**METODINIO DARBO KORTELĖ**

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| **Švietimo institucija Klaipėdos Ąžuolyno gimnazija** |
| **Dalykas, sritis Anglų kalba** |
| **Tema Informacinės technologijos** |
| **Žanras (video medžiaga, programa, lentelės, pamokų ciklas, mokomosios užduotys)** |
| **Pateikiama Pamokos aprašymas su metodinėmis pastabomis, užduotimis ir atsakymais** |
| **Autorius Vardas Pavardė Ramunė Petrauskienė** |
| **Pareigos mokytoja** |
| **Išsilavinimas aukštasis** |
| **Kvalifikacinė kategorija mokytoja-metodininkė** |
| **Adresas, mokykla Paryžiaus Komunos 16, Klaipėda**  **Ąžuolyno gimnazija** |
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| **Elektroninis paštas** [ramune.petrauskiene@hotmail.co.uk](mailto:ramune.petrauskiene@hotmail.co.uk) |
| **Trumpas turinys**  **Metodinė darbo medžiaga skirta plėsti žodyną, vystyti skaitymo ir kalbėjimo įgūdžius, remiantis aktualia informacija.** |
| **Parengimo data 2011 m.** |
| **Darbas saugomas (PŠKC, mokykloje, kt.) mokykloje** |

Steve Jobs: the world pays tribute

**Level** Intermediate

**Warmer . Pre-teaching activities.**

1

Answer these questions.

a. Which of these items do you have?

**iPhone**

**iPod**

**iPad**

**iMac**

b. Do you use iTunes? What do you use it for? / Why don’t you use it?

c. What is an *app*?

**Key words**

2

**Write the key words from the article next to the definitions below. The paragraph numbers are given to help you.**

cutting-edge mourners experimental licensed

tributes kicked out conventional wisdom

1.people who are very sad because someone has died \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 2)

2.things that you do or say to show that you respect and admire someone or something \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 3)

3. beliefs or opinions that most people accept as correct \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 4)

4. using new ideas or methods that are not yet proved to be successful every time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 5)

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products are ones that someone has official permission to use. (para 6)

6. when someone is forced to leave a place or organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 7)

7. extremely modern and advanced \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 8)

**Stock intuitive Interim CEO devices approach synchronization**

8. some of the equal parts into which the value of a company is divided \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 8)

9. the temporary head of a company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 9)

10. the process of updating your iPod, or similar device, so that it has the same music, videos, etc. on it as your computer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 10)

11. a way of thinking about or dealing with something \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 13)

12. An \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ system or piece of software is easy to use because the process of operating it is very obvious. (para 13)

13. machines or pieces of equipment that do a particular thing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (para 14)

Steve Jobs: the world pays tribute

**Level** Intermediate

*People all over the world feel extremely emotional at news of the death of the co-founder and former CEO of Apple Inc.*

Charles Arthur6 October, 2011

“It’s a dark day in Silicon Valley,” wrote Matt Drance, a former Apple employee. Steve Jobs, co-founder of Apple Inc., who died at 56 from cancer, inspired the strongest feelings.

In Beijing, mourners and admirers came to lay flowers and light candles at the Apple Store. They also left messages: “You have enriched our lives. Thank you for changing the world,” said one in English.

It seemed as though everyone had been touched by his work. The tributes came from everywhere. President Obama said “he transformed our lives, redefined entire industries and changed the way each of us sees the world.”

For many businesses – computing, film, music, mobile telephony and, most recently, mobile computing – Jobs changed everything. Again and again, he refused to accept the conventional wisdom and introduced his own wisdom instead. He lived his life by the instruction he gave in a speech to Stanford graduates: “Don’t let the noise of others’ opinions drown out your own inner voice. Stay hungry. Stay foolish.”

In 1979, three years after setting up Apple with Steve Wozniak, Jobs visited Xerox’s Palo Alto Research Center in California and saw its experimental system which used ‘windows’ and a ‘mouse’. “It wasn’t complete,” he said. “It wasn’t quite right. But within ten minutes, it was obvious that every computer in the world would work this way someday.”

Jobs licensed the system from Xerox and oversaw the development of computers using the new ‘windowing’ system. Jobs also wanted them to be as simple to use as a washing machine. Computers, he thought, were too complicated. Using window systems was much easier.

Microsoft agreed. Bill Gates extended the idea of windows to Windows, which quickly overtook Apple’s products and became the most widely used desktop computer operating system in the world. Jobs was kicked out of Apple in 1985 and, over the next 12 years, Microsoft took over personal computing. All the computers used windows – in some form. Jobs had been right.

His next target was the film business, Pixar. It was also cutting-edge, making films entirely with computers. Disney bought Pixar in January 2006 for $7.4bn (it was stock in Pixar, not Apple, which made Jobs a billionaire).

