

# LISTENING

<http://www.voanews.com/learningenglish/home/business/Steve-Jobs-Step-Down-with-Apple-on-Top-128947723.html>

Listen to the VOA Special English Economics Report “**STEVE JOBS STEPS DOWN WITH APPLE ON TOP**” and do the following tasks.

<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>
<p>Put the statements in the order they appear in the report.</p>	<p>Say if the statements are TRUE or FALSE (if FALSE, make all necessary corrections)</p>	<p>Single out the words which were <b>NOT</b> mentioned in the report.</p>
<p>a) Steve Jobs is closely linked with the success of Apple. <input type="checkbox"/></p> <p>b) In 1997, Apple bought NeXT and brought back Steve Jobs. <input type="checkbox"/></p> <p>c) In 1985, Steve Jobs resigned his post at Apple; he started his own software company, NeXT, and bought a computer animation studio. <input type="checkbox"/></p> <p>d) The iTunes Music Store sells songs for download, and the App Store sells applications for computers and mobile devices. <input type="checkbox"/></p> <p>e) Apple Computer grew more quickly than anyone could have imagined. <input type="checkbox"/></p> <p>f) Apple struggled during the 1990s; it began losing money and its stock price sank. <input type="checkbox"/></p> <p>g) Steve Jobs and Steve Wozniak started Apple Computer in 1976. <input type="checkbox"/></p> <p>h) In 2001, Apple released the iPod, a digital music player, and the iPhone arrived in two thousand seven. <input type="checkbox"/></p> <p>i) Apple used software developed at NeXT to create the Mac OS computer operating system. <input type="checkbox"/></p>	<p>1) Steve Jobs and Steve Wozniak started Apple Computer in 1977. T / F</p> <p>2) In 1985, however, Steve Jobs resigned after disputes with managers who had been brought in to direct business operations. T / F</p> <p>3) Apple was successful during the 1990s and many products were a success too. T / F</p> <p>4) Apple used software developed at NeXT to create the Mac OS computer operating system. T / F</p> <p>5) Apple has never been a leader in online marketing. T / F</p> <p>6) STEVE JOBS: "We just try to build products we think are really wonderful and that people might want". T / F</p>	<ul style="list-style-type: none"> <li>• <b>Macintosh 1984,</b></li> <li>• NeXT,</li> <li>• <b>personal computer,</b></li> <li>• Pixar movie studio,</li> <li>• <b>"Toy Story",</b></li> <li>• “Finding Nemo”,</li> <li>• <b>“Shrek”,</b></li> <li>• Mac OS,</li> <li>• <b>iPod,</b></li> <li>• iPhone,</li> <li>• <b>online marketing,</b></li> <li>• viral marketing,</li> <li>• <b>App Store,</b></li> <li>• iTunes Store,</li> <li>• <b>iCloud</b></li> </ul> 

## TRANSCRIPT

Steve Jobs and Steve Wozniak started Apple Computer in nineteen seventy-six. The company sold a new kind of electronic device: the personal computer. Apple Computer grew more quickly than anyone could have imagined.

In nineteen eighty-five, however, Steve Jobs resigned after disputes with managers who had been brought in to direct business operations. He soon started his own software company, NeXT, and bought a computer animation studio. The Pixar movie studio would go on to create movies like Toy Story and Finding Nemo. They are two of the most successful animated films ever made. Apple struggled during the nineteen nineties. Many products failed. The company began losing money and its stock price sank. In nineteen ninety-seven, Apple bought NeXT and brought back Steve Jobs. Apple used software developed at NeXT to create the Mac OS computer operating system. The next year, Apple became profitable. And a series of highly successful products followed. In two thousand one, Apple released the iPod, a digital music player. The iPhone arrived in two thousand seven.

Apple has also been a leader in online marketing. The iTunes Music Store sells songs for download. The App Store sells applications for computers and mobile devices.

As Steve Jobs has noted, trial and error has always been part of the Apple model.

STEVE JOBS: "We just try to build products we think are really wonderful and that people might want. And, sometimes we are right and sometimes we are wrong." (10 sec.)

Steve Jobs is closely linked with the success of Apple.

Keys:

Group 1

1	2	3	4	5	6	7	8	9
g	e	c	f	b	i	h	d	a

Group 2

1	2	3	4	5	6
F	T	F	T	F	T

Group 3

Macintosh 1984, "Shrek", viral marketing, iCloud