

iPod

Gap fill

Listen to the story and fill in the blanks.

The iPod is the world's most _____ music player. But did you know it _____ save Apple?

The history of the iPod begins in _____ .

Jon Rubinstein _____ at Apple. He _____ new products. He was in Japan looking for new _____ . Near the end of the trip, and quite by _____ , he saw a small hard drive. It was 4.5 cm long. The people at Toshiba said it was _____ , but they didn't know what to do with it.

Jon had an _____ .

Back in California, Jon told Steve Jobs he could build a new kind of music player using the small _____ from Japan. Steve loved the idea and told him to _____ it by October. That was a difficult challenge. They had to go from nothing to a _____ product ready for sale in _____ months.

Apple needed the iPod to be _____ . Around this time, Apple had financial _____ . The company was not _____ like it is today.

Jon and his team _____ the iPod on time.

The iPod didn't sell _____ at first. That was because it only _____ with Apple computers. Changes were made and a new _____ worked with all computers. Also, Apple started a music store called iTunes which had _____ songs on sale for _____ cents.

These changes helped make the iPod popular. By 2015, Apple sold _____ million iPods.

The iPod saved Apple and _____ the way people listened to music. It also made Apple a leader in _____ technology.

Synonym match

Match the words or phrases.

- | | |
|--------------|-------------|
| 1. challenge | a. affluent |
| 2. developed | b. project |
| 3. rich | c. pioneer |
| 4. version | d. invented |
| 5. leader | e. type |

True or false

Choose the correct answer.

1. Steve Jobs invented the cube. T or F
2. The iPod was a success from the start. T or F
3. The Apple team developed the iPod in less than a year. T or F
4. The iPod saved Apple. T or F
5. The iPod changed the way people created music. T or F

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Anagrams

Move letters. Make a new word.

CCDEATIN _____

TRPDOUSC _____

EVDIR _____

NNIACALIF _____

OIMLBE _____

OESNIVR _____

ESL discussion questions

Talk about the story

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1. What kind of story is this?
 2. Summarize the discovery of the iPod.
 3. Inventions often start with a problem. What was the problem in this story?
 4. What are the pros and cons of music players like the iPod?
 5. Why, do you think, the iPod was so popular?
 6. Can you think of a problem that needs a solution?
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Writing practice

Put the words in the correct order.

1. today / was / The / company / it / not / like / rich / is

2. for / He / in / looking / new / Japan / technology / was

3. the / it / finish / and / to / told / loved / him / Steve / by / idea / October

4. a / version / new / made / with / and / worked / all / were / Changes / computers

5. make / changes / iPod / helped / the / popular / These
