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Rhetoric, Persuasion, and Culture

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Through my specific interest and where I personally grew up I fit into different cultures with people that I am alike. With these people we share the artifacts of the cultures that only the people that fit into the culture can understand and recognize. The first culture that I am apart of is the sneaker head culture we are a group of people that have a great deal of interest in the shoes we wear. We collect these shoes and like an art enthusiast these sneakers have value to us that a normal person outside of the culture would not understand. My second culture that I fall into is my high school Cass technical high school out of Detroit, MI. As an alumni form this high school we have a sense of pride being because it is recognized as one of the best school in Detroit, MI. From attending this school I have developed the culture that only people who went there could understand. These cultures are categories that I personal fit into and within these culture we have artifacts and events that have great value to us.

The sneaker head culture is a huge community that expands across the world. Our artifacts are recognizable even through language barriers. For ex. The Air Jordan is the signature athletic shoe for a now retired professional basketball player Michael Jordan. His sneakers can be found almost anywhere in the world and are sold instantly upon release. The average person see’s athletic sneakers as just shoes you purchase to run or play sports in but, in our culture these shoes are worth more than that and we can pay up to thousands just for one pair. We have our own events or conventions where we showcase our collections and in some cases trade, buy, or sell shoes. The shoes are our artifacts, a never worn pair of original Air Jordan 11’s could sell for up 20,000 similar to a rare painting. Everyone recognizes the object of the Nike athletic shoes but not culture of the sneaker head community.

Everyone who has every graduated from a High School fall into the culture of that particular school. My school was Cass Tech and we developed deep pride in our culture. People who attended Cass Tech felt as if they attended the best schools in the world. Our slogan which in a way is an artifact of ours is #1 2nd to None. Anytime I come across a graduate of Cass Tech the one thing we always have in common and recognize is the school slogan. This artifact has been passed down for generation and is continually being passed down to the future alums. Our school’s campus can be recognized as an object, because it is recognizable by anyone who has visited Detroit, MI due to its downtown location. Our all glass building is unique and memorable for tourist or commuters who work in the downtown area. Events such as homecoming on the Princess boat is a specific event that only students and faculty can truly recognize as significant in Cass Tech culture. Homecoming is something that alumni can all recognize and understand why it is something that is vital to the Cass Tech experience. During my high school tenure I embedded myself into the culture that was already developed and realized and experienced the importance of our artifacts, objects and events that truly embodies Cass Tech culture.

Culture is always assumed to be related race, gender, communities, but we all have personally cultures that we also fit. My Alma matter is very important to me and who I am. The artifacts that we share make it easy for the community to communicate and share. The same in the sneaker head community, I can talk to anyone about Air Jordans and even though we never met we instantly feel connected. That’s the power of our artifacts and events in culture, through shared interest members are connected before knowing each other.