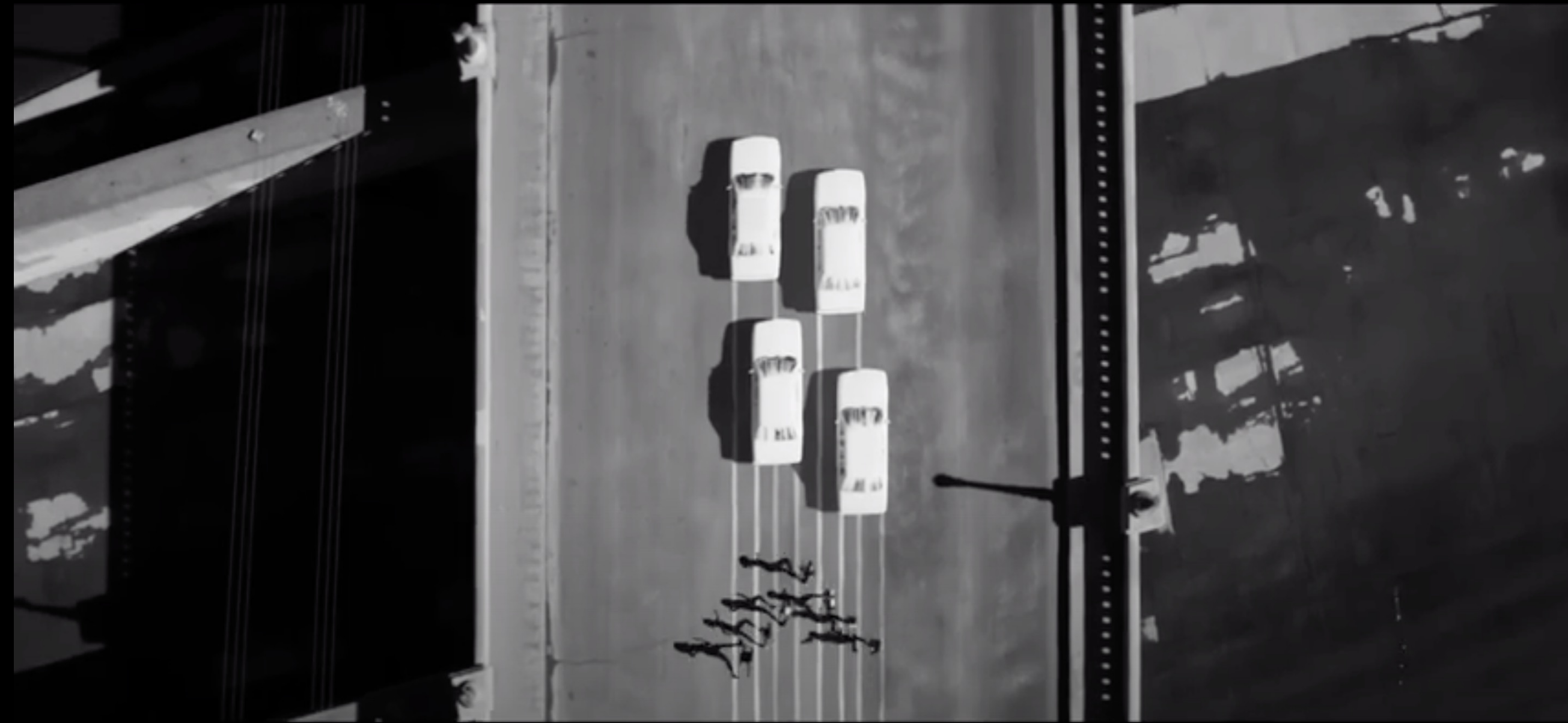


Nike's "Equality": How the Spread of Equality is Halted by the Delivery of Nike's Message and Their Past Controversies



Purpose

The overall purpose of my study was to determine how does Nike visually represent equality in their advertisement tilted, "Equality"?

Rationales

This is one of the first advertisements of its' kind regarding sports apparel and political justice.

Method

I used visual rhetoric, guided by the exploration of Nike's organizational rhetoric to formulate my analysis.

By: Zak Nowatzke

Advisor: Dr. Joshua Smith

Communication Studies

Analysis

Nike doesn't display equality through their commercial, but instead focuses on LeBron James and doesn't capitalize on the athletes of various backgrounds to their advantage such as Megan Rapinoe or Dalilah Muhammad. Furthermore, Nike's past controversies involving sweatshops and underpaying workers led to very negative reception from the general public.



Major Conclusions

1. Nike failed to display equality in a commercial tilted, "Equality".
2. Nike tries to include a bunch of athletes to create equality in the advertisement, but the inclusion of many people alone doesn't create equality.
3. Placing LeBron James in the limelight throughout the commercial creates inequality throughout the advertisement by not allowing other athletes the same opportunity that he had in the commercial.

