

**Rhetorical Uses in Nike Marketing Campaigns (2020-09-06 20:34)**

Professionals in the marketing industry often utilize rhetorical tools in order to accurately convey their messages to the selected market. Markets, which are "...a group of people, individuals or organizations that share similar traits (exigence and/or constraints)" (Fleck 9), are carefully selected by businesses and thoroughly scrutinized in order to appeal their advertising efforts to consumers in a way that entices them to purchase the brand or product in question. This specification process is known as market segmentation, or "...the process of dividing a total market into groups of people with similar traits (exigence and/or constraints)" (Fleck 10). The fitness apparel brand Nike frequently tailors their marketing intentions toward specific segments of their said market of consumers, usually based on demographic variables and psychographic variables. They're notably known for responding to current political issues through commercials, ad campaigns, and product releases.

One of the biggest campaigns that supports feminism and gender equality that Nike has developed in the last decade has been the "You Can't Stop Us" series of short films. At the beginning of 2019, the commercial "Dream Crazy" was released as the latest addition to their marketing movement. The television advertisement was a response to the frequently negative publicity that female athletes get in the press when they act emotional in public. Serena Williams narrated over a collection of clips featuring well-known inspirational women demonstrating their athletic ability while also showing their feelings in the heat of the moment. It also responded to how Williams was unsympathetically portrayed by her critics after her reaction in the U.S. Open to unfair calls made by the umpire in her opponent's favor. She was illustrated in a controversial Australian political cartoon, which has been deemed as a racist depiction by her fans. The general exigence, which is "...problem to be solved for the audience" (Fleck 8), that the commercial responds to are sexist media tendencies against female athletes. The audience, or the "...intended or unintended recipient(s) of the message" (Fleck 8), was primarily women, specifically those who play sports, but also included male Nike consumers, Williams' critics, and people who frequently watch television.



Mark Knight via the Herald Sun, Australia.

Though the commercial doesn't advertise any specific Nike products, it actively markets the brand as a whole. By displaying the company's commitment to equal rights for everyone, including women and people of color, they hope to attract consumers of a similar mindset. The commercial features frequent emotional appeals throughout its entirety. Many of the videos included show female athletes crying, getting angry, or unabashedly celebrating their success. Meanwhile, Serena narrates over the scenes and discusses how these displays of emotion are all too often twisted by the media into being signs of weakness or insanity, discrediting the feelings of the women being scrutinized. There's also an overlying use of ethos through Serena Williams narrating video, making her a spokesperson for the brand. Not only is she a talented female athlete, but she's also experienced first-hand what it's like to be mocked by news outlets after having emotional outbursts.

[1]<https://youtu.be/zWfX5jeF6k4>

1. <https://youtu.be/zWfX5jeF6k4>

**AOC Rhetoric Uses (2020-09-16 01:55)**

[1]<https://www.youtube.com/watch?v=LI4ueUtkRQ0>

Dynamic representation

in the United States government is a significant, but often unspoken, factor that citizens look to politicians to live out. According to James Stimson, "Representation exists when changing preferences lead to changing policy acts. It is dynamic representation because the idea, in its essence, is structured in time." (Stimson 543) Essentially, politicians are expected to adjust their views with the times of the day in order to accurately represent their voter constituency. One politician in recent years that actively demonstrates her commitment to

dynamic representation

is Representative Alexandria Ocasio-Cortez from New York, a United States Representative in the House of Representatives.

Fondly known as AOC by her supporters and haters alike, she is a member of the Democratic party and has many liberal social beliefs that attract younger generations of voters. She consistently demonstrates that she is a younger politician with a lot of skill in reflecting

dynamic representative

ideologies. In July of 2020, Representative Ocasio-Cortez made a speech in the House of Representatives regarding an incident she faced in the previous weeks with a Republican politician, Ted Yoho. According to AOC, Yoho accosted her on the steps of the Capitol Building and made quite a few derogatory comments about her personal self. After defending himself against the cries of outrage as news of this confrontation spread, AOC responded in turn.

