

During: Macbeth - Does absolute power come with responsibility?

A. While reading the three articles, Take notes on : What does it mean to lead, to have power, and how do we define greed?

B. Find the Similarities and Differences between Rupert Murdoch, Machiavelli and Steve Jobs.

3. Finally, you will write together a prediction paragraph. Use this prompt:

A good leader is always _____. If the play *Macbeth* is about a power hungry leader, then I assume that he will be _____. This reminds me of...



Macbeth Activity: “With Great Power Comes Great Responsibility”

You are about to read a play so powerful that even its name strikes fear into the hearts of men. It’s true. In fact, most actors won’t even say the word “Macbeth” out loud. Instead, they refer to *Macbeth* as “The Scottish Play” because they believe that [speaking the name out loud might cause injury and mayhem](#).

But *Macbeth* is not terrifying in name alone. No, the scariest thing about *Macbeth* is that it reminds us that in our lives, too, we often have power-hungry crazies in positions of influence. Think [Kim Jong-il](#). *Macbeth* is a tale of power gone wrong.

But power is a weird thing. A leader who has too much unchecked power can very quickly be corrupted, but a leader without enough power cannot manage even a small group.

In this activity, we will read about people of power and influence and try to figure out our own notions of power and greed. How do we define these terms? Are “power” and “greed” bad things? Finally, to conclude this activity, you will create presentations about how power (and the quest for it) changes the plot of *Macbeth*.

Step 1: (Before reading *Macbeth*)

Your first task is to evaluate the actions of leaders we are familiar with: Rupert Murdoch and Steve Jobs. Are they good guys or not?

In *Spider-Man*, Uncle Ben tells Peter Parker, “[With great power comes great responsibility](#).” So while you read these articles, ask yourself: “What would Uncle Ben think of these leaders?” Most importantly, would *you* want them in charge of you?

Here are the articles:

- Selection One from *The Prince*: “[Concerning Cruelty And Clemency, And Whether It Is Better To Be Loved Than Feared](#)”
- From the *New York Times*: [Rupert Murdoch Biography](#)
- From *PC Magazine*: “[A Look Back at the Career of Steve Jobs](#)”

Articles to read: *The Prince*:

The Prince

by **Nicolo Machiavelli**

CHAPTER XVII

Concerning Cruelty And Clemency, And Whether It Is Better To Be Loved Than Feared

COMING now to the other qualities mentioned above, I say that every prince ought to desire to be considered clement and not cruel. Nevertheless he ought to take care not to misuse this clemency. Cesare Borgia was considered cruel; notwithstanding, his cruelty reconciled the Romagna, unified it, and restored it to peace and loyalty. And if this be rightly considered, he will be seen to have been much more merciful than the Florentine people, who, to avoid a reputation for cruelty, permitted Pistoia to be destroyed. Therefore a prince, so long as he keeps his subjects united and loyal, ought not to mind the reproach of cruelty; because with a few examples he will be more merciful than those who, through too much mercy, allow disorders to arise, from which follow murders or robberies; for these are wont to injure the whole people, whilst those executions which originate with a prince offend the individual only.

And of all princes, it is impossible for the new prince to avoid the imputation of cruelty, owing to new states being full of dangers. Hence Virgil, through the mouth of Dido, excuses the inhumanity of her reign owing to its being new, saying:

Res dura, et regni novitas me talia cogunt

Moliri, et late fines custode tueri. ¹

Nevertheless he ought to be slow to believe and to act, nor should he himself show fear, but proceed in a temperate manner with prudence and humanity, so that too much confidence may not make him incautious and too much distrust render him intolerable. Upon this a question arises: whether it be better to be loved than feared or feared than loved? It may be answered that one should wish to be both, but, because it is difficult to unite them in one person, is much safer to be feared than loved, when, of the two, either must be dispensed with. Because this is to be asserted in general of men, that they are ungrateful, fickle, false, cowardly, covetous, and as long as you succeed they are yours entirely; they will offer you their blood, property, life and children, as is said above, when the need is far distant; but when it approaches they turn against you. And that prince who, relying entirely on their promises, has neglected other precautions, is ruined; because friendships that are obtained by payments, and not by greatness or nobility of mind, may indeed be earned, but they are not secured, and in time of need cannot be relied upon; and men have less scruple in offending one who is beloved than one who is feared, for love is preserved by the link of obligation which, owing to the baseness of men, is broken at every opportunity for their advantage; but fear preserves you by a dread of punishment which never fails.

