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**Level 6 – 27th April 2026**

## **Apple CEO says 2012 Apple Maps was 'big mistake'**

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<https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown as airports.

Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."

Sources: <https://www.usatoday.com/story/tech/news/2026/04/24/tim-cook-apple-maps-mistake/89772184007/>  
<https://appleinsider.com/articles/26/04/23/apple-maps-was-tim-cooks-biggest-mistake>  
<https://www.macrumors.com/2026/04/23/tim-cook-apple-maps-launch-his-really-big-mistake/>

# WARM-UPS

**1. MAPS:** Students walk around the class and talk to other students about maps. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

Apple / CEO / tech giants / Apple products / map apps / competitors / drivers / errors  
visionary / pioneer / profits / growth / lifestyle / device / achievements /wellness

Have a chat about the topics you liked. Change topics and partners frequently.

**3. PAPER MAPS:** Students A **strongly** believe paper maps are better than map apps; Students B **strongly** believe map apps are better. Change partners again and talk about your conversations.

**4. BIG MISTAKES:** What big mistakes have you made? How did you feel? What did you do about them? Complete this table with your partner(s). Change partners often and share what you wrote.

	Mistakes	How I Felt	What I Did
Shopping			
English			
Cooking			
Friends			
Money			
Fashion			

**5. TECH:** Spend one minute writing down all of the different words you associate with the word "tech". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**6. APPLE:** Rank these with your partner. Put the best Apple products at the top. Change partners often and share your rankings.

- Apple Music
- iPad
- Apple Watch
- AirPods
- Vision Pro
- iPhone
- iMac
- Apple TV

# VOCABULARY MATCHING

## Paragraph 1

- |              |  |
|--------------|--|
| 1. outgoing  | a. To leave or stop something, often politely. |
| 2. reflected | b. Very strange or unusual.                    |
| 3. bow out   | c. Leaving an office or position.              |
| 4. deemed    | d. Thought about.                              |
| 5. reliable  | e. Thought or decided by people.               |
| 6. bizarre   | f. Someone or something you can trust.         |
| 7. faulty    | g. Not working correctly or having a problem.  |

## Paragraph 2

- |                  |   |
|------------------|---|
| 8. appointed     | h. The best or highest in quality.                      |
| 9. succeeded     | i. Chosen for a job or position.                        |
| 10. pioneer      | j. The time someone spends in a job or position.        |
| 11. tenure       | k. With various parts or aspects linked or coordinated. |
| 12. superlative  | l. Took over a job or industry from someone else.       |
| 13. integrated   | m. Something given to help make something better.       |
| 14. contribution | n. A person who is one of the first to do something.    |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

1. Apple's Tim Cook has left his role as CEO. **T / F**
2. Tim Cook recommended non-Apple maps to people in 2012. **T / F**
3. Apple Maps was widely acclaimed upon its release. **T / F**
4. Apple Maps once directed people to bridges that did not exist. **T / F**
5. When Tim Cook took over as CEO, Apple was worth \$350 million. **T / F**
6. The Apple iPhone has earned Apple over \$4 trillion. **T / F**
7. Twenty per cent of the world population owns an Apple device. **T / F**
8. Of all Apple's products, Tim Cook is happiest with the Apple Watch. **T / F**

**2. SYNONYM MATCH:** (The words in **bold** are from the news article.)

- |                       |                   |
|-----------------------|-------------------|
| 1. <b>reflected</b>   | a. weird          |
| 2. <b>revealed</b>    | b. merged         |
| 3. <b>reliable</b>    | c. disclosed      |
| 4. <b>bizarre</b>     | d. malfunctioning |
| 5. <b>faulty</b>      | e. accomplishment |
| 6. <b>succeeded</b>   | f. thought about  |
| 7. <b>superlative</b> | g. well-being     |
| 8. <b>integrated</b>  | h. replaced       |
| 9. <b>achievement</b> | i. premier        |
| 10. <b>fitness</b>    | j. dependable     |