In her emotional response to both Yoho's confrontation and his lackluster public apology, she utilizes

pathos

to bolster her response. She consistently references how as a role model for young girls across the country, she couldn't let herself be treated as such by a man with no remorse for his actions. She famously says, "

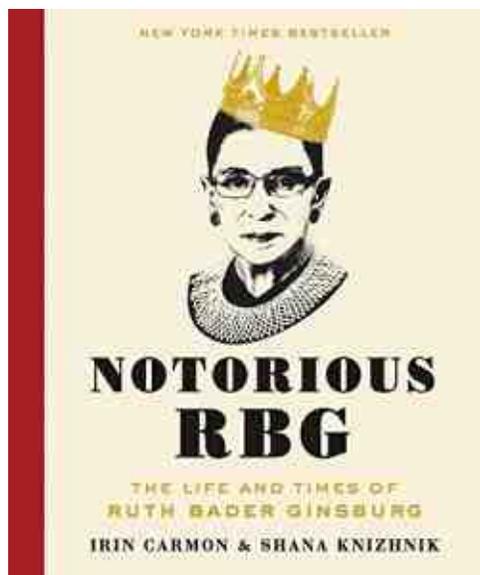
I could not allow my nieces, I could not allow the little girls that I go home to, I could not allow victims of verbal abuse and worse to see that, to see that excuse and to see our Congress accept it as legitimate and accept it as an apology and to accept silence as a form of acceptance. I could not allow that to stand which is why I am rising today to raise this point of personal privilege." (Alexandria Ocasio-Cortez 2020). Using her personal experiences with this pressing matter, she pivots the conversation to address more global issues in modern feminism. AOC shows her ability to have dynamic representation as a leader because she addresses a pressing issue that women of the time, and in particular her supporters, have been focused on.

In recent years, a large complaint made by members of the feminist movement have been that men only claim responsibility for past wrong actions when they have a female relative to relate the aforementioned issues to women in their own life. AOC uses her platform to condone this behavior, as she and many others believe that all women matter. This shows her dynamic representation.

1. <https://www.youtube.com/watch?v=LI4ueUtkRQ0>
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**Rest in Power, the Notorious RBG (2020-09-21 03:58)**

<https://youtu.be/sB8KUQfWuIU>



Bipartisanship is a valuable, behavioral-based mindset that we unfortunately rarely see demonstrated in the average American citizen's and politician's actions alike. The political divide between the two primary parties and their members is becoming larger than ever due to the tense climate. This inability to empathize with the other perspectives results in inflamed emotions that cause more issues than originally presented with. Luckily, companies such as Braver Angels work to remedy partisan to-a-fault mentalities in order to affect change in our biased attitudes. During our class workshop with this organization, students were able to learn intimate details on the average person's viewpoints on poignant issues that affect each party. One of the most interesting comparisons that I was able to make from observing was that the Red team, or Republican students, were focused on the rights for individuals, whereas the Democratic party blue team was more concerned with the rights for all people as a whole.

Ruth Bader Ginsburg was, until quite recently, a prominent United States Supreme Court justice who has been admired for her dedication to women's rights since the start of her career. She was a member of the Democratic party until her death in September of 2020. Ginsburg exhibited these reflected ideals in many facets of her life and career. In late 2018, she accepted the offer to speak at a naturalization ceremony in Washington D.C., where she distinctly demonstrated the aforementioned value of defending people as a whole that "blue" voters tend to resonate with. RBG began the night with congratulating the 31 new American citizens, but quickly went into the darker side of our country's history in order to reflect on her hopes that we will one day improve. She highlights the chronicled series of injustices regarding a number of different types of people that the government was responsible for, after which she recognizes our unique ability to grow and accept change as it comes with the years. In summation, Ginsburg acknowledged that we, as a society, have so many problems to face,

but she's certain that one day, with enough support from citizens and politicians, our country will vastly improve.