Nevertheless a prince ought to inspire fear in such a way that, if he does not win love, he avoids hatred; because he can endure very well being feared whilst he is not hated, which will always be as long as he abstains from the property of his citizens and subjects and from their women. But when it is necessary for him to proceed against the life of someone, he must do it on proper justification and for manifest cause, but above all things he must keep his hands off the property of others, because men more quickly forget the death of their father than the loss of their patrimony. Besides, pretexts for taking away the property are never wanting; for he who has once begun to live by robbery will always find pretexts for seizing what belongs to others; but reasons for taking life, on the contrary, are more difficult to find and sooner lapse. But when a prince is with his army, and has under control a multitude of soldiers, then it is quite necessary for him to disregard the reputation of cruelty, for without it he would never hold his army united or disposed to its duties.

Among the wonderful deeds of Hannibal this one is enumerated: that having led an enormous army, composed of many various races of men, to fight in foreign lands, no dissensions arose either among them or against the prince, whether in his bad or in his good fortune. This arose from nothing else than his inhuman cruelty, which, with his boundless valour, made him revered and terrible in the sight of his soldiers, but without that cruelty, his other virtues were not sufficient to produce this effect. And shortsighted writers admire his deeds from one point of view and from another condemn the principal

cause of them. That it is true his other virtues would not have been sufficient for him may be proved by the case of Scipio, that most excellent man, not of his own times but within the memory of man, against whom, nevertheless, his army rebelled in Spain; this arose from nothing but his too great forbearance, which gave his soldiers more licence than is consistent with military discipline. For this he was upbraided in the Senate by Fabius Maximus, and called the corrupter of the Roman soldiery. The Locrians were laid waste by a legate of Scipio, yet they were not avenged by him, nor was the insolence of the legate punished, owing entirely to his easy nature. Insomuch that someone in the Senate, wishing to excuse him, said there were many men who knew much better how not to err than to correct the errors of others. This disposition, if he had been continued in the command, would have destroyed in time the fame and glory of Scipio; but, he being under the control of the Senate, this injurious characteristic not only concealed itself, but contributed to his glory.

Returning to the question of being feared or loved, I come to the conclusion that, men loving according to their own will and fearing according to that of the prince, a wise prince should establish himself on that which is in his own control and not in that of others; he must endeavour only to avoid hatred, as is noted.

1. ...against my will, my fate,
A throne unsettled, and an infant state,
Bid me defend my realms with all my pow'rs,
And guard with these severities my shores.



Rupert Murdoch Biography - NY Times:

Publisher (1931–)

Media magnate Rupert Murdoch is the founder and head of News Corporation, a global media conglomerate. He created FOX Broadcasting Company in 1986.

Rupert Murdoch was born on March 11, 1931, in Melbourne, Australia. His father was a famous war correspondent and newspaper publisher. Murdoch inherited his father's papers, the *Sunday Mail* and the *News*, and continued to purchase other media outlets over the years. In the 1970s, he started buying American newspapers. Murdoch branched out into entertainment with the purchase of 20th Century FOX Film Corp. in 1985. He later launched his own cable news channel, FOX News.

Keith Rupert Murdoch was born on March 11, 1931, on a small farm about 30 miles south of Melbourne, Australia. Since birth,

Murdoch has gone by his middle name, Rupert, the name of his maternal grandfather. His father, Keith Murdoch, was a well-known Australian journalist who owned a number of local and regional newspapers: the *Herald* in Melbourne, the *Courier-Mail* in Brisbane, and the *News and Sunday Mail*.

The family farm was named Cruden Farm, after the Scottish village from which both of Murdoch's parents had emigrated. The house at Cruden Farm was a stone building with colonial pillars, adorned with original paintings, a grand piano and a library of books, situated amongst green expanses of farmland and bordered by Ghost Gum trees. Murdoch's favorite childhood pastime was horseback riding. His mother later

described her son's childhood: "I think it was a very normal childhood, not in any way elaborate or an overindulged one. I suppose he was lucky to be brought up in attractive—you could say aesthetic—surroundings."

