

# V31 – Steve Jobs Keynote: Apple iPad

## Part 1 – Topic Speaking: Technology

Directions: Discuss the following questions with a partner.

1. How has technology changed in your lifetime?
2. What is your favorite device?
3. Are there any new gadgets that you really want?
4. What do you think will be the next big thing?
5. How will computers change in the future?
6. Do you think there will be robots in your lifetime?
7. Can you think of any technology that has made the world worse?
8. Is there a piece of technology that you really want that doesn't exist?
9. What is the future of cell phones?
10. Do you think people will be able to live on different planets?

## Part 2A - Vocabulary Review:

Directions: Discuss the meaning with a partner. Next, review as a class.

Vocabulary	*	Definition or Translation
1. arisen	3	
2. pondered	5	
3. browsing	11	
4. tall order	12	
5. clunky	21	
6. manipulate	33	
7. automatically	36	
8. compose	39	
9. flick	40	
10. intimate	52	

\*NOTE: the number indicates where the vocabulary is located in the script.

## Part 2B - Vocabulary Speaking:

Directions: Choose 5 vocabulary words and create a question. Next, discuss your questions with a partner.

Word	Question
Ex: tough	What is the <i>toughest</i> course you have ever taken?
1.	
2.	
3.	
4.	
5.	

## Part 3 – Script & Video

Directions: Complete Back2Back Reading (see Script below), then watch the video.

## Part 4 - Comprehension Questions:

Directions: Discuss with a partner then review as a class.

1. In order to create a new category of devices those devices are going to have to be better at doing what key tasks? List three.

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2. According to Steve, what are netbooks better at doing?

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3. What ways can you turn iPad?

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4. How are photo albums shown?

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5. How do you “manipulate” the iPad screen?

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6. Why aren't netbooks better at anything?

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7. What are the three categories of devices that Steve refers to?

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## Part 5 – Writing:

Directions: In 2 to 3 sentences, write your opinion about the video.

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## A – Back2Back Reading

**Directions:** Read 'odd' numbers +  
Listen & fill in 'even' numbers



### Steve Jobs Keynote – Apple iPad

1. All of us use smartphones and laptops now.
2. \_\_\_\_\_ uses a \_\_\_\_\_ and or \_\_\_\_\_.
3. And a question is arisen lately.
4. Is there \_\_\_\_\_ for a \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ in the \_\_\_\_\_, something that's \_\_\_\_\_ a laptop and a smartphone.
5. And of course we've pondered this question for years as well.
6. The \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_.
7. In order to really create a new category of devices, those devices are going to have to be far better at doing some key tasks.
8. They're going to have to be far better at doing \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_.
9. Better than the laptop, better than the smartphone.
10. \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_?
11. Well, things like browsing the web.
12. That's a pretty \_\_\_\_\_ \_\_\_\_\_.
13. Something that's better at browsing the web than a laptop? Ok?
14. Doing email, \_\_\_\_\_ and \_\_\_\_\_ \_\_\_\_\_, video, watching videos.
15. Enjoying your music collection, playing games, reading e-books.
16. If there's going to be a third category device, it's going to \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ at these kinds of tasks than a laptop or a smartphone.
17. Otherwise, it has no reason for being.
18. Now, some people \_\_\_\_\_ \_\_\_\_\_ that that's a \_\_\_\_\_.
19. The problem is, netbooks aren't better at anything.
20. They, they're \_\_\_\_\_.
21. They have low quality displays, and they run clunky old PC software.
22. So, there not better than a laptop \_\_\_\_\_ \_\_\_\_\_.
23. They are just cheaper.
24. They're just \_\_\_\_\_ laptops, and we don't think that they're a third category device.
25. But, we think we've got something that is, and we'd like to show it to you today for the first time.
26. And we \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_.
27. So. Lemme show it you now.
28. This is \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_, I \_\_\_\_\_ \_\_\_\_\_ have one right here.
29. That's what it looks like. Very thin. Looks just like this.
30. So. Just give you \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_.
31. It's very thin, and you can change the background screen, the home screen, to

personalize it to any way you want people put their own photos on it im sure, but we ship a few and you can make it anything you want.

