Steve Jobs and Bill Gates

Steve Jobs and Bill Gates have had an important role in the computer revolution: they introduced a generation to the practice of personal computing, transforming their passion about electronics into a multi-billion-dollar industry.

■ Steven Paul Jobs

Steve Jobs was born in 1955 and grew up in an adoptive family. He attended college for a short period but never graduated; in 1976 he founded the Apple company together with Steve Wozniak, an engineer who had devised the first basic design of the Apple computer. At first, they started small with their lab inside Jobs' garage; then, thanks to the success of their first computer, they quickly gained fame and money. In 1984, Apple released the MacIntosh, the first mass-produced computer with a graphical user interface that opened the way to desktop publishing•. Because of disagreements with the company's management, Jobs was fired from Apple in 1985. That same year he took a few members of Apple with him to found NeXt and, a year later, he funded the computer graphics division of Lucas Film•• and renamed it Pixar. Pixar produced the first 3D computer animated film, *Toy Story*, in 1995. When Apple acquired NeXT in 1997, Jobs became CEO of his former company and within a few months he brought it back to success. Unfortunately, Jobs was diagnosed with cancer in 2003 and died when he was only 56 years old in 2011.

Desktop publishing is the creation of documents using layout software on a personal (or "desktop") computer.

Lucasfilm, a division of The Walt Disney Company, is a film and television production company founded by American film director George Lucas.

■ William Henry Gates III

Bill Gates was born in 1955, showed an early interest in computer programming while he was at high school. He enrolled at Harvard College but left after two years without graduating. In 1975, he co-founded the Microsoft Company with Paul Allen, a school friend, and led the company as chairman and CEO for more than 20 years. Microsoft launched the first version of its world-famous operating system "Windows" in 1985; since then, the company has constantly developed software that has become widely used all over the globe; this made Microsoft the world's largest computer software company and Bill Gates one of the richest men on Earth. Bill Gates is also known as a big philanthropist: in 2006 he decided to partially leave his role at Microsoft to dedicate more time to the numerous charity associations and projects he has founded over the years.

Adapted from: *https://en.wikipedia.org/wiki/Steve_Jobs*
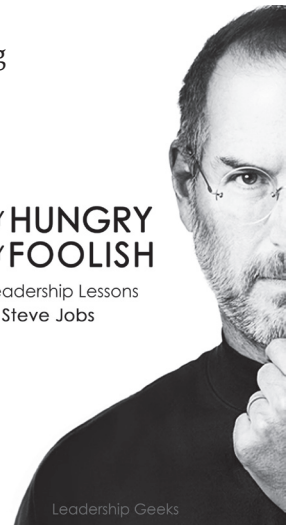Adapted from: *https://en.wikipedia.org/wiki/Bill_Gates*

CEO (Chief Executive Officer): *amministratore delegato*	**to enrol:** *iscriversi*
chairman: *presidente*	**to fund:** *finanziare*
to devise: *escogitare, ideare*	**philantropist:** *filantropo*
	to release: *lanciare/ distribuire*

CERN

CERN is the most important particle physics laboratory in the world and it is located in Geneva.

1 Find the English equivalent of the following words in the text.

1. Beneficenza ....
2. Direzione ....
3. Disaccordo ....
4. Lanciare ....
5. Laurearsi ....
6. Multimiliardario ....
7. Precedente ....
8. Precoce ....
9. Prodotto in grandi quantità ....
10. Ruolo ....

2 Put these events of Bill Gates's life in the correct order.

a. ☐ Microsoft put Windows on the market.
b. ☐ Bill Gates and Paul Allen co-founded Microsoft.
c. ☐ Bill Gates enrolled at Harvard.
d. ☐ Bill Gates showed an interest in programming.
e. ☐ Bill Gates partially left Microsoft to work for charity associations.
f. ☐ He left college after two years without graduating.

3 Re-read the text about Steve Jobs above, are the sentences true or false? Correct the false sentences.

	T	F
1. Steve Jobs graduated in 1976.	☐	☐
2. Steve Jobs created the design for the first Apple computer.	☐	☐
3. Jobs and Wozniak used to work in a garage.	☐	☐
4. The first graphical interface ever built on a PC was on a MacIntosh.	☐	☐
5. In 1985, Jobs fired Wozniak from Apple.	☐	☐
6. Jobs founded NeXt and Lucasfilm.	☐	☐
7. *Toy Story* is a 3D animation film.	☐	☐
8. Apple was acquired by NeXt in 1997.	☐	☐

4 GROUP WORK Steve Jobs gave a famous speech to graduates at Stanford University in 2005.
"(…) You can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something (…) destiny, life, karma, whatever (…) This approach has never let me down and it has made all the difference in my life."

"(…) Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you. Stay Hungry. Stay Foolish."

Adapted from: *https://news.stanford.edu/2005/06/14/jobs-061505/*

1. What does "connect the dots" literally mean?
2. What do you think the metaphorical meaning of this expression is when addressed to young graduates?
3. In your opinion, what is the meaning of "stay hungry, stay foolish" for young people?