The son of a well-respected journalist, Murdoch was groomed to enter the world of publishing from a very young age. He remembers, "I was brought up in a publishing home, a newspaper man's home, and was excited by that, I suppose. I saw that life at close range, and after the age of ten or twelve never really considered any other." Murdoch graduated from Geelong Grammar, a prestigious Australian boarding school, in 1949 before crossing the ocean to attend

Worcester College at Oxford University in England. According to one of his early biographers, Murdoch was a "a normal, red-blooded college student who had many friends, chased girls, went on the usual drinking binges, engaged in slapdash horseplay, tried at sports and never had enough money, no doubt due to his gambling." Murdoch's fun-loving youthful ways came to an abrupt end when his father suddenly passed away in 1952, leaving his son the owner of his Adelaide newspapers, the *News* and the *Sunday Mail*. After preparing himself with a brief apprenticeship under Lord Beaverbrook at the *Daily Express* in London, in 1953, a 22-year-old Murdoch returned to Australia to

take up the reins of his father's papers.

Immediately upon assuming control of the *Sunday Mail* and the *News*, Murdoch immersed himself in all aspects of the papers' daily operations. He wrote headlines, redesigned page layouts and labored in the typesetting and printing rooms. He quickly converted the *News* into a chronicle of crime, sex and scandal, and while these changes were controversial, the paper's circulation soared. Only three years later, in 1956, Murdoch expanded his operations by purchasing the Perth-based *Sunday Times*, and revamped it in the sensationalist style of the *News*. Then, in 1960, Murdoch broke into the lucrative Sydney market by purchasing the

struggling afternoon daily, the *Mirror*, and slowly transforming it into Sydney's best-selling afternoon paper. Encouraged by his success and harboring ambitions of political influence, in 1965 Murdoch founded Australia's first national daily paper, the *Australian*, which helped to rebuild Murdoch's image as a respectable news publisher.

In the fall of 1968, 37 years old and owner of an Australian news empire valued at \$50 million, Murdoch moved to London and purchased the enormously popular Sunday tabloid, *The News of the World*. One year later, he purchased a struggling daily tabloid, the *Sun*, once again transformed the paper into a wild success with his formula of reporting heavily on sex, sports

and crime. The Sun also attracted readers by including pictures of topless women in its infamous "Page 3" feature.

Murdoch next expanded his news empire to the United States, with the 1973 acquisition of a Texas-based tabloid, the *San Antonio News*. As he had done in Australia and England, Murdoch quickly set out to expand across the country, founding a national tabloid, the *Star*, in 1974 and purchasing the *New York Post* in 1976. In 1979, Murdoch founded News Corporation, commonly referred to as News Corp., as a holding company for his various media properties.

Throughout the 1980s and 1990s, Murdoch acquired news outlets around the globe at a dizzying

pace. In the United States, he bought up the *Chicago Sun-Times*, the *Village Voice* and *New York* magazine. In England, he acquired the eminently respectable *Times* and *Sunday Times* of London.

It was also during these years that Murdoch began expanding his media empire into television and entertainment. In 1985, he purchased 20th Century FOX Film Corporation as well as several independent television stations and consolidated these companies into FOX, Inc.—which has since become a major American television network. In 1990, he founded STAR TV, a Hong Kong-based television broadcasting company that broadcasts to over 320 million viewers across Asia. Throughout

the late 1980s, he purchased several prestigious American and British academic and literary publishing companies and consolidated them into HarperCollins in 1990. Murdoch has also invested in sports; he is a part owner of the Los Angeles Kings NHL franchise, the Los Angeles Lakers NBA franchise and the Staples Center, as well as FOX Sports Radio and FOXSports.com.

With the dawn of the new century, Murdoch continued to expand News Corp's holdings to control more and more of the media people view on a daily basis. In 2005, he purchased InterMix Media, the owner of the popular social networking site MySpace.com. Two years later, in 2007, the longtime newspaper

mogul made headlines himself with the purchase of Dow Jones, the owner of the *Wall Street Journal*.

Murdoch has drawn wide criticism for monopolizing control over international media outlets as well as for his conservative political views, which are often reflected in the reporting of Murdoch-controlled outlets such as FOX News Channel. In the 2010 American midterm elections, News Corp donated \$1 million each to the Republican Governors Association and the U.S. Chamber of Commerce, a group supporting Republican candidates. Critics argued that the owner of major news sources covering the election should not contribute

directly to the political campaigns involved.

His empire, however, was dealt a significant blow in 2011. His London tabloid, *The News of the World*, was caught up in a phone hacking scandal. Several editors and journalists were brought up on charges for illegally accessing the voicemails of some of Britain's leading figures. Rupert himself was called to testify that same year, and he shut down *The News of the World*. News Corp later paid damages to some of individuals who were hacked.

