

Write a 1.5-page single-spaced paper on the life and legacy of Kobe Bryant. Answer the following questions:

1) How did Kobe Bryant become one of the greatest basketball players in NBA history?

Kobe Bryant excelled in what he did. He was one of the greatest basketball players in NBA history. This was due to the amount of time and hard work he put into being great. Kobe knew he wanted to succeed and be great, but he knew he needed to commit endless training hours and practicing in order to do this. Kobe started off his career at 18 years old which made him stand out as the youngest player at that time to be in the NBA. One of the quotes from Kobe that really highlights how passionate he was at playing basketball was when he states, "Man, I gave my soul to the game. There was nothing more I could give. I wanted to be one of the best basketball players to ever play and anything else that was outside of that lane, I didn't have time for." Kobe Bryant dedicated all his time to being better, even when he was at the top of his game and winning championships. When others were going out to celebrate the wins, he was going back to the gym and dedicating any free time he had trying to improve. This is what made him stand out than others; this is what made Kobe Bryant become one of the greatest basketball players in NBA history.

2) How was Kobe able to transcend basketball and become a pop culture icon?

Kobe had a passion for doing more than just be an athlete. Kobe knew that athletes have been pigeonholed to think that they can only be one thing—a great athlete, however he wanted to be different. He wanted to create a legacy that lasted forever by moving on to the next generation. When he retired from basketball, he dedicated his time to being a father and creating the Mamba Sports Academy. Kobe acknowledged that championships come and go, but he wanted to be sure to transfer all he's learned to the next generation. From the 3 short years that Kobe was retired from basketball, we saw him actively working with the Mamba Sports Academy, investing in projects and charities, and even made a short film. This film was called, "Dear Basketball," which was based off of a poem that he wrote, and Kobe ended up winning an Oscar for this film as well. He was a pop culture icon for basketball, film, and a role model for any young athlete. Kobe was able to transcend his drive and perseverance into people's daily lives. Many artists rhyme his name in their songs, from Lil Wayne, to Drake, to Kendrick Lamar, Kanye West, and so much more, Kobe is a name you would hear at least once a week. When you think of basketball, you think of Kobe. One thing that sticks out in my memory was that in high school many people would throw away trash as if they're making a basketball shot and yell, "KOBE," just as they make it in the trash. This is a small example of how even if you did not watch one basketball game, you knew Kobe's influence as a player. Kobe proved to the public that athletes do not just have to be athletes, and if you apply yourself to be the best version of yourself you can create things last forever.

3) Why was he loved globally—especially in China and Italy?

Kobe Bryant inspired people all over the world, not just in the United States. He was especially loved in Italy because it was where he lived from the ages 6 to 3. His father played for several Italian Basketball teams, which was why the people of Italy felt a special connection and mourned his loss just as the rest of the world did. Kobe traveled with his father as he played on teams in places such as Rieti, Reggio Calabria, Cereglio, and Reggio Emilia (Gooden-Jones, 2020). On a radio interview in 2011, Kobe admitted the love he had for Italy, stating that Italy

will also be close to his heart. When the news broke that Kobe passed, the NPC Rieti basketball team posted a photo of him on their twitter stating, "You made us dream. We are proud to have been the first to see you take the court." (Amante & Corvino, 2020). Italy holds close ties to Kobe as Italy is where he began his basketball career as a child.

Kobe was also very loved in China as well. He was an inspiration to basketball players, and he was an emblem to them of what America would be like. In 2009, Kobe launched the Kobe Bryant China Fund, which was a charity that's purpose was to raise money for youth education, sports, and cultural programs. The Kobe Bryant fund also works coincide the Kobe Bryant Family Foundation to support Chinese culture in the United States (Van Noll, 2011). Kobe was loved by the Chinese and continues to be an inspiration for them because of the person he was, trying to bridge the gap between China and the US, and advocating for the next generation in China as well.

4) What is the "Mamba Mentality?"

Summed up, Kobe Bryant defined the Mamba Mentality to be able to constantly be the best version of yourself; it is a quest to be better than who you were yesterday. This goes with Kobe's mindset that if you work hard enough, you will be able to achieve anything. He also speaks on how you must really love the process to achieve the end result that you hope for. Hard work has to be put in from the beginning and at all times, not just when it is time to be great. Kobe speaks on how those early morning or late-night trainings, studying the game and the little tactics are the moments he really lived for—when you think you cannot do it anymore but push a little harder, and still love it, then you've really found your passion. For him this was basketball, so anything besides being better at basketball in his life he did not have time for (parties, clubbing, time off, etc.). The Mamba Mentality is to challenge yourself, keep yourself on your toes and really commit to making yourself better day by day.

5) What will be his legacy?

Kobe Bryant's legacy will be a compilation of many things. First and foremost, his basketball career and the Mamba Mentality will be instilled into the lives of many athletes, and not only athletes but people in general, over the years. He was always very passionate about inspiring and teaching his knowledge acquired to the youth and next generation, so his legacy will definitely live on through anyone he reached. This includes anyone from children he has inspired, to his basketball teammates, and many more. Kobe Bryant represented hard work, dedication, and passion, while remaining a humble human being as well. He embodied a charisma and work ethic that many people will be striving to embody as well. Kobe will not only be remembered as an athlete, but also a philanthropist, successful, hardworking individual who made the most out of his 41 years of life. He was very humane in the way that he cared for others and was passionate about being a role model for those younger than him. His legacy will be carried on through generations of athletes, advocates, children, and philanthropists.

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Kobe Bryant Assignment

1) How did Kobe Bryant become one of the greatest basketball players in NBA history?

Kobe Bryant became one, if not *the* greatest basketball players in NBA history through hard work and perseverance. Bryant was known throughout his career as having an incredible and transcending work ethic; he was known for the “almost mythological stories of endless early-morning and late-night workout sessions...” (Davis). Bryant set near impossible standards for himself, which meant working, developing, and fine tuning his skills at all hours of the day. This meant putting in work when his teammates were relaxing, partying, or doing other activities not associated with basketball. Bryant was known as an “individualist and a perfectionist... [he was] someone whose particular habits and standards would at times grate on teammates... But he won championships, and along the way, he rallied a legion of devoted fans who admired his willfulness and devotion to the game” (Goon).

Bryant continued to play games, work hard, and not take time off unnecessarily; he was devoted to becoming the best player that he possibly could be. He had, “... played in more games for the Lakers than Kareem Abdul-Jabbar. He has more win shares than Jerry West. He has played more minutes than Elgin Baylor. He has taken more shots than James Worthy and Shaquille O’Neal-combined. He is in the team’s top five in career rebounds, assists, steals, blocks, free throws, 3-pointers, fouls, and turnovers” (Hoffman). Without putting in overtime and cultivating his skills and weaknesses, Bryant would have never “... made 17 All-Star teams and [have] been named all- N.B.A. first team 11 times and first-team all-defense nine times. And most important to him, he has won five championships and has been named finals M.V.P. twice” (Hoffman).

2) How was Kobe able to transcend basketball and become a pop culture icon?

Kobe was an incredibly talented basketball player. However, he was able to transcend basketball and become a pop culture icon. Kobe had many talents that had exceeded beyond the basketball court. He received an Oscar for writing “Dear Basketball” (Matthew). Bryant had a large impact on American pop culture and other pop culture across the world. He resonated with millions of people who had dreams- individuals *can* be the best basketball player with the “Mamba Mentality” or individuals *can* achieve other goals that they have dreamt of. Bryant relayed the message that anyone can dream but it is through “...passions and perseverance that the impossible is possible” (Matthew). He gave children, adolescents, and adults hope and encouragement- they could reach their dream, they could prove others wrong, and they could achieve it through unrelenting hard work. Despite the fact that Bryant had retired from basketball in 2016, Bryant had continued to stay in the spotlight. He gave advice, gave back to charities and organizations, coached his daughter’s team, and created the Mamba Sports academy (Goon). Kobe is regarded as a pop culture icon because of his intense work ethic and incredible skills; he gave his heart and soul in every single thing that he did. He continued to make strides and improve himself- he did not stop nor was he satisfied with being the best at basketball. He moved on and made an impact in many people’s lives- Bryant will be mourned not only for what he did but he will also be mourned for what he could have continued to do if he had lived longer.

3) Why was he loved globally—especially in China and Italy?

Kobe Bryant spent a portion of his childhood in Italy and was fluent in speaking Italian; he grew up and learned to play basketball in Italy and it was nostalgic for him to visit (Deb). Italians had a special place in their heart for Bryant because he was one of them- he considered Italy to be his second

home and walked and played in many of the same streets that the Italians did. Bryant entered the NBA at a pivotal moment when the NBA had become a digital league (Deb). Bryant had “embraced all things digital” and when he was in China, he capitalized on the fact that he could be virtually present all around the world- this meant that his content could be seen universally (Deb). Bryant had also “... readily accepted his role as an ambassador for basketball, for both the league's interests and his own”; he had played on two Olympic teams, which was viewed and revered internationally, and received gold medals (Deb).

Bryant had realized that he had an immense impact in East Asia; he was particularly impacted in China, for he had the highest sales of shoes and jerseys (Deb). Bryant had traveled continuously around the world, but he made sure to make more frequent stops in China for basketball camps and promotional stops (Deb). He also stayed popular in China by starring in commercials ; he had done a commercial for Sprite in 2011 (Deb). Not only was he getting airtime and recognition from his Sprite commercial, Nike had also stated to expand to the Chinese market and he became the visible face (Deb). Because Bryant had made several personal visits, did promotionals and commercials for Sprite and Nike, and was present on NBA.com, Bryant had become popular all over the world. There was “something very universal” about Kobe Bryant in the sense that he was willing to, “... embrace technology and his European background” in addition to “Bryant’s relentless competitiveness” (Deb).

4) What is the “Mamba Mentality?”

Kobe Bryant had actually named himself “The Black Mamba”; this nickname was actually an alter ego that Bryant had created in order to help himself get through the lowest point of his career as a basketball player in 2003 and 2004 (Gaines). Bryant’s personal life began to impede on his basketball career; this left him questioning what direction his life was heading. Bryant was at the top of his game and in the span of a year, he had no idea if he was going to continue with his career (Gaines). In 2003, Bryant was charged with sexually assaulting a nineteen year old woman from Colorado (Gaines). His personal life was destroyed and Bryant reflected on how close his family was to dispersing. The basketball courts were his sanctuary and now it was being infiltrated by angry and hateful comments because of the allegations presented against him.

Bryant felt as if he had to separate himself; therefore, he created “The Black Mamba” (Gaines). “The Black Mamba” was essentially designed to create all of the business and challenges on the basketball court and “Kobe” was meant to handle all of his personal issues (Gaines). Bryant felt that with “The Black Mamba” persona, he no longer had to portray innocence; Bryant felt that the only way to move past what had allegedly happened in Colorado was to “... reveal the darkness that has always lurked inside him... the ferocity has nothing to do with his opponents and was more about the ‘battle that was going on within [himself] and that the opponents were just in the way and may get demolished in the process’ (Gaines). With his impeccable work ethic and a newfound “Mamba Mentality,” Bryant was able to come back better, stronger, and more ferocious than ever.

5) What will be his legacy?

