

Apple

I choose this theme because it's my passion since I am a teenager. I am using to reading French news about Apple, and, in order to improve my english (and because news are fresher), I decided to complete with english news.

To make my researches, I use my laptop. And thanks to the Internet, I can read recent articles from many UK and US newspapers as NewsWeek, Dially News,... I consulted Apple fans sites as macminute.com, macaddict.com, maccentral.com and general websites as the New York Times, The Financial Times and Time (ca va dans les newspaper au dessus)

I use web based dictionaries :

<http://dico.isc.cnrs.fr/> to enlarge my vocabulary

and <http://www.latl.unige.ch/> to improve my pronunciation.

The technical terms used to be the same in French as in English, it helps me a lot because when it is not, they are the most difficult to translate! English is a standard for computer words, french websites use them.

In the first part of the semester, I read french news before, so it was easy to understand. But since the second part of the semester I am using to reading only English articles, because I feel confident to do it and because English news has been published before.

For the TV news bulletin project, I wanted to approach the same theme. I went to BBC website to watch TV News bulletins. it was harder than reading articles but it makes me feel more comfortable with English accent witch is very pleasant when I watch O.V movies. I can look upper subtitles now.

It's a selection of what I learned about Apple in these articles...

April 1st, 1976, Apple was born thanks to its two founders Steve Wozniak and Steve Jobs. The first « computer » was called Apple I. Despite the idea looked absurd, the firm wanted to bring more accessibility to the general public while using this computer. The firm IBM brought out the first PC in August 1981, but without providing graphic interface. With windows 3.11, this matter has been solved, but Microsoft has had with illegal techniques the certificate for the icons and windows. There are numerous stumbling blocks between Microsoft and Apple. Numerous Mac's operating systems followed one another, the technology was very high, but some machines weren't so fantastic as for example the first laptop, which was a setback. In spite of it was a good computer but too heavy. Furthermore there were no clones, so the prices increased and there were no competitors in "Apple world". The departure of Steve Jobs was a major problem too, but the real problem of Apple is maybe that this firm is more a cult than a firm.

Since the comeback of the founder Steve Jobs in nineteen ninety-six, the policy of the firm changed. His new marketing policy was a stepping stone to tackle again this very competitive market. Nowadays, Apple is providing to its customers a real package of softwares. When you buy a Mac, you buy an access to multimedia : iTunes for the music, iMovie to create movies, iDVD to create DVD, iCal, iPhoto, etc... And these softwares are free and frequently updated. There are very professional software too, from Apple and from all the editors as on Windows. I think that iDVD is the most fabulous software with iMovie. I can create easily a movie and a DVD as a professional, but without competence.

To conclude, this personal project was a good experience and I continue to read Apple articles and I begin to read general news.