Despite this scandal, News Corp retains a significant share of virtually all forms of media across the globe. Murdoch owns many of the books and newspapers people read, the television shows and

films they watch, the radio stations they listen to, the websites they visit, and the blogs and social networks they create. In 2013, he announced a significant restructuring of his empire.

Murdoch has decided to divide his business into two companies—21st Century FOX Inc. and News Corp. This move separates his entertainment holdings from his publishing interests. According to the *Los Angeles Times*, Murdoch explained that "Both companies will be uniquely positioned to execute on their respective strategic objectives and to lead their industries forward."

Although he could never have imagined the power he would one day yield, this kind of influence was exactly what Murdoch sought

as a young publisher building his empire. "I sensed the excitement and the power," he recalls. "Not raw power, but the ability to influence at least the agenda of what was going on." And after six decades working in the media, Murdoch has said that he could not imagine his life any other way. "If you're in the media, particularly newspapers, you are in the thick of all the interesting things that are going on in a community, and I can't imagine any other life that one would want to dedicate oneself to," he said.

Rupert Murdoch married Patricia Booker in 1956. They had a daughter, Prudence, before divorcing in 1965. He married Anna Torv in 1967, and they had four children before eventually divorcing in 1999. Only 17 days

after his second divorce, Murdoch married his third wife, Wendi Deng. They have two children.

Murdoch filed for divorce from Deng in June 2013, citing that the "relationship between husband and wife had broken down irretrievably" in court papers. The news of the split came as a surprise to some, but there had some rumors of trouble in the marriage in recent years. The couple has a prenuptial agreement, but many have speculated that there may still be a battle for his billions.

Rupert Murdoch. (2015). The Biography.com website. Retrieved 01:59, Jan 12, 2015, from <http://www.biography.com/people/rupert-murdoch-9418489>.

Rupert Murdoch. [Internet]. 2015. The Biography.com website. Available from: <http://www.biography.com/people/rupert-murdoch-9418489> [Accessed 12 Jan

Steve Jobs Resigns:

In a surprising turn of events, Apple on Wednesday **announced the resignation** of its CEO Steve Jobs, who had been on a medical leave of absence since January. Jobs will be replaced by longtime Apple exec Tim Cook, but is there an Apple without Steve Jobs? And how did he help propel Apple to such great heights?

Jobs, a college dropout who started Apple Computer in his parents' garage in 1976, turned the company into a multi-billion enterprise and amassed a personal fortune of \$8.3 billion, according to the latest stats from Forbes. In December 2010, **President Obama pointed to Jobs** as an example of someone living the American dream. "We celebrate somebody like a Steve Jobs, who has created two or three different revolutionary products," Obama said in response to a question about the divide between middle-class and wealthy Americans.

Steve Jobs: Complete Coverage

It was those middle-class and wealthy Americans who snapped up Apple products in droves – trolling the Web for tidbits about the company's upcoming products and then waiting in long lines to get their hands on the newest iPhone or iPad. Journalists and fanboys alike waited with bated breath for Jobs's famous "one more thing" announcement at the company's press conferences, tweeting and live-blogging his every word. Jobs ([temporarily](#)) got the action figure treatment, a fake blog persona, and was known for his trademark uniform of black turtlenecks and jeans.

It wasn't always that way, though.

In July 1976, the first device from Apple Computer, known as the Apple-1, was sold without a casing, power supply, keyboard or monitor, and cost about \$700. It was notable because the motherboard was pre-assembled compared to the self-assembly kits available at the time. In November 2010, an Apple-1 in pristine condition sold for \$213,600 at auction, but back in the day, Jobs and co-founder Steve Wozniak made about \$20 each for every Apple-1 they sold, and they sold about 200 in total, according to a History Channel special on the duo.





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Jobs and Wozniak had a bit more success with the second-generation Apple computer, the Apple II. With some funds from venture capitalist Arthur Rock, they built 1,000 machines at a local factory and unveiled the device at the West Coast Computer Faire in 1978. "My recollection is we stole the show, and a lot of dealers and distributors started lining up and we were off and running," Jobs said in a 1996 interview with PBS.

The company went public in 1980, and Jobs and Wozniak were millionaires. "I was worth about over a million dollars when I was 23 and

over ten million dollars when I was 24, and over a hundred million dollars when I was 25 and ... it wasn't that important ... because I never did it for the money," Jobs told PBS.

