

STEVE JOBS'S TECHNOLOGICAL BATTLE



Steve Jobs

1955-2011



**Nurul Jannah Mohd Nor
Farrah Diebaa Rashid Ali**



**IIUM
Press**

**STEVE JOBS'S
TECHNOLOGICAL BATTLE**

**Nurul Jannah Mohd Nor
Farrah Diebaa Rashid Ali**



**IIUM
Press
Gombak • 2018**

First Print, 2018
© IIUM Press, IIUM

IIUM Press is a member of the Majlis Penerbitan Ilmiah Malaysia - MAPIM
(Malaysian Scholarly Publishing Council)

All rights reserved. No part of this publication may be reproduced,
stored in a retrieval system, or transmitted, in any form or by any means,
electronic, mechanical, photocopying, recording, or otherwise,
without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Nurul Jannah Mohd Nor

STEVE JOB'S TECHNOLOGICAL BATTLE / NURUL JANNAH
BINTI MOHD NOR, FARRAH DIEBAA RASHID ALI.

ISBN 978-967-418-528-2

1. Jobs, Steve, -- 1955-2011. 2. Computer engineers--United States.

3. Businesspeople--United States.

4. Computer industry--United States--History.

I. Farrah Diebaa Rashid Ali. II. Title.

621.390922

Published and Printed in Malaysia by

IIUM Press

International Islamic University Malaysia

P.O. Box 10, 50728 Kuala Lumpur, Malaysia

CONTENTS

<i>Graph & Table List</i>	<i>vii</i>
<i>Preface</i>	<i>ix</i>
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
<i>References</i>	<i>47</i>
<i>Appendix</i>	<i>53</i>

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.

Farrah Diebaa Rashid Ali is an academic fellow at Kulliyyah of Languages and Management, IIUM.

Nurul Jannah Mohd Nor Postgraduate student at Kulliyyah of Languages and Management, IIUM.

ISBN 978-967-418-528-2



9 789674 185282

IIUM Press

Tel : +603 6196 5014 / 6196 5004

Fax : +603 6196 4862 / 6196 6298

Email : iiumbookshop@iium.edu.my

Website : <http://iiumpress.iium.edu.my/bookshop>

