

Transcript

He changed our lives. Steve Jobs had a **vision**. It's like the world lost to **John Lennon**. He demanded perfection. He could **rip into** people, be tough to work for, and led a technological revolution. The personal computer. A **light bulb** goes off, and he says, Wow, I can put computers on every desktop.

The iPod. When they first came out, people were like, oh my God, they're so **sleek**, they're so sexy. It was new. It was small. I had to have it. The iPhone, I have an iPhone, which is an **extension** of me, and I love using the iPad. People didn't know they wanted it or needed it, and it **turned out** they did. It's kinda like, well, we're gonna make a **portable** music player.

I need that. We're gonna make a phone. I need that. We're gonna make a **toaster**. I need that.

I genius now, Steve.

Do you have to be a difficult person, a tough person, to be a genius? I don't know the answer to that. He was very **dictatorial**. He was very clever. He had a very clear sense of his own **gut**, his own **instinct**. He was **abrasive**, he was **brash**, he thought he knew everything. But the products he created were not **elitist**, even though they were super cool.

All around the world, people love these products. What did Frank Perdue say? It takes a tough man to make a tender bird?

Say what you want, but Steve Jobs was the guy who **envisioned** a computer on every desk. An **earbud** in every ear, and a **device** that would take **multitasking** to a whole new level. He didn't just envision, he made it happen. And he is calling it iPhone. He was about **humanizing** technology in a way that made it extraordinarily easy, intuitive, and an absolute joy and pleasure to use.

His gut instinct was his genius, and it's absolutely unteachable. Genius is not about making complicated things. It's about making **complicated** things very simple.

Making things simple and beautiful. That was the genius of Steve Jobs from the very start. He was born in 1955 to a pair of unmarried graduate students, **intellectuals**, who **put him up for adoption**.

He grew up with a loving working class couple in California's Silicon Valley. Just like Harry Potter, Steve Jobs realized that he was a **wizard**, even though he was being raised by **muggles**. He was a **hybrid**. One part **geek**, one part **hippie**. It was the 60s. When he was a teenager, he met a fellow **techie**. A **hacker** named Steve

Wozniak.

They **whiled away** the hours **tinkering with** electronics in the Jobs house. In 1972, Jobs **headed up to** Oregon, where he attended a small **liberal arts** college. He turned on, **tuned in**, and **dropped out**. He listened to the Beatles and Bob Dylan. Took **LSD**. Went to India. When he returned to Silicon Valley in 1975, it was the **dawn** of the computer age, and Steve Jobs had a vision.

The very first Steve Jobs computer was actually the **brainchild** of his friend, Steve Wozniak. Woz did the **wiring**, Jobs did the dreaming. And **behold**, the Apple I. No power supply, no **casing**, just a beginning. Jobs imagined a machine for the people, and he **sensed** he was the man to make it happen. The two Steves found an **investor**, and formed Apple Computer, **Inc.**

The name Apple, the friendly shape, the friendly advertising we did, as Steve was a genius at marketing, that it helped bring this whole **category** of device to the world. Apple I **morphed into** Apple II, which went further. It was faster. It had **text display**, color **graphics**, and its own plastic casing. It was the first personal computer that a human being, a normal human being, a non technically oriented human being could use.

I think Steve Jobs knew that he **was onto something** big. Real big. But the revolution was about to be **sparked** on the tail of something quite small. The mouse. It was so simple. Jobs didn't invent it, he reinvented it. Reinventing, making stuff better, would become his career long **M.O.**. Meanwhile, Apple II sales are **robust**.

The company goes public in 1980, and Steve Jobs... is suddenly worth \$200 million. Hadn't happened before for a 25 year old to be worth hundreds of millions of dollars when he was still young. He was **dashingly** good looking. He was this new symbol of **entrepreneurship**.

Word Bank

1. **vision**: [n.] 远见, 眼光, 愿景, 对未来的想象或规划
 - Steve Jobs had a **vision**.
2. **John Lennon**: [n.] 约翰·列侬 (英国音乐家、歌手、词曲作者)
 - It's like the world lost to **John Lennon**.
3. **rip into**: [v.] 猛烈批评, 严厉指责
 - He could **rip into** people, be tough to work for, and led a technological revolution.
4. **light bulb**: [n.] 灯泡; 此处用作比喻, 表示突然有了一个想法或灵感
 - A **light bulb** goes off, and he says, Wow, I can put computers on every desktop.
5. **sleek**: [adj.] 光滑的, 时髦的, 设计精良的
 - When they first came out, people were like, oh my God, they're so **sleek**, they're so sexy.
6. **extension**: [n.] 延伸, 扩展, 延续
 - The iPhone, I have an iPhone, which is an **extension** of me, and I love using the iPad.
7. **turn out**: [v.] 结果是, 证明是
 - People didn't know they wanted it or needed it, and it **turned out** they did.
8. **portable**: [adj.] 便携的, 轻便的, 方便携带的
 - It's kinda like, well, we're gonna make a **portable** music player.
9. **toaster**: [n.] 烤面包机
 - We're gonna make a **toaster**.
10. **dictatorial**: [adj.] 独裁的, 专横的, 命令式的
 - He was very **dictatorial**.
11. **gut**: [n.] 直觉, 直观, 本能
 - He had a very clear sense of his own **gut**, his own instinct.
12. **instinct**: [n.] 本能, 直觉
 - He had a very clear sense of his own gut, his own **instinct**.
13. **abrasive**: [adj.] 刻薄的, 尖刻的, 易激怒的
 - He was **abrasive**, he was brash, he thought he knew everything.
14. **brash**: [adj.] 自以为是的, 傲慢的, 冒失的
 - He was abrasive, he was **brash**, he thought he knew everything.

