

## Think Different

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### PRE-LISTENING VOCABULARY

rebel

misfit

trouble maker

be fond of

status quo

glorify

vilify

ignore

round peg in square hole

### QUESTIONS

Can you name five people in the video and the accomplishments or fields of expertise?

### SUMMARY

Summarize the commercial in a few sentences.

The video is trying to connect two ideas. What are those ideas and why did Apple do that?

## **SCRIPT**

Here's to the crazy ones. The misfits. The rebels. The trouble makers.

The round pegs in the square holes. The ones who see things differently.

They're not fond of rules and they have no respect for the status quo.

You can quote them, disagree with them. Glorify or vilify them.

'Bout the only thing you can't do is ignore them because they change things.

They push the human race forward.

And while some may see them as the crazy ones, we see genius because the people who are crazy enough to think they can change the world are the ones who do.

## THE PEOPLE

Albert Einstein

Richard Branson

Thomas Edison

Maria Callas

Alfred Hitchcock

Frank Lloyd Wright

Bob Dylan

John Lennon

Muhammad Ali

Mahatma Gandhi

Martha Graham

Pablo Picasso

Martin Luther King Jr

R. Buckminster Fuller

Ted Turner

Amelia Earhart

Jim Henson

musician

civil rights activist

inventor

dancer

invented Muppets

futurist, architect, and author

musician

entrepreneur

opera singer

architect

Indian leader

scientist

started CNN

film director

pilot

artist

boxer and civil rights activist