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |  |                             |
|--|-----------------------------|
| 1. Tim Cook has reflected on his time as | a. out of every five people |
| 2. Mr Cook will                          | b. less than perfect        |
| 3. products he deemed to have been       | c. mapping errors           |
| 4. In particular, he singled             | d. enormous profits         |
| 5. due to faulty data and                | e. CEO of Apple in 2011     |
| 6. Tim Cook was appointed                | f. head of the tech giant   |
| 7. It continues to generate              | g. integrated in our lives  |
| 8. roughly one                           | h. bow out as Apple boss    |
| 9. Apple products are among the most     | i. and wellness area        |
| 10. in the health                        | j. out Apple Maps           |

# GAP FILL

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has (1) \_\_\_\_\_ on his time as head of the tech giant. Mr Cook will (2) \_\_\_\_\_ out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he (3) \_\_\_\_\_ out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (4) \_\_\_\_\_ map apps from Apple's competitors. He said (5) \_\_\_\_\_ this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to (6) \_\_\_\_\_ places due to faulty data and mapping errors. These included non-(7) \_\_\_\_\_ bridges, businesses in the ocean, and fields of wheat (8) \_\_\_\_\_ as airports.

*bow*  
*reliable*  
*reflected*  
*shown*  
*bizarre*  
*existent*  
*singled*  
*admitting*

Tim Cook was (9) \_\_\_\_\_ CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his (10) \_\_\_\_\_, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate (11) \_\_\_\_\_ profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle (12) \_\_\_\_\_. Today, (13) \_\_\_\_\_ one out of every five people on Earth uses an Apple device. Apple products are (14) \_\_\_\_\_ the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its (15) \_\_\_\_\_ on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and (16) \_\_\_\_\_ area."

*choice*  
*tenure*  
*among*  
*appointed*  
*roughly*  
*impact*  
*enormous*  
*wellness*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

- 1) Outgoing Apple CEO Tim Cook has reflected on his time as head of \_\_\_\_\_
  - a. the tech gigantic
  - b. the tech giants
  - c. the tech giant
  - d. the tech gaunt
- 2) He revealed which Apple products he deemed to have been \_\_\_\_\_
  - a. less than perfect
  - b. less that prefect
  - c. less than perfects
  - d. less that perfect
- 3) In 2012, he recommended using what he thought were more \_\_\_\_\_
  - a. reliance map apps
  - b. reliable map apps
  - c. reliability map apps
  - d. rely able map apps
- 4) Apple Maps was widely criticised upon its release for guiding drivers \_\_\_\_\_
  - a. to busier places
  - b. to bazar places
  - c. to blizzard places
  - d. to bizarre places
- 5) non-existent bridges, businesses in the ocean, and fields of wheat \_\_\_\_\_
  - a. shown as airports
  - b. shown was airports
  - c. shown has airports
  - d. shown is airports
- 6) Cook was appointed CEO of Apple in 2011. He succeeded visionary \_\_\_\_\_
  - a. pioneer and cow-funder
  - b. pioneer and cow fonder
  - c. pioneer and co-founder
  - d. pioneer and cow founder
- 7) Cook has ensured Apple's brand represents a \_\_\_\_\_
  - a. super lative lifestyle choice
  - b. super laxative lifestyle choice
  - c. soup relative lifestyle choice
  - d. superlative lifestyle choice
- 8) Apple products are among the most integrated \_\_\_\_\_
  - a. in our laughs
  - b. in our lives
  - c. in our loves
  - d. inner lives
- 9) the Apple Watch, and its impact on health, fitness, \_\_\_\_\_
  - a. end daily habits
  - b. and daily habit
  - c. and daily habits
  - d. and daily hobbits
- 10) He said: "Apple's greatest contribution... will be in the health \_\_\_\_\_."
  - a. and wellness oral
  - b. and wellness aerial
  - c. and wellness aura
  - d. and wellness area

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has (1) \_\_\_\_\_ time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products (2) \_\_\_\_\_ have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (3) \_\_\_\_\_ from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due (4) \_\_\_\_\_ and mapping errors. These included (5) \_\_\_\_\_, businesses in the ocean, and (6) \_\_\_\_\_ shown as airports.

