



## The Sacrifices for Change

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1. When you are in the limelight, it is difficult to show pride in what you believe in. Whether you are a well-known musician or athlete, it is difficult to get a message across without others misinterpreting it or completely disagreeing with your view. Social and political topics are very risky to speak on when you have a large fan base or when the world is watching you.
2. Colin Kaepernick, a former San Francisco 49ers quarterback, and civil rights activist was not only known for playing in the 2013 National Football League (NFL) Super Bowl, but he was known for being outspoken about his country not supporting people who looked like him (Red). On August 26, 2016, Kaepernick decided to sit during the national anthem at a preseason game. He stated that he chose to sit because the country [United States] “oppresses black people and people of color,” (Wilner). When the regular football season began, several players joined Kaepernick and knelt during the national anthem (Wilner). Throughout the year, this action received national attention. Many people agreed with Kaepernick’s decision, and others were opposed and outspoken about it. For example, the president of the United States stated that it was disrespectful to kneel and that players should respect the American flag (Edelman). When asked about his decision numerous times, Kaepernick continued to state that he chose to kneel because he was protesting systematic oppression and police brutality (Red). In 2017, Kaepernick played his last NFL game, opted out of his contract, and did not receive any contract offers for the upcoming football seasons (Wilner). As

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the months went by, Kaepernick continued to receive backlash but also gained high respect from those who understood why he chose to kneel. Though he was not present in the NFL, football players continued to kneel to protest systemic racial injustice. Not only did football players show their support, but the National Basketball Association and Women's National Basketball Association showed their support in many different ways from wearing t-shirts to turning their back to the American flag during the national anthem.

3. In addition to losing his job in the NFL, Kaepernick was also in the position of potentially losing his endorsement deals. One endorser who decided to have Kaepernick as the face of the 30th anniversary of their campaign was Nike (Herman). Nike is a footwear manufacturing company. They are engaged in designing, developing, and manufacturing sales of footwear, apparel, equipment, and accessories. This well-known company has many athletes who wear and support their brand. They also have athletes partner with their brand to create a line of footwear. In September of 2018, Nike released a black and white print ad of Colin Kaepernick's face with a quote over it that said, "Believe in something. Even if it means sacrificing everything," (Nike).
4. The 30th anniversary "Just Do It" print ad created by Nike, successfully appeals to the audience by using a close-up image of Colin Kaepernick's face and text over his face with a quote. Logos and pathos are the most prominent modes of persuasion used in this ad. It convinces the audience that fighting for what they believe in does not always end with a consequence, it can allow them to become one of the most respected people among their peers. It also connects with the audience's emotion because of its simplicity, its absence of color, and the zoomed-in image of Kaepernick's face.
5. In this black and white image, the first detail that stands out is the photograph of Colin Kaepernick's face. This zoomed-in photograph creates an emotional connection with the audience through minimal color and lack of expression in Kaepernick's face (Nike). These details show the audience that this ad is serious. The audience of this ad would be pedestrians or people who live in cities where there are ads on buildings and billboards. The audience would also be fans of Colin Kaepernick, fans of football, consumers of Nike products, young students, athletes, and people of color. Since this ad

is in black and white, it allows people to pay more attention to what is written. Only having a photograph of a person's full face is something that is not typically seen in a Nike ad along with the absence of vibrant colors.

6. The next detail that emerges from this ad is the quote, "Believe in something. Even if it means sacrificing everything," (Nike). After spending some time typing out the quote in google docs with different fonts, it appears that Nike used the font EB Garamond for this quote. EB Garamond is a serif font. In typography, a serif is a small stroke that is attached to the end of a larger stroke in a letter. Serif fonts like EB Garamond, Georgia, and Times New Roman, are used in an ad when a company wants to look established and to be taken seriously (Rinaldi). Nike used this font to let the audience know that this ad should be taken seriously and that they are being sincere with the quote.
7. In white text with a simple font, this quote not only connects with Colin Kaepernick and his career, but it connects with those who have sacrificed everything, including their life, for something they strongly believed in. Martin Luther King Jr., Tommie Smith, and John Carlos were perfect examples of those who were brave enough to speak up and fight for their rights.
8. Martin Luther King Jr. was known to be one of the most influential people in history, especially during the Civil Rights Movement which began in the late 1940s and ended in the late 1960s. Along with many black leaders of the movement, Martin Luther King spent the majority of his life fighting for Black Americans to gain equal rights under the law in the United States ("Civil Rights Movement"). During the March on Washington that took place in August 1963, King delivered his famous "I Have A Dream" speech. In this speech he protested that African Americans did not have freedom, they did not have the same rights as whites in the country, and they were not treated with respect as they expected as citizens of the United States (Carroll). In the next few years, the Civil Rights act outlawed segregation in public schools and public places, Martin Luther King Jr. led several marches for African American voting rights and he earned voting rights for African Americans (Carroll). At the age of thirty-five, he was the youngest person to receive the Nobel-Peace Prize (Carroll). Unfortunately, on April 4th, 1968, Martin Luther King

