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Source Write-up

JayMJ23. "Michael Jordan "Let Your Game Speak" Nike Commercial." *YouTube*. YouTube, 27 Feb. 2006. Web. 19 Apr. 2012. <http://www.youtube.com/watch?v=dBxcunGc\_nA>.

**“Let your game speak”** - **Michael Jordan Commercial**

The Michael Jordan commercial “Let your game speak” relates to the issue because it shows the Nike/Jordan brand target audience. The clip consists of young African American men, a girl, and Asian boy all playing basketball in the new Jordan sneaker. What stands out about this commercial making it relate to the issue is that each person in the clip is doing something Michael Jordan did at one point and time while playing the game of basketball; whether dribbling the ball with his tongue out, the jumping fist pump after making the game winning shot, or the famous dunk jumping from the foul line. It is a good representation of the adverting issue promoting to the watcher that in a sense wearing the Jordan shoe makes you more like Mike and everyone knows whether you play basketball or not, everyone wants to be like Mike.

Submitted by Kareem Daniels

|, Jemele Hill. "Jordan, Nike Need to Stem violence." *ESPN*. ESPN Internet Ventures, 28 Dec. 2011. Web. 19 Apr. 2012. <http://espn.go.com/espn/commentary/story/\_/id/7393317/michael-jordan-nike-do-more-stem-violence>.

**Need for Jordan’s head to violence**

This article from ESPN discusses the frenzy that took the country by storm when Jordan released the new Jordan Concord 11’s. “Customers engaged in fights and vandalism. A Jersey man was stabbed during a brawl that broke out while people were waiting in line to buy the shoes. A mother was arrested for leaving her two children, ages 2 and 5, in the car while she went inside a mall to buy a pair of Jordan’s in Georgia. And gunshots rang out at one mall in California, causing thousands to be turned away” (espn.go.com). Unfortunately this is not the first time Jordan’s off the court success have caught the Medias eye. Controversy over the highly demanded shoes go back as far as 1989 where a 15 year old from Maryland, was strangled by another teen and left barefoot in the woods near his high school. The string of violence correlates to the advertisement by Nike and Jordan saying to the target audience you need these shoes and there’s not enough for everybody so do what you have to do to get them.

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*Swoosh! Inside Nike*. Dir. CNBC. Perf. Michael Jordan, Phil Knight, Tiger Woods, Lebron James, Charles Barkley. *Cnbc.com*. Cnbc, 11 Feb. 2008. Web. <http://www.cnbc.com/id/23111853/Michael\_Jordan\_Still\_Marketing\_Success>.

**Greatest of all time on and off the court**

This is part of an interview between Michael Jordan and Darren Rovell where he speaks about why he signed a shoe deal with Nike and why people continue to buy his shoes. “**MJ:** One -- it's gotta be hip. Two -- it has to be done with the highest of quality and three, it represents the best in basketball and those are three things that we've earned.”(*Swoosh! Inside Nike*) The interview relates to the topic because it shows how that the Jordan shoe brand went from being a good basketball shoe as the number one priority to making the sure the shoe is stylish enough. Not just to basketball players but to all teens today and the adults who were teens themselves one day watching Michael take flight and dominate the floor in the shoes.

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