Bryant will always be remembered by his creation of “The Mamba Mentality.” Many players can relate with needing to separate their personal lives from the court; they are able to unleash their “dark side” and strenuous hard work. However, it is important to note that Kobe Bryant is remembered by more than just his immensely successful career in basketball. Bryant, unlike some basketball players, used the money and fame that he gained in his career to do something else with his life and help finance other’s dreams as well. When Bryant had retired, Bryant had actually gotten into writing and creating films; he won an Academy Award in 2016 for “Dear Basketball” (Goon). Bryant had also, “... helped author young adult fiction novels and programming” (Goon). Even in retirement, Bryant’s advice was asked for and players took his words and advice as gospel (Goon). Bryant had also founded

Mamba Sports Academy in Thousand Oaks, in which there were many players, from the recreational level to the NBA level, that would attend the academy during the off-season (Goon).

Bryant had humbly realized the importance of "... paying it forward with the next generation" ("Kobe Bryant's Legacy, Controversy, and More"). Bryant was the type of person that would reach out and lend a helping hand to those who were in need. When Isaiah Thomas, a professional basketball player, was having an immensely difficult time because of his sister passing, Bryant reached out to him even though he did not know him- he helped him the best way that he could, which was by going over film with him ("Kobe Bryant's Legacy, Controversy, and More"). He is a celebrity and professional that people are able to relate to. Michael Jordan always seemed as if he was too good or above others- it is hard for others to imagine themselves actually being like him. On the other hand, Bryant was someone that you could actually be like; you could be humble, giving, supportive, and hard working just like Bryant was ("Kobe Bryant's Legacy, Controversy, and More"). Because of this, the players in the league and the millions of people who have watched and supported him took his death incredibly hard- he was, "... their hero, but he also was a big brother-type mentor" ("Kobe Bryant's Legacy, Controversy, and More").

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Kobe Bryant

1. Over Kobe Bryant's 20-year career he inspired millions of people on and off the court. Kobe had a work ethic like no other, he had a philosophical view on leadership, success and failure. There have been many memorable moments in his career. For example, when he injured his Achilles, he remained in the game and continued to make his free throws. In his last game as a Laker he went on to score 60 points, he knew he was done but he did not let that stop him from having a great performance. Kobe played against so many great players, but still won 5 championships, was an 18-time all-star, MVP, and has two numbers retired from one organization, no other player has been able to do that. Kobe was different than anyone else, because he gave his everything and more while playing. Kobe put in countless hours of work. He made so many sacrifices throughout his career, because of the amount of work he put in he retired as one of the best to play the game.
2. Kobe was able to transcend basketball and become a pop culture icon, because he was able to inspire so many people whether they were athletes or not. Whether or not someone was a sports/basketball fan they knew who Kobe was. He used his platform to not only inspire athletes, but anyone who listened. Kobe Bryant made commercials, designed shoes, created a clothing line, wrote books, worked with major companies such as Nike, and other things. Doing these things allowed him a career outside of basketball. In addition, Kobe was a huge advocate for women's sports, especially women's basketball. He would visit a number of different teams to give advice or help them practice. When he retired he was devoted to his family. His daughter Gianna was also a basketball player and Kobe started to coach her. She had the same mentality as he did. Kobe went on to win a Grammy for a short film he created about his love for the game. These activities plus him being one of the best basketball players allowed him to become a popular culture icon.
3. Due to the fact that Kobe was able to speak fluently in Chinese and Italian he was able to connect with the people of those countries. Kobe Bryant played internationally every summer, one of those countries specifically is China. He would even visit the Philippines frequently. When the news of his passing became public, there was a huge mural created of Gianna and Kobe in the Philippines. Bryant understood how far foreign players had come, and because of that European players had a ton of respect for him. He grew up in Italy before coming to the states. Kobe was a huge soccer fan growing up, and this allowed him to connect with the fans in Europe. In his locker at the Staples he kept a Milan jersey (Milan being his favorite soccer team). As previously mentioned, he was fluent in Italian because he grew up in Italy before coming to the United States. He spoke it for majority of his life and it was even a dream of his to play in Italy. Because Kobe visited many countries he was not just a basketball player, but also a global spokesperson for the sport. By being a global ambassador he was able to be relevant around the world.
4. The Mamba Mentality started off as a hashtag that came to Bryant one day, but now it is mindset that everyone (athlete/non-athlete) embraces. The Mamba Mentality is not just in

regards to basketball, but it is about trusting the process and trusting in all the hard work someone puts in. Bryant passed this mentality onto millions of people. He inspired so many children to go on and play basketball. In an article Bryant says that the Mamba Mentality is about getting up at 4 a.m. and working out and doing more than anyone else. He goes on to say that when someone does not study or prepare they are relying on fate, but he does not believe in that.

5. I think Kobe's legacy will be his relentless work ethic and how he gave basketball his all. He is known as one of the greatest players to ever play the game. In past interviews I have seen in the past he would talk about his daughters. When people would come up to him and tell him he needs to have a boy to carry on legacy, but his daughter Gianna would always say "I got it". She was the one to continue to his legacy, it is unfortunate she is no longer with us. His legacy will be the millions of kids he inspired. He was the ultimate competitor and his Mamba Mentality mindset will carry on to generations to come. Kobe Bryant is more than a basketball player, he was a father, philanthropist, entrepreneur, and more. He put everything he had into everything he did.

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Kobe Bryant is the GOAT

1) How did Kobe Bryant become one of the greatest basketball players in NBA history? As the third youngest player to ever join the NBA, Kobe Bryant was rare and exceptional on and off the court in every way. Being drafted straight from high school, Jerry West saw Kobe's drive, work ethic, and ability to translate his passion for the sport onto the court. His 20-season career was a first for any guard spent only with the Los Angeles Lakers (something rarely seen in any sport) where he became the all-time leading scorer in Lakers franchise history. His accolades are tremendous as he was one of the most decorated players to ever dawn a jersey: he's won five NBA championships, 18-time All-Star, 15-time member of the All-NBA Team, 12-time member of the All-Defensive Team, was named the 2008 NBA Most Valuable Player (MVP), and was a two-time NBA Finals MVP winner. His skill, however wasn't only on the court because in 2018 he became the first athlete to ever win an Oscar with his animated film Dear Basketball. But I think what makes him the greatest of all time is just how he left a lasting impact on everyone who was fortunate to cross paths with him, including myself.

2) How was Kobe able to transcend basketball and become a pop culture icon? This is not the reason why he became a pop icon, but it helps that his name "Kobe" is very easy to rhyme so listeners of hip-hop hear his name very often. His relevance to my generation in fact is so influential, there are so many people who will forever throw a paper ball into the trash and proclaim "Kobe." His animated film Dear Basketball is proof of how he was able to take his talent and drive off the court, and continue to influence and inspire everyone around him. He was a one-of-a-kind man that stood for hard-work, a virtue something everyone regardless if they play basketball or not can emulate and admire.

3) Why was he loved globally—especially in China and Italy? From the ages of 6-13 Kobe grew up in Italy where he learned the language and culture. He would spend every summer going to China spreading the game and using his position for Chinese people. He became an ambassador for basketball and the city of Los Angeles. His importance around the world shows how essentially he was a global citizen.

4) What is the "Mamba Mentality?" There is a story I heard regarding Kobe Bryant that I can never forget. He was practicing early in the morning before anyone else, like he would always do even when in highschool. Kobe began shooting threes and after several missed shots, he told a maintenance worker that the hoop was about half an inch off from regulation. Thinking Kobe

was full of himself, they checked and sure enough Kobe was right, down to the half-inch placement of the hoop. To me this highlights what Kobe as a player was about, his mamba mentality shaped every facet of his life because whatever he worked on, he gave it his absolute all and pushed even further. The "Mamba Mentality" is even when you've given your all, there is still more you can do. It's the Mamba out kind of thing.

5) What will be his legacy? His legacy is hard to transcribe, in fact this whole paper is difficult to write. Yes of course this stems from his tragic death, but also due to the fact that his accolades are so numerous and extravagant that it's almost surreal. It transcends the world of sports and reaches much farther than the NBA. He was world renowned, all the way from China to Italy, the world was in shock as time stood still that Sunday morning. There is not a doubt in my mind that all of the players currently entering the NBA in some shape or form have been influenced by this legend. Kobe was a man that even after his illustrious tenure in the NBA, he continued to give his all in life and he gave back to the many communities he had become so integral to. He didn't stop being there for the world, and in his legacy he will continue to be the role model of drive and hard work like he always was. Kobe's legacy will be going down as the greatest player of basketball.

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Kobe Bryant

1. Kobe "Bean" Bryant was born on August 23, 1978 in Philadelphia. He grew up in Italy when he was 6 until he reached the age of 13 and came back to Philadelphia. He then joined the Lower Merion High School basketball team leading it to four state championships in a row. He then gets drafted by the Hornets straight out of high school and gets traded to the Lakers where he never left. He became a starter in the 1998 All-Star Game and became the youngest All-Star in the NBA's history at 19 years old. He ended up winning 5 championships and two consecutive olympic gold medals. He's currently #4 on the all-time scoring list and has both his #8 and #24 jersey retired. He was very vocal and in front of the media and was loved by millions of people.
2. Kobe was able to transcend basketball and become a pop culture icon by his surrounding image of being hardworking and an all time great. His work ethic was renowned and his combative nature was very much part of his brand. His personality and never being scared of speaking how he felt added to his self image. He also worked the best in anything he did regardless of what it was. He also won an oscar for his short film "Dear Basketball" which is a prime example of that ideology.
3. Kobe was the best player in the NBA when international interest was peaking, growing to a huge level in the '90s and exploding beyond that with the chinese market being introduced in the early '2000s. He was the best selling jersey internationally and best selling in Europe, Latin America, and China. He also made continuous visits to china after retiring and was widely seen doing global outreach. He spoke Italian and grew up there so Italians saw him as one of their own.

4. The Mamba Mentality was his way of putting his mindset and his outlook in life of hardwork and dedication into a phrase. It was all his hours in the gym, his way he handled the ball, the way he shot in the final minutes, and overall the way he looked at basketball as a whole. He expressed that this phrase wasn't just how he looked at basketball, he was focused on doing that with all his endeavours like his media work, his book writing, and even him raising a family. It means putting all your effort into something and not letting yourself or anything else in your life hold you back.
5. His legacy will be undying in LA. I personally went to the Kobe memorial outside the Staples Center and saw all the people that came to honor him. The thousands of people that brought candles, statues pictures, basketballs, balloons, shoes and everything seemed appropriate. It was outstanding to see all the different races and backgrounds that came and all the graffiti around LA. I can say for a fact that Kobe will never be forgotten in LA.

The Greatness of Kobe Bryant

Kobe Bryant is one of the most well-known figures throughout the history of the NBA. In the 20 years of playing for the Los Angeles Lakers, he has amassed a number of notable achievements. One of his most notable achievements was in the year 2006. When facing the Toronto Raptors, Kobe Bryant had scored 81 points, thus being the second highest number of points scored in a game in the NBA. But his achievements didn't stop there. Kobe Bryant throughout his career had become a 5 time NBA championship winner, an 18 time NBA all-star player, with 4 out of those 18 times becoming the all-star game MVP. He is also the fourth leading player in terms of scoring points just recently being outed by LeBron James. With stats like these, it comes as no surprise as to why so many people all around the corners of the world regard Kobe Bryant as one of the best basketball players to have entered the NBA. But these achievements weren't just dropped into the palm of his hands. Kobe's dream to enter the NBA didn't just come in by chance, but through hard work and perseverance. On days where he would get up early and stay up late; On days where he didn't feel like working and was too tired to continue on, Kobe Bryant worked. He worked and worked until his dream of joining the Los Angeles Lakers became a reality. And throughout this process he realized that in a sense, the hard work that got him to where he is now, was in itself, the dream all along. This was the beginning of his legacy as The Black Mamba.

