

**2011년 10월 7일 키워드 스피킹 방송 / 주제: 스티브 잡스 사망**

On October 5th, 2011, **one the most influential figures** in the tech industry has passed away. Steve Jobs, the founder of Apple, died at the age of 56 from his fight with cancer that he had been battling since 2004. Steve Job's name has been synonymous with **entrepreneurship** and innovations across all areas of everyday technology. What had started in 1975 in his parents' garage has created entire multi-billion dollar industries and sparked the personal computer to the smartphone revolution. Steve Jobs has frequently been called a **visionary**, shaping the way people have come to use technology in their lives.

Apple is now one of the largest technology companies in the world by revenue and profit. It's annual sales exceed 65 billion dollars from computer hardware, software, media, and phones. It has currently sold over 100 million iPhones and over 15 billion apps. Apple also has one of the most **loyal customer bases** as well as the highest satisfaction ratings across computers and phones.

Though tech companies like Samsung and LG are mourning the **passing** of Steve Jobs, they are likely breathing a sigh of relieve hoping that Apple will finally **lose some of its momentum**. Apple has become the company to beat in the smartphone and tablet industry. They've also been **entangled** with Samsung over patent lawsuits across the world with each trying to **block the sale** of the other's products. The announcement of Steve Jobs death has caused the sharp drop in Apple stock with a healthy rise in its competitors. It's clear that Steve Jobs defined the public image of Apple's leadership and that his absence has definitely questioned investor confidence as well as the future of the company.

**Key Words**

1. 사망하다 pass away
2. 사망 passing
3. 췌장암 pancreatic cancer
4. 선구자 pioneer, trailblazer, innovator, visionary
5. 고집이 있는 stubborn
6. 도전정신을 지닌 기업가 entrepreneur
7. 영향력이 큰 인물 one of the most influential figures
8. 업계 판도를 바꾸다 change the landscape of the IT industry,
9. 판매금지 가처분신청을 하다 file an injunction to block the sales
10. 애플에서 경쟁사로 투자처를 옮기다. reinvested their money from Apple to other competitor

**More Key Words**

1. 애도의 뜻을 전합니다. I am sorry for your loss
2. 더 좋은 곳으로 가셨을 거예요. he's in a better place
3. 가족들께 애도의 말씀을 전합니다. 가족들 모두 힘내시기 바랍니다. I hope your family is holing up ok
4. 애도의 뜻을 표합니다. my condolences
5. 상중이다 I am going through a difficult time
6. 애도의 뜻을 표합니다. my heart goes out to you and your family
7. 다르게 생각하라 think different
8. 미니멀한 디자인 minimalistic design