

# 5 ADVERTISING IN THE DIGITAL AGE



## Video Activity 10: Steve Jobs – My Life in Three Stories

[http://www.eslvideo.com/esl\\_video\\_quiz\\_intermediate.php?id=17329](http://www.eslvideo.com/esl_video_quiz_intermediate.php?id=17329) (4:46)

1

Answer the questions that you find on the right side of the video, which are also reproduced below.

1. Today I want to tell you three stories from my life; that's it, \_\_\_\_\_. Just three stories.

- ☐ no big reel
- ☐ no big deal
- ☐ no big wheel

2. The first story is about \_\_\_\_\_.

- ☐ connecting the tots
- ☐ connecting the spots
- ☐ connecting the dots



3. **It started before I was born. My biological mother was a young \_\_\_\_\_, and she decided to put me up for adoption.**
- ☐ wedded graduate student
  - ☐ unwed graduate student
  - ☐ widowed graduate student
4. **So my parents, who were on the waiting list, got a call in the middle of the night asking, "We've got \_\_\_\_\_. Do you want him?" They said, "Of course."**
- ☐ a unexpected baby boy
  - ☐ an unexpected baby boy
  - ☐ the unexpected baby boy
5. **My second story is about \_\_\_\_\_**
- ☐ love and lose
  - ☐ love and lost
  - ☐ love and loss
6. **We worked hard and in ten years Apple had grown from just the two of us \_\_\_\_\_ into a 2-billion-dollar company and over 4000 employees.**
- ☐ in a garbage
  - ☐ in a garage
  - ☐ in a barrage
7. **We had just released \_\_\_\_\_, the Macintosh, a year earlier.**
- ☐ our finest creation
  - ☐ our finest creatine
  - ☐ our finest cremation
8. **And I just turned 30, and then I \_\_\_\_\_.**
- ☐ got wired
  - ☐ got hired
  - ☐ got fired
9. **I didn't see it then, but it turned out that getting fired from Apple was \_\_\_\_\_ that could have happened to me.**
- ☐ the best thing
  - ☐ the worst thing
  - ☐ the worse thing
10. **The heaviness of being successful was replaced with the lightness of being \_\_\_\_\_ again less sure about everything.**
- ☐ a beginning
  - ☐ a beginner
  - ☐ beginning



11. I fell in love with \_\_\_\_\_ who would become my wife.
- ☐ an amusing woman
  - ☐ an amassing woman
  - ☐ an amazing woman
12. In a remarkable turn of events, Apple bought NeXT, and I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current \_\_\_\_\_.
- ☐ resonance
  - ☐ renaissance
  - ☐ resemblance
13. And Laurene and I have \_\_\_\_\_ together.
- ☐ a wonderful familiarity
  - ☐ a wonderful family
  - ☐ a wonderful facility
14. I'm convinced that the only thing that kept me going was that \_\_\_\_\_. You've got to find what you love and that is as true for your work as for your lovers.
- ☐ I loathed what I did
  - ☐ I left what I did
  - ☐ I loved what I did
15. My third story is about \_\_\_\_\_.
- ☐ dead
  - ☐ death
  - ☐ died
16. Because almost everything, all external expectations, all pride, all fear of embarrassment or failure, these things \_\_\_\_\_ in the face of death leaving only what is truly important.
- ☐ just fall away
  - ☐ just fall over
  - ☐ just fall off
17. Remembering that you are going to die is the best way I know to avoid the trap of thinking \_\_\_\_\_.
- ☐ you have something to eat
  - ☐ you have something to win
  - ☐ you have something to lose
18. You are already naked... there is no reason \_\_\_\_\_.
- ☐ not to swallow your pride
  - ☐ not to wallow in sorrow
  - ☐ not to follow your heart



19. **Death is very likely the single \_\_\_\_\_ – it's life's change agent. It clears out the old to make way for the new.**

