



Business English News 12 - Steve Jobs (1956 -2011)

Hello my name's Leon and I'll be hosting a new show on Business English Pod about current events, especially things happening in the business news.

As a company built and run on Mac computers, and with an audience that mainly uses Apple products to listen to our podcasts, it's only fitting that we launch this show with a tribute to Steve Jobs.

Steve Jobs, the **founder** and **legendary** tech **pioneer** who built Apple into the world's most successful technology company, **passed away** on Wednesday 5th October.

From the 'Desert Dispatch' website, "*Steve Jobs, who died of cancer this week at the age of 56, is being remembered across the globe as a great **innovator, entrepreneur and visionary.***"

President Obama went on **to tweet**, "*There may be no greater tribute to Steve's success than the fact that much of the world **learned of his passing** on a **device** he invented.*"

Jobs and childhood friend Steve Wozniak famously **founded** Apple in the Jobs family garage in 1976. Although they were young and inexperienced, that didn't stop them from **making their mark** in the **competitive** Silicon Valley **environment**.

As Wired.com noted, "*He would call up the **premier** CEOs of Silicon Valley — Andy Grove, Jerry Sanders — and ask them if they would take him out to lunch so he could **pick their brains.***"

BusinessWeek commented, "*He helped change computers from a **geeky** hobbyist's **obsession** to a **necessity** of modern life at work and home, and in the process he **upended** not just personal technology but the mobile and music industries.*"

Perhaps one of the most **memorable qualities** of Steve Jobs was not just his ability to invent, but rather his ability to **inspire** others.

During his speech at Stanford University in 2005 he offered many of the **quotes** that have featured in tributes on social media sites since his death, including perhaps his most famous, "*Stay hungry, stay foolish.*"

Fans **paid** their own **tributes** to Jobs, placing post-it notes and photographs of the tech **icon** on Apple stores around the world. As described by Appleinsider, "*Visitors continue to **mourn** the loss of Steve Jobs at Apple's **flagship** Fifth Avenue store in New York City, **showing their respects** with hundreds of yellow Post-it notes and apples.*"

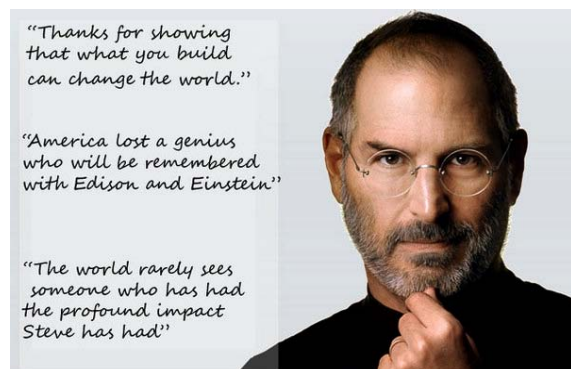
In Hong Kong, one man made his own tribute to Jobs. A graphics design student created a unique Apple logo, featuring the outline of Job's face on the right side of the 'Apple' graphic. "He's such an **integral** part of Apple. I thought it would be fitting to include him in the Apple logo."

His **contribution** to the world of technology will always be remembered. And, perhaps **most fittingly**, it was Jobs himself who summarized his attitude to death the best: "No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share."

*Remembering that you are going to die is the best way I know to **avoid the trap** of thinking you have something to lose. You are already naked. There is no reason not to **follow your heart.***"

Discussion Questions

1. What title do you think best suits Steve Jobs – innovator, visionary or leader?
2. What do you think was Jobs' most important invention? Mac/iPod/iPhone/iPad?
3. Jobs, Edison, Henry Ford. Who was more influential throughout history?
4. What 3 questions would you like to ask Jobs?
5. Who do you think will replace Jobs?
6. Is Mark Zuckerberg (Facebook creator) the next Steve Jobs? Why or why not?
7. Which of the images below do you find the most powerful? Why?



Vocabulary

Founder: One who starts a private or public company. "The founder of Ford Motor Company was Henry Ford. He founded Ford in 1903."

Legendary: Having qualities of a legend. "Michael Jordan was a legendary basketball player."

Pioneer: One who is the first to explore a new country or area. "In the 1700s, American pioneers moved to the west to begin a new life."

To pass away: To die (formal expression). "Her uncle passed away last week."

Innovator: An 'innovator' is a person or an organization who introduces something new. "Her innovations have helped save thousands of lives in Africa."

Entrepreneur: Is an owner or manager of a business enterprise. "Most young entrepreneurs underestimate the amount of money needed to establish a business."

Visionary: A person with original ideas about what the future will or could be like. "Bruce Springsteen is a visionary, who redefined rock and roll."

To tweet: To post a comment or update on (social media website) Twitter. "Many people tweeted the news of Steve Jobs' death."

To learn of someone's passing: To be informed (find out) that someone has died (passed away); formal. "I learned of his passing while I was driving to the cinema."

Device: A machine designed for a particular purpose; telephone, computer, x-ray, etc. "A man was arrested for using a device which covered the license plate on his car."

To make your mark: To establish an identity for oneself within a community or group. "She made her mark at school by coming first in her class."

Competitive environment: A business or social environment in which competition is very high. "We're looking for someone who can excel in our competitive sales environment."

Premier: Leading; number one. "Coca-Cola is the premier soft drink in the world."

To pick someone's brain: To ask questions of someone, of a person who is considered very knowledgeable on a topic. "My colleague asked me if he could pick my brain about the new project he was assigned this afternoon."

Geeky/Geek: Someone who is very passionate about computers and software. Similar in meaning to 'nerd'. "He knows everything about computers and technology, he's a real geek."

Obsession: The domination of one's thoughts or feelings by a persistent idea, image, desire. "His wife has an obsession with cats."

