



## ANSWERS

### Exercise 5 – PUNCTUATION

Complete the blanks with the correct punctuation (commas, semicolon, or period).

#### *Contrast*

Moreover, Jobs and Disney were similarly very influential men in our society, but they also differ from each other in many ways. To start, Jobs focused all his efforts on the development of technology. After Job's first failure in 1976 when he launched the Apple I computer with Wozniak, he continued to perfect his technology. Later, his ingenuity produced some of the most innovative technological products for common use existent until today such as iPhones, iPads, iPods, and Apple TV, which quickly spread around the world. For example, "Apple Inc. recorded 92% of the total operating income from the world's eight top smartphone makers in the first quarter, up from 65% a year earlier..." Therefore, Jobs' products dominate the market and change forever the everyday life of individuals of the modern world. Yet, working with cartoons and entertainment, Disney's production was not as technologically innovative as Jobs'. Disney's work involved a different type of creativity that was more artistic and for a younger audience instead of being for all ages like Jobs' inventions. Another difference between them relates to their relationship to their families. Disney was one of five children, and he had extremely supportive parents. His family continued to support him when he decided to drop out of school and sign up for the army at the age of 16. As he moved from Marceline in Missouri to Chicago, Illinois, and Kansas City, he always had his biological family by his side. In contrast, Jobs was put for adoption immediately after birth. In addition, even though they both went through major hardships, Jobs was more challenged than Disney. His way to the top professionally was not as smoothly accomplished as Disney's. First was the failure of the Apple I computer. Then, after a quarrel with Apple's former CEO, John Sculley, the company experienced a major decline in sales. This was when Jobs came back to work at the company to help revive it in the market. On the other hand, Disney only had minor obstacles in the beginning of his career. On his second job at Alice Comedies, he helped create a character called Oswald, the Lucky Rabbit, which was an unexpected success. However, the company lost the rights to the character leading most of the employees to defect to other studios. This is minor when compared to the major failure and job conflicts that Jobs faced on his way to the top. Their last difference is related to the level of education each received. Jobs studied at a higher level than Disney. He did not complete his undergraduate degree but attended college for some time. On the contrary, Disney did not even go to college since he left high school at the age of 16 to join the army.