Kobe was able to transcend the basketball culture and become a pop culture icon for a few reasons. One reason was just because of how great he played basketball. If you mentioned the team LA Lakers, at some point in that conversation there was a good chance that the name Kobe Bryant would pop up. He became one of the pillars of the Lakers, cementing his legacy on the team with the numbers 8 and 24 on his jersey. Another reason he became a pop culture icon was because he stepped foot outside of the basketball scene. After retiring from the NBA, Kobe decided that he would start expanding his interest into different horizons. He became a businessman, entrepreneur, and investor. As he grew older and gained a family, he realized that his time had come and it was time for the next generation to start walking. Focusing his talents from one passion and into another, he founded the Mamba Sports Academy which focused on training and supporting the next generation of athletes both physically and mentally. Through his hard work, Kobe had defied the stereotype that black people were only good at basketball. He showed the young people that were trying to follow in his footsteps that if you put in the work, you can succeed.

Kobe Bryant was a global sensation but he was especially popular in Italy and China for a few reasons. One reason Kobe was loved in Italy was because Kobe had actually lived in Italy for a few years because of his dad playing basketball there. Because of this, many people felt that Kobe was one of them, and that if Kobe had won a game, it was like Italy had won the game. Many people in Italy also thought that Kobe's greatness on the court stemmed from him playing basketball in Italy. While the other kids would go watch TV after practice, Kobe would go home and practice more basketball with his dad. One reason that people liked him in China so much was because Kobe had built a good relationship with the country, often visiting in the off-season. Although instead of just visiting and sightseeing, Kobe would often interact with the community and local areas, taking time to understand the Chinese culture. Another reason why Kobe might be so big in China was because of Yao Ming helping cultivate the growth of basketball in China. Because of this, many Chinese people would watch the NBA and get attracted to Kobe's hard working ethics.

Mamba Mentality was Kobe's way of living on and off the basketball court. To many, Mamba Mentality was the idea of putting in effort in order to achieve results. That when faced with a towering task that seems impossible to complete, you constantly push yourself to come up with solutions on how to conquer this task. While I don't think this is wrong, I think that Mamba Mentality was more than just putting in hard work into something you believe in. I believe it was the idea of living your life as best as you possibly can at that moment. If your goal is to be the greatest basketball player to ever live then you should be putting your best efforts into things like training, working out, and practice. If your goal is to just try and wake up earlier in the morning then you should be going to bed earlier and remove bad habits like being on your phone before going to bed. Mamba Mentality was a way someone can live their best life whether or not they were presented with challenges in front of them. It was something anyone of all ages, race, religion, etc, can get behind.

While Kobe Bryant may be gone, he will most certainly not be forgotten. The hard work that he put into his life will surely have a lasting effect on those close to him and those who idolized him. His legacy of being a loving husband and father. His legacy of being one of if not the best NBA player of all time. His legacy of being a leading figure for the Los Angeles Lakers. His legacy of being a great mentor and coach, founding the Mamba Sports Academy and inspiring people all around the globe to work hard. All of these things that Kobe has achieved in his life, will surely not be forgotten for years to come.

Kobe Bryant Assignment

1. Kobe Bryant became one of the greatest basketball players of all time because he overflowed with perseverance and dedication to the game. After his sudden death on January 26, 2020, many stories emerged that captured how his life revolved around basketball. During a news interview, one of his former teammates told a story of a time that the Lakers won a game. In the locker room, Kobe asked his teammate what he was going to do after the game. His teammate said that he was going to the club and he then asked Kobe what he was going to do, and he said that he was going to the gym. While other players relaxed after games, Kobe quickly went to the lab to improve his game and to practice what he was already good at. After reading his book, *The Mamba Mentality*, I was able to not only understand Kobe's skill, I was also able to understand the game of basketball better. He earned the title as one of the greatest players of all time because he allowed himself to be consumed with obsession for basketball and he was willing to pass the skill onto others. Every single page, out of 208 pages, was a different way to improve and understand the game. He would do film study to observe not only his form of playing, but of others as well. Before playing against opponents, he would study who he would play so that he was able to see what he was up against and how he could defeat them. During those film studies, he would find their weaknesses and use them against the players during the game. One thing that he did that proved his skill was the way he studied every aspect of basketball: including the referee's handbook. By doing so, Kobe learned what weak spots the referees had and used them to his advantage. He was always willing to learn, and he was not afraid to ask questions because he knew that in the end, he would be better. This made him great because he did not let anyone, or anything impede on his goals on becoming one of the greatest players of all time. In his book, he mentioned the story of Ruben Patterson giving himself the title of "the Kobe Stopper." He stated that he would have been fine with helping Patterson if he had consulted with him first, but since he didn't Kobe said that he had to put a stop to it. Bryant didn't believe in letting people be better than him, so he had out-performed Patterson every chance he had to put an end to the "Kobe Stopper". He found it funny that he had put such a high precedent in basketball that people needed to go out of their way to make themselves seem better than him. His competitiveness and drive allowed him to be one of the greatest of all time. If he hadn't trained as often as he could or if he had let his injuries get to him, he would have been just another player in the NBA. However, he decided how his career was going to go and he didn't permit anything to get in the way of his titles.
2. Kobe was able to transcend basketball and become a pop culture icon because he was able to give everything in his life its own place. It was clear when Kobe retired that he had officially given basketball all that he could give, and he knew it was time for him to move on. As he stated in his short-animated movie, *Dear Basketball*, "it's time to say good-bye... and that's okay." He was able to let his past be his past and his future be his

future. He didn't limit himself to only be a former basketball player. He became an author, film maker, philanthropist, and basketball coach. In 2018, he released his book *The Mamba Mentality* which had great success and inspired athletes everywhere. In 2019, he also released a young adult book series "The Wizenard Series: Training Camp." Shortly after his retirement, he created the short-animated movie *Dear Basketball* which led to him winning awards such as the Academy Award for Best Short Film (Animated) and Sports Emmy Award for Outstanding Post-Produced Graphic Design. As a philanthropist, Kobe supported various causes. He and his wife created the Kobe and Vanessa Bryant Family Foundation which is dedicated to providing aide for families in need. Their foundation contributed more than \$1 million to the Smithsonian's National Museum of African History and Culture. Kobe was also the founder of the Mamba Sports Academy which is dedicated to improving people's attitudes toward their educational and active performance in an effort to unlock their potential.

3. Kobe was loved globally for his legacy in basketball as well as his constant appearances in other countries. For much of his childhood, he lived in Italy because his father Joe Bryant was playing professional basketball there. During his time in the town of Reggio Emilia, Kobe played basketball almost every day and became fluent in Italian. When he would visit the town, he formed a deeper connection with it, and it was felt between him and the townspeople. Due to this connection, the town is still struggling to come to terms with his death and they are vocal of how proud they are of their former "son." In their time of mourning, Mayor Luca Vecchi announced stated that they would dedicate a square in front of the basketball center in Kobe's honor. When Kobe played in China for the Olympics, he left a big impact and eventually became fluent in Mandarin. His curiosity for the culture grew and it was seen each time he visited which led to an increase in his popularity in the country. Throughout Asia, he inspired young basketball players and he was greatly loved by the citizens. His engagement with fans through social media showed that he cared which made people love him even more. People from all over the world, including presidents, have demonstrated how hurt they are from his tragic death. Presidents from Taiwan and Venezuela spoke up about his legacy and how it will live on. International soccer players such as Neymar and Maradona have payed tribute to him.
4. The Mamba Mentality is part of what made Kobe great. His nickname "Black Mamba" was used in reference to his game, however the Mamba Mentality was applied to all aspects of life. It's a mindset that sparks the competitiveness in individuals and pushes us to be great despite the gritty process. With the Mamba Mentality, you are able to understand that hard work will always matter most even though the training can be difficult. He told Amazon Book Review, "Hard work outweighs talent – every time." With the mentality, quitting and running aren't options. There is no time to pity yourself, you have to dedicate all your time to improving and training yourself to be the best version of yourself that you can be. Kobe once said "If you see me in a fight with a bear... pray for the bear.'... That's the 'mamba mentality', we don't quit, we don't cower, we don't run. We endure and conquer."
5. His legacy goes in various aspects. He will be known for his philanthropy, his work with his family, him being an author, as an Oscar winner, and one of the greatest basketball players of all time. Kobe was the only NBA player to ever have a twenty-year career with only one team (the Los Angeles Lakers). He won five NBA championships, is third on

the all-time career scoring list, 18-time All-Star, Olympic gold medalist, 15-time member of the All-NBA team, two-time NBA Finals MVP Winner, and various other awards. His achievements on the court were legendary and they encapsulate his dedication to the game. His story as a basketball player has inspired many young players around the world and will continue to as his legacy lives on. Despite his phenomenal statistics, his basketball does not define his entire legacy. He was a hard worker that never gave up. Once he put his mind to something, he made sure to complete it and that is what made him great. When he first entered the NBA, he said that he wanted to play for the Los Angeles Lakers for 19-20 years and that's exactly what he did. He never gave up on his dream and that is part of his legacy. Kobe will also live on as a philanthropist through his Mamba Academy and the Kobe and Vanessa Bryant Family Foundation. His role as a coach and loving father were seen through his daughter Gianna, who also passed away in the helicopter accident. His dedication to teaching others how to embrace the Mamba Mentality has planted a seed in everyone's hearts and a part of him is with us. Through his many hats, Kobe Bryant's legacy as a man of many talents will live on.

Kobe Bryant

1) How did Kobe Bryant become one of the greatest basketball players in NBA history?

In 1996, Kobe Bryant entered the NBA right after high school. He was a famously younger player at the age of 18. His father was Joe Bryant who is an American former basketball player. When he was younger, he moved to Italy. He started playing basketball at the age of 3. As well as his grandfather would sent him videotapes of NBA games so he could study. He studied and broke down legendary players so he could incorporate their skills into his own skills. During his early years in high school, he played on the varsity basketball team as a freshman. Then later earned national recognition by receiving numerous awards, being Southeastern Pennsylvania's leading scorer, and entering to the NBA. He spent 20 years with the Lakers. During his time with the Lakers, they won a total of 5 NBA Champions. Kobe Bryant led the Lakers in winning 40 games from 2004-05 to 2005-06 without the leadership from O'Neal. The post-O'Neal led Kobe Bryant to become the dominant force and the face of the Lakers. He won MVP in 2007. With his leadership, he led the Lakers three finals, winning champions. As well as being the 18-time All-Star, 15-time All NBA Team Member and 12-time member of Defense. On January 16th, he scored 81 points in a single game against Toronto Raptors. He scored a total of 33,643 points throughout his career. As well as scored 16,161 points in the Staples Center. Also, in 1997 he became the youngest winner of the NBA Slam Dunk Contest. His achievements and his basketball skills gave him the title of the greatest basketball player in NBA history. Throughout his basketball career, he demonstrates that with practicing, work hard, and enjoying the things you are passionate about, you could achieve it.

2) How was Kobe able to transcend basketball and become a pop culture icon?

Not only he was the greatest basket player in NBA history, but he expanded his image to embody a symbol of cultural significance that is widely known throughout generations. He gained a lot of endorsements that exposed him to pop culture. He collaborated with a sports fashion such as Adidas to sell signature shoes. He appeared in many sport video games. Appeared in many magazines, commercials, and partner up with name brands such as Coca-Cola, Nike, Mcdonalds, Turkish Airlines, and many more. His face and his image was everyone. He was a diverse character that could fit outside of his own nature which was basketball. He was a triple threat. He could sing, act, and play basketball. He was in a rap group when he was in high school. He debuted his album "Visions" in 2000. As well in 1999, he appeared in Destiney Child's "Say My Name" remix. He appeared in All That.

