

 GOBIERNO DE ARAGON Departamento de Educación, Universidad, Cultura y Deporte	PREMIOS EXTRAORDINARIOS DE BACHILLERATO Convocatoria 2013-2014
PRIMERA PRUEBA EJERCICIO 2	Análisis de un texto en inglés y respuesta a cuestiones sobre el mismo

Apple chief Tim Cook is under pressure to prove innovative flair is still there

Becoming the world's biggest company was a milestone for the iPhone maker, but can it stay on top?

[Charles Arthur](#), Technology editor

[The Guardian](#), Friday 30 May 2014 19.34 BST



The mutterings are growing louder for Tim Cook and his executives that Apple isn't innovating any more.

Photograph: Handout/REUTERS

When [Apple's](#) chief executive Tim Cook takes the stage at the Moscone Centre in San Francisco on Monday, he will face one key question: can Apple do it again? Can the company that upended the phone business with the iPhone in 2007, and made tablets an everyday item used by millions with the iPad in 2010, find a new must-have product – a fresh leap of innovation?

The audience, thousands of developers who write apps for the iPhone and Mac, will be eager to know: their income relies on Apple getting its products in front of people. But for Cook and his executives the mutterings are growing louder before the Worldwide Developers Conference (WWDC) that Apple just isn't innovating any more, since the death in October 2011 of Steve Jobs, its co-founder and Cook's predecessor.

To counter that, Cook and his team are expected to announce a "smart home" initiative, whereby an iPhone or iPad will be able to interact with lighting controls, heating systems, air conditioners and appliances, as well as a "Health Book" software for future versions of the iPhone that will gather personal health data – perhaps through some sort of unrevealed wearable technology.

But is that enough? Apple's backers can point to its being the most valuable company in the world. Apple's revenues and profits outstrip the combined totals for Microsoft and Google; and iPhone sales are nudging 10% of the mobile phone market (including even the cheapest handsets), just behind once-dominant Nokia, though some way behind its bitter rival, South Korea's Samsung.

Critics say Cook's team still has big questions to answer. Where, for example, are mobile payments to compete with Google Wallet, so its 800 million iTunes account holders – the largest number of credit card accounts outside a bank – can pay for things with their iPhones? Where is a

smartwatch, when Samsung has released two versions since September, while Google is pushing its "Android Wear" software?

Jan Dawson, of Jackdaw Research in Provo, Utah, says the iPhone is a historical one-off because of its price (\$600 wholesale) and the colossal size of the smartphone market, where 1.2bn devices will be sold this year – about two-thirds of the entire mobile phone market. Apple's entire business took off with the growth of the iPhone, he says. "There's no single product that can ever achieve those levels of revenue growth for Apple again, because nothing shares the ubiquity, subsidy and price characteristics [of the smartphone]. As such, as the iPhone growth slows, if Apple wants to achieve the same sort of growth it's achieved in the past it's going to need to do it with a large number of products rather than just one."

READ THE TEXT CAREFULLY AND DO THE FOLLOWING EXERCISES

I). Write a short summary of the text in your own words (60 words). 2 points

II) Answer the following questions in your own words:

1. What's the new challenge for Apple and why? **1.5 points**

2. How does Apple intend to stay on top? **1.5 points**

III) Say whether the following statements are TRUE or FALSE. Quote from the text to support your decision:

3. Apple has got the biggest mobile market in the world. **1 point**

4. Among its many other devices Apple is preparing a smartwatch product. **1 point**

IV) COMPOSITION: 3 points

Write a short essay on the following topic: "Strengths and Weaknesses of Smartphones" (150 words).

Pay attention to connectors, specific vocabulary needed and organise the information you want to convey in different paragraphs.

CRITERIOS DE EVALUACIÓN

Cuestión 1 (hasta 2 puntos) Se valorará el dominio del léxico, la organización de ideas, la coherencia y la capacidad de comunicar, así como la adecuación al contenido del texto.

Cuestión 2 Se otorgará 1,5 puntos por cada un de las respuestas, valorando en igual medida la comprensión (0,75 puntos) y la corrección lingüística (0,75 puntos). Se trata de evaluar la comprensión así como la capacidad de comunicar la información deducida del texto.

Cuestión 3 Se otorgará 1 punto por cada un de las respuestas, valorando la corrección de la respuesta de acuerdo con su referencia en el texto.

Cuestión 4 Se otorgará hasta 3 puntos. Un criterio básico será la adecuación al tema propuesto. Además de la corrección gramatical y ortográfica, se valorará el dominio del léxico, la organización de las ideas, la coherencia, la creatividad, la capacidad para transmitir el mensaje.

El desorden y la falta de limpieza en la presentación podrá suponer una disminución de hasta un punto en la calificación.