Tim Cook was appointed CEO of Apple in 2011. (7) \_\_\_\_\_ pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues (8) \_\_\_\_\_ profits and growth through products like the iPhone. Cook has ensured Apple's brand (9) \_\_\_\_\_ lifestyle choice. Today, (10) \_\_\_\_\_ of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook (11) \_\_\_\_\_ greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health (12) \_\_\_\_\_."

# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. When will Tim Cook's last day as Apple CEO be?
2. What map app did Tim Cook recommend in 2012?
3. How was Apple Maps received when it was released?
4. What kind of errors were in the 2012 version of Apple Maps?
5. What were some airports shown as in the 2012 Apple Maps?
6. Who did Tim Cook replace as Apple's CEO?
7. Roughly how much is Apple worth today?
8. How many people around the world have an Apple device?
9. What is Tim Cook's favourite Apple product?
10. Where did Tim Cook say would be Apple's greatest contribution?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

- 1) When will Tim Cook's last day as Apple CEO be?
  - a) in 2028
  - b) next month
  - c) September
  - d) soon
- 2) What map app did Tim Cook recommend in 2012?
  - a) non-Apple map apps
  - b) Google Maps
  - c) He said paper maps were better.
  - d) Apple Maps
- 3) How was Apple Maps received when it was released?
  - a) It got a lot of acclaim.
  - b) It was widely criticised.
  - c) It won awards
  - d) with indifference
- 4) What kind of errors were in the 2012 version of Apple Maps?
  - a) geographic errors
  - b) spelling mistakes
  - c) coding errors
  - d) mapping errors
- 5) What were some airports shown as in the 2012 Apple Maps?
  - a) shopping malls
  - b) sea ports
  - c) fields of wheat
  - d) islands
- 6) Who did Tim Cook replace as Apple's CEO?
  - a) Steve Wozniack
  - b) Steve Jobs
  - c) Bill Gates
  - d) Mark Zuckerberg
- 7) Roughly how much is Apple worth today?
  - a) \$1 trillion
  - b) \$2 trillion
  - c) \$3 trillion
  - d) \$4 trillion
- 8) How many people around the world have an Apple device?
  - a) half
  - b) one in five
  - c) 25%
  - d) two thirds
- 9) What is Tim Cook's favourite Apple product?
  - a) the iPhone
  - b) Apple Watch
  - c) Apple TV
  - d) the MacBook Air
- 10) Where did Tim Cook say would be Apple's greatest contribution?
  - a) in health and wellness
  - b) Bhutan
  - c) in Silicon Valley
  - d) in space

# ROLE PLAY

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

## **Role A – Apple Watch**

You think the Apple Watch is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, AirPods or iPhone.

## **Role B – iMac**

You think the iMac is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): Apple Watch, AirPods or iPhone.

## **Role C – AirPods**

You think AirPods are Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, Apple Watch or iPhone.

## **Role D – iPhone**

You think the iPhone is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, AirPods or Apple Watch.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

**1. WORD SEARCH:** Look online / in your dictionary to find collocates, information on, synonyms for... the words 'Apple' and 'maps'.

<b>Apple</b>	<b>maps</b>
--------------	-------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• reflected</li><li>• deemed</li><li>• singled</li><li>• hard</li><li>• bizarre</li><li>• ocean</li></ul>	<ul style="list-style-type: none"><li>• pioneer</li><li>• during</li><li>• growth</li><li>• lives</li><li>• impact</li><li>• area</li></ul>
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# APPLE SURVEY

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Write five GOOD questions about Apple in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# APPLE DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'Apple'?
3. What do you think of the tech company Apple?
4. Which business leaders do you like and dislike?
5. What tech giants do you like and dislike?
6. What do you think of using map apps?
7. What do you think is the best Apple product?
8. What do you need to be a great CEO?
9. When was the last time you admitted making a mistake?
10. What's the worst tech product you've ever used?