In 2017, Dear Basketball was released. Dear Basketball was a short animated film that was written and narrated by Kobe Bryant. Dear Basketball was inspired by his poem that

he wrote before his retirement from the NBA. The film described his love for basketball, as a child and into an adult. As well as his final goodbye to basketball as he retired from the NBA. This inspired everyone and society. He won an Academy Award and the first African American to win an Oscar for Best Short Animated Film. His words of motivation and encouragement became a huge symbol in culture. He could articulate his words to become meaningful meanings of encouragement and work ethic that inspired generations of adults and kids.

3) Why was he loved globally—especially in China and Italy?

Kobe was highly invested in China. He visited and partnered up with many Chinese companies which gave him an image into the country. He grew up in Italy. He spoke the language which was able to connect with the people from there. He played basketball there as well.

4) What is the “Mamba Mentality?”

The Mamba Mentality is the ability to be the better version of yourself. It's the ability to lift yourself into a higher version of yourself. To make yourself a better person. The mamba mentality is to be able to focus on the process and trust yourself in hard work. To be fearless and set higher goals each time you achieve one. To achieve the impossible. Stay disciplined and embrace the challenges. Don't quit after the first fail. Mamba Mentality is to be able to get right back up. To learn and adapt. To be in a situation that makes you feel uncomfortable but able to turn this opportunity to rise.

5) What will be his legacy?

His legacy will be his relentless work ethic. He overachieved and outdo himself. He puts a lot of work and hours into what he was passionate about which was basketball. He was the first one at the gym and he was the last one at the gym. He never stopped working, which led him to become the greatest basketball player. This inspired many generations to keep working hard and if you want to be the best, you go to work to be the best. He invests all his time into something he finds interest in. His legacy will also be known as bringing LA together. Every final or game he was in, he brought everyone together. His legacy will be that he was the beast in courts. His legacy is to be fearless and take on the challenges. And lastly, his legacy is to be the best father. He loved being a father to his girls. The whole world saw his love and support for his family.

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Kobe Bryant Assignment

The legacy of athletes has always been thought to be defined through their accomplishments and records reached inside the court. Few of these athletes have been able to transcend beyond this definition and become role models for communities outside the purview of sports. Kobe Bryant, allegedly and now more than ever, considered the best basketball player in history was in fact one of the few athletes capable of reaching this universal followership and ubiquitous presence in and out of popular American culture. As a basketball player, Kobe Bryant led his home team, Los Angeles Lakers, for three back to back national championships. Bryant was also capable of breaking and establishing all sorts of records and accomplishments. Holding the second place for the highest scoring points in a game, ranking four in both the NBA's "all time postseason scoring" and "all time regular season scoring List. His accomplishments inside the court continue for the entirety of his career. Kobe was selected to be part of the All-Star Game eighteen times of his 20 years of career.

To say that the name Kobe Bryant became synonyms with success and dedication could be an understatement. But even when he was able to establish his legacy inside the court, he always claimed that his greatest accomplishments in life in fact took place outside the court. As part of the glorious age of NBA basketball that saw many other prominent figures of basketball such as Shaq O'Neal and others. Kobe became a prominent figure in American and international pop culture. Kobe appeared to be in every commercial, being endorsed by popular companies that went from Nike and Adidas to others such as McDonalds and others. Kobe presence in other avenues of mass reached such as rap music was also set present. From east coast artists such as 50 Cent to other modern rap artists such as Drake and Big Sean. The name of Kobe appeared to be a noun more than the name of a person, which was often related to greatness and top level performance. Growing up in an era dominated by Kobe, his name was always used at schools amongst adults and partially anyone when performing the famous three point shot to a trashcan or a basket and shouting "Kobbe!!!". Simple societal and cultural behaviors such as these ingrained his present in the lives of almost everyone growing up at that time. Kobe was noted to be something that not everyone could balance, humility and

Similar to his presence and popularity in the United States, Kobe Bryant was a popular figure in the international arena. China appeared to be a second home for the the king of basketball. He was known to have visited the country every summer for the last decade of his career. Kobe Bryant was known for his humility and drive to learn different perspectives, as well

as his honest passion to help inspire others had a tremendous impact and acceptance abroad. In China and Italy his continuous visits and presence help to cultivate a passion for basketball and sports, which had never seen before. The black mamba, as he was referred to in China and later on at home, was capable of drawing thousands of people in every visit. His interest for the cultures of every country he visited was clear. Kobe was known to speak over three languages which only helped to insight the already growing fanbase of countries in Europe and Asia.

Kobe Bryant was also a successful mentor and businessmen who was capable of inspiring many. Kobes doctrine was to always try to become better, to be dedicated to your goals and passion. And to always work hard in order to achieve greatness. This doctrine known as the mamba mentality, also helped his ubiquitous presence in popular society. Many of those who grew up with little privilege, saw Kobe as the incarnation of true hard work ethic and dedication. His passion to inspire people to become the best they could be, was materialized in big projects such as his Mmba Academy which trained and mentored hundreds of childrens and teenages. Kobe also reflected the fact that in life actions are what counts. He was dedicated to making the best out of his time and the opportunities he earned for himself.

His last words as a professional basketball player were "what can I Say Mamba out..." The great Black Mamba appeared to be retired but his work and legacy continue for years. More and more academies similar to his continue to open up in areas where sport were the only avenue for advancement. His legacy will continue because of the impact that he had in millions of people world wide. He taught us that in order to reach greatness a full focu and dedication is required. He also taught us that no matter how high you get in your career, humility is what people truly appreciate and gravitate towards. Especially when it comes from a person as successful as he was. Kobe was also to teach us what a true man and father should be. His love for his family also expressed his deep rooted passion to inspire others. Gigiana Bryant was a clear successor to the legacy of his father. In other words Kobe's legacy will continue through the impact that he was able to have in culture, society and all individuals.

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Kobe Assignment
4 February 2020

The Mamba Mentality

Kobe Bryant became one of the best players in the NBA because of his dedication and nonstop grind towards becoming better every season. He came in straight out of high school to play professionally which is not an easy task. He also knew his role on the team and did not complain. Once he started feeling comfortable and given the time to play, he went out and played every game like it was the championship game. He was surrounded by great players almost every season, and went to win five championships and multiple other league awards within his twenty year career. Furthermore, when the Lakers lost him due to injury and he wasn't playing at the level he would have wanted, he still never gave up, which ultimately further emphasizes the strength Kobe continued to display. Also, to end his career, he scored sixty points in his last game which showed the league not to doubt him, and to never count him out. This final game also highlighted how there is never really a dull moment when Kobe plays.

Kobe Bryant transcended basketball by being himself on camera, as well as on and off the court. For the most part, everyone knew he liked to talk trash and heckle other players, but it was only because he wanted to get the best out of them. Kobe's mentality was to inspire people to strive to reach their highest potential, which is why his trash talking was overlooked because his intentions were pure. His natural talent and charisma is what made him a character, so by doing commercials, designing basketball shoes, and other ventures he created his own fame and career outside of being a basketball player. This fame then resulted in him having the ability to build organizations whose purpose was to help others in his community.

Kobe Bryant was also loved globally because he took on the role of NBA global ambassador seriously, which kept him relevant around the world. Italy was special to him because he grew up there before he moved to the states, so he knew the language and the culture very well. He was fluent in multiple languages and did interviews in the native languages, which made him more popular. Language is an important aspect when trying to connect to people in other countries, and because Kobe was able to eliminate that language barrier, the people of each country he visited were able to connect with him more. In China, he really invested in the basketball culture, especially for the youth in China. He started his own charity fund in China where he put his own money and the amount of donations that others had given exceeded the expectations of Kobe. Ultimately, the charity he created made him a loved figure in China.

The *Mamba Mentality* is always striving to be the best version of yourself every day. It is never giving up on your goal and achievements, even when it feels like you are getting nowhere. Kobe was so dedicated to being the best that he would practice at 3:30 AM and get hundreds of shots in before anyone was awake, and that was his routine for years. He was not a perfect player either and he knew it, but he did his best to strengthen his weaknesses. When he would miss the final shot in games, the next day he would practice shooting that same shot until he got better at it. The persistence that Kobe displayed was magnetic and touched so many people, which inspired so many to push themselves. The Mamba mentality is also a mere reflection of the "hard work pays off" statement that many of us hear today. He was also always a student of the game and studied film to learn players' strengths and weaknesses, and not many other players were as dedicated to getting better like Kobe. The dedication it takes for one to succeed is an immense amount of work, which is why Kobe was seen as so much more than just a basketball player. It

requires a lot of self-strength to put one's pride aside in order to take a step back and learn from other players and accept that there is always room to grow as an individual.

Kobe Bryant's legacy will be for the most part very positive, because he embodied the Los Angeles culture and is seen as a role model not only as an athlete, but as a father and a model citizen. Him being a father of four daughters really changed him, especially because he loved being a dad, and he was instilling his mentality to his girls. Kobe was motivated to pass down his mentality to all people and he encouraged his girls to grasp the mentality he was spreading to everyone, which molded him into a great human being. However, it is also important to remember that he was involved in a lawsuit for sexual abuse. While he wasn't charged for anything, it is still relevant because he wasn't just a basketball player, he was also human, nevertheless it does not justify those types of actions.

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KOBE BRYANT-THE BLACK MAMBA

It is undisputable that Kobe Bryant is one of the greatest basketball players in NBA history and around the world. So how did he accomplish this. Kobe became the player he was because he was loyal, persistent, trained harder than anyone else, and had mental and emotional toughness (McCracken, 20230). Since a young kid in Italy Kobe had already envisioned himself playing in the NBA. It is well known among other players that Kobe's priority was improving his game. While others were resting or going out for a night on the town, Kobe was in the gym trying to perfect his game. He was hyper focused on being the best player he could be. Kobe also always took responsibility for the outcome of any game and was willing to do whatever it took to support his teammates. He is quoted as saying, "I'll do whatever it takes to win games, whether it's sitting on a bench waving a towel, handing a cup of water to a teammate, or hitting the game-winning shot" (McCracken, 2017).

However, Kobe Bryant was more than a basketball player; he is an icon. In 2018, Kobe won an Oscar for an animated short film he produced entitled "Dear Basketball". This was a film that expanded on a poem he had written. Kobe also greatly influenced Fashion and Hip Hop. He first got shoe endorsement with Adidas and then Nike. In over 20 years, his sneaker line put out more than 50 different sneakers. Kobe Bryant was also a businessman. Kobe was also an accomplished writer, coauthoring a children's series of books entitled "The Wizenard Series". In addition, along with his wife, Vanessa, he started the Kobe and Vanessa Bryant Family Foundation whose goal is to create opportunities for underprivileged youth

Kobe is not just an American Icon, however. He is a global icon, especially in China and Italy. One of the reasons Kobe is loved throughout the world is his ability to speak different languages. When he was interviewed in different countries, many times he responded in the language of the land. For instance, if he was asked a question in Spanish, he would reply in Spanish. Being able to speak the language of a people automatically connects you to them. In China, he is loved so much because of his contributions to the country and his pervasive presence. Kobe has visited China every year since 2006 and has appeared in a reality show and numerous commercials. In 2009, after a devastating earthquake rocked China, he created the Kobe Bryant China Fund to help those that were affected by this disaster. He also created programs to bring cultural awareness to both United States and Chinese citizens (Neumann, 2016). Kobe is so loved in Italy that after his death they declared a week of mourning. For Italians, Kobe is known as a son of Italy. That's because they did not know him as an NBA star at first, but as the cute son of the legend Joe "Jellybean" Bryant. But when he did become a star, he returned to Italy to visit friends. While in Italy he would freely roam the streets and take pictures with anybody who asked. Although Italians like basketball, the love soccer. Growing up in Italy, Kobe loved to play

and watch soccer-his favorite team being AC Milan. He has even said that soccer is his favorite sport. It is no wonder why Italy loves Kobe so much.

