**Will the Revolution be advertised? #ImWithKap and #BurnNike**

With the progressing technological advancements, humans have got multifaceted potent platforms for the communication at global levels. Our thoughts, opinions and views are just one click away from the masses no matter they synchronize with the universally established and widely- acknowledged societal and cultural norms or not. Various social media platforms such as Twitter, Instragram, Google, Facebook and Whats App have brought revolutionary alterations within the cultures at the micro and macro levels. A similar groundbreaking trend is valid enough to stand in this case; Colin Kaepernick’s refusal to stand for the National Anthem during the National Football League (NFL) in response to the killing of innocent black people by police. He further elaborated that he stood against racism and did not stand for the National Anthem of such country that oppresses people on the basis of their color and race. After his action and supporting tweet, masses started responding and posting mixed reviews about his stance. Some attributed him as a rebel and called him pathetic creature that disrespected his motherland whereas some supported him saying that he stood for the right cause. Needless to say, rational transformations at micro level serve the purpose of bringing about a cultural revolution through massive unconscious perpetuation. The Nike brand supported and endorsed the stance of Kaepernick whereas his opponents burnt Nike products and demonstrated their disagreeableness aggressively. After consulting numerous tweets on the hash-tag trend #ImWithKap and #BurnNike, I found that the phenomena of outsider culture and cooptation were best defined here. Kaepernick’s stance was entirely outsider cultural in nature whereas attainment of support from a renowned brand not only reinvigorated his stance but also galvanized other similar entities to hold and embrace his views. Hence, technology, rebels and capitalism act collaboratively to develop significant changes in the members of same society at rational levels; individualistic change undoubtedly opens the ways up to cultural metamorphosis (Quart, 2013).

References

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