

Apple Still Top 1 in Big Tech

VOCABULARY WORDS

1. Mark /märk/ acknowledge, honor, or celebrate (an important event or occasion) with a particular action.
Example: The group held a fashion show to mark its 20th anniversary.
2. Dominant /'dämənənt/ most important, powerful, or influential.
Example: The team is dominant in its league.
3. Respectively /rə'spektivlē/ in the order given
Example: I gave the plaque and certificate to Simon and Peter, respectively.
4. Novel /'nävēl/ new or unusual in an interesting way.
Example: The manager hit on a novel idea to improve the sales of their products.
5. Debut /dā'byoo/ to make a first appearance or a formal entrance into society
Example: The actress made her professional stage debut in Swan Lake.



Apple **marks** its 15th year in the number one spot of Big Tech which is also known as Tech Giants. Big Tech is a name given to the presently four or five largest, most **dominant**, and most prestigious companies in the information technology industry of the United States. For the third year in a row, Apple, Amazon, and Microsoft rank first, second, and third, **respectively**.

As a global pandemic continues into its third year, companies on the front lines of the medical battle gained new respect. Pfizer, codeveloper of one of the most effective COVID-19 vaccines, is now ranking No. 4, for the first time in 16 years.

Danaher Corporation, an American science and technology company now ranked number 37. The company's COVID tests and drug-development equipment are significantly important tools in the fight against the **novel** coronavirus. It made its top 50 **debut** this year.

DISCUSSION

1. Do you think Apple deserves to be in No. 1 spot? Why or Why not?
2. Why do you think there is a Big Tech?
3. How important are these companies in your daily life?
4. What do you think these companies contribute to society?
5. What other companies should be given recognition?