After the Apple II came the Macintosh, but Jobs needed a more typical CEO to help run things. He poached Pepsi executive John Sculley in 1983 and the Mac launched on January 24, 1984 with a splashy ad campaign and an iconic commercial. But sales were not what Jobs had hoped they would be, and by 1985, Sculley convinced the Apple board to ditch Jobs.

"He destroyed everything I spent ten years working for," Jobs told PBS.

Jobs' NeXT Big Adventure

Jobs went on to form NeXT Software, but it was never as successful as Apple. In the late 1980's, Jobs pushed a NeXT-based computer that he imagined would land on the desk of every college student in America. When that didn't happen, he turned his focus toward corporate America, introducing a \$7,000 monochrome system that was defeated in the market by products from Sun and others. As PCMag said in a 1994 piece, "Jobs's vaulting ambition and stunning egomania doomed him from day one."

Despite the lackluster products, many people – from journalists to analysts to politicians – "were so easily captivated by Jobs's unparalleled charisma," PCMag said.

By 1996, that charisma translated into a business deal, when Apple bought NeXT Software for \$400 million and brought Jobs back into the

fold. At the time, PCMag wondered if an Apple-NeXT system could compete against Microsoft's Windows. In Jobs's absence, Apple and Microsoft had been battling it out in court for years over copyright infringement issues; a fight Apple eventually lost. In that 1996 PBS interview, Jobs said that Microsoft had "absolutely no taste" and didn't "think of original ideas." The drama between Microsoft and Apple was even turned into a TV movie called "Pirates of Silicon Valley." By September 1997, however, Jobs announced that Microsoft would invest \$150 million in Apple.

During a 2007 joint-appearance at the "All Things D" conference with Microsoft's Bill Gates, Jobs said the Microsoft deal came about because "there were too many people at Apple and in the Apple ecosystem playing the game of, for Apple to win, Microsoft has to lose. And it was clear that you didn't have to play that game because Apple wasn't going to beat Microsoft. Apple didn't have to beat Microsoft. Apple had to remember who Apple was because they'd forgotten who Apple was."

Apple's Comeback?

When Jobs returned, Apple was largely considered to be flailing. By March 1998, however, PCMag published a story called "Apple's Comeback," pointing to strong sales of its G3 processor and new software titles coming out of the Microsoft deal. That year also saw the unveiling of the popular iMac personal computer, and when Apple debuted the multi-colored, next-generation iMacs the following year, it reportedly sold one system every 15 seconds.

The following decade, however, saw Apple branch out and apply its computing knowledge to everything from personal music players to phones and tablets, vaulting Apple and Jobs to tech geek icon status.

The iPod made its debut in 2001. "The 5GB Apple iPod MP3 player is so cool, you just might run out and buy a Mac," PCMag said at the time.

When Jobs appeared to give a keynote at the 2002 Macworld in New York City, it was "part rock concert and part fireworks display," PCMag said. "Jobs' entrance was met with thunderous applause, whistling, and feet stomping; new products inspired ooohs and ahhs." He introduced a Windows version of the iPod and the latest version of Mac OS X at the



time, known as Jaguar.

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The iPhone 4 also [made its debut](#), but not before a stolen prototype was [featured on tech blog Gizmodo](#), rankling the normally very private Apple.

Jobs also took the time to take jabs at the then growing Android mobile operating system, calling it fragmented, and got into the habit of answering random e-mails sent to his Apple address, penning (very) brief responses to questions about everything from MobileMe and USB 3.0 to the company's PR strategies and updates for iOS.

Though highly successful, Jobs's busy 2010 again took a toll on his health and he took another leave of absence in January 2011. He surprised and

delighted fans, however, by [showing up for the debut of the iPad 2](#) in March, telling those in attendance that he had worked too hard on the product to miss its launch. He was also there to show off iOS 5 and [Mac OS X Lion](#) a few months later.

For those who need to know more, Simon & Schuster is scheduled to publish a tell-all biography of the tech giant in November. The publisher said Wednesday that it [will include Jobs' resignation](#).

Each time Jobs leaves the company – whether it's an extended, forced departure or a brief, health-related respite – the question of how Apple will survive without him inevitably comes up. [Many who have worked for him have – in the same breath – described him as obnoxious, overbearing, brilliant, and dedicated. He wanted Apple and its employees to succeed, and sometimes that required tough decisions and choice words.](#) Will Apple survive without Steve Jobs? Probably. There are people left to carry on his vision, but the next-generation of products from Cupertino will have big shoes – and black turtlenecks – to fill.