

Nike uses NFL protest player in ad campaign

8th September, 2018



The sportswear maker Nike has announced it will use American football player Colin Kaepernick in its advertising campaign to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick ignited controversy in 2016 while playing as

quarterback for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against racial injustice and social issues. Instead he knelt down on one knee. This started a trend of other players "taking the knee" in support of the Black Lives Matter movement. Kaepernick's actions caused heated debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or suspended if they failed to stand up for the national anthem.

Nike will use a close-up image of Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." Nike supplies the uniforms for all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will receive a backlash for using Mr Kaepernick in its ads. However, it said: "We believe Colin is one of the most inspirational athletes of this generation, who has leveraged the power of sport to help move the world forward." Yahoo Sports said: "It's an interesting decision for Nike. No other athlete produces the same emotional response as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike crap."

Sources: sports.yahoo.com / scmp.com / mirror.co.uk

Writing

People don't have to stand for their national anthem. Discuss.

Chat

Talk about these words from the article.

sportswear / football / advertising / celebrate / controversy / injustice / heated debate / a close-up image / sacrificing / uniform / sponsor / backlash / generation / emotional

True / False

- a) Nike is celebrating its 30th "Just Do It" anniversary. T / F
- b) Colin Kaepernick first created controversy in 2016. T / F
- c) Kaepernick took the knee to highlight racial injustice. T / F
- d) President Trump tweeted against Kaepernick's actions in 2016. T / F
- e) Nike supplies the uniforms to half of the NFL teams. T / F
- f) Nike doesn't expect to receive a backlash for its ad campaign. T / F
- g) Nike said Kaepernick used sport to move the world forward. T / F
- h) The article says a person tweeted he/she would buy more Nike products. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-------------------------|---------------------|
| 1. maker | a. discrimination |
| 2. campaign | b. adverse reaction |
| 3. ignited | c. passionate |
| 4. injustice | d. provides |
| 5. heated | e. strategy |
| 6. caption | f. motivating |
| 7. supplies | g. title |
| 8. backlash | h. manufacturer |
| 9. inspirational | i. praised |
| 10. applauded | j. sparked |

Discussion – Student A

- a) What do you know about Colin Kaepernick?
- b) What do you think of Nike's sportswear?
- c) What do you think of your national anthem?
- d) Should we always have to stand for a national anthem?
- e) What do you think of Nike using Colin Kaepernick in its campaign?
- f) What do you think of the "taking the knee" trend?
- g) Should sports players be fired for "taking the knee"?
- h) Should Donald Trump stay quiet on issues like this?

Phrase Match

- | | |
|---------------------------------------|-------------------|
| 1. advertising | a. everything |
| 2. stand for the national | b. injustice |
| 3. a protest against racial | c. or suspended |
| 4. Kaepernick's actions caused heated | d. applauded Nike |
| 5. players should be either fired | e. up image |
| 6. use a close- | f. campaign |
| 7. Even if it means sacrificing | g. athletes |
| 8. a corporate sponsor | h. debate |
| 9. one of the most inspirational | i. of the NFL |
| 10. Many on social media | j. anthem |

Discussion – Student B

- What do you think about what you read?
- What advice do you have for Colin Kaepernick?
- What do you believe in?
- What things do you have to sacrifice in life?
- Which athletes are the most inspirational?
- How can sport help the world move forward?
- Do you understand why people are angry with Nike?
- What questions would you like to ask Colin Kaepernick?

Spelling

- aonenucdn it will use American
- advertising gamnpiac
- its "Just Do It" 30th viayrennasr
- Kaepernick ignited recnvosorty
- protest against racial stii-cnjue
- be either fired or nuedspesd
- Kaepernick's face with the onitpac
- it means gnfcirsiac everything
- The company knows it will receive a khcblaas
- one of the most ionpiaairnstl athletes
- the same emotional onpersse
- social media edlpudaap Nike

Answers – Synonym Match

1. h	2. e	3. j	4. a	5. c
6. g	7. d	8. b	9. f	10. i

Role Play

Role A – Athletes

You think athletes are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, actors or nurses.

Role B – Astronauts

You think astronauts are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): athletes, actors or nurses.

Role C – Actors

You think actors are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, athletes or nurses.

Role D – Nurses

You think nurses are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, actors or athletes.

Speaking – Inspirational

Rank these with your partner. Put the most inspirational people at the top. Change partners often and share your rankings.

- | | |
|---------------------|--------------|
| • actors | • athletes |
| • singers | • astronauts |
| • business leaders | • nurses |
| • religious leaders | • teachers |

Answers – True False

a	T	b	T	c	T	d	F	e	F	f	F	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.