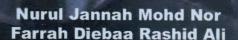
# STEVE JOBS'S TECHNOLOGICAL BATTLE



Steve Jobs 1955-2011





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Nurul Jannah Mohd Nor Farrah Diebaa Rashid Ali



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#### CONTENTS

Graph & Ta	ıble List	vii
Preface		ix
Chapter 1	STEVE JOBS: A MAN OF MANY METAPHORS	01
Chapter 2	METAPHOR AND SPEECH: WINDOW TO THE SPEAKER'S MIND	05
Chapter 3	UNVEILING STEVE JOBS'S METAPHORS	18
Chapter 4	COMPANY IS A LIVING ORGANISM	30
Chapter 5	APPLE'S TECHNOLOGY IS A FLAGSHIP	41
Chapter 6	CONCLUSION	45
References		47
Appendix		53

## STEVE JOBS'S TECHNOLOGICAL BATTLE

This research sought to identify the conceptual metaphors used by Steve Jobs in his speeches and to infer the meanings evoked by the mappings of the conceptual metaphors used by Steve Jobs. A corpus of four Jobs's speeches (12030 words) was built and analyzed. The analysis of these speeches is done in four stages; identification of linguistic metaphors by using the Metaphor Identification Procedure (MIP), identification of conceptual metaphors, establishing conceptual keys and lastly explanation and inferences. The findings indicated a total of 128 conceptual metaphors found from the corpus. Additionally, two main conceptual keys established from the conceptual metaphors were extracted from the data built.

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