

Example of essay on  
general purpose:  
convince the  
audience on the  
uniqueness of i...

[Business](#), [Company](#)



## **Specific Purpose Statement: Explore the features that make iPhone more preferable than other phones.**

Thesis Statement: iPhone has unique features that enhance its performance compared to other phones.

### Introduction

I. Attention getter: Have you ever desired a phone that will transform your functionality? iPhone is the transformation that you require.

II. Credibility Statement: It is wise to evaluate the different features of iPhone that make it outstanding among the many mobile phones that are being developed.

III. Topic justification: The features of a phone determine the functionality of the phone. Features are the applications that make the phone run. Apple, the manufacturer of iPhones, has come up with unique applications for the phone that enhance its performance in comparison to other phones. Phone applications are extremely useful in determining the activities that a phone can undertake as well as its performance on certain tasks.

IV. Preview: Today I will focus on analyzing the features or the applications that make iPhone more appealing than other phones by analyzing the uniqueness of its features.

Transition: In the beginning, it is wise to consider the features that other phones contain to help in understanding the uniqueness of the features that are in iPhone.

## **Problem/Need Step**

### I. Statement of the problem/development of the need:

1. People are facing serious problem in getting a reliable phone that will help them execute various activities that they have. A phone should can execute different roles under the same capacity.

2. There exist phones with extremely low performance speed. An outstanding phone should have high-performance speed to save time and reduce on costs of power. Speed is fundamental in defining the reliability of the phone.

3. There are big phones, which are difficult to carry. A good phone should be easy to carry around since it is not too big. Big phones are usually problematic to carry, and they are not convenient to the user.

4. Some phones lack proper security to enhance the privacy of the device.

### II. Extent and seriousness of the problem

1. Mobile phone users waste a lot of time and resources on low performing phones

2. It is almost impossible to have other phones apart from iPhone from performing more than one task at the same time. Most of the phones can only undertake one process at a time.

3. There are complaints of the existence of enormous phones that cannot fit the pocket of the user. The manufacturers seem not to fully understand the meaning of a mobile phone.

4. Mobile phones without proper security measures like passwords and unlock patterns are easy to navigate. It is extremely difficult to secure personal information without proper security system.

III. Audience involvement: I am quite sure that almost all of us have experienced different challenges through our phones that we can resolve through adoption of well-developed phone. We require a phone that has been developed through consideration of various features or elements that make an outstanding phone.

**Transition: However, there are people who will find consideration of the critical features of a mobile phone irrelevant.**

Solution/Satisfaction Step

I. Evaluation of proposed alternative solution:

1. iPhone is an extremely fast phone with high-speed memory
2. The phone is extremely light and slim, making it easy to carry around
3. The phone has a range of applications that make it useful for various purposes.
4. The developers of the device installed exclusive security measures that enables one to have exclusive protection for personal information or data.

II. Statement of my solution

iPhone will resolve all the problems that people experience as they use other phones. The phone will change their experience with mobile phones as it will bring convenience.

III. Explain the solution

The phone has been developed under exclusive research and experimentation to acquire necessary applications that would assist in making the device fast and reliable. There are unique features that make the device extremely safe for personal use since it demands authorization for

another party to use.

The developer uses a slim and light model that makes the device easy to carry. It also saves the user the burden of it being heavy to carry.

#### IV. Effectiveness of the solution

The iPhone will enable people save time and minimize costs that would be required in maintaining the other types of phones.

#### V. Refutation

iPhone is the solution to the many problems that mobile users face.

The mobile users have different tastes. Therefore, they choose the other types of mobile phones with proper understanding that they would serve the purpose. They do not find value over the uniqueness of the iPhone over the other phones.

Some people argue that the main use of the phone is the communication. Therefore, they do not care of other features of the phone provided it can communicate accordingly.

Other people believe that the larger the device the high the class of the phone. Therefore, they cannot prefer light and slim phone like iPhone that would be lost easily.

Transition: the mobile phones industry is extremely wide, and there are numerous companies willing to develop devices that may outdo the iPhone. There are chances for the existence of another phone that performs better than iPhone.

**Visualization:**

Positive: acquiring an iPhone will assist users in executing various activities faster and in a convenient manner. The phone has been developed to suit various purposes, and it works in a unique way compared to the rest of the phones in the market. The physical structure of the phone is attractive and convenient to carry in one's pocket.

Negative: The phone is very expensive, and most people cannot afford. The high valued features of the phone come with massive investment. Therefore, the buyer must pay for the extensive expenses that the manufacturer experienced.

**Transition: There are other phones with similar features as iPhone and they are cheaper and most people would prefer them.**

Action step:

Tell audience

Please compare the features that have been given on the uniqueness of iPhone to the features of the other types of phones. You will realize that iPhone is unique following its exclusive features and performance compared to other mobile phones. With proper understanding of the uniqueness of the phone and how it may revolutionize your experience with mobile phones make arrangements on how to purchase one. The phone will enable you save time, and enjoy exclusive convenience when carrying out different activities.

## **Transition: Most people would prefer uncomplicated phones that they can use easily.**

Closing statement

iPhone will change your status as the phone defines high class. It shows seriousness and responsibility. The device attracts convenience since it has all the features that would make it highly effective in terms of performance.

Transition: There are people who prefer simplicity and they would not prefer iPhone.

## **Works Cited**

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