When he returned to Apple, Jobs quickly took over and became “Interim CEO” in 1997. It was then that he decided to focus on the music business, something he had always loved.

The iPod changed everything, because of its tiny size and its simple, quick synchronization.

Then Jobs persuaded the record labels to let him sell music digitally. Apple wanted to sell one million songs in the first year. When the iTunes Music Store opened in 2003, it sold the first million songs in a week. Within a year it had sold nearly 100 million songs and the iPod had 70% of the music player market.

The iPhone was the result of a two-and-a-half year project to use touch screens with computers. In mid-2011, Apple became the world’s biggest mobile phone maker.

Though Bill Gates introduced tablet computers in 2001, they were not successful. Apple launched the iPad in January 2010: a computer you could carry, operated by touch, with a ten-hour battery life, that used “apps”. Apple sold tens of millions of them. “Our competitors are looking at this [tablet market] like it’s the next PC market. That is not the right approach to this. These are post-PC devices that need to be easier to use than a PC, more intuitive,” said Jobs.

All the devices had one important thing in common: people fell in love with them. They felt passionately about them, in a way the world had never seen before. “The iPhone felt like a piece elight. It really is neat to go from one page to the other not by pushing a button but by moving your hand across the page.”

There will now be questions about Apple and its future – though they are exactly the same as those which were asked when Jobs left the company, because of his illness, in August 2011. Can it be the same creative force without him?

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**Comprehension check**

**Find information in the article to write onto the timeline.**

**1955**

Steve Jobs ...

**1976**

**1979**

**1985**

**1997**

**2003**

**2010**

**August 2011**

**October 2011**

**Prepositions**

**4**

a. Write the prepositions back into the sentences from the article.

from (x 3) by (x 3) at across to as of

1. Steve Jobs … died \_\_\_\_\_\_\_\_\_\_ 56 \_\_\_\_\_\_\_\_\_\_ cancer.

2. It seemed \_\_\_\_\_\_\_\_\_\_ though everyone had been touched \_\_\_\_\_\_\_\_\_\_ his work.

3. The tributes came \_\_\_\_\_\_\_\_\_\_ everywhere.

4. The iPhone was the result \_\_\_\_\_\_\_\_\_\_ a two-and-a-half year project ...

5. It really is neat to go \_\_\_\_\_\_\_\_\_\_ one page \_\_\_\_\_\_\_\_\_\_ the other not \_\_\_\_\_\_\_\_\_\_ pushing a button but \_\_\_\_\_\_\_\_\_\_ moving your hand \_\_\_\_\_\_\_\_\_\_ the page.

b. Match the words to make prepositional verbs. Find them in the article. What do they refer to?

1. drown a. up

2. kick b. over

3. take c. out

4. set d. out

**Who said that?**

5

Write the following speakers underneath the correct quote: a former Apple employee; unknown (on a written message at the Beijing Apple Store); President Obama; Steve Jobs.

1. Don’t let the noise of others’ opinions drown out your own inner voice. Stay hungry. Stay foolish.

2. You have enriched our lives. Thank you for changing the world.

3. It’s a dark day in Silicon Valley.

4. He transformed our lives, redefined entire industries and changed the way each of us sees the world.

Steve Jobs: the world pays tribute

**Level** Intermediate

**KEY**

2 Key words

1. mourners

2. tributes

3. conventional wisdom

4. experimental

5. licensed

6. kicked out

7. cutting-edge

8. stock

9. Interim CEO

10. synchronization

11. approach

12. intuitive

13. devices

3 Comprehension check

1955 Steve Jobs was born.

1976 He founded Apple Inc. with Steve Wozniak.

1979 He licensed the ‘windows’ system from Xerox.

1985 He was kicked out of Apple.

1997 He returned to Apple as Interim CEO.

2003 The iTunes Music Store opened.

2010 The iPad was launched.

August 2011 Jobs retired from Apple because of his illness.

October 2011 Jobs died.

**Teacher’s note:** Can the students fill in any other important events on this timeline? E.g. the launch of the iPod and iPhone.

4 Prepositions

a.

1. at; from

2. as; by

3. from

4. of

5. from; to; by; by; across

b.

1. c/d (para 4)

2. c/d (para 7)

3. b (para 7)

4. a (para 5)

5 Who said that?

1. Steve Jobs

2. unknown, on a written message at the Beijing Apple Store

3. a former Apple employee

4. President Obama

6 Discussion

**Teacher’s note:** You might like your students to listen to Steve Jobs‘ speech „How to live before you die“ on [www.ted.com](http://www.ted.com) and have a discussion on 3 different stories of his speech.