As great as Kobe was, there was a time in his life where a dark cloud hovered above his head. To overcome this, he adopted what he called the Mamba Mentality after watching Kill Bill. So, what exactly is the Mamba mentality. According to Kobe, "Mamba mentality is all about focusing on the process and trusting in the hard work when it matters most" (Montford, 2020). This means that in order to be the best you, you must develop what is known as grit. Grit is a mindset that says I will succeed at all cost; nothing can stop me. Grit allows you to work harder than anyone else even in the face of unsurmountable odds. With a Mamba Mentality you strive to better than you were the day before through hard work, perseverance, and persistence.

Despite controversy, Kobe is and will always be a legend throughout the world. They legacy he has left behind is undeniable. He won five championships with one team. He is the only player to have retired two different jersey numbers from the same team, 8 and 24. He is an accomplished movie producer, writer, philanthropist, businessman, and father. Through his travels and philanthropic work, he has created a love of basketball throughout the world, but especially in China. Through his marriage and ability to speak Spanish he helped narrow the divide between Latinos and Blacks. Upon his death, you could see the love emanating from the Mexican community in Los Angeles, a place where Mexican and Black relations are shaky. And his legacy will live on through his Mamba Sports Academy. His image as a great father to four beautiful young women is ingrained in the hearts of those who loved him. People are even hash tagging #GirlDad, in honor of the great father that he was. One of his greatest gifts, however, will be the philosophy of the Mamba mentality. He set an example of how you can accomplish anything you set your mind to with the proper mindset. RIP Kobe Bryant.

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1. Kobe Bryant was drafted into the NBA in 1996, and ever since he became drafted he has been a household name. How often is it that one person knows an NBA player based off of their first name, but for Kobe everyone knew Kobe just by his first name. He was destined to be an all-star player, he entered the NBA right into high school. However, his peers and some in the NBA thought he didn't have that maturity to enter directly after high school, but he proved them wrong. What made Kobe Bryant one of the best basketball players of all time was that he always stayed loyal and was consistent. Kobe has always played for the Los Angeles Lakers, his loyalty to the city made everyone in Southern California feel like they personally knew Kobe ever since he got drafted. Everyone in Southern California knew his name, we watched this 18 year old child grow up to be an adult, he was always under the spotlight. Kobe was already one of the top players in the NBA, most players would be satisfied and not put in that extra work to be better. For Kobe, he would always practice more and train harder, it would never stop. His former teammates would say he was always drenched in sweat at 5am, and was always the last one to leave the gym. Another story of Kobe was that he would make sure he made 800 points before tip-off to ensure he was in the best shape pregame. Overall what truly made him the best player was his mental and emotional toughness. He took care of every situation regardless if it wasn't his fault, his problem, or his control. He would always guard the best player of the opposing team if it was a close game, he always wanted to achieve greatness. His personal desire was to be the best and to win. Kobe was a team player he said, "I'll do whatever it takes to win games, whether it's sitting on a bench waving a towel, handing a cup of water to a teammate, or hitting the game-winning shot." What you can take away from his mentality is if you really want it as bad as Kobe you will be consistent, put in the effort, and you will achieve what you put in.

2. Kobe was able to transcend because he was already great but wanted to be even greater. Most people at his level are comfortable with what they already had, but Kobe was never complacent which was what put him in his own category. Everyone had their own personal favorite memory of Kobe, mine was when the Lakers won the 2009-2010 NBA championship. His perseverance and hard work influenced me to always work harder. Kobe impacted American culture through other ventures other than basketball, he influenced fashion, music, and was the first African American to win an Oscar for best animated short. He gave back to his community, he was the ambassador for after-school all-stars, a national children's charity which provides after school programs to 72,000 inner-city kids. Many knew him through basketball, but people even knew him throughout the community.

3. Kobe Bryant was raised in Italy for seven years of his childhood, he spoke Italian fluently. When David Stern became commissioner of the NBA in 1984, he knew basketball was seen as a global game. In the 2008 Olympics in Beijing Kobe was known by all the Chinese residents, they begged for pictures and autographs. The mayor of Reggio Emilia, Luca Vecchi, which is one of

the Italian cities where Kobe had lived posted a message on Facebook in respect to Kobe said, "Kobe Bryant grew up here and for us all he was from Reggio Emilia. He left us today. A basketball legend whom our whole city will remember forever with affection and gratitude." Upon Kobe entering the NBA in 1996, him being raised abroad was rare, this was an era before Yao Ming and Dirk Nowitzki, other all stars. He paved the road for international basketball all stars to join the league. Today foreign born stars like Giannis Antetokounmpo and Joel Embiid are starting to become the norm. Kobe was looked at an inspiration in diversifying the league, he was the "most traveled player of his era." Kobe once said to an Italian-language sports outlet, "Italy is my home. It's where my dream of playing in the NBA started. This is where I learned the fundamentals."

4. Kobe was referred to as the Black Mamba, he got the nickname in the film *Kill Bill*. In the movie, the mamba is referred to as a deadly assassin. For Kobe the mamba mentality was more to him than basketball. He explains it is about focusing on the process, and trusting in the hard work. He says to amazon book review, "It's the ultimate mantra for the competitive spirit. It started just as a hashtag that came to me one day, and it's grown into something athletes — and even non-athletes — embrace as a mindset." He believes that hard work outweighs talent, if you put in the work you will receive greatness. Personally the mamba mentality is something that I have embraced because of Kobe. I want to go to law school, and I have been lazy and discouraged in studying for the lsat based on my practice test scores. Now that I think of it, what Kobe said is "hard work outweighs talent" which is my favorite quote. I am inspired to study now everyday, and put in that work because I know I will be rewarded in the end.

5. His legacy is everything that he did and stood up for. Kobe will always be remembered as someone who was hard working, determined, and loved family, especially his daughters. He loved taking care of his daughters, the main thing he wanted to do after he retired was to spend more time with his family and that is exactly what he did. He trained his daughter in basketball and hoped she would make it to the NBA.

Justin Villavicencio

Professor Reese

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Kobe Bryant

I believe the leading factor for Kobe Bryant becoming one of the greatest basketball players in NBA history is in his family. The game has been a part of the Bryant family for a couple of generations and so naturally it gets passed down to Kobe. Both his father, Joe Bryant, and uncle, John "Chubby" Cox, were professional basketball players in the NBA. Kobe started playing when he was three years old and at the age of six, he started taking it seriously after moving to Italy with his family. His grandfather would send him tapes of NBA games so Kobe can examine them and learn from them. His analysis of the game allowed him to become familiar with how the pro's move and how they'd play. This was a key factor in what allowed him to become so great. Even when he wasn't on the court, he would still be learning about the game by analyzing other teams on video. He had an enormous amount of support from his family which helped propel his career and dreams forward. As a freshman in high school, right away he made the varsity team which eventually led to an incredible high school basketball career that earned him multiple awards. With the outstanding basketball experience and recognition he had earned in high school, joining the NBA was the next logical choice. Part of what made him and others like him such a great player is his inability to quit. While he suffered multiple injuries throughout his NBA career, he didn't let that stop him from helping his team out on the court. One example is in 2015 when he suffered a right shoulder injury while playing against the New Orleans Pelicans. Despite being right-handed, he still stayed on court by utilizing his left-hand to pass and dribble. It's moments like that where Kobe would decide as a leader to either stay on the bench or risk further injuries to support his team on the court. He'd choose the latter and I believe without his family's support, he wouldn't have been able to achieve as much as he did so quickly.

Throughout his NBA career Kobe was taking advantage of the opportunities that were offered to him outside of the NBA. As with most athletes, he received multiple endorsement deals including soft drink brands like Coke and Sprite. As expected, he would also receive deals from shoe brands like Adidas and Nike. On top of that, he, along with countless other players, would go on to appear in multiple NBA video games. Besides all that, Kobe also made an attempt to break into the music scene. He had worked his way onto scheduling his release for a debut album in the year 2000 under Sony but due to his single being received poorly, it was shelved. Although he attempted to start his own label, it only lasted about a year. Despite his music career never taking off, he was still the topic of several songs by other artists. Some of his more successful projects were things like his companies which involved investments in sports brands and funding of other various businesses. One of his more recent achievements was being first African-American to win an Oscar for Best Animated Short Film and the first former professional athlete to be nominated and to win an Oscar in any category for his film "Dear Basketball." The film is based around his retirement from the NBA. Within the same year he

received that award, he released a book called "The Mamba Mentality: How I Play" which detailed his perspective on his own life and career in basketball. Before he passed, he was in the middle of working on a children's book. That alone just shows how he was able to transcend basketball. Even though he retired from his dream career, he still didn't want to retire from life. He knew he had more potential and he took advantage of that. Because of the hard work he put in his initial career, it opened up other opportunities for him to venture out to. While some were more successful than others, he still made the attempts nonetheless.

As for his recognition throughout the world, that can be traced back to his childhood. Since he spent some of his younger years growing up in Italy and honing his craft, you can say that it was a second home to him. The Italian town Reggio Emilia, were able to witness the growth of a superstar. In China, Kobe spent a lot of his years supporting the country whether it'd be through charities and nonprofits, or through sports related activities like the olympics.

The "Mamba Mentality" can be boiled down to always having the drive to grow as a person without any distractions. According to Kobe he says, "Mamba mentality is a constant quest to find answers. It's that infinite curiosity to want to be better, to figure things out. Mamba mentality is you're going, you're competing, you're not worried about the end result."

His legacy will be one that's hard to surpass considering he completed so much beyond his basketball career. He was able to transcend the sport and become an inspiration through business, literature, and filmmaking.

Sandra Escobar
Dr. Reese
Policies, politics, pop culture
February 4, 2020

Kobe Bryant Assignment

1) Kobe Bryant was the most decorated player in history. He was the all time leading scorer for the lakers, along with five titles. His career average was 25 points and had a game where he scored 81 points, only second to Wilt Chamberlin's 100 points in a single game. He was the sixth youngest player in the NBA when he was drafted after high school at 18 years old. His legacy starts when he was in high school, being a freshman on the varsity team at Merion High School. During that time he was recognized. He was not just an athlete he was smart, and had the opportunity to go to any college he wanted. He entered the NBA and stayed with the Lakers all throughout his career. . He was a well rounded player, capable of playing offensively and defensively. His work ethics during his time with the NBA was resilient since he was known to play through injuries. He had a high level of commitment and was soon seen as a mentor to his teammates.

2) Kobe was a star from the beginning, he was able to capture everyones attention with his incredible playing. Kobe was not just a basketball player though, he was also an Academy Award winner and an Oscar winner. He also created a children's book series and a book that would talk about the Mamba mentality. He also wrote a poem about basketball which was the basis for an animated short that won him an Oscar. He was into fashion also seen with his contract with Adidas and with his line of shoes. Kobe was not just a guy from basketball he was everywhere. Spreading his knowledge and inspiring people to do their best and accomplish their goals, no matter what it would be.