- ☐ best invalidation of life
- ☐ best invention in life
- ☐ best investment of life

20. **Believing that the dots will connect down the road will give you the confidence \_\_\_\_\_ even when it leads you off the well-worn path.**

- ☐ to follow your heart
- ☐ to make a new start
- ☐ to climb the chart

21. **Your time is limited, so don't waste it \_\_\_\_\_**

- ☐ living your family's life
- ☐ living your father's life
- ☐ living someone else's life

22. **And most important, have the courage to follow your heart and \_\_\_\_\_. They somehow truly know what you truly want to become.**

- ☐ intuition
- ☐ intelligence
- ☐ interaction

23. **Stay \_\_\_\_\_.**

- ☐ angry
- ☐ hungry
- ☐ greedy

24. **Stay \_\_\_\_\_**

- ☐ churlish
- ☐ foolish
- ☐ foulish

25. **And I've always wished that for myself, and now in anew, \_\_\_\_\_.**

- ☐ I wish I were you
- ☐ I wish that for you
- ☐ I wish I had it too

2

Reading for pleasure. Read the following text about one of the most influential, charismatic and innovative inventors of all time.

## STEVE JOBS

Steven Paul “Steve” Jobs, an American entrepreneur, marketer, and inventor, was the co-founder, along with Steve Wozniak and Ronald Wayne, chairman, and CEO – Chief Executive Officer – of Apple Inc.

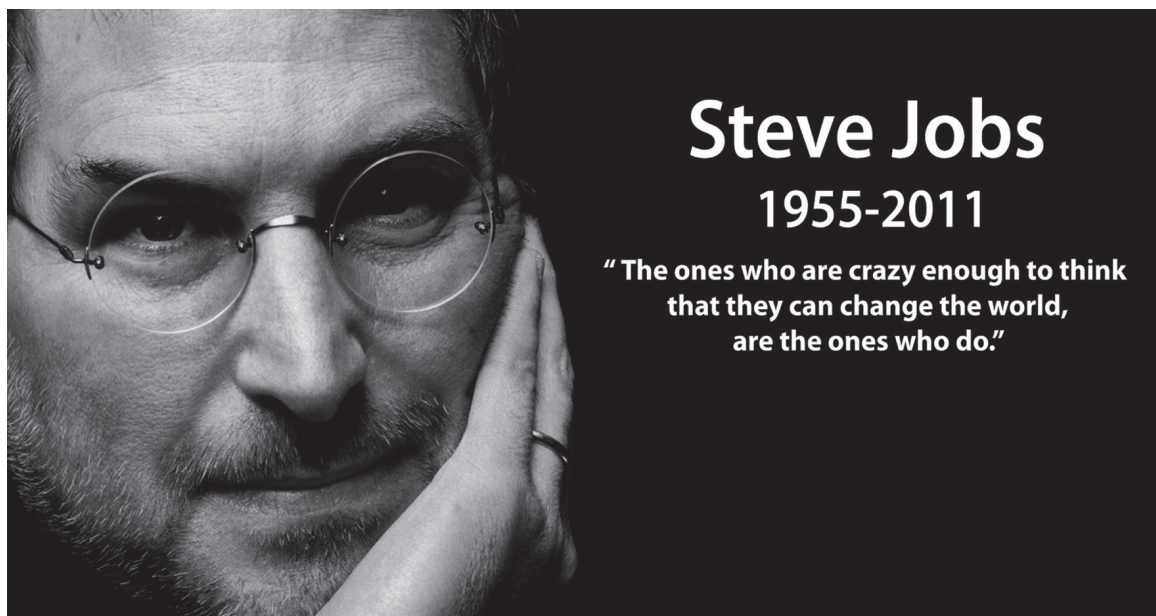
Through Apple, he is widely recognized as a pioneer of the personal computer revolution and for his influential career in the computer and consumer electronics fields, transforming one industry after another, from computers and smart phones to music and movies.