Jr. was assassinated on his hotel room's balcony. When he fought for equal rights, he always used non-violent methods of protesting like sit-ins, city-wide economic boycotts, speeches, and public marches. Kneeling on a football field during the national anthem is another way to protest, and that is exactly what Colin Kaepernick did. This way of peaceful protest is not new to anyone. Another form of peaceful protest that occurred during the Civil Rights Movement took place during a ceremony in the Olympics.

9. Tommie Smith and John Carlos were African-American track stars who won gold and bronze medals in the 1968 Olympics (Blakemore). In the Olympics, the winning team's country's national anthem plays while all medal recipients stand on a podium. As America's national anthem, the Star-Spangled Banner, played, Tommie Smith and John Carlos stood on the podium with their fists raised as a symbol of black power (Blakemore). In 1968 racial tensions were still high, especially after the death of Martin Luther King Jr. six months prior to the Olympics in October. The Civil Rights Movement was still at the forefront of the media which gave life to the Black Power Movement. After this powerful moment on the podium, Smith and Carlos were suspended by the U.S. team and kicked out of the Olympic Village for making their medal ceremony a political statement (Blakemore). When they returned home, they continued to receive backlash and death threats. They also lost work and endorsement opportunities just like Kaepernick because they risked their careers to protest what they believed in and showed the world how unfairly African Americans are treated. For the past two decades, athletes have been using their platform, even more, to bring attention to the injustice that is happening within their country.
10. Overall, as a viewer, this ad is very powerful. Many people who supported Nike before the ad was released, boycotted Nike by cutting and burning their Nike gear like sneakers, socks, shirts, and many other items (Abad-Santos). Though they were upset and boycotted the multi-billion dollar brand, Nike experienced a \$6 billion increase after the ad's release on Labor Day which showed how much people appreciated what Nike did. One thing that could be improved in this print ad would be the size of the text to make it more effective. "Believe in something. Even if it means sacrificing everything," can impact those who may be in a situation where they cannot have pride in what they believe in because they may lose something along the

way. If the text was slightly larger, it would not be easy to miss and it would definitely evoke more emotion. The color of the text on the ad is perfect because it does not blend with the background, it stands out which makes it easy for the audience to read (Nike). Though this ad sparked many political opinions, it was not intended for the audience to pick a side. This ad was meant to tell a story and tell the audience that they are not alone. This minimalistic ad by Nike limits distraction, focuses on the seriousness of the message while using pathos to appeal to the audience's emotions, and brings attention to Colin Kaepernick and what he believes in.

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Instructor: Jaclyn Drapeau (Instructor)