*Apple CEO says 2012 Apple Maps was 'big mistake' – 27th April 2026*  
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# APPLE DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'map'?
13. What do you think about what you read?
14. Who do you think are visionaries?
15. Why do you think the Apple brand is so well liked?
16. Do you have what it takes to be a CEO?
17. What do you think of Apple's logo?
18. What do you think of smart watches?
19. How does technology affect your health and wellness?
20. What questions would you like to ask Apple's CEO?

# DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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# DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has reflected (1) \_\_\_\_\_ his time as head of the tech giant. Mr Cook will bow (2) \_\_\_\_\_ as Apple boss in September. He revealed which Apple products he (3) \_\_\_\_\_ to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (4) \_\_\_\_\_ map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised (5) \_\_\_\_\_ its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat (6) \_\_\_\_\_ as airports.

Tim Cook was appointed CEO of Apple in 2011. He (7) \_\_\_\_\_ visionary pioneer and co-founder Steve Jobs. During his (8) \_\_\_\_\_, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth (9) \_\_\_\_\_ products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth (10) \_\_\_\_\_ an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact (11) \_\_\_\_\_ health, fitness, and daily habits. He said: "Apple's greatest contribution... will be (12) \_\_\_\_\_ the health and wellness area."

**Put the correct words from the table below in the above article.**

- |     |               |              |                |              |
|-----|---------------|--------------|----------------|--------------|
| 1.  | (a) up        | (b) on       | (c) to         | (d) as       |
| 2.  | (a) as        | (b) out      | (c) to         | (d) down     |
| 3.  | (a) dammed    | (b) damned   | (c) doomed     | (d) deemed   |
| 4.  | (a) reliance  | (b) reliable | (c) reliant    | (d) rely     |
| 5.  | (a) unto      | (b) thither  | (c) hither     | (d) upon     |
| 6.  | (a) shows     | (b) show     | (c) shown      | (d) showed   |
| 7.  | (a) succeeded | (b) receded  | (c) ceded      | (d) preceded |
| 8.  | (a) assure    | (b) fissure  | (c) tenure     | (d) endure   |
| 9.  | (a) thorough  | (b) though   | (c) thoroughly | (d) through  |
| 10. | (a) uses      | (b) use      | (c) using      | (d) usage    |
| 11. | (a) on        | (b) up       | (c) at         | (d) by       |
| 12. | (a) in        | (b) under    | (c) over       | (d) out      |

# SPELLING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

## Paragraph 1

1. Cook has ltedeerfc on his time
2. He dvealeer which Apple products
3. more eerblali map apps
4. Apple's rscottemipo
5. guiding drivers to reibzra places
6. These included nno-tnxaiest bridges

## Paragraph 2

7. He ueecedsc visionary pioneer
8. During his neteru
9. generate ousronem profits
10. a pusrlteevia lifestyle choice
11. the most rndtteigae in our lives
12. his greatest tavmcineehe

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

**Number these lines in the correct order.**

- ( ) and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."
- ( ) company. It continues to generate enormous profits and growth through products like
- ( ) bridges, businesses in the ocean, and fields of wheat shown as airports.
- ( ) drivers to bizarre places due to faulty data and mapping errors. These included non-existent
- ( ) founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion
- ( ) in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness,
- ( ) of every five people on Earth uses an Apple device. Apple products are among the most integrated
- ( ) out as Apple boss in September. He revealed which Apple products he deemed to have been less than
- ( **1** ) Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow
- ( ) perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended
- ( ) the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out
- ( ) thing to do. The original Apple Maps was widely criticised upon its release for guiding
- ( ) Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-
- ( ) using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. as giant head His of tech the time .
2. Apple as boss bow He'll in out September .
3. be deemed he less perfect Products than to .
4. a Admitting do hard thing this to was .
5. bizarre Criticised drivers for guiding places to .
6. 2011 Apple appointed CEO He in of was .
7. a Apple's brand choice lifestyle represents superlative .
8. every five of one out people Roughly .
9. Among in integrated lives most our the .
10. Apple's be contribution greatest health in will .

