

None of us have been to Oregon: The Glocalisation of Nike

Written by
Ewan Allman

OXFORD
BROOKES
UNIVERSITY

“It has now become easier to imagine the end of the world than the end of capitalism”- Fredric Jameson (1996).
Nike have marginalised populations within higher education systems and reinforced social discrimination.

Chapter 1: Globalisation in a neoliberal moment and Sport

- Harvey (2009) combined with Brown et al (2000) definition: the internationalisation of markets and cultural economy’s while the development of new technologies has aided this process as transport links continually improve, breaking down physical and cultural boundaries, leading to new markets being exposed which in turn has led to a “shrinking world effect”
- Americanisation of globalisation (Whannel, 1992): Sport/culture has been based around economic and cultural ideologies of the USA
- Neoliberalism: the rolling back of the state to promote a “free” market and liberal society. Giroux argues that this has led to everyone and everything being “subject to the bottom line”.

References:

Brown, L. D., Khagram, S., Moore, M. H., & Frumkin, P. (2000). Globalization, NGOs and multi-sectoral relations. Hauser Center for Nonprofit Org. Working Paper, (1).
Giroux, H. A. (2004). The Terror of Neoliberalism: Authoritarianism and the Eclipse of Democracy. Paradigm Publishers, PO Box 605, Herndon, VA 20172-0605.



Chapter 2: Transnational Corporations (TNC's)

- TNC's have used our current moment of a rolled back state as an opportunity to fill and commodify sport and the culture surrounding it (Wenner, 2010).
- Has been argued that TNC's then hold too much power and they use this just for “profit maximisation” (Mandel, 1999).
- Correlating with Harding's (2001) view of neoliberalism that our current moment is “Capitalism gone too far”.

References

Harding, J. (2001). Globalization's children strike back. Financial Times, 11.
Mandel, E. (1999). Late Capitalism. 6th impression ed. London: Verso Classics.
Wenner, L. A. (2010). Sport, communication, and the culture of consumption: On evolving and emerging markets. American Behavioral Scientist, 53(10), 1451-1453.

Chapter 3: Nike

- Nike have become so successful with there marketing they have now gained “visual omnipresence” (Riordan, 2014)
- Power of the swoosh!
- They have done this through glocalisation and made there products appeal to local tastes (Robertson, 1995).
- Have used celebrities very well to market products. If they are successful enough they will commodify the celebrity to make them a product
- In reality they have just Disynefied and McDonalised their products. This is negative as it means Nike now have the power to create discourses to suit them

References

Riordan, B. (2014). IDENTITY AND THE IMAGE IN THE MEDIASCAPE OF LATE CAPITALISM (Doctoral dissertation, National University of Ireland).
Robertson, R. (1995) 'Glocalisation: time-space and homogeneity-heterogeneity'. In Featherstone, M., Lash, S. and Robertson, R. (eds.) Global modernities, London: Sage, pp.25-44.



Chapter 4: Branding the amateur- A marginalised Nike student population

- Academic capitalism (Andrews and Silk, 2012) is happening in both America and the UK.
- Worse in the UK than America as we have less infrastructure and facilities and Nike are just “branding the amateur”
- Discourses are being believed so anyone without Nike is marginalised as they are deemed the opposite.
- Harmful as these discourses are constructed by Nike, for Nike.

References

Andrews, D. L., & Silk, M. L. (2012). Sport and neoliberalism. Temple University Press.

STUDY