32. And what this device does is \_\_\_\_: You can \_\_\_\_\_ with it, it is the \_\_\_\_\_ you've ever had.

33. It's phenomenal to see a whole web page right in front of you, and you can manipulate it with your fingers.

34. It's \_\_\_\_\_, way better than a laptop, way better than a smart phone.

35. And you can turn I Pad any way you want: Up, down, sideways...

36. It \_\_\_\_\_ however you wanna use it and again to see the whole webpage is \_\_\_\_\_, right there, holding the internet in your hands, it's an \_\_\_\_\_.

37. Phenomenal for mail, you want to focus in on a message, you can do that.

38. You can see your \_\_\_\_\_.

39. Again, just turn I Pad sideways, get a different view on your mail, push the compose window, a key board pops up that's almost life size it's a dream to type on.

40. For photos, your albums are shown \_\_\_\_\_, your albums or events, you can \_\_\_\_\_ them look at all your photos, \_\_\_\_\_, we got some great slide shows \_\_\_\_\_, it's a \_\_\_\_\_ your photos with friends and family.

41. Built in a calendar to see your month's activities or day's activities and everything in between.

42. Built in a great \_\_\_\_\_ for your \_\_\_\_\_, have a great \_\_\_\_\_ which works with Google's back end.

43. Show you maps, satellite views, zoom in on things.

44. I Pad is an \_\_\_\_\_ to enjoy your \_\_\_\_\_.

45. And of course we have the I Tunes store built right into the I Pad, so you can discover music, you can purchase it, movies, TV shows, pod casts, I Tunes University, everything built right into the I Pad.

46. You Tube, you can watch You Tube on it, \_\_\_\_\_ You Tube in high def now, they've got a lot of high def video.

47. And of course, it's awesome to watch TV shows and movies on.

48. So that \_\_\_\_\_ what the I Pad can do.

49. But, it's nothing like seeing it, so I'd love to show it to you now.

50. \_\_\_\_\_.

51. Again, using this thing is remarkable.

52. It's so much more \_\_\_\_\_ than a laptop and its so much \_\_\_\_\_ a smart phone, with this \_\_\_\_\_.

## B – Back2Back Reading

**Directions:** Read 'even' numbers +  
Listen & fill in 'odd' numbers



### Steve Jobs Keynote – Apple iPad

1. \_\_\_\_\_ use smartphones and laptops now.
2. Everybody uses a laptop and or smartphone.
3. And a question \_\_\_\_\_.
4. Is there room for a third category of device in the middle, something that's between a laptop and a smartphone.
5. And of course we've \_\_\_\_\_ this question for years \_\_\_\_\_.
6. The bars pretty high.
7. \_\_\_\_\_ really \_\_\_\_\_, those devices are going to have to be far better at doing \_\_\_\_\_.
8. They're going to have to be far better at doing some really important things.
9. \_\_\_\_\_ the laptop, \_\_\_\_\_ the smartphone.
10. What kind of tasks?
11. Well, things like \_\_\_\_\_.
12. That's a pretty tall order.
13. Something that's \_\_\_\_\_ than a laptop? Ok?
14. Doing email, enjoying and sharing photographs, video, watching videos.
15. \_\_\_\_\_, playing games, reading e-books.
16. If there's going to be a third category device, it's going to have to be better at these kinds of tasks than a laptop or a smartphone.
17. \_\_\_\_\_.
18. Now, some people have thought that that's a netbook.
19. The problem is, netbooks \_\_\_\_\_.
20. They, they're slow.
21. They have \_\_\_\_\_, and they \_\_\_\_\_ PC software.
22. So, there not better than a laptop at anything.
23. They are just \_\_\_\_\_.
24. They're just cheap laptops, and we don't think that they're a third category device.
25. But, we think we've got something that is, and we'd like to show it to you today \_\_\_\_\_.
26. And we call it the ipad.
27. So. \_\_\_\_\_.
28. This is what it looks like, I happen to have one right here.
29. That's what it looks like. \_\_\_\_\_ Looks just like this.
30. So. Just give you a little overview.
31. It's very thin, and you can change the \_\_\_\_\_ screen, the \_\_\_\_\_ screen, to

