

LO3



Name of Company: Link to the Ads: Year:	Nike https://www.youtube.com/watch?v=F-UO9vMS7AI 2017-2018
Transcript (Key Language)	Arabic (English sub-titles)
Powerful Visuals	The use of placement: putting the main character in a position of power
Diegetic Sound	Punching bag hits, running over terrain and metal, ice skates against ice, and shoes hitting the pavement.
Non-Diegetic Sound	Ambient background music, the crowd screaming

Repeated Ideas Throughout the BOW	The body of work repeats the idea of empowering women around the world.
Possible Global Issues or Inquiry Field	<p>This video relates to the field of inquiry, cultural identity, and community. More specifically, this ad communicates the idea of women's empowerment that suppresses the opportunity to showcase to women that they can thrive in sports no matter the circumstances.</p> <p>Society views Misogynistic views Ignored Ostracized</p>

Global Issue statement:

- Depth
- Embedded Argument
 - Making a clear argument on the topic
- Cause and effect
- Complex
- Repeatable phrase
 - Cohesive argument
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