**Layout**

1/

* its a play on words with « highway to heaven »
* The title of a popular 1980s American TV series, replacing highway by i-way, also a reference to the names of apple product s( iphone, ipad, ipod, imac ....). Everything becomes an « i-thing » withnSteve jobs.
* Biblical reference (adam and eve’s heaven and the apple story)

2/

* The first picture is an advertisement featuring Steve jobs (as a young man who has justlaunched his company). He is shown offering an apple to the viewer, just as Eve offered an apple to Adam in the Bible.
* He is asking us to vield (céder) to temptation, that is to say buy an apple product ratherthan something produced by any other computer company
* The second picture is the cover of the july, 26th 2004 issue of Newsweek magazine.
* The headline is based on a pun on the translation of descartes’ famous phrase « cogito ergo sum » : i think therefore i am ».
* The slogan in the headline suggests that one cannot live without an ipod.

3/

* The main possible explanation are :
* For the initial logo, in 1976, jobs chose a picture of sir isaac Newtown with an apple about to fall on his head (and thereby enable him to formulate th laws of gravity ). Jobs often compared his situation to newton’s, since they both had problems getting their ideas accepted.
* The apple symbol of lust and knowledge. Combined with the colours of the rainbow, this is also a reference to hippie culture, a subject dear to job’s heart.

**Texts**

a/

* The tone used is laudatory.
* The biographer writes very highly of steve jobs’s achievement and expressdeep admiration for him although he seems to have a few reservations with regard to his « controversial management style ».

b/

* Some of the terms « legend », « revolutionize », «  his place in history », « stature » and repeated use of superlatives make the description seem exagerated

c/

* This expression means that the company had the same caractéristics as Jobs himself : his creation resembled him ; it was his exact reflection.
* This implies that Time magazine’s view of the future of for apple is optimistic.

d/

* The economist stresses the inner contradiction within Steve Jobs and pointsout that his personality could not simply be applied to his company ; they kept their own charactéristics. However, the journalist uses a forensic (médico-légale).
* According to the biography, « combining art and technology, beauty and processing power apple is at the crossroads of art and technology. »
* For the economist , « he was obsessed, with product design and aesthetics. » The economist insists on this aesthetic dimension, whereas the biography also mentions the technological aspect.

e/

* Steves Jobs was a man of cotradictions : a hippie and a rebel and yet someone who could fitinto the mould of a global entrepreneur. Also he led one of the greatest technological revolutions in history and yet, was not an engineer.