- \_\_\_\_\_ it to any way you want people \_\_\_\_\_  
\_\_\_\_\_ on it im sure, but we \_\_\_\_\_ a  
few and you can make it anything you want.
- 32.** And what this device does is extraordinary:  
You can browse the web with it, it is the best  
browsing experience you've ever had.
- 33.** It's \_\_\_\_\_ to see a whole web page right \_\_\_\_\_  
\_\_\_\_\_ you, and you can \_\_\_\_\_ it with  
your fingers.
- 34.** It's unbelievably great, way better than a  
laptop, way better than a smart phone.
- 35.** And you can turn I Pad any way you want: Up,  
down, \_\_\_\_\_...
- 36.** It automatically adjusts however you wanna  
use it and again to see the whole webpage is  
phenomenal, right there, holding the internet  
in your hands, it's an incredible experience.
- 37.** Phenomenal for mail, you want to \_\_\_\_\_  
on a message, you can do that.
- 38.** You can see your inbox.
- 39.** Again, just turn I Pad \_\_\_\_\_, get a different  
\_\_\_\_\_ on your mail, push the \_\_\_\_\_ window, a  
key board \_\_\_\_\_ that's almost life size  
it's a dream to \_\_\_\_\_.
- 40.** For photos, your albums are shown as stacks  
of photos, your albums or events, you can  
unfold them look at all your photos, flick  
through them, we got some great slide shows  
built in, it's a wonderful way to share your  
photos with friends and family.
- 41.** Built in a calendar to see your month's  
\_\_\_\_\_ or day's \_\_\_\_\_ and everything \_\_\_\_\_.
- 42.** Built in a great address book for your contacts,  
have a great maps application which works  
with Google's back end.
- 43.** Show you maps, \_\_\_\_\_, \_\_\_\_\_ on  
things.
- 44.** I Pad is an awesome way to enjoy your music  
collection.
- 45.** And of course we have the I Tunes store built  
right into the I Pad, so you can \_\_\_\_\_ music,  
you can \_\_\_\_\_ it, movies, TV shows, pod  
casts, I Tunes University, everything built  
right into the I Pad.
- 46.** You Tube, you can watch You Tube on it,  
including You Tube in high def now, they've  
got a lot of high def video.
- 47.** And of course, it's \_\_\_\_\_ to watch TV shows  
and movies on.
- 48.** So that gives you a little overview of what the  
I Pad can do.
- 49.** But, it's nothing like seeing it, so \_\_\_\_\_  
\_\_\_\_\_ now.
- 50.** Let's take a look at it.
- 51.** Again, using this thing is \_\_\_\_\_.
- 52.** It's so much more intimate than a laptop and  
its so much more capable than a smart phone,  
with this gorgeous large display.

# V31 - ANSWER KEY



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1. All of us use smartphones and laptops now.
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3. And a question is arisen lately.
4. Is there room for a third category of device in the middle, something that's between a laptop and a smartphone.
5. And of course we've pondered this question for years as well.
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7. In order to really create a new category of devices, those devices are going to have to be far better at doing some key tasks.
8. They're going to have to be far better at doing some really important things.
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10. What kind of tasks?
11. Well, things like browsing the web.
12. That's a pretty tall order.
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14. Doing email, enjoying and sharing photographs, video, watching videos.
15. Enjoying your music collection, playing games, reading e-books.
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18. Now, some people have thought that that's a netbook.
19. The problem is, netbooks aren't better at anything.
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52. It's so much more intimate than a laptop and its so much more capable than a smart phone, with this gorgeous large display.

## Part 4 - Comprehension Questions & Answers

QUESTIONS & ANSWERS
<p><b>1. In order to create a new category of devices those devices are going to have to be better at doing what key tasks? List three.</b></p> <p>Browsing the web, email, enjoying and sharing photographs/music, watching videos, playing games, or reading e-books.</p>
<p><b>2. According to Steve, what are netbooks better at doing?</b></p> <p>Netbooks aren't better at anything.</p>
<p><b>3. What ways can you turn iPad?</b></p> <p>Up, down, or sideways.</p>
<p><b>4. How are photo albums shown?</b></p> <p>As stacks of photo's.</p>
<p><b>5. How do you "manipulate" the iPad screen?</b></p> <p>With your fingers.</p>
<p><b>6. Why aren't netbooks better at anything?</b></p> <p>They are slow, have low quality displays and run clunky old software.</p>
<p><b>7. What are the three categories of devices that Steve refers to?</b></p> <p>Smartphones, Laptops, I pads.</p>