Jobs also co-founded and served as chief executive of Pixar Animation Studios; he became a member of the board of directors of The Walt Disney Company in 2006, when Disney acquired Pixar whose best known creation was the “Toy Story” animations. Jobs was among the first to see the commercial potential of Xerox PARC’s “mouse.”

In his second coming to Apple, Jobs oversaw the development of the iMac, iTunes, iPod, iPhone, and iPad, and on the services side, the company’s Apple Retail Stores, iTunes Store and the App Store. The success of these products and services provided huge profits and renown for the company.

In October 2003, Jobs was diagnosed with cancer, and in mid-2004, he announced to his employees that he had a cancerous tumor in his pancreas.

Jobs died at his Palo Alto (California) home around 3 pm on October 5, 2011, with his wife, children, and sisters at his side. Both Apple and Microsoft flew their flags at half-staff throughout their respective headquarters and campuses.



3

Match the following definitions with the nouns on the right that you can find in the text.

- a. The person in charge of a committee, a company, etc.
- b. The highest officer of an organized group.
- c. A person who is one of the first people to do something
- d. Someone who starts their own business, especially when this involves seeing a new opportunity.

☐

1. Entrepreneur

☐

2. Pioneer

☐

3. Chairman

☐

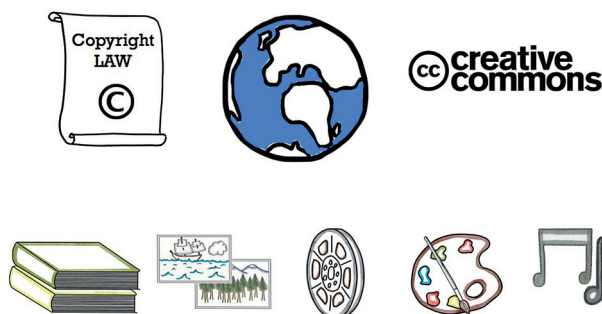
4. Chief Executive

4

Put the scrambled sections of this text in the right order.

**Copyright & Copyleft, or Creative Commons**

- a. ☐ Copyleft licences for software require that the information necessary for reproducing and modifying the work must be made available to recipients of the executable. Copyleft helps programmers who want to **improve** free software to get permission to do so.
- b. ☐ Creative Commons licenses are not an alternative to copyright. They work **alongside** copyright and enable users to modify the copyright terms as needed.
- c. ☐ Owners of a trademark may start civil legal actions against people who **infringe** their registered trademark. **Copyright** is a legal concept to defend authors from unauthorized copying or selling of their work. The duration of copyright is the whole life of the creator, plus a further fifty to a hundred years from the creator's death, depending on the country's legislation (seventy years in EU countries).
- d. ☐ **Creative Commons** is a **non-profit** organization that authorizes the sharing and use of creative work and knowledge through free legal tools. CC licenses allow users to easily change the copyright terms from the default of "all rights reserved" to "some rights reserved".
- e. ☐ It is a fact that the Internet, by increasing and creating new business and advertising systems, is shifting the **edges** of the law on the protection of trademarks and other intellectual **property rights**, causing an expansion in trademark **infringement claims**.
- f. ☐ **Copyleft**, a **play on the word** *copyright*, is a general method for making a program or other work free; all modified and extended versions of the program are also free.
- g. ☐ The symbol © can be used instead of the word 'copyright' and the phrase *All Rights Reserved* nearly always with the symbol. A registered trademark is followed by the symbols ® or ™. Copyright or trademark infringements are often associated with the terms **piracy**, used as a synonym for acts of copyright infringement.