The way in which she composes her speech coincides with the things that I was able to learn at the Braver Angels workshop. RBG didn't hesitate to zero-in on the ways our country is still lacking in her eyes. Though there definitely is much more equality between men and women nowadays, Ginsburg is still aware of the inequalities women face. As a Democratic party member, she's intentionally not going to be satisfied until all people living here have the most amount of rights and protection from the government that they can. She would rather the people as a whole be completely equal at the expense of individual rights rather than the opposite. The Braver Angels workshop helped me to learn more about the core values of the blue party, of which I wasn't as familiar with as I originally thought. Noticing this distinction has allowed me to notice the quality in other democratic voters.

While participating in the workshop, I felt like I was getting a new, unique experience to really discover what true representatives of each party believed. I was pretty open to the discussion because I see merit and otherwise on each end of the political spectrum. I think that there's a lot of worth in trying to understand different perspectives than our own and not at all trying to sway the other. Though it can sometimes be hard to accept, everyone's political beliefs are valid in their own minds, and unless they're extremely harmful to themselves or others, it isn't worth actively trying to persuade them to latch onto other beliefs. Having a better understanding of each party's views can absolutely convince people to change their personal viewpoints. When not trying to bias ourselves with the opinions of others, we're most vulnerable to actually understanding what we do or don't believe in. In other words, trying to fit perfectly into the stereotype of a political party isn't helpful. I believe that Braver Angels has the tools to allow us to have collaborative rhetoric. Simple rules such as observers cannot speak, and never allowing other party members to debate directly really makes us all reflect inwards.

## The Politics of Product Preference in the Modern Age (2020-09-28 03:15)



Brands and products often incorporate political messages into their marketing plans in order to recruit other supporters that use said brands to their overall cause. Using the concept of

worldview

, political messages can be tailored to their audiences with an adequate understanding of who their supporters are and how they think. As Mark Hetherington and Jonathan Weiler explain in their book *Prius or Pickup? How the Answers to Four Simple Questions Explain America's Great Divide*, "The term 'worldview' is a catchall for someone's deeply ingrained beliefs about the nature of the world and the priorities of a good society. Worldview can encompass all sorts of cultural considerations, such as ideas about philosophy and morality." (Hetherington and Weiler XI). The two authors explain that there have been many studies that have proven that a person's innate biases directly correlate to their political views and product preferences. From these studies, the concept of

biopolitics

was created to study said biases to explain a person's political leanings.



In the book, it's explained that, "The emerging field of biopolitics, which studies the intersection between human biology and political beliefs, provides some arresting insights into the bodily factors that help inform our political commitments. Some differences in people's political beliefs appear to have their roots in reactions that occur before conscious thought begins." (Hetherington and Weiler 2) In other words, political beliefs, biology, and product preferences are connected. One of the most controversial and right-leaning product preferences there is in the modern day United States is gun ownership and specific brands of guns. Conservative politicians and voters often utilize this polarizing topic to mobilize supporters into action, often to support second amendment rights. Kaitlin Bennett is a young social media personality who's known for her conservative views and gun ownership advocacy. The influencer first made headlines in 2018 after posting wildly questionable graduation pictures at Kent State University featuring her posing with a variety of guns. This sparked both pride and outrage from Republicans and Democrats, respectively, for her outright shocking photos. On Bennett's graduation cap, she decorated it with the phrase "Come and take it" with a sticker of a semi-automatic rifle in the middle.

The political message behind Kaitlin's photos is clear. She's advocating for the right to bear arms, which is in line with the Republican stance on second amendment rights. Because of how forward her intentions were with publicly posting the set of graduation pictures, it's apparent that she wanted to mobilize conservative supporters that have similar views as her to encourage them to vocalize their beliefs with her. The use of guns also encourages non-political voters who don't identify with a singular party to bias them to identify as Republicans. Bennett shows that gun owners should support conservative politicians because they advocate directly for their use of guns.