15. **elitist**: [adj.] 精英主义的, 优越主义的
- But the products he created were not **elitist**, even though they were super cool.
16. **envision**: [v.] 想象, 设想, 预见
- Say what you want, but Steve Jobs was the guy who **envisioned** a computer on every desk.
17. **earbud**: [n.] 耳塞式耳机
- An **earbud** in every ear, and a device that would take multitasking to a whole new level.
18. **device**: [n.] 设备, 装置
- An earbud in every ear, and a **device** that would take multitasking to a whole new level.
19. **multitasking**: [n.] 多任务处理, 同时处理多项任务的能力
- An earbud in every ear, and a device that would take **multitasking** to a whole new level.
20. **humanize**: [v.] 人性化, 使更符合人的需求或习惯
- He was about **humanizing** technology in a way that made it extraordinarily easy, intuitive, and an absolute joy and pleasure to use.
21. **complicated**: [adj.] 复杂的, 难懂的
- It's about making **complicated** things very simple.
22. **intellectual**: [n.] 知识分子, 学者
- He was born in 1955 to a pair of unmarried graduate students, **intellectuals**, who put him up for adoption.
23. **put up for**: [v.] 让他被领养, 将他送给
- He was born in 1955 to a pair of unmarried graduate students, intellectuals, who **put him up for** adoption.
24. **adoption**: [n.] 领养, 收养
- He was born in 1955 to a pair of unmarried graduate students, intellectuals, who put him up for **adoption**.
25. **wizard**: [n.] 巫师, 此处用作比喻, 表示有特殊天赋或技能的人
- Just like Harry Potter, Steve Jobs realized that he was a **wizard**, even though he was being raised by muggles.
26. **muggle**: [n.] 麻瓜, 此处用作比喻, 表示普通人或缺乏某种特殊能力的人
- Just like Harry Potter, Steve Jobs realized that he was a wizard, even though he was being raised by **muggles**.
27. **hybrid**: [n.] 混合体, 混合的事物或人
- He was a **hybrid**.

28. **geek**: [n.] 极客，对电脑或技术有着狂热兴趣的人
- One part **geek**, one part hippie.
29. **hippy**: [n.] 嬉皮士，追求自由、和平和爱的反传统青年
- One part geek, one part **hippie**.
30. **techy**: [n.] 技术人员，技术狂
- When he was a teenager, he met a fellow **techie**.
31. **hacker**: [n.] 黑客，善于编程和电脑技术的人
- A **hacker** named Steve Wozniak.
32. **while away**: [v.] 消磨时间，打发时光
- They **whiled away** the hours tinkering with electronics in the Jobs house.
33. **tinker with**: [v.] 修补，摆弄，尝试修改或调整
- They whiled away the hours **tinkering with** electronics in the Jobs house.
34. **head to**: [v.] 前往，走向
- In 1972, Jobs **headed up to** Oregon, where he attended a small liberal arts college.
35. **liberal arts**: [n.] 文科，人文学科
- In 1972, Jobs headed up to Oregon, where he attended a small **liberal arts** college.
36. **tune in**: [v.] 调整至，适应，关注
- He turned on, **tuned in**, and dropped out.
37. **drop out**: [v.] 退学，退出
- He turned on, tuned in, and **dropped out**.
38. **LSD**: [n.] 迷幻药，麦角酸二乙酰胺
- Took **LSD**.
39. **dawn**: [n.] 黎明，开端，起始
- When he returned to Silicon Valley in 1975, it was the **dawn** of the computer age, and Steve Jobs had a vision.
40. **brain child**: [n.] 独创，心血结晶
- The very first Steve Jobs computer was actually the **brainchild** of his friend, Steve Wozniak.
41. **wiring**: [n.] 布线，连线，电线
- Woz did the **wiring**, Jobs did the dreaming.
42. **behold**: [v.] 看到，注视
- And **behold**, the Apple I.

43. **casing**: [n.] 外壳, 包装箱
- No power supply, no **casing**, just a beginning.
44. **sense**: [v.] 感觉到, 意识到
- Jobs imagined a machine for the people, and he **sensed** he was the man to make it happen.
45. **investor**: [n.] 投资者
- The two Steves found an **investor**, and formed Apple Computer, Inc.
46. **Inc.**: [n.] 股份有限公司, Incorporated的缩写
- The two Steves found an investor, and formed Apple Computer, **Inc.**
47. **category**: [n.] 类别, 分类
- The name Apple, the friendly shape, the friendly advertising we did, as Steve was a genius at marketing, that it helped bring this whole **category** of device to the world.
48. **morph into**: [v.] 演变成, 变形成
- Apple I **morphed into** Apple II, which went further.
49. **text display**: [n.] 文本显示
- It had **text display**, color graphics, and its own plastic casing.
50. **graphic**: [n.] 图形, 图像
- It had text display, color **graphics**, and its own plastic casing.
51. **be onto something**: [v.] 发现了一些东西, 觉察到了一些东西
- I think Steve Jobs knew that he **was onto something** big.
52. **spark**: [v.] 激发, 引发
- But the revolution was about to be **sparked** on the tail of something quite small.
53. **MO**: [n.] 方法, 操作方式, Modus Operandi / method of operation的缩写
- Reinventing, making stuff better, would become his career long **M.O.**
54. **robust**: [adj.] 强健的, 稳固的, 健壮的
- Meanwhile, Apple II sales are **robust**.
55. **dashing**: [adv.] 矫健地, 潇洒地
- He was **dashing** good looking.
56. **entrepreneurship**: [n.] 创业, 企业家精神
- He was this new symbol of **entrepreneurship**.