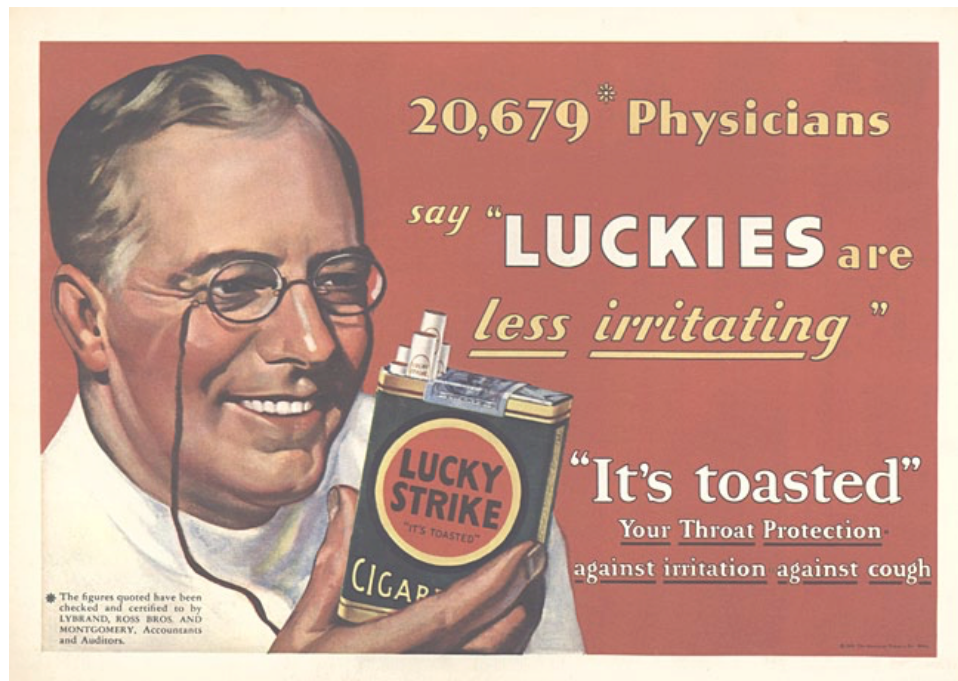
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## VISUAL RHETORICAL ANALYSIS PROJECT



**Ad Workshop**  
**Draft Workshop (3 pages)**  
**Final Draft Workshop**  
**Final Project Due**

**Week 7**  
**Week 9**  
**Week 9**  
**Sunday, October 25**

You have completed an assignment that asked you to tell a story in order to achieve a certain purpose: you needed to connect with your audience, making them feel something when they read a story that they may or may not identify with. Novels, comics, songs—they all try to use stories in some way; they might try to inspire, convict, sympathize, entertain, etc. Similarly, and often less genuinely, ads and commercials use rhetoric in order to capture the attention (and dollars) of their audiences.

In class and online, we will discuss how articles and other arguments incorporate elements like ethos, pathos, and logos in order to accomplish their purposes and deliver their messages to a specific audience. We will then practice performing ad and commercial analyses, considering how visuals also incorporate the same strategies as written texts in communicating their arguments. After this practice and discussion, I hope you will be comfortable with the concept of rhetorical analysis.

For this assignment, you will choose one ad or one commercial that we have not covered in class. Be sure that your ad has enough content or material on which you can write for an extended length of space. Consider the rhetorical situation surrounding the piece. Consider how the elements in the ad or commercial (such as images, colors, words, sizing of objects and words, music, etc.) work to communicate the message. How were the elements designed



to impact the audience? What impressions or feelings do these elements evoke in the audience? Why is this message necessary?

This assignment will give you the opportunity to display your awareness of rhetoric and argument in popular culture while also giving you an opportunity to make an informed critique on the effectiveness *and* ethics of rhetorical choices. Again, I encourage you to drop into student hours throughout the process of writing this paper. I can offer some more ad/commercial analysis practice outside of class time and even discuss your chosen advertisement's element breakdown and classification with you, etc.

### Requirements Checklist:

- Your project must be **1300 to 1500 words, double-spaced, in MLA format** (12 pt. Times New Roman font, 1-inch margins). Make sure to double-check it for errors.
- You will have a **Works Cited page** that must have your chosen ad or commercial cited correctly, along with any other outside sources you might have consulted for this assignment.
- Your project must first describe the ad briefly, but the majority of your paper should **focus on the *analysis*** of the ad *not the description* of it.
- Your project must be an analysis of **ethos, logos, and pathos** with consideration/description of the **rhetorical situation**. How are these elements visually communicated?
- Your project must have **an arguable thesis**.
- You must discuss **how you would improve the ad/what you would change about it to make it more effective in its purpose**. You could also interpret this section as an evaluation of success and/or ethics. The presence of one of these things doesn't necessarily mean the presence of the other. You could make this the conclusion of the paper.

Like Project One, your second project should be highly focused. The project forecasts some of the work you will be doing in ENGL1106 next semester—selecting a contemporary source text, reading it well, drawing upon it to reinforce your writing.