

Nike: Answer key

1. Footwear and other items of clothing (including watches).
2. Answer based on students' response.
3. Most of the protest is against the employment conditions in the factories where the footwear is made.
4. American universities are fiercely proud of their achievements on the sports field. Promising athletes can win 'sports scholarships' which fund their university education whilst they represent the university teams.
5. Japan.
6. 1972.
7. Nike is the winged goddess of victory according to Greek mythology.
8. The 'swoosh' represents one of the wings of the goddess.
9. 'The idea of exercise and game-playing ceased to be something the average American did for fun. Instead Americans turned to working out (exercising) as a cultural signifier of status.'
10. They got paid for endorsing their products.
11. China, 31% in Indonesia, 13% in Thailand and 13% in Vietnam. The remaining 3% were made in Italy, South Korea and Taiwan.
12. According to Oxfam Community Aid Abroad 'Nike has consistently moved production of its sneakers to wherever the wages are lowest and workers' human rights are most brutally repressed.'
13. Protesters would like some of the millions of dollars Nike spends on advertising, marketing, and sponsorship of celebrity athletes spent on the workers who actually make the products.
14. Nike have tried to draw attention to their sponsorship of sports events, education and community projects in their main market - the USA . They have also begun to promote themselves as ecologically friendly by producing a shoe with no PVC. Nike proudly presents itself as a member of the Fair Labor Association