3) Kobe was well known in China, so well known he was more famous than Yao Ming. One of his sponsors was Nike, had pushed to make sure that they could capture the market. Nike was not just trying to push Kobe's fame in China, they were trying to get themselves to becoming a large market in this country. They had sponsored the Beijing Olympics and even sponsored Chinese Basketball Association. Nikes push into this market had also resulted in the Kobe's celebrity status in China. Kobe was known as a charitable diplomat and was a cultural ambassador, and he had started a charity to help raise money for education, sports and cultural programs for the youth. His charity in China also had influence in the United States, where the Chinese programs for American youth, would teach mandarin and different aspect of Chinese culture. He was a star and would be on tv programs, he even had his own television program. Being on tv programs and on commercials, helped him gain more notoriety amongst the Chineses population. Not only was he an icon in China, but he was also well versed in their language connecting him to the people. In Italy he his notoriety started out with the fact that he was raised in Italy when he was a child. He spoke fluently in Italian, and had the knowledge of Italian slang. He also did not just live in one city, he lived in many cities. Many Italians say that since he was raised in Italy, he would forever be connected to Italy. His wife is a Latina, connecting him to many latinos, especially since he is fluent in Spanish as well. His connection to his wife and his half Mexican daughters makes him well known in Latin American countries. He is a global icon.

4) Mamba is Kobe's nickname, derived from the Black Mamba that was taken from the Tarantino film Kill Bill. In the movie, Black Mamba was a nickname given to a deadly assassin. The mantra that makes up Mamba mentality is about focusing on the process and trusting the hard work. A mantra that is for a person with a competitive spirit, hard work can outweigh talent, which had developed into a mindset for everyone else that was not an athlete. It is a constant quest to finding answers and trying to chase an infinite curiosity to figuring out how to become better. The focus of being in the moment and not worrying about the end results, not being worried about disappointing other or what others people have to say about you. Just focus on what you are doing and being in the moment.

5) His legacy is going to be focused on his career, not just in basketball but in all his ventures. He has left his mark in almost every aspect in pop culture, as a musician, a writer, and an actor. Not only was he well known in pop culture, he was a philanthropist, giving money and time to help spread education and opportunities to children in China and in the United States. The good that he has spread will live on in the hearts of his fans.

Kobe Bryant Assignment

When I was a kid, I was the biggest Laker fan in the family because of Kobe Bryant and what he stood for. He presented such strong dedication to his craft and set a prime example for youth like me across the nation. His mamba mentality can teach us all that greatness can only be obtained with true dedication and a devotion to one's dream. Some of my most cherished memories as a child involve watching Kobe and the Lakers win championship after championship. As a reminder of the fact that greatness is achievable, I used to collect newspaper articles about Kobe and post them on a board in my room. I have never really had a strong male figure throughout my life to look up to, so Kobe Bryant was there to fill that void and keep me moving forward towards greatness. Although I may have fell out of touch with this admiration later in life, his passing has hit me square in the gut and reminded me and all of us, what he stood for and what he was able to accomplish.

Kobe had an amazing career with 33,643 points, 7,047 rebounds and 6,306 assists, with a 81 point game, giving him the second highest points scored in one game behind Kareem Abdul-Jabbar. Kobe was one of the greatest basketball players because of his dedication, he was always practicing when others were relaxing or out partying. That's the difference, to consciously decide to work on your game instead of hitting the club or watching tv all day. He trusted in the process and left nothing up to fate, he guided fate where he wanted it through immense dedication to become great. Kobe Bryant transcended basketball because he wasn't a one-dimensional character. He was as interesting and dedicated off the court as he was on the court, he was intellectual and special. The world could not help but watch what Kobe was doing, his energy was infectious and amazing. There are people that don't even watch basketball and when they hear someone shouting "Kobe!" and shooting a paper ball in the trash, they know exactly who they are referring too. Kobe took what Michael Jordan did and went to another level, he combined fashion and basketball like never before making him even more relevant throughout the world. He was a global citizen; he grew up in Italy watching his father play professional basketball there and would travel the world throughout his career. At the height of his career he visited China and was infatuated with their culture there. He would proceed to visit China throughout his career and literally created the massive basketball market that is there today. In China, there as many people mourning his loss as there are here in Los Angeles. Kobe spoke three languages Italian, Spanish and English he was very worldly and embraced that part of himself in a way few do. This is why he was so revered globally, the immense impact he had on people is incredible and so powerful. Kobe spoke of the mamba mentality, which he described as focusing on the process and trusting in hard work when it matters most, it is a mindset, always practice, prepare and study without leaving anything to fate. The Mamba mentality made Kobe Bryant as great as he was, it was because of this mindset that he was able to build his legacy to the extent he did. To me the mamba mentality means you have to be fearless, driven and excellent in what you do. Don't take it easy on yourself, instead when you are ready to give up, push harder and strive for the excellence you wish to obtain. This applies to basketball, medical practice and just about everything you wish to pursue in life. Striving for this greatness,

practicing and studying while others don't, this is what it takes to become great, to achieve your dreams.

Kobe Bryant is the one player to spend 20 years, his whole career, on one team, win 5 championships, make the all-stars and win MVP several times. These are incredible achievements and are surely part of his legacy, but I think a bigger part of his legacy is the great father he strove to be and laying down the template for how to be great, the mamba mentality. Kobe won an academy award for best animated film, the first African American to do so. This shows us first-hand how the mamba mentality is effective in any avenue. Kobe's legacy is the mark he left on the world, that you can be great if you put the time in and trust in the process. He was so fearless and determined in his mission to greatness, there was never a doubt that he would become as great as he did. During this time of mourning, I choose to remember what he stood for and the positivity he created and left in the world. Like anyone else, Kobe was not perfect, but he always righted his wrongs and faced his challenges in life head on. His greatness was so admirable and inspiring, it will be hard to move forward without him, but his energy will be felt and remembered forever, living within us all.

Jalen Palma
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PLS 3821
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Kobe!

1. Kobe Bryant was born on August 23 in 1978, in Philadelphia, Pennsylvania. When Kobe was 6 years old he moved to Italy where his father played in the Italian League. Due to his older siblings and father being athletic, Kobe became an excellent soccer and basketball player. When Kobe started highschool, in 1991 at Lower Merion High School. He joined the basketball team and led them to 4 state championships. Due to his amazing talent and capabilities, Kobe was drafted 13th overall in the National Basketball Association and was selected by the Charlotte Hornets of North Carolina. However, Bryant was quickly traded to the Los Angeles Lakers of California, where he stayed for the entirety of his career.

Throughout his career, Bryant earned many accolades and records. In just his second year with the Lakers, Bryant was chosen to be a starter for the NBA All-Star Team on the west coast. Only being 19 years old at the time, he set the record for youngest All-Star member in National Basketball Association history. He won 3 NBA championships in 2002-2004 with Shaquille O'Neal, though following his departure from the team, Kobe continued to perform at the highest levels. In a game against the Toronto Raptors in January 2006, he scored the second highest single game mark with 81 points.

He was voted MVP in 2008 and won the championship in 2009. He was also part of the 2008 and 2012 Olympic teams. In 2014, Bryant surpassed Michael Jordan as third on the All-Time NBA scoring list.

2. I think the place that basketball and the NBA itself holds in pop culture was cultivated by Kobe and others like him and before him. One example being Michael Jordan, who started a line of shoes that transcended the sport of basketball, Kobe followed suit with his own line of renowned shoes that found a place in street and urban fashion. While Kobe holds accolades in other fields, one most notably being his Academy award for his short film called "Dear Basketball", Kobe's biggest influence on pop culture wasn't just his abilities on the court, but his approach to life and his way of inspiring others. While he was an inspiration to others in showing that hard work pays off, he held a huge effect on young black men, showing them how he defied society's standards in the way he was raised and how he entered the NBA.

3. Kobe had the luck of entering the NBA at a time where the world began connecting through the internet and such. He was the greatest player in the NBA as the league began gaining international interest. He also peaked as the chinese market entered the scene in the early 2000s. His jersey is the best selling jersey internationally, leading in places like Europe, Latin America, and China.
4. The "Mamba Mentality" was Kobe's way of unifying his approach to life in the simplest way. The aggressiveness of a mamba characterized by his unrelenting and persevering attitude with everything he did in life, especially in basketball. Kobe believed that no second of your life should ever be wasted and he lived up to that. His goal was to be better than everyone else, and he eventually did. He is an example of how success isn't a place you reach or a goal to be met, it's a state of mind, a way of life, success IS the journey.
5. While Kobe was born in Pennsylvania, his legacy will live on in the heart of Los Angeles, California, the United States, and the world. He will live on not just as one of the greatest to ever play the game, but one of the greatest people to walk this earth. His life, his success, and his journey will continue to inspire others to succeed and be the best they can possibly be. His life will always be a reminder that nothing is impossible, and that you should never waste a second of it.

Jacob Wolak

Dr. Reese

PLS 3821

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Kobe Bryant Assignment

1. The simple answer to how Kobe Bryant became one of the greatest players in the National Basketball Association. Is that he played really well, and has some of the top statistics in all of NBA history. However, it goes far beyond that, it goes to countless hours of practice, hours of film watching, weightlifting sessions, and hours away from activity that does not professionally progress his career. On top of that Kobe had to sacrifice many days and weeks away from his family. Something that he made sure to not throw to waste. When he was away from them, he was in the gym and getting better. Not going to the clubs after a games like some others would. Kobe would also be sure to take care of himself. He got a good night sleep, ate well, and drank moderately.
2. From a young age Kobe was into rap music. He was in a rap group in high school called "CHEIZAW". This group was even signed by Sony Entertainment. This was only some of Kobe's entertainment side that existed off the court. Kobe's film career began as early as 1998 in his NBA Courtside video. He went on to have a few more NBA related videos. But his first film he made was created in 2014. It was called "Kobe Bryant's Muse". But, what broke the mold for Bryant was his 2017 film "Dear Basketball". This film was an Academy Award winning film. Kobe Bryant had won an Academy Award before many modern film artists. Something unheard of from an NBA player, let alone someone who hadn't spent much time in the film industry. Kobe was even on a TV show called "All That". Kobe even had the humility to go on television tours and apologize for using derogatory terms towards homosexuals. He did not simply make an apology and donate a check and call it a day.
3. Kobe had spent a few years of his youth in Italy. During this time he learned to speak Italian fluently. Later in life he would also learn Spanish and some Mandarin as well. Kobe also spent much time traveling to China throughout his life time. Kobe did not just travel to China for the summer Olympics as a player on team USA. Kobe would frequently travel to China on his personal time. He and his family would go there for business and pleasure. This helped at a time in which the NBA's market was expanding beyond the United States. The NBA was growing fast in China. It is where we would begin recruiting some players from, as well as some where our players would go play professionally. Players like Kobe were received like a rock star every time he went to the country. He had his own clothing line that began to take off domestically and internationally. Everywhere on the globe you could see a piece of Kobe's signature logo on a form of clothing.
4. The Mamba Mentality is a ferocious. It is a never give up mentality. It is a never quit attitude that fuels your body to never give up. But more than that it is to go above and beyond. It means you will excel not simply be satisfied with being average. It is the thought that you will not just be good, but great. Kobe Bryant revealed in his auto documentary that, he nicknamed himself the Black Mamba for what he called his alter-ego. Kobe Bryant had the misfortune that some men get in a false rape accusation from a

woman. This sparked what Kobe talked about as a low point in his life. He was struggling to get out of it. He was dealing with his once beloved fans turning on him and even burning his jersey. He lost high level endorsement deals that went always over unproved accusations. Kobe had almost lost his family due to this smear campaign. What saved himself was his ability to create this alter ego. It was Kobe's ability to strike on the court with almost laser accuracy. It was his ability to pick himself up and conquer the adversity he was going through. Kobe's charges were dropped. But his skills on the court never did. The Mamba mentality is what kids and adults alike look to not just in sports, but in all aspects of our lives. It is what coaches tell their players when they're down at the half. It is what we think of when we're in the gym and need to push ourselves even harder. It is what I think of to get through some lectures.

