

Analysis of Annotation.

The annotation chosen is from "tteros"

- Taken from: <https://longreads.com/2016/03/08/your-phone-was-made-by-slaves-a-primer-on-the-secret-economy/>

The person argues the structure and the public relations behind the iPhone

How the PR and association for iPhones is Steve Jobs and his signature Black Turtleneck

"I think this is interesting because when most people think of iPhones, they think of Steve Jobs, but now after playing Phone Story and learning about iPhones, I think of slavery." July 2nd, 2018

As a communications major, my lens focuses on media marketing and public relations. As much as I am morally against sweat shops and slavery, it is amazing how Apple can cover that up and have a spokesperson that is the face of the media organization. What I find the

most interesting is the public relations exposure, media backlash and evolution of society. Other annotations indicate that once people have heard the news, they returned their iPhones as well and are boycotting the company.

Their comment is the pinnacle of my degree and future, using media channels to provide information for the public sphere and further the understanding of immoral organizations that will take any shortcut to save a penny and maximize profits. It is interesting how their perspective is from a sociology perspective and correlates to a communications and media studies perspective.

Inline-style:



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