



BBC WORLD SERVICE LEARNING ENGLISH

The Rise of Apple 苹果的崛起

The Rise of Apple 苹果的崛起

Apple is Now Larger than Microsoft 苹果市值超过微软成为全球最大科技公司

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

In years to come our current **era** may be remembered as The **Epoch** of Apple. The **sleek, minimal** design on their **gadgets** has proved a huge hit with young professionals everywhere in Britain.

In May Apple released the iPad in the UK. This is a **tablet computer** that attempts to combine the computing power of a laptop with the **portability** and usability of a **smartphone**. Some critics have called it a compromise, but that didn't stop Apple selling 300,000 units on the first day of trading in the US.

Now Apple have launched a new version of their successful iPhone. The new handset contains a front-facing camera for **video conferencing** and a **gyroscope** to allow users to play games by waving the device about.

The first quarter of 2010 proved to be the most successful yet for the iPhone, showing that Apple will not become a victim to a tougher economic climate.

Indeed, two weeks ago Apple's market value overtook that of its **arch-rival**, Microsoft, for the first time since 1989. In 2000, Microsoft was worth £382 billion (3.8 trillion yuan) while Apple was worth just £11 billion (109 billion yuan). Now both companies are worth around £150 billion (1.5 trillion yuan).

The economist and blogger Mark J. Perry writes that if someone who bought a \$5,700 (39,000 yuan) Apple PowerBook in 1997 had spent that money on Apple **stock** instead, it would now be worth \$321,000 (2.2 million yuan).

Many link Apple's rise to the **guile** and **foresight** of its CEO, Steve Jobs. Jobs was forced out of the company in the 1980s but he was brought back a decade later to reverse its fortunes.

It is a sign of the importance of Jobs to the company that when his health took a turn for the worse last year, Apple's share prices **fluctuated**.

Now Steve Jobs is **fighting fit** again but even he is not **immune** to frustrating computer problems. At the launch of the iPhone 4, he appeared in his **trademark** blue jeans and black **turtleneck**. When he tried to get the new **gizmo** to access the internet a notice appeared on the screen: "Cannot open page. Safari cannot open the page because it is not connected to the Internet".

"Well Jeez" said Jobs, "I don't like this."



Glossary 词汇表

era – 时代	Epoch – 时期, 时代
sleek – 线条流畅的, 造型优美的	minimal – 简洁的
gadgets – 小机械产品	tablet computer – 平板电脑
portability – 可携带, 轻便	smartphone – 智能手机
video conferencing – 视频会议	gyroscope – 陀螺仪
arch-rival - 夙敌	stock – 股票
guile – 诡计, 狡诈	foresight – 深谋远虑
fluctuated – 上下波动	fighting fit - 精悍善战
immune – 不受影响的	trademark – 商标, 标志性的
turtleneck – 套头衫	gizmo – 小玩意儿, 小发明

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. Apple products typically have a complicated design. **True / False**
2. It is easy to carry the iPad around. **True / False**
3. Apple's products are too expensive for the current economic climate.
True / False
4. Steve Jobs is thought to be very good at predicting future trends.
True / False
5. Steve Jobs doesn't tend to wear suits. **True / False**

2. Tenses 时态

请用括号里动词的正确形式来完成以下句子。注意句中的人称和时态。

例子:

The sleek, minimal design on their gadgets [prove] _____ a huge hit with young professionals everywhere in Britain.

The sleek, minimal design on their gadgets [prove] has proved a huge hit with young professionals everywhere in Britain.

1. In May Apple [release] _____ the iPad in the UK.
2. Now Apple [launch] _____ a new version of their successful iPhone.
3. Indeed, two weeks ago Apple's market value [overtake] _____ that of its arch-rival, Microsoft, for the first time since 1989.
4. Mark J. Perry writes that if someone who [buy] _____ a \$5,700 (39,000 Yuan) Apple PowerBook in 1997 [spend] _____ that money on Apple stock instead, it would now be worth \$321,000.
5. Many [link] _____ Apple's rise to the guile and foresight of its CEO, Steve Jobs.
6. Now Steve Jobs [fits fit] _____ again but even he [is] _____ not immune to frustrating computer problems.

