

Essay on media diary, critical reflection

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My iPhone, I have realized in the course of this reflection, has become a part of my body. This is more than metaphor, since a slight vibration near my pocket area, even when I am not carrying it will cause me to reach for it. This seems similar to the concept of phantom limbs, arms or legs that itch even though they are no longer there—a phone that rings even when you no longer have it. I have chosen the Apple iPhone, because I feel like it is the culmination of all of the other media technologies. From TVs, to cameras, to books, word processing, films, art—all of these, in some ways help influence the design of the iPhone.

I am certainly not alone in my feeling of the iPhone being an omnipresent force in my life. I read often about professional researchers who warn about the dangers of people being too glued to their phone. Personally, I think the technology is out there, and like anything—alcohol, or TV—there is always a potential for abuse and overuse, but since there will never be laws regulating phone usage, it is up to parents for kids and the individual in his own life to not be completely unable to separate themselves from their iPhone. Though I don't do it enough, sometimes I purposefully will turn off my phone, or leave it at home when I go out. This often feels liberating, and it forces a person to concentrate on what is presently unfolding around them rather than waiting for calls or texts or checking their Facebook or email. There are certainly extremes. One study found that 15 percent of iPhone users would prefer a sex-free weekend over having to not have their iPhone for that length of time. (Gazell. com, 2013)

The iPhone is a product that has gained an iconic value in America. It is, after all, the original smart phone, and it marked a drastic change in in perception

of what a phone can do. The iPhone is also the father of the iPad, which is the pioneering product of tablets. In my opinion, it is also the best phone currently on the market. It is a remarkable product with a range of applications.

The iPhone operates on the same operating system as Macintosh computers, MacOS X, with modifications to be appropriate for the interface of the iPhone. Since third party companies can design programs, or “ apps” for the iPhone, there is really no limit to what the phone can do, since apps can be customized to suit a particular situation. (Jobs, 2007). Everything from Internet apps likes Skype, guitar tuners, games, graphing calculators, maps, GPS navigation systems, etc. are able to reside in the small, but powerful device.

The iPhone first went on sale in the summer of 2007. It was introduced by a keynote from then CEO of Apple Steve Jobs. One of the things that Steve Jobs brought to apple was a dedication to design of their products. (Jobs, 2007).

The iPhone is the culmination of that commitment. It is simple and easy to use, with only one button that returns the user to the homescreen. The current model of the iPhone, the the 5s has gone back to an even simpler desktop screen, and Apple has opened up to variety by offering a number of colors that a consumer can choose from. (Apple. com, 2013).

With the 5s the camera has been upgraded to 8MP. It also features a front and back camera for iSight. It’s Wi-Fi has been improved and it is now thinner, and running a new operating system iOS 7. On the apple home page it’s description reads, “ With an all-new design, this is iPhone as you’ve never seen it — or held it. iPhone 5c is beautifully, unapologetically plastic, the

better to bring its five decidedly uncommon colors to life" (Apple, 2013). One complaint that many have had with the iPhone, is how easy it is to break or crack. With the new iPhone, it seems that problem has been addressed and improved.

Apple is aiming this product at consumers who already own an iPhone, by making their phone a more personal expression of who people are. They also write in their description that, " Sine time immemorial, color has been a tool of expression. An undeniable extension of who you are" (Apple, 2013).

Apples competitor for phones, with the Android, does not currently have this option. Also, the competitor's products do not have as arrayed of apps as the iPhone, nor do they have as seamless an integration with the program iTunes, which works as a content manager for the iPhone.

Given these advantages, and the renowned innovation of the iPhone, it is currently the best product on the market today for a smart phone. It was the original smart phone and it continues to be a smart buy. Apple will only continue to grow and develop it, changing it to make it faster stronger, and adaptive when a new set of circumstances change. That is where Steve Job's legacy is still alive and well at Apple. In terms of culture, it is iconic of our time. It is as much a status symbol as advice. For me, I do not equate my iPhone with my life. But I see it as a tool. Hundreds of tools actually, replacing everything from a notepad, to a typewriter, to a GPC, to a computer, so it's not that I use my iPhone all the time, but that I use it to do many things quite often.

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