Necessity: Something that is essential or absolutely required. "To become a senior manager, it's almost a necessity to have an MBA."

Upended: turn an object (or idea) on its end or upside-down; completely change. "A family's lives have been upended after a fire destroyed their home."

Memorable qualities: Personality traits or characteristics which are easy to remember; "Attention to detail was one of Steve Jobs most memorable qualities."

To inspire: To generate emotion or passion in someone. "His new book is very inspiring for anyone who wants to start a new business."

Quote / Quotation: A quote or quotation is a piece of reported speech, often with a profound meaning or delivered by a famous person. "My favourite quote is, 'Stay hungry. Stay foolish.' by Steve Jobs."

To pay tribute to someone: To show appreciation for someone's accomplishments or achievements. "Families and friends are paying tribute to the victims of the Japanese tsunami."

Icon: A person or thing regarded as a representative of something significant. "The Beatles were musical icons in the 60s."

To mourn: To feel sadness about the loss of someone or something. "He is still mourning the loss of his grandfather 10 years ago."

Flagship: The best or most important thing owned or produced by a particular organization. "The iPhone is the flagship of Apple's product line."

To show one's respects: Similar to 'pay tribute to someone'. Many languages use the 3rd person singular when speaking to strangers in order to show their respect."

Integral: Necessary or essential for the completion of something. "Her hard work and patience have been integral to the success of this negotiation."

Contribution: Donate or give time, energy, money, or support to a certain cause or idea. "Your dedication and contribution to the project made it a success."

Most fittingly: Most appropriately. "If there was any word that could most fittingly describe my trip to Norway, it would be 'expensive'."

To avoid the trap: Avoid a common mistake. "If you want to be productive at work, avoid the trap of spending your time on Facebook."

To follow your heart: To do what your heart or intuition 'tells' you do. "Even though their families did not approve, Romeo and Juliet followed their hearts and stayed together."

Review

A. Word Scramble

Reorder the letters to make words featured in the article.

1. *csolia ediam* = _____
2. *rpneerueenrt* = _____
3. *liisnoc llyvae* = _____
4. *sivonriay* = _____
5. *bbsyitoh* = _____

B. Text Search

Match the following definitions to the terms in the article (more than one term may be possible).

1. To establish oneself in a certain environment = _____
2. A person who knows/understands a lot about a certain product or field of interest = _____
3. To be very sad about something = _____
4. One who is the first to develop a product, idea, or company = _____
5. Very important or essential = _____
6. To honour or reflect on the death of another = _____
7. Get around a situation which causes problems for many people = _____
8. To give others the motivation or energy to do something = _____

C. Quiz

1. Which of the following best describes the word **icon**?
 - a. A person who writes a personal online journal.
 - b. Link to a web address.
 - c. A person who is a symbol of something.
 - d. Apple iPhone operating system.
2. Which of the following best describes the word **pioneer**?
 - a. Someone who is the first to do something.
 - b. Someone who is the last to do something.
 - c. Someone who follows others.
 - d. Someone who creates a group.
3. What is the meaning of the word **tweet**?
 - a. To join the website Facebook.
 - b. To update your status on Facebook.
 - c. To join the website Twitter.
 - d. To update your status on Twitter.
4. Which sentence uses the word **legend** correctly?
 - a. That ghost has a **legend** to make.
 - b. **Legend** has it, that house is full of ghosts.
 - c. These houses are **legends** with ghosts.
 - d. The ghost in the house is **legend**.
5. In which other situation do we most likely use the word **quote**?
 - a. During an interview.
 - b. Discussing art.
 - c. At a bank.
 - d. In the stock market.
6. Which of the following is a synonym for the word **founded**?
 - a. Established
 - b. Developed
 - c. Create
 - d. Bought
7. Which of the following is the best example of another use for the phrasal verb **pass away**?
 - a. He **passed** the ball **away** from the opponent.
 - b. He **passed away** on the opportunity.
 - c. His **pass away** will arrive next week.
 - d. His **pass** is **away** at the moment.
8. Which of the following best describes **premier**?
 - a. Political position.
 - b. Football/soccer division.
 - c. New movie.
 - d. All of the above.

Review Answers

Word Scramble

1. **Social Media** (csolia ediam)
2. **Entrepreneur** (rpneerueenrt)
3. **Silicon Valley** (liisnoc llyvae)
4. **Visionary** (sivonriay)
5. **Hobbyist** (bbsyitoh)

Text Search

1. To establish oneself in a certain environment = **To make your mark**
2. A person who knows/understands a lot about a certain product or field of interest = **Geek**
3. To be very sad about something = **To mourn**
4. One who is the first to develop a product, idea, or company = **Founder/Pioneer/innovator**
5. Very important or essential = **Necessity/integral**
6. To honour or reflect on the death of another = **To show respect/pay tribute**
7. Get around a situation which causes problems for many people = **Avoid the trap**
8. To give others the motivation or energy to do something = **Inspire**

Quiz

1. Which of the following best describes the word **icon**?
c. A person who is a symbol of something.
2. Which of the following best describes the word **pioneer**?
e. Someone who is the first to do something.
3. What is the meaning of the word **tweet**?
d. To update your status on Twitter.
4. Which sentence uses the word **legend** correctly?
b. **Legend** has it, that house is full of ghosts.
5. In which other situation do we most likely use the word **quote**?
d. In the stock market.
6. Which of the following is a synonym for the word **founded**?
a. Established
7. Which of the following is the best example of another use for the phrasal verb **pass away**?
a. He **passed** the ball **away** from the opponent.
8. Which of the following best describes **premier**?
a. All of the above.

Online Practice

Click the "Launch" button to open the **online practice**:

