



Nike Best Warranty

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Nike Best Warranty:

Controversial Advertising with a Special Focus on Nike's Ad 'Dream Crazy' Cara Camello, 2023-09-26 Research Paper undergraduate from the year 2020 in the subject English Language and Literature Studies Culture and Applied Geography grade 1 7 Justus Liebig University Giessen Anglistik language English abstract When American football player Colin Kaepernick protested for black rights in mid 2016 I was astonished at the extent of the controversy that followed Actually I think sports should be neutral and apolitical However top athletes who often have a great deal of influence in society can stimulate political discourse and even trigger larger debates as Kaepernick did Consequently I wanted to investigate why Kaepernick and Nike were attacked in the ensuing controversy and why a debate was triggered between different political factions in the US In the first chapter I introduce media analysis I examine how advertisements persuade their audience and how different media techniques and multimodality work together to capture the viewer's attention more effectively Special emphasis is given to how metaphors are created and how they function how a utopian world perspective is communicated through commercials and how producers make use of unique selling points to cleverly place their products on the market I reference the texts covered in class but also contribute my own thoughts and experiences to reflect on the contents on a more personal level In the second chapter I discuss Nike and its famous Dream Crazy commercial from 2018 I begin by answering the question of why Nike as a global corporation is particularly important when it comes to analysing advertisements Subsequently I provide background on the commercial share my thoughts upon first viewing it and analyse its media production Once more I consider metaphors utopia multimodality and unique selling points Finally I summarise the findings and draw a conclusion

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Cruising World ,1983-07 **Marketing Thirteenth Edition, Custom Publication** Pride,William M. Pride,2005-02 Adweek ,1998 Vols for 1981 include four special directory issues Popular Mechanics ,1991-06 *Popular Mechanics* inspires instructs and influences readers to help them master the modern world Whether it s practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle **Popular Mechanics** ,2001-07 *Popular Mechanics* inspires instructs and influences readers to help them master the modern world Whether it s practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle **Car and Driver** ,1990 Consumers Index to Product Evaluations and Information Sources Pierian Press,1995-03 *Cine Blitz* ,2000 **Embedding Human Rights Into Business Practice** ,2007 Features 20 case studies from around the world outlining policies and practices to implement human rights within business operations Among the

companies profiled are ABB Achilles Anglogold Ashanti AREVA Barloworld BASF Eskom Ipek Kagit Ketchum MAS Holdings Newmont Mining Corporation NIKE Inc Novartis Sasol Royal Dutch Shell Starbucks Titan Industries Volkswagen and Westpac Banking Corporation **MacUser** ,1996 **Business Week** ,2003 **The Northwestern Miller** ,1892

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