(Adapted from <http://creativecommons.org>)**GLOSSARY**

- alongside: accanto
- claim: reclamo
- edge: margine, confine
- to improve: migliorare
- to infringe: violare
- infringement: violazione
- non-profit: senza scopo di lucro
- piracy: pirateria
- play on (the) word: gioco di parole
- property right: diritto di proprietà



**5** Now answer the following questions.

- a. What is copyright?
- b. How long does copyright last?
- c. What is trademark usually followed by?
- d. What does piracy mean in copyright?
- e. What does a copyleft licence for software need to have?
- f. What does copyleft aim to?
- g. What is Creative Commons?



### Video Activities 11-12: Creative Commons

If you want to learn more, watch the video explaining the CC licenses:

<http://creativecommons.org/videos/creative-commons-kiwi>.

Or this one explaining how creators expose, share and remix their works using Creative Commons free licence:

<http://creativecommons.org/videos/wanna-work-together>.

**6** Create your own blog. For fun, to promote yourself, to share anything you want, there are plenty of providers to choose from, pretty similar and free. Here are some of them.

- <http://wordpress.com/>
- <http://www.weebly.com/index.php?lang=en>
- <http://www.blogger.com>
- <http://googleblog.blogspot.it/>

**Decide on the look and edit the layout. Give your blog a title and send your blog URL to everybody you know or sign up to get connected with Facebook or Twitter.**

**7** Listen and complete the text below choosing from the following words.

understanding – employed – magazines – familiar – organizations – up-to-date – identity – includes – printing – covers

### Graphic designers

Graphic designers are ambassadors of meaning. Graphic designers **exploit** visual aspects to advertise messages through (1)..... and electronic media. They design (2)..... and newspapers, websites, packaging, promotional displays and marketing materials, work for advertising, publish and design brands, define commercial (3)..... through trademarks and logos. Graphic designers help to overcome language barriers, **making clearer** the messages of authors, advertisers, social or no-profit (4)....., and the



media with type, images and ideas. Graphic Design students **look into** (5)..... tools and **trends** of commerce, including advanced web design; while getting a solid **groundwork** in the traditional practices and concepts of graphic design, they are asked to become (6)..... with the arrangement of visual elements in most types of media.

Graphic designers are asked to work with letters, colour, **patterns**, illustrations, photography, information and physical materials to create everything from corporate logos to album and book (7)....., from product packaging to digital interfaces, and much more. A graphic designer's job **outlook** is far from narrow. A career as a graphic designer can take on many different **facets** whereas graphic design (8)..... many areas of visual output. Some graphic designers focus on certain areas of graphic design, but a lot of them are adaptable and can **convey** their (9)..... of visual elements and composition to work in many different areas. Graphic designers can find employment in a wide range of environments: whereas many of them will work within companies expressly **committed** to the industry, such as design **consultancies** or branding agencies, others may be (10)..... within publishing, marketing or other communications companies. Graphic designers may also work as **free-lance** designers, working on their own terms, prices, ideas. They are often expected to interact more directly with clients, taking and interpreting **briefs**.

## GLOSSARY



<b>to aid:</b>	aiutare
<b>brief:</b>	istruzione
<b>committed:</b>	impegnato
<b>consultancy:</b>	consulenza
<b>to convey:</b>	convogliare, comunicare
<b>free-lance:</b>	indipendente
<b>groundwork:</b>	fondamenta
<b>to exploit:</b>	sfruttare
<b>facet:</b>	sfaccettatura
<b>to look into:</b>	ricercare
<b>outlook:</b>	prospettiva
<b>pattern:</b>	modello
<b>trend:</b>	tendenza



8

Answer these questions.

- Can you name any of a graphic designer's main skills?
- How can they help authors' messages to be understood?
- What are Graphic Design students asked to do?
- What are Graphic Designers asked to do?
- What is a freelance graphic designer?