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has *deflected* / *reflected* on his time as head of the tech giant. Mr Cook will *bow* / *cow* out as Apple boss in September. He revealed which Apple products he *deemed* / *doomed* to have been less than perfect. In particular, he singled *out* / *in* Apple Maps as being a "really big mistake". In 2012, he recommended *use* / *using* what he thought were more *reliable* / *unreliable* map apps from Apple's competitors. He said admitting this was a hard thing to *get* / *do*. The original Apple Maps was widely criticised *upon* / *unto* its release for guiding drivers to bizarre places due *for* / *to* faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown *was* / *as* airports.

Tim Cook was appointed CEO *to* / *of* Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his *tenure* / *manure*, Cook transformed Apple from a \$350 billion company *into* / *onto* a \$4 trillion company. It *stills* / *continues* to generate enormous profits and growth through products like the iPhone. Cook has *ensnared* / *ensured* Apple's brand represents a superlative lifestyle *choice* / *choose*. Today, roughly one out of *every* / *all* five people on Earth uses an Apple device. Apple products are among the most *disintegrated* / *integrated* in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact *in* / *on* health, fitness, and daily habits. He said: "Apple's greatest contribution... will *be* / *do* in the health and wellness area."

**Talk about the connection between each pair of words in italics, and why the correct word is correct. Look up the definition of new words.**

# INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

\_\_tg\_\_ng \_\_ppl\_ C\_\_ T\_m C\_\_k h\_s r\_fl\_ct\_d \_n h\_s  
t\_m\_ \_s h\_\_d \_f th\_ t\_ch g\_\_nt. Mr C\_\_k w\_ll b\_w  
\_\_t \_s \_\_ppl\_ b\_ss \_n S\_pt\_mb\_r. H\_ r\_v\_\_l\_d wh\_ch  
\_\_ppl\_ pr\_d\_cts h\_ d\_\_m\_d t\_ h\_v\_ b\_\_n l\_ss th\_n  
p\_rf\_ct. \_n p\_rt\_c\_l\_r, h\_ s\_ngl\_d \_\_t \_\_ppl\_ M\_ps \_s  
b\_\_ng \_ "r\_\_lly b\_g m\_st\_k\_". \_n 2012, h\_  
r\_c\_mm\_nd\_d \_s\_ng wh\_t h\_ th\_\_ght w\_r\_ m\_r\_  
r\_l\_\_bl\_ m\_p \_\_pps fr\_m \_\_ppl\_'s c\_mp\_t\_t\_rs. H\_ s\_\_d  
\_dm\_tt\_ng th\_s w\_s \_ h\_rd th\_ng t\_ d\_. Th\_ \_r\_g\_n\_l  
\_\_ppl\_ M\_ps w\_s w\_d\_ly cr\_t\_c\_s\_d \_p\_n \_ts r\_l\_\_s\_ fr  
g\_\_d\_ng dr\_v\_rs t\_ b\_z\_rr\_ pl\_c\_s d\_\_ t\_ f\_\_lty d\_t\_  
\_nd m\_pp\_ng \_rr\_rs. Th\_s\_ \_ncl\_d\_d n\_n-\_x\_st\_nt  
br\_dg\_s, b\_s\_n\_ss\_s \_n th\_ \_c\_\_n, \_nd f\_\_lds \_f wh\_\_t  
sh\_wn \_s \_\_rp\_rts.

