

# a look back at the life of Steve Jobs

Video: <http://www.msnbc.msn.com/id/21134540/vp/44794794#44794794> or  
<http://www.youtube.com/watch?v=iKuUrbijINw>

Apple Inc. announced tonight that company co-founder and former Chief Executive Steve Jobs has died at the age of 56. Here is a look back at his career.

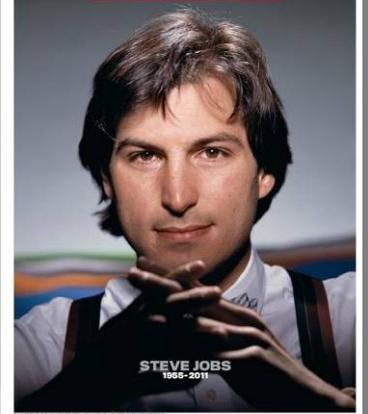
He was the father of the iPhone, the iPod and the Apple Mac computers turning \_\_\_\_\_ gadgets into objects of desire. "I think if you do something and it turns out pretty good, then you should go do something else wonderful." As he was fond of saying, "Wait, there's more!" "Today Apple is going to \_\_\_\_\_ the phone." And people did wait in long lines for the first iPhones in 2007. Then three years later they lined up for the iPad changing the way people consume media. "Design plus function \_\_\_\_\_ the right life style and that's what he felt."

In 1976 Jobs co-founded Apple Computer and within a few years was worth one hundred million dollars. In 1984 he was showing off his new \_\_\_\_\_ and joy, the Macintosh. "And this has turned out insanely great." As critics hailed the Mac, Jobs was on the losing end of a \_\_\_\_\_ struggle at his company and left Apple a year later. He went into computer animation acquiring Pixar Studios and striking failure with a \_\_\_\_\_ of hit movies starting with Toy Story "To infinity and beyond!" Jobs came back to Apple in 1996 and began reinventing the Mac dressing it up in a variety of colours. "They look so good you kinda wanna lick them."

Concerns about the health of Steve Jobs began in 2004 when he underwent \_\_\_\_\_ for pancreatic cancer. A year later he spoke about that during a commencement at Stanford University. "This was the closest I've been to facing death and I hope it's the closest I get for a few more decades." An \_\_\_\_\_ private man with a quick temper kept reporters at bay saying his health was nobody's business. But Jobs was losing weight, something revealed in these photos taken in 2007 and 2008. In April 2009 he underwent a liver \_\_\_\_\_. Five months later back on the job at Apple he expressed his gratitude. "I now have the liver of a mid-twenties person who died in a car crash and was generous enough to donate his organs. And I wouldn't be here without such \_\_\_\_\_." On August 24<sup>th</sup> of this year he stepped down as Apple's CEO.

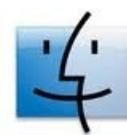
SPECIAL COMMEMORATIVE ISSUE

**Newsweek**



**Exercise 1.** Fill in the gaps in the text using the following words.

era  
generosity  
intensely  
limited  
power  
transplant  
electronic  
pride  
reinvent  
string  
equals  
surgery



Mac



Exercise 2. Match the words in bold in the text with the definitions on the right. Put the correct letter into the box next to each word.

1	<b>gadgets</b>	a)	prevented them from coming close
2	<b>lined up</b>	b)	a feeling of thankfulness
3	<b>hailed</b>	c)	shown, displayed
4	<b>acquiring</b>	d)	left his position
5	<b>commencement</b>	e)	praised, said how good it was
6	<b>kept reporters at bay</b>	f)	stood in a line
7	<b>revealed</b>	g)	students who had just got their degrees
8	<b>gratitude</b>	h)	graduation ceremony
9	<b>stepped down</b>	i)	small useful devices or machines
10	<b>grads</b>	j)	getting, buying

Exercise 3. Fill in the key dates in the timeline of Steve Jobs' life and



A timeline of Steve Jobs' life and career

	Steve Jobs co-founds Apple Computer.
	The Makintosh computer goes on sale.
	Jobs resigns from Apple.
	He buys Pixar.
	He comes back to Apple.
	He undergoes surgery for pancreatic cancer.
	He gives his famous commencement speech at Stanford University.
	Apple releases its first smartphone, the iPhone.
	He undergoes a liver transplant.
	The iPad, Apple's tablet computer, goes on sale.
	He steps down as Apple's CEO.
	Jobs dies after a long battle with pancreatic cancer.

ANSWER KEY

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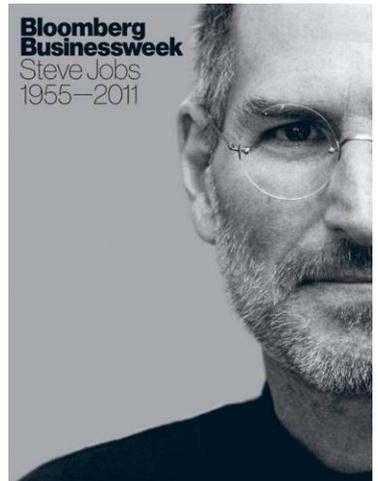
He was the father of the iPhone, the iPod and the Apple Mac computers turning electronic gadgets into objects of desire. "I think if you do something and it turns out pretty good, then you should go do something else wonderful." As he was fond of saying, "Wait, there's more!" "Today Apple is going to reinvent the phone." And people did wait in long lines for the first iPhones in 2007. Then three years later they lined up for the iPad changing the way people consume media. "Design plus function equals the right life style and that's what he felt."

In 1976 Jobs co-founded Apple Computer and within a few years was worth one hundred million dollars. In 1984 he was showing off his new pride and joy, the Macintosh. "And this has turned out insanely great." As critics hailed the Mac, Jobs was on the losing end of a power struggle at his company and left Apple a year later. He went into computer animation acquiring Pixar Studios and striking failure with a string of hit movies starting with Toy Story "To infinity and beyond!" Jobs came back to Apple in 1996 and began reinventing the Mac dressing it up in a variety of colours. "They look so good you kinda wanna lick them."

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Back in 2005 he offered this bit of advice to the Stanford University grads "Your time is limited so don't waste it."

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2010	The iPad, Apple's tablet computer, goes on sale.
Aug. 24 <sup>th</sup> , 2011	He steps down as Apple's CEO.
Oct. 5 <sup>th</sup> , 2011	Jobs dies after a long battle with pancreatic cancer.