**9** *Make your own website. Free log-in.*

- <http://www.weebly.com/index.php?lang=en>
- <http://www.zoho.com/sites/free-website-builder.html>

**10** *To draw a banner ad, follow the links below.*

- <http://www.wikihow.com/Make-a-Banner>
- <http://bannersabc.com/>
- <http://addesigner.com>



**11** *Highlight the phrasal verbs below which you already know.*

- |   |  |
|---|--|
| <b>to break down:</b> guastarsi                           | <b>to look through:</b> esaminare                  |
| <b>to cut down:</b> ridurre                               | <b>to make up:</b> costituire                      |
| <b>to get at:</b> raggiungere                             | <b>to pick up:</b> raccogliere                     |
| <b>to give away:</b> dare via                             | <b>to put forward:</b> proporre                    |
| <b>to go off:</b> spegnersi                               | <b>to run down:</b> scaricarsi, fermarsi           |
| <b>to hand in/out:</b> consegnare, distribuire            | <b>to set down:</b> stabilire(si)                  |
| <b>to hold on:</b> aspettare                              | <b>to turn down/up:</b> abbassare/alzare il volume |
| <b>to keep up with:</b> stare al passo con                | <b>to turn into:</b> trasformarsi                  |
| <b>to key in:</b> inserire                                | <b>to turn on/off:</b> accendere/spegnere          |
| <b>to look after:</b> prendersi cura di                   | <b>to turn out:</b> risultare                      |
| <b>to look at:</b> guardare <b>on:</b> continuare         | <b>to turn round:</b> girare                       |
| <b>to look for:</b> cercare <b>out:</b> uscire, spegnersi | <b>to work out:</b> calcolare                      |
| <b>to look into:</b> indagare                             |  |

**12** *Translate the following phrasal verbs into Italian, guessing the meaning from the context given.*

**VERB + OFF**

- |   |  |
|---|--|
| <p><b>a. go off</b></p> <ol style="list-style-type: none"> <li>1. The bomb went off.</li> <li>2. The milk has gone off.</li> <li>3. Your research work has gone off.</li> </ol> <p><b>b. keep off</b></p> <ol style="list-style-type: none"> <li>1. Keep off the grass!</li> </ol> <p><b>c. lay someone off</b></p> <ol style="list-style-type: none"> <li>1. FIAT-Chrysler will lay people off again.</li> </ol> | <p><b>d. put something off</b></p> <ol style="list-style-type: none"> <li>1. The meeting was put off.</li> </ol> <p><b>e. put someone off</b></p> <ol style="list-style-type: none"> <li>1. It's too hard, it puts me off.</li> <li>2. Put me off at the bus stop, please.</li> </ol> <p><b>f. ring off</b></p> <ol style="list-style-type: none"> <li>1. We had an argument on the phone and she rang off.</li> </ol> |
|---|--|

**13** Now write a simple example in English for each of the meanings of the verb look.

a. look	It looks yellow to me. ....	sembrare
b. look at	.....	guardare
c. look after	.....	avere cura
d. look back (at)	.....	ricordare, ripensare
e. look for	.....	cercare
f. look forward to	.....	aspettare con interesse
g. look in	.....	fare una capatina
h. look into	.....	investigare
i. look like	.....	somigliare
j. look out	.....	fare attenzione
k. look over	.....	dare un rapido sguardo
l. look up	.....	cercare un dato in un testo

**14** Underline the correct Italian equivalent.

a. to be all the rage	1. essere di gran moda	2. essere arrabbiato
b. updated	1. alterato	2. aggiornato
c. virtual	1. virtuoso	2. virtuale
d. to come into focus	1. rendere chiaro	2. dare ampio risalto
e. to take care	1. preoccuparsi	2. prendersi cura
f. concern	1. preoccupazione, interesse	2. sconcerto
g. backup	1. ritorno	2. riserva
h. reliable	1. vero	2. affidabile
i. to house	1. alloggiare	2. costruire
j. likely	1. verosimile	2. piacevole



#### Video Activities 13-14: Phrasal Verbs

<http://www.youtube.com/watch?v=677aAF3dM3E>

<http://www.youtube.com/watch?v=9WkjOa7LG1g>