

Making things count

Les univers professionnels, le monde du travail – Some brands are famous worldwid and nothing seem to touch them

UNIT 6	How do sports brands convince us to buy ?
At the end of the Unit, I will	- know more about the history of Nike - learn about the controversial brand - get to know more about the production of Nike garments
What vocabulary will I need ?	- opinion - brands - description
What grammatical structure will I need ?	- impératif - présent -ing
What documents will be used ?	1- The making of a superbrand 1a- - Kahoot : How well do you know your sports brands? 1b- NikeTown : the king of the super brands 2- Embracing controversy 2a- 1989 – 2016: Nike most famous commercials 1989: Just do it campain 1995: if you let me play 1995: Ric Munoz, HIV positiv runner 1996: Charles Barkley, I am not a role model 2007: Matt Scott, no excuses 2012: voices 2016: kaepernick, believe in something 2b- How Nike Turns Controversy Into Dollars Annexe 2: compilation nike ads 3- the other side of the coin 3a- Cartoons – Sweatshops 3b- Admit it. You love Cheap Clothes, Gethin Chamberlain For the Guardian <i>Sun 28 Jul 2013</i> 4-climbing back to respectability 2020, NIKE STATEMENT ON XINJIANG 5- fame backlashing 5a- Chinese call for Nike boycott over Xinjiang statement, 2021, Newstodayabc 5b- Lil Nas X's unofficial 'Satan' Nikes, containing human blood sell out in under a minute, CNN Mars 29th, 2021 5c- Nike statement on Lil Nas X's unofficial Satan shoes, 29th March 2021 Annexe 5 : I threw the Satan Nike Shoes conclusion : you can't stop sport / us (vidéo)
What will I learn about ?	- how there is always two side to one story - how brands are submitted to popularity

	- how superbrands are made
Final Task	You've decided to make your stand on one of the Nike controversy, either as a supportive CEO or a influential activist

Instructions for your Final Task :

- 1- You'll either stand for or stand against Nike or another brand
- 2- Choose one moment of controversy and stick to it
- 3- You must take a position whether in favor (supportive CEO) or against (influential activist)
- 4- Your position must be clear