3. Vocabulary Practice 词汇练习

a) **Synonyms** 同义词

请把左边的词和其右边的同义词连线。

stock	success
release	era
gizmo	shares
hit	gadget
epoch	launch

b) **Computer Vocabulary** 电脑词汇

你对科技方面的词汇掌握何如呢？请从以下的方框中选择适合的单词来完成下列句子。

netbook	apps	connect	administrator
log in	install	wireless network	

1. Is there a _____ in this café? Is it free to _____?
2. Have you seen my new _____? It's much smaller than my old laptop.
3. The site won't let me _____ for some reason.
4. I bought an iPhone last week and I've already downloaded twenty _____.
5. It won't let me _____ the software. It says it needs to be authorised by an _____.

4. Wordsearch 单词搜索

请在下面的字谜游戏中找出刚才在文章中中学到的英语单词。别忘了，边找边想想它们的意思。

共有**10**个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

a	l	p	o	r	t	a	b	i	l	i	t	y
t	o	f	s	u	y	i	p	p	l	e	r	s
u	n	o	r	m	o	u	s	a	r	m	t	s
r	e	r	e	r	a	r	a	s	t	o	l	d
t	i	e	f	l	u	r	r	y	o	g	u	b
l	a	s	s	y	i	l	t	u	l	i	p	e
e	l	i	t	a	s	e	l	p	e	z	z	y
n	u	g	i	q	u	i	l	a	h	m	e	i
e	n	h	u	g	y	r	o	s	c	o	p	e
c	a	t	t	i	e	f	u	m	m	i	n	l
k	u	l	l	e	l	y	i	m	m	u	n	e
x	y	t	r	a	d	e	m	a	r	k	a	t

guile	foresight	smartphone	era
gyroscope	gizmo	portability	turtleneck
	immune	trademark	

Answers 答案

1. Reading Quiz 阅读测验

- Apple products typically have a complicated design. **False**
- It is easy to carry the iPad around. **True**
- Apple's products are too expensive for the current economic climate. **False**
- Steve Jobs is thought to be very good at predicting future trends. **True**
- Steve Jobs doesn't tend to wear suits. **True**

2. Tenses 时态

- In May Apple [release] **released** the iPad in the UK.
- Now Apple [launch] **have launched** a new version of their successful iPhone.
- Indeed, two weeks ago Apple's market value [overtake] **overtook** that of its arch-rival, Microsoft, for the first time since 1989.
- Mark J. Perry writes that if someone who [buy] **bought** a \$5,700 (39,000 Yuan) Apple PowerBook in 1997 [spend] **had spent** that money on Apple stock instead, it would now be worth \$321,000.
- Many [link] **link** Apple's rise to the guile and foresight of its CEO, Steve Jobs.
- Now Steve Jobs [fights fit] **is fighting fit** again but even he [is] **is** not immune to frustrating computer problems.

3. Vocabulary Practice 词汇练习

a) Synonyms 同义词

stock shares
 success hit
 release launch
 gizmo gadget
 era epoch

b) Computer Vocabulary 电脑词汇

- Is there a **wireless network** in this café? Is it free to **connect**?
- Have you seen my new **netbook**? It's much smaller than my old laptop.
- The site won't let me **log in** for some reason.
- I bought an iPhone last week and I've already downloaded twenty **apps**.
- It won't let me **install** the software. It says it needs to be authorised by an **administrator**.

4. Wordsearch 单词搜索

		p	o	r	t	a	b	i	l	i	t	y
t		f	s									
u		o		m								
r		r	e	r	a							
t		e			r					g		
l		s				t				i		
e		i					p			z		
n		g								h	m	
e		h	u	g	y	r	o	s	c	o	p	e
c		t		i							n	
k					l		i	m	m	u	n	e
		t	r	a	d	e	m	a	r	k		