches of important products. What are the products and when were they introduced?

1. *Macintosh year 1984*

2. *Black Cube year 1988*

3. *iMac year 1998*

2. Why was it difficult to fix Mac when it couldn’t say ‘hello’? *Because Mac required special tools and they forgot to bring them to the launch*

3. Why didn’t Jobs want to distribute the copies of TIME? *Because Mac wasn’t on the cover*

4. The title „THE MAN OF THE YEAR 1984” came to *a computer*.

5. Where does Joanna Hoffman come from? *Poland*

6. What, according to Jobs, does the LISA product name come from? *At the beginning of the film he says it comes from Local Integrated Systems Architecture. At the end of the film he admits he named the computer after his daughter.*

7. Why did Jobs want to wear a white shirt with a breast pocket during the launch? *Because a diskette can fit in it.*

8. What did Steve Wozniak ask Jobs before the launch? *To acknowledge the Mac II team*

9. What was the purpose of the Black Cube? *A computer for schools and colleges.*

10. What University did Jobs graduate from? *None. He dropped out after the first semester.*

11. What is missing in the Black Cube? *The OS (operating system)*

12. Lisa is listening to a Joni Mitchell song „Both Sides Now” in two versions. What are the differences between the versions according to Lisa? *The first one was ‘girlish’, the other one was ‘regretful’*

13. Who is John Sculley? *A former Pepsi-Cola president, Apple CEO from 1983 to 1993. Steve Jobs persuaded Sculley to move to Apple. Jobs believed Sculley was responsible for his dismissal from Apple.*

14. Why did Jobs leave Apple? *Because there was a difference of opinions between Jobs and Sculley and in the conflict the Board sided with Sculley and voted to deprive Jobs of managerial duties.*

15. What did Joanna Hoffman receive her awards for? How many times in a row? *For standing up to Jobs, three years in a row.*

16. What was the REAL purpose behind creating the Black Cube? *To launch the product without the OS until NeXT finds out what Apple is going to need; then create a product Apple needs and return to Apple*

17. What was the Newton? *one of the first PDAs, palmtops*

18. Why was Jobs angry with Lisa? *Because she didn’t oppose to her mother selling the house Jobs had bought for them*

19. Who paid Lisa’s tuition? *Andy Hertzfeld*

20. Why did Lisa need a therapist, according to Andy? *Because she needed a strong male role model.*
21. Andy Hetzfeld. vs Andy Cunningham. Who is who? *Andy Hetzfeld works with the computers, Andy Cunningham organises the launches.*
22. What does the name of Apple Computer come from? What legend could have been connected with it? *It was the first friendly name they encountered. The name could have been connected with the story of a British mathematician and cryptographer, Alan Turing, who presumably died of taking a bite of a poisoned apple.*
23. What was the slogan promoting iMac? *Think different.*
24. What band do Woz and Steve refer to during their argument before the 3rd launch? *The Beatles.*
25. Why is Lisa so bitterly resentful of her father? *Because she read an old issue of TIME in which she read that Jobs denied being her father and hired two Harvard mathematicians only to prove that 28% of men could have been Lisa's father.*
26. The prediction of which Apple product can we hear during the conversation between Lisa and her father on the roof? *The iPod*
27. Where did iMac take its shape from? *From the drawing five-year-old Lisa made on Mac*
28. Give five positive and five negative qualities of Job's character.

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