1. I-way to the heaven is a way to say that Apple bring his users to the paradise. It allows with his top-technological objects.
2. The 2 pictures are shown with Steve Jobs holding an Apple product. “Bite that Apple” refers to the logo Apple, “iPod, I am” bring the idea to the reader that the iPod is a so big breakthrough that it’s like the human intelligence, and the aim of these picture is to make user buy Apple Product.
3. Maybe because Isaac Newton was a scientist and very smart, so they have chosen this fruit and they “bite” it to show that the apple is almost completely eaten.
4. The biography’s attitude towards Steve Jobs is elogistic, Steve Job is compared as a hero with his “great achievement”, a dictator with a “astonishing attention to detail”.
5. The tone is realistic, the author shows us his interest for Steve Jobs, and all the arguments are real facts, Mr. Jobs invented the mouse-driven computer, the digital music player, the smartphone, the tablet computer.
6. It’s imply that Steve Jobs gave his life to the entreprise, he left his DNA’s mark and “daredevil engineers who will carry forward his vision, and that view is shared by The economist with “allows to other industry how to [work] properly”.

VOCABULARY :

A headline : les grands titres

A catchphrase ; une phrase d’accroche

A brand ; une marque

CORRECTION

1. It is 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 products (iPhone, iPad,iPod, iMac..). Everything becomes an “i-thing” with Steve Jobs.

Biblical reference (Adam and Eve’s heaven and the apple story)

1. The first picture is an advertisement featuring Steve Jobs (as a young man who has just launched 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 yield(céder) to temptation, that is to say buy an Apple product rather than 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 suggest that one cannot live without an iPod.

1. The main possible explanations are :

For the initial logo, in 1976, Jobs chose a picture of Sir Isaac Newton with an apple about to fall on his head ( and thereby enable him to formulate the laws of gravity). Jobs often compared his situation to Newton’s, since they both had problems getting their ideas accepted. The apple is a symbol of lust and knowledge, I.E. the strong desire for knowledge. Combined with the colours of the rainbow, this is also a reference to hippie culture, a subject dear to Job’s heart.

1. The tone used is laudatory

The biographer writes very highly of Steve Job’s achievements and expresses deep admiration for him although he seems to have a few reservations with regard to his “controversial management style”

2. This expression means that the company had the same characteristics as Jobs himself : his creation resembled him; it was his exact reflection.

This implies that Time magazine’s view of the future for Apple is optimistic.

The economist stresses the inner contradictions within Steve Jobs and points out that his personality could not simply be applied to his company; they kept their own characteristics. However, the journalist uses a forensic(medico-légale) metaphor rather similar to the DNA metaphor in the Economist article : “Every iPhone or MacBook has his fingerprints all over it” meaning that Steve Jobs lived through his creations.

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”.

Steve Jobs was a man of contradictions : a hippie and a rebel and yet someone who could fit into the mould of a global entrepreneur. Also,he led one of the greatest technological revolutions in history and yet, was not an engineer. On a personal level, people praised his humanity and yet he is often described as having been tyrannical with his employees.