T\_m C\_\_k w\_s \_\_pp\_\_nt\_d C\_\_ \_f \_\_ppl\_ \_n 2011. H\_  
s\_cc\_\_d\_d v\_s\_\_n\_ry p\_\_n\_\_r \_nd c\_-f\_\_nd\_r St\_v\_  
J\_bs. D\_r\_ng h\_s t\_n\_r\_, C\_\_k tr\_nsf\_rm\_d \_\_ppl\_ fr\_m  
\_ \$350 b\_ll\_\_n c\_mp\_ny \_nt\_ \_ \$4 tr\_ll\_\_n c\_mp\_ny.  
\_t c\_nt\_n\_\_s t\_ g\_n\_r\_t\_ \_n\_rm\_\_s pr\_f\_t\_s \_nd gr\_wth  
thr\_\_gh pr\_d\_cts l\_k\_ th\_ \_Ph\_n\_. C\_\_k h\_s \_ns\_r\_d  
\_\_ppl\_'s br\_nd r\_pr\_s\_nts \_ s\_p\_rl\_t\_v\_ l\_fstyl\_ ch\_\_c\_.  
T\_d\_y, r\_\_ghly \_n\_ \_\_t \_f \_v\_ry f\_v\_ p\_\_pl\_ \_n \_\_rth  
\_s\_s \_n \_\_ppl\_ d\_v\_c\_. \_\_ppl\_ pr\_d\_cts \_r\_ \_m\_ng th\_  
m\_st \_nt\_gr\_t\_d \_n \_\_r l\_v\_s. C\_\_k r\_v\_\_l\_d th\_t h\_s  
gr\_\_t\_st \_ch\_\_v\_m\_nt w\_s th\_ \_\_ppl\_ W\_tch, \_nd \_ts  
\_mp\_ct \_n h\_\_lth, f\_tn\_ss, \_nd d\_\_ly h\_b\_ts. H\_ s\_\_d:  
"\_\_ppl\_'s gr\_\_t\_st c\_ntr\_b\_t\_\_n... w\_ll b\_ \_n th\_ h\_\_lth  
\_nd w\_lln\_ss \_r\_\_."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

outgoing apple ceo tim cook has reflected on his time as head of the tech giant mr cook will bow out as apple boss in september he revealed which apple products he deemed to have been less than perfect in particular he singled out apple maps as being a really big mistake in 2012 he recommended using what he thought were more reliable map apps from apples competitors he said admitting this was a hard thing to do the original apple maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors these included non-existent bridges businesses in the ocean and fields of wheat shown as airports

tim cook was appointed ceo of apple in 2011 he succeeded visionary pioneer and co founder steve jobs during his tenure cook transformed apple from a 350 billion company into a 4 trillion company it continues to generate enormous profits and growth through products like the iphone cook has ensured apples brand represents a superlative lifestyle choice today roughly one out of every five people on earth uses an apple device apple products are among the most integrated in our lives cook revealed that his greatest achievement was the apple watch and its impact on health fitness and daily habits he said apples greatest contribution will be in the health and wellness area

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown as airports. Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."





# HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

**3. APPLE:** Make a poster about Apple. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. MAP APPS:** Write a magazine article about map apps. Include imaginary interviews with people who are for and against them.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on map apps. Ask him/her three questions about the them. Give him/her three of your opinions on them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. c    2. d    3. a    4. e    5. f    6. b    7. g  
8. i    9. l    10. n    11. j    12. h    13. k    14. m

## TRUE / FALSE (p.5)

- 1 F    2 T    3 F    4 T    5 F    6 F    7 T    8 T

## SYNONYM MATCH (p.5)

1. f	2. c	3. j	4. a	5. d
6. h	7. i	8. b	9. e	10. g

## COMPREHENSION QUESTIONS (p.9)

1. September
2. Non-Apple map apps
3. It was widely criticised.
4. Mapping errors
5. Fields of wheat
6. Steve Jobs
7. \$4 trillion
  
8. One in five
9. Apple Watch
10. In health and wellness

## WORDS IN THE RIGHT ORDER (p.19)

1. His time as head of the tech giant.
2. He'll bow out as Apple boss in September.
3. Products he deemed to be less than perfect.
4. Admitting this was a hard thing to do.
5. Criticised for guiding drivers to bizarre places.
6. He was appointed CEO of Apple in 2011.
7. Apple's brand represents a superlative lifestyle choice.
8. Roughly one out of every five people.
9. Among the most integrated in our lives.
10. Apple's greatest contribution will be in health.

## MULTIPLE CHOICE - QUIZ (p.10)

1. c    2. a    3. b    4. d    5. c    6. b    7. d    8. b    9. b    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)