5. By ninety-five percent of people Kobe Bryant will be remembered as a hero. The other five will continue bring up a completely false rape accusation, by a woman most likely looking for a pay day. Those of us who could see past that false story. Will never associate Kobe's legacy with such an unnecessary topic. We will remember his fade away shot when we crumble up a wad of paper, and say "Kobe". We will remember when we are having a good time playing beer pong, hit the final cup with the "Kobe" saying and a fade away shot. We will remember a man who did not fade away after basketball. He was always accessible to us. He did not simply retire and ride out his name in a clothing like business. He will be remembered as a man who proudly said he was a "girl dad". A man who left the NBA, but never left the court. He would go on to inspire his children and millions of others in the world. He coached his daughter's team and was going to her game on the day of his death. He will be remembered as a philanthropist, a musician, and film maker. He will be remembered as a man who reached beyond the NBA and into our hearts.

Isaac Ortega
Professor Reese
PLS 3821
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Kobe Bryant

Kobe Bryant has been an inspiration to many and will live on in the hearts of many as one of the greatest basketball players of all time. From Kobe, we can all learn how to push ourselves to achieve our dreams. His long and successful career with a single team, philanthropy, and adopted "Mamba Mentality" are some of the things that made him great.

He entered the NBA in 1996. This was during the peak of the high-school-to-pros craze. He pushed to the Los Angeles Lakers in the draft which was a team on the rise built by Shaquille O'Neal. Kobe was second to O'Neal in his early career. He eventually would develop into a star under his own bright spotlight. O'Neal had been the anchor that helped the Lakers win three straight championships. However, Kobe was more aesthetically pleasing to watch. He was more exciting to watch being more lanky and hyper-athletic. He was the most exciting player to watch and would become the face of NBA as Michael Jordan was in the past. Kobe Bryant mirrored Michael Jordan in many ways. They were both thin 6'6 shooting guards. Kobe studied Jordan's footwork and sought his advice on how to shoot fade-away jumpers. Jordan once said that Kobe could beat him in a game of one-on-one because Kobe copied all of his moves. Kobe won three straight titles with O'Neal and the Lakers but also succeeded without O'Neill. Bryant still flourished without O'Neill averaging 31.5 points, 5.6 rebounds, and 5.3 assists per game. He won his lone MVP in 2007-08 and led the Lakers to three straight finals. They won the championships in 2008-09 and 2009-10. In total, he won five titles, one shy of Jordan's six. He was an 18-time All-Star, making it 17 consecutive years. He was a 15-time All-NBA First Team member and a 12-time member of the All-Defensive team (Davis). He holds many NBA records today and was able to do it all with one team.

Before starting the 1996-97, Kobe signed with adidas for his first signature shoe the Equipment KB 8. He had an early endorsement with The Coca-Cola Company to endorse Sprite. He appeared in advertisements for McDonald's, Spalding, Nutella, etc. He also appeared on his own video game series launched by Nintendo. He made appearances on TV shows "All That" and "Ridiculousness". Kobe was the official ambassador for After-School-All Stars (ASAS), a non-profit that provides after-school programs to cities in the United States. Kobe also started the Kobe Bryant China Fund which partnered with the Soong Ching Ling Foundation, a charity backed by the Chinese government. The Kobe Bryant China Fund raises money within China earmarked for education and health programs. Kobe is also loved in Italy as he lived there for a portion of his young life and learned to speak fluent Italian. Kobe had strong love for Italy and remembered his best childhood memories and friendships there. With his wife he also founded the Kobe

and Vanessa Bryant Family Foundation (KVBFF). The goals specified are "helping young people in need, encouraging the development of physical and social skills through sports and assisting the homeless" (Helin). He wrote a book called "The Mamba Mentality: How I Play". This mentality would go on to resonate with fans and push him further as a pop culture icon that went beyond the scope of basketball.

The "Mamba Mentality" was developed by Kobe after settling a civil suit over sexual assault allegations out of court in 2005 (Helin). This was the lowest point in his public life. He developed the persona of ruthlessness and hard work that resonated with many fans. Kobe would demonstrate leadership, success, and failure to the public. He created a larger-than-life persona that would always work hard and get back up. Kobe even played through a game left-handed because of a right shoulder injury.

Everyone seems to know Kobe Bryant whether they are a fan of basketball or not. He represents pushing yourself and achieving something to your highest potential. The "Mamba Mentality" can be applied to any aspect of life and career setting. His universal principles will live on in his legacy. He's the only NBA player to have a 20-year career with one team. His stats are out of this world with five championships, two Finals MVPs, one regular season MVP, third on the all-time career scoring list, 15 All-NBA teams, 18-time All-Star, four-time scoring champion, and the list goes on and on. The statistics don't define him but he will be remembered as one of the game's ultimate competitors. Kobe chased his dream and put in the work to make that dream come true. This inspires a generation of players to do the same. Kobe believed in keeping your dreams as he says "You have to keep that. That's the most important thing. I never gave up my dream" (Helin). Kobe will be missed by many from his recent and unexpected passing. This further reinforces the value of time and hardwork. Our time is limited and we should put in as much hard work as we can to keep our dreams alive.

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Kobe

- 1) How did Kobe Bryant become one of the greatest basketball players in NBA history?

Kobe's journey to becoming one of the greatest basketball players of all-time was more than just being a 5-time NBA champion. He received many accolades to decorate his playing resume such as multiple time Most Valuable Player, Olympic gold medalist, 18 all-star appearances in 20 years and the list of professional accomplishments can go on.

He strived to be one of the best NBA players of all-time well before he started his professional career at the age of 17. Throughout his career he continued to push himself and the others around him to achieve excellence. Kobe's talented and dedication to the sport of basketball were attributes that contributed to his greatness. Respected by his peer and the legends before him and an inspiration to the new generation on players Kobe's influence on the game will last forever.

They are even considering changing the NBA logo to Kobe's silhouette. There would not be a greater way to honor one of the best players to play the game. His loss was sudden and tragic, so it would be appropriate for such a monumental change to the NBA.

- 2) How was Kobe able transcend basketball and become a pop culture icon?

From kids shouting Kobe as they shoot ball to the t-shirts with his likeness on them Kobe's brand transcend sport. Commercials and ad campaigns that he has been involved in have influenced pop culture. Through his affiliation with companies like Nike, McDonalds, and countless influential brands Kobe was able to become an icon. From clothing, food, video games and much more he has represented many things that people are consuming. He has left his mark on pop culture and society.

His popularity nearly had reached its peak at the rise of social media this also had to play a role in expanding his brand and image. Through social media people feel more in touch with celebrities' everyday lives. Kobe's popularity left him with millions of followers on platforms like Twitter and Instagram, and these users felt he was someone to look up to.

- 3) Why was he loved globally—especially in China and Italy?

Kobe was more than a Los Angeles superstar he was a people's player. Raised in Italy and Philadelphia coming into the league he was fluent in English and Italian. He had a love for sports other than basketball such as soccer.

He made yearly trips to China which boosted his popularity with that population. The rise of the NBA in China was taking place during the height of his career, so by being the best player of the time did not hurt his popularity.

4) What is the "Mamba Mentality?"

The Mamba Mentality is a work ethic that Kobe developed. It is rooted in the dedication to excellence that Kobe strived for on and off the court. Being the first one working and the last one to finish was fundamental to the type of work ethic that Kobe developed. The stories have been told of Kobe finishing practice then practicing more. Players from across the league strived to be like Kobe, but not many could keep up with him. Instead of being out partying or at the club like his peers Kobe worked his ass off in the gym to achieve his remarkable abilities on the court.

It is possible for other to achieve the Mamba Mentality, but it takes a strong will to follow through with what you set out to do. One must surpass the 10,000 hours of practices to reach this type of greatness. With hard work and determination, the Mamba Mentality is focused on becoming the best at whatever you will do.

5) What will be his legacy?

There is so much that will go into the legacy of Kobe Bryant some of the things are a great basketball player, a pop culture icon, and global superstar. He was loved and adored by many and hated by the few who could not handle his energy. Kobe's legacy of a being a tremendous athlete, caring father, and global icon will last for generations to come.

Henry Ly
Prof. Reese
PLS 3821-01
4 February 2020

Kobe Bryant Assignment

1. Kobe Bryant is an athlete born to become a basketball player. He became an athletic star when he was playing basketball in his high school. When Kobe was graduating high school, he decided to pursue his basketball career in the NBA over going to college. Kobe became the youngest player to play in an NBA game at the age of 18 and became a player for the Los Angeles Lakers. Kobe Bryant's basketball career soared after becoming a Laker. By his second season competing in the NBA, he's already an NBA All Star. He's been compared to Micheal Jordan and even competed against him in a game. Alongside Shaquille O'Neal, Kobe became an NBA Champion in his 4th season. Record after records, Kobe would meet his untimely end playing basketball professionally when he tore his achilles tendon. He played his last NBA game in 2015.
2. Being referred to as one of the best basketball players who ever lived, he became a figure that will pop into your mind when you hear the word "basketball". Kobe's rise in becoming a pop culture icon was also gained through the notoriety of his life outside of basketball. In 2000, Kobe released a single, *K.O.B.E.*, which didn't gain success in the music world. When he started dating Vanessa Laine, both faced criticism from the press as Kobe was 21 and Vanessa were 17. They were noted for running through marriage problems yet still deciding not to be separated. Kobe Bryant became an Academy Award winner for his 2018 short-film "Dear Basketball", making him the first professional athlete to win an Academy Award.
3. Kobe's philanthropic work not only made him a beloved figure in the States, but also worldwide, especially in China. Kobe received a following from the chinese audience after visiting China and creating the Kobe Bryant China Fund. The Kobe Bryant China Fund is aimed to provide money for programs promoting educational, sports, and cultural programs for the Chinese youth.
4. The "Mamba mentality" describes Kobe's embodiment of success in the NBA. It highlights Kobe Bryant's fearless competitiveness. Although there are people who seem like they're perfect, whether it's a person you look up to, an idol, a leader, they do have flaws. However, these people strive to be perfect as they can. When you strive for perfection, you will come across problems with yourself,

with others, or whatever's in your way. You learn how to handle these problems and grow out of it. This is what I see Kobe's "Mamba mentality" as.

5. His legacy will be for the NBA and basketball players. His legacy will be for his family, friends, His legacy will be for the people who heard of the word "basketball". Kobe Bryant is a role model for basketball players and athletes for presenting his mindset of success, the Mamba mentality.

Hagop Nalbandian
Dr. Reese
February 4, 2020

Kobe Bryant Legacy

- 1) How did Kobe Bryant become one of the greatest basketball players in NBA history?

