

# a look back at the life of steve jobs

Video: <https://www.nbcnews.com/video/a-look-back-at-the-life-of-steve-jobs-44462147781>

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 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."

Concerns about the health of Steve Jobs began in 2004 when he underwent Surgery 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 intensely 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 transplant. 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 generosity." On August 24<sup>th</sup> of this year he **stepped down** as Apple's CEO.

Back in 2005 he offered this bit of advice to the Stanford University **grads** "Your time is limited so don't waste it living someone else's life. Don't let the noise of others' opinions drown out your inner voice." Steve Jobs, a man whose own inner voice led him to create some of the most visionary products of the internet era. Jobs leaves behind a wife and four children.

George Lewis, NBC News, Los Angeles

SPECIAL COMMEMORATIVE ISSUE

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

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



## A timeline of Steve Jobs' life and career

1976	Steve Jobs co-founds Apple Computer.
1985	The Macintosh computer goes on sale.
1985	Jobs resigns from Apple.
1986	He buys Pixar.
1996	He comes back to Apple.
2004	He undergoes surgery for pancreatic cancer.
2005	He gives his famous commencement speech at Stanford University.
2007	Apple releases its first smartphone, the iPhone.
2009	He undergoes a liver transplant.
2010	The iPad, Apple's tablet computer, goes on sale.
August 24th 2011	He steps down as Apple's CEO.
2011	Jobs dies after a long battle with pancreatic cancer.