



## AN AIM OF CULTURE JAMMING & THE DEEPER TRUTH BEHIND NIKE'S TECHNIQUES BY DAN WIEDEN



PROFESSOR MATTHEW LANGE - COMD3504 - Section HD61 - Spring 2022

### THE MJ & SPIKE LEE SERIES

Spike Lee and Michael Jordan do their deal with Nike with the global rise of sportswear that has matched with the development of hip-hop culture. Jordan joined Nike in 1985, and the black and red color scheme was a unique twist that led to the NBA banning the shoe. Nike made millions of dollars from the subsequent uproar.



### CULTURE JAMMING

Culture jamming is the practice of using the media to alter the meaning of one message into another.

Life Magazine 1996



"On the playgrounds of america , every kids' goal is to score: in pakistan, where children stitch soccer balls for six cents an hour, their goal is to survive"



### PREEMINENT MOMENTS ON THE SILVER SCREEN

Jordan appeared in a series of classic ads with Spike Lee in 1988. Lee reprised his role as the brash B-boy Mars Blackmon who had to have it. Jordan only wants to play basketball, but Lee is focused on the trainers. "Do you know who the best player in the game is?" asks Lee, "Me. Mars Blackmon. Do you know how I get up for my game? That's right. Air Jordan. As the camera pans down to reveal him standing on Jordan's shoulders, he replies, Following this commercial, street and sports cool were quickly mixed. (MacInnes). And we provide all this for free, for everyone to read. We do this because we believe in equality of information. More people can follow the global events that shape our world, understand their impact on people and communities, and be inspired to take meaningful action. Millions of people can benefit from open access to quality, factual news, whether or not they can afford to pay for it.