When there is the debate of the greatest player of all time, or as some would say the GOAT. There are only few players that come to mind in the NBA. One being Michael Jordan. To claim that either of these men were the greatest would not be far-fetched. After all, Kobe Bryant is a protégé of Michael Jordan. A better version of Michael Jordan. He has single handedly managed to prove himself to have what it takes to be great. Kobe is just different than anybody else. He embodies this game and makes it his life. In a sense it is in his blood, in his DNA. The mamba mentality, dropping 81 points, and winning 5 NBA championships further cements him as the greatest basketball player in NBA history. He started off as rookie in LA Lakers and soon saw himself being a part of the community, promoting the future generation to play the game. His passion was contagious and his work ethic on the Lakers is observed by the many teammates he has had. He was drafted in 1996 and soon became a fan favorite amongst basketball enthusiasts with his effortless playstyle. He was a high-flyer and put on a show for the fans.

- 2) How was Kobe able to transcend basketball and become a pop culture icon?

Kobe gained the respect of those around him. In NBA he is known as the black mamba. He has pushed the ceiling of the game. He is well known globally because of his presence outside of the game. His in court winnings gave him an image to the public of someone who is great at what he does. I remember that he was a social media famous. Students at my school would yell Kobe whenever they threw something in a bin or a basket. Everybody knew him, he is recognizable internationally. You don't have to be a part of American culture to know him. He traveled many places and spoke different languages. He connected with people and gave back to the community. He also won the academy award for best animated short film in 2017. So Kobe was not a regular basketball player who stayed in a box; he saw what's beyond the box and pushed himself to be present in many ways he could. When other players talk about him, they all respect him. He gained a persona of being a handworker and stories of other players made him a icon. Someone who has determination and ability to go further beyond what is expected of them. His ability to win an Oscar illustrates how hardworking he is to be the best at whatever he does.

- 3) Why was he loved globally—especially in China and Italy?

Kobe was loved by many different countries because he took his time to go there and explore their culture. He was available to them. Even though he would go to China for games, and fans would love seeing that, he visited regularly and made networks outside of NBA. Kobe Bryant China Fund was set up when he was there during Olympics. He raised money for children in China and promoted sports and education. In addition, Kobe spoke fluent Italian and would be in tune with that side of him. He learned how to play basketball in Italy where he grew up. His fans embraced him and recognized his Italian qualities. He always mentioned growing up in Italy and how that impacted his game. He remained in touch with the community even after he was drafted in the NBA. Therefore, Italians particularly were proud of Kobe and they loved him.

- 4) What is the "Mamba Mentality?"

The mamba mentality is to not be afraid of anything, and not to run away from anything. It's the mentality that Kobe was forthcoming with in his NBA career to be fearless and not to cower. It is iconic because it speaks to people and inspires them to fight and not to quit. It is the

desire to be the best. To trust ones abilities

5) What will be his legacy?

His legacy will be how he instilled leadership in the younger generation and didn't limit himself to only basketball. He stuck around after his career and impacted many people from all walks of life. It is undeniable that Kobe placed the foundation for the next generation and inspired the youth to practice basketball instead of going off on track and doing other things. When you want to be great, you want to be like Kobe. You want to work like Kobe.

As unbelievable as it seems, Kobe has now gone from this earth. But his presence is still palpable in many facets of life. He left behind his family, his love for basketball, his persona, and most importantly, he inspires many people all over the world. All types of athletes, in all types of sports. Grown men were crying and paying his tributes because they looked up to Kobe for inspiration, for guidance. Novak Djokovic wore a Bryant jersey on the tennis court. Thousands of people wept over the candles they put forth in Staples Center. One can see the impact that Kobe has had in people's lives all across nations. Shaquille O'Neill, longtime friend of Kobe vowed to provide his family and children especially with anything they need.

Furthermore, Kobe Bryant's work outside of the court included charities; some of his charities that he supported are: After-School All-Stars, Kobe and Vanessa Bryant Family Foundation, Make-A-Wish Foundation. In a sense, Kobe Bryant touched many lives directly and indirectly, and his legacy will be aside from being a great basketball player, he is a great leader in a community and good human being.

Kobe Bryant

1. Kobe Bryant became one of the greatest basketball players in NBA history because he put his entire effort into becoming that. He constantly practiced mastering his craft and even when he reached that level of mastery, he refused to settle and continued to put in even more work, time, and effort. This can also be attributed to his level of consistency and belief in himself. Since his childhood, he watched his father play basketball in Italy and eventually picked up the ball himself. When he came back to the U.S and broke multiple high school records he refused any college scholarships offered to him because he knew he was capable of more. He had enough faith in himself and his abilities that he did what most would deem unthinkable and put himself up for the NBA draft straight out of high school. When he made the NBA, he became the youngest all-star player in his second season. He also developed this reputation of choosing to practice than going out and partying like most young NBA players would do. Since he was 18 years old, Kobe Bryant became a Laker staple with his 20 seasons on the team and proved himself to be one of the greatest if not the greatest basketball players in NBA history by accomplishing: five NBA championships and choice of NBA all-star 17 times in a row. When it was his time to retire, he did happily because he knew he put in everything he could and established enough grounds for other people to have the same opportunities through his mamba academy and other ventures. He gracefully ended his time as a basketball player to be better in another stage of life of being the best father and husband he could be.
2. Kobe was able to transcend basketball and become a pop culture icon because he not only was the only one doing what he did in the NBA, but he also took his success outside of the NBA as well. He became an idol for most basketball lovers, those including young children. He took this role and elevated his motivated for them to become bigger than he did, by using his success to open more opportunities for others. He showed others how to invest in businesses, become a designer, publish books, provide commentary/coaching players games, and even winning an Oscar and be good at all those things. He became a pop culture icon because he showed his fans that you can accomplish anything you want if you put in the work for it.
3. Kobe Bryant was loved globally because he put NBA on the map. His record-breaking skills and accomplishments caught the attention of the entire world. He was loved in Italy because it was where he first discovered his love for basketball watching his father play. He immersed himself in the culture by learning how to speak Italian and more of its culture. He also always acknowledges his love and appreciation for Italy and how much he supports children just like him to follow their dreams. In China he was loved because

he was the main reason most people in China began to get into basketball. He also loved the culture and learned how to speak the language as well. In the U.S, Italy, and China Kobe took the time to establish training camps/academies for children aspiring to play the sport of basketball. He respected all cultures and took the time to help establish any grounds of opportunities within those cultures.

4. The "Mamba Mentality", comes from a nickname/alter-ego "Black Mamba" he gave himself during a rough patch in his life physically and emotionally. Kobe in his own words described the mamba mentality as, "just trying to get better every day". It was this exact mentality that allowed Kobe to pick himself back up and strive for more. He became a better basketball player, husband, father, son, brother, friend, businessman, and a better human. Even when you do reach your desired goal, the Mamba Mentality tells you to never settle or be content, there is always more that can be done and achieved. To want to be great at something, you have to want it and be able to strive and work until there is nothing left in you to get it and then when you do finally get it, do more to always try to do and be better as you could never put in "too much" work into anything you really want.
5. Kobe Bryant's legacy will be remembered by the lives he touched and inspired. There are millions of people who looked up to him and view him as motivation to do more. He touched millions of people with his story, even those who weren't fans of basketball respected his work ethic and humility. As a little girl being born in LA and growing up, constantly going back and forth between LA and the Bay Area, to me Kobe represented everything that LA was. There is no Staples Center or Lakers for that matter without Kobe. His loyalty and love for LA translated globally and culturally. He will forever be remembered as the man who made a name for basketball through his humble dedication for greatness. The numbers 2, 8, and 24 will forever be tied to him and his daughter Gigi, whom loved basketball just as much as he did and even earned her nickname "Mambacita". Kobe Bryant's legacy will never be forgotten in the basketball world. May his soul along with the eight other souls on the helicopter forever rest in peace.

Suly Jimenez
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Dr. Reese

Kobe Bryant

Kobe Bryant has the heart of Los Angeles and the world. Through the game of basketball and his character in general, he has captivated the hearts and minds millions of people. He started playing basketball as a young boy in Italy. Once he got to Lower Merion High School, he led them to four championships games and then went straight to the NBA. He was selected by the Charlotte Hornets in 1996 NBA Draft then was traded to the Los Angeles Lakers (Biography.com Editors), one of the best decisions made in history. Then began his 20 year-long and loyal career with the Los Angeles Lakers, where he grew the biggest family of supporters. With the LA Lakers he had 5 NBA championships and 17 NBA All -star selections. He also played for the U.S.A Basketball team in the Olympics and took home two gold medals. His love for the game and un-denying determination to be the best in basketball was always visible in Kobe. The reason why Kobe Bryant became such a pop culture icon is that media was getting bigger and bigger during the beginning of his career. He took that opportunity to become digitally present in all parts of the world through the digital world. He signed on to any deal with different sports brands, which made his name even bigger than it had already became. Everyone knew his name especially in the United States and even more in Southern California. I was born in LA and before I even knew what the Lakers were, I was repping the Lakers when I was four years old. Kobe was just apart of the LA culture like that. You would be representing his Laker number before you even knew who he was. He is the reason why so many people fell in love with the game of basketball.

The impact of Kobe Bryant was extraordinary in East Asia. In China, the popularity of the NBA was growing at a fast and big rate. Kobe saw this and saw it as an opportunity to reach a larger audience. As mentioned before his partnership with Nike, not only generated record sales, but it was also the highest sales in China (Deb, 2020). While he was there in China he went to various basketball camps and many promotional stops, which increased his fan base there. He was reaching out to the people which not many basketball players, no matter how great, have done before. Kobe was globalizing himself in ways others could not or just didn't. Kobe was also big in Italy because he grew up there and learned much of the game in Italy. To this day, he still has a massive presence there. Kobe took new technological advances to his advantage to reach out. Kobe was out there with his fans at home and overseas, no matter how far. He showed his love for his fan base by interacting with them and even mentoring them when he could. Another reason why he was loved globally was because he spoke Spanish, which is a lot of his fan base is, me being one of them. When he did interviews in Spanish he gained respect from the Hispanic/ Latino community, especially from his fan base in LA. Not only did he speak Spanish but Italian as well because he grew up in Italy. This ability to reach big audiences with the power of language also increased his fan base because he was able to connect with them through words. This ability to communicate with the diverse Bryant fan family was key being respected in many different soils.

The Mamba Mentality is the type of mental exercise everyone should be practicing every day. The Mamba mentality is all about being focused and putting in the work to be successful in life Kobe said "I can't relate to lazy people. We don't speak the same language. I

don't understand you. I don't want to understand you". Kobe was all about the process of working to get where you need to be or want to be in life. Laziness does not bring about success and happiness. Another quote of his that is also a part of that Mamba mentality is "I'll do whatever it takes to win games, whether it's sitting on the bench waving a towel, handing a cup of water to a teammate, or hitting the game winning shot", this shows not matter what you do, if you put your heart into it then you will win. Kobe was about making sure people knew that success wasn't something that could pop up out of the blue, you had to work hard to get that. You had to put your whole self into whatever it is you are doing to have a positive outcome. Even when Kobe retired, he never stopped working with the game of basketball. He would coach his daughters team, may Gigi rest in peace. Kobe would show up to basketball camps, created an organization, family man, and even was the first basketball player to win an Oscar for his short film that was dedicated to his game. Kobe never stopped working. Many have been asking about his legacy and how it will on but my question is, how will it not? The Bryant family will live to honor his name and not only them but many basketball players that looked up to him will play in his name like LeBron James. His organization like the Mamba Sports Foundation will continue to run for years to come. His name will never fade and will be known and appreciated decades down the road. Kobe Bryant and all that he has done for the basketball, the Lakers, his family, charities, and so on will forever live on.

Kobe Bryant
(August 23, 